

# Mississippi MarketMaker Newsletter



MISSISSIPPI STATE  
UNIVERSITY  
EXTENSION SERVICE

## Marketing your Seafood Retail Business through MarketMaker

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### How many Seafood Retail Businesses are currently registered in MarketMaker?

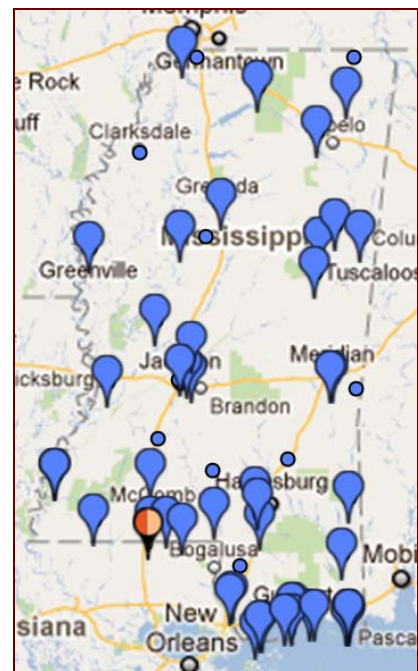
In the State of Mississippi, only **1 out of 81** seafood retail businesses are registered! That is only 1.2% of the marketshare, we have to bring MarketMaker to our local businesses since it is a FREE marketing tool

### How does a buyer/consumer search for Seafood Retail Businesses?

- In Mississippi MarketMaker, click the link "**SEARCH**" located at the upper right section of the page.
- Click the link "**Begin New Business Search**" located at the upper middle section of the page.
- Click "**Food Retailer**" and "**Fish Market**" specify the area to be searched under "**Search By**". If you search in the entire State of Mississippi, you will get the same result of 81 total seafood retail businesses with one being registered in MarketMaker.

### Do you know how MarketMaker promotes your county's businesses?

When a potential buyer searches for food products in MarketMaker, the search covers all of the food businesses listed in all MarketMaker websites in all member states. Registered businesses within MarketMaker are automatically placed on the top of the result list highlighting those businesses with MarketMaker profiles. The profiles make it easy for buyers to sort through and determine which producer best fits their needs. Having a business profile in MarketMaker is a free marketing tool that can display all relevant information to potential buyers.



### How much will it cost your county's businesses to become members?

Membership in MarketMaker is FREE. The Mississippi State University Extension Service is maintaining MarketMaker.

### Where can you find MarketMaker?

- MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.
- You can also find MM by searching for "Mississippi MarketMaker" in your favorite internet search engine.
- You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>.
- You can also follow MM at Twitter — <http://twitter.com/#!/FoodMarketMaker>.

### How can you sign up for the MarketMaker Training Workshop?

To help us schedule the workshops, please indicate your preferred date and time at <http://www.coastal.msstate.edu/MSMMWorkshops.html>.

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