Develop a One-Page Marketing Plan

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Marketing is not only much broader than selling, it is the whole business seen from the customer’s point of view.

-Peter Drucker

What to Consider…

• Personal, Family & Business Goals
• Resources & Strengths/Capabilities

Which Marketing Strategies are Right for Our Farm?

One Page Marketing Plan

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Time/Manpower</th>
<th>Costs</th>
<th>Success Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Color Scheme</td>
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<tr>
<td>Font Scheme</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Signage</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Visuals</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Video</td>
<td></td>
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<td>Infographics</td>
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<td></td>
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<tr>
<td>Traditional Advertising</td>
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<tr>
<td>Ad Design</td>
<td></td>
<td></td>
<td></td>
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<td>Print Media</td>
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<td>Radio</td>
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<td></td>
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<tr>
<td>Website</td>
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<td></td>
<td></td>
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<tr>
<td>Social Media and PR</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Twitter</td>
<td></td>
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<td>Facebook</td>
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<td>Youtube</td>
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<td>Mailings</td>
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<td></td>
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<tr>
<td>Customer Service</td>
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Success Indicators

Hinge on business goals. Some examples:

- Increased sales
- Return on input costs per season/event
- Sales/customer
- Web/Social traffic
- Event ticket sales

Consumers want services and information that connects to them and their families

Retail agriculture – brand drives marketing and related costs

“Out Here... you'll find callused hands and uncalloused minds. The rural lifestyle. Sure, it's a lot of work, but the payoff is a clear conscience, going to bed a good kind of tired and the satisfaction that comes from getting the job done yourself.”

Your value lies within your guests

branding changes human behavior
Engage in every way you can

our brand must identify us in each and every way we communicate at the farm and via marketing

Tips for your farm

• Update your brand (beyond just logo)
• Ensure site/market emulates brand (curb appeal)
• Connect through all five senses (immersion)
Tips for your farm

- Common Language
- Product names
- Themes
- Brainstorm ideas for signage to make it positive, but impactful
- Creative writing/wording - Develop list of descriptive words for your farm.
- Some things – store design, lighting – hire an expert or interior designer!

Colors

- Consistency
- Part of the ‘memory’

Uniqueness

Lighting & Signage Matter

- Creative writing/wording - Develop list of descriptive words for your farm.
- Some things – store design, lighting – hire an expert or interior designer!

sound
Quiet is a dangerous thing in a retail setting…

- It makes customers nervous
- You can hear employees talking
- Texting is audible
- ...

Live or Recorded Music?

- Copyrighted material!
- The American Society of Composers, Authors and Publishers (ASCAP), or Broadcast Music, Incorporated (BMI)
- For more information, contact ASCAP at (800) 505-4052, or BMI at (212) 220-3000.

What are the sounds on your farm?

- Loud speakers – Format/Intro?
- How are you introducing pig races?
- Next hayride?
- Animal Sounds?
- Sound? Effective Sound in different areas

Tips for your farm

- What kind of music fits with your brand?
- Are their sounds that can enhance your activities?
- Where are speakers located?
- How are sounds controlled digitally?
Scent Marketing - Aroma Marketing

• Do you notice the faint smell of French fries?
• Candles in the store?
• The same smell over and over at a hotel?
• “Freshness” at the farmers market?
• Bleach!

• It must be repeated…

Bakeries...

• Research shows a difference between evaluations and behaviors in a scented store environment versus an unscented store environment. These differences were obtained despite there being no other changes in the environment than scent.

• Improving the Store Environment: Do Olfactory Cues Affect Evaluations and Behaviors? Author(s): Eric R. Spangenberg, Ay y. Pamela W. Henderson


Published by: American Marketing Association

Stable URL: http://www.jstor.org/stable/1251931

Managerial Considerations
- The smell must enhance the customer experience
- (Manage the offensive smells!)
- An inoffensive scent is effective in enhancing the consumer experience
- Use distinctive scents
- Choose scents that are consistent with the location
- Don’t use scents similar to cleaning products
  - lemon or pine scents

Tips for your farm

Juicy or Crunchy?

Taste the freshness

...in 100 days
Taste is the only sense that combines all the other senses. Visual, smell, touch (Texture), sounds.

- Kellogg’s – Rice Crispies – Texture matters
- Corona – Best taste? – The idea of being on vacation
- Best Coffee in America – It depends…

Tips for your farm

Give virtual taste tests
Develop descriptive words
SHOW you grew it
Develop signature foods that people talk about

Connection Grandparents

- Nostalgia
  - Picking apples
  - Petting animals
  - Wood, barn beams
Personal touch
How can you guarantee?

Tips for your farm

- Plan training to meet your brand
- Outline branding and the importance to have the same image, relationship with every customer.
- Use those keys for customer service plan

Getting the right people and the right chemistry is more important than getting the right idea.

- Ed Catmull, President of Pixar Animation Studios

Overall Farm Ideas

- Review curb appeal
- Review displays/set up
- What do you have that is amazing?
- What can you think of that is so outlandish that people will want to turn their heads?
- April Fools events like planting cheerios to make donuts and picking marshmallows off trees before they melt.
To improve our brand and ability to market our business, I will go home and...

1.
2.
3.