



Extension Agent Guide for Marketing Local Foods



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PART 3

Developing a Marketing Plan



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Module 1

How to Create a Marketing Plan



Creating a Plan

- Develop a plan and make a commitment.
- Get serious.
- Realize that marketing is essential no matter what form.
- Understand that marketing is an investment.
- Develop an image and be consistent.
- Continue marketing after a sale.



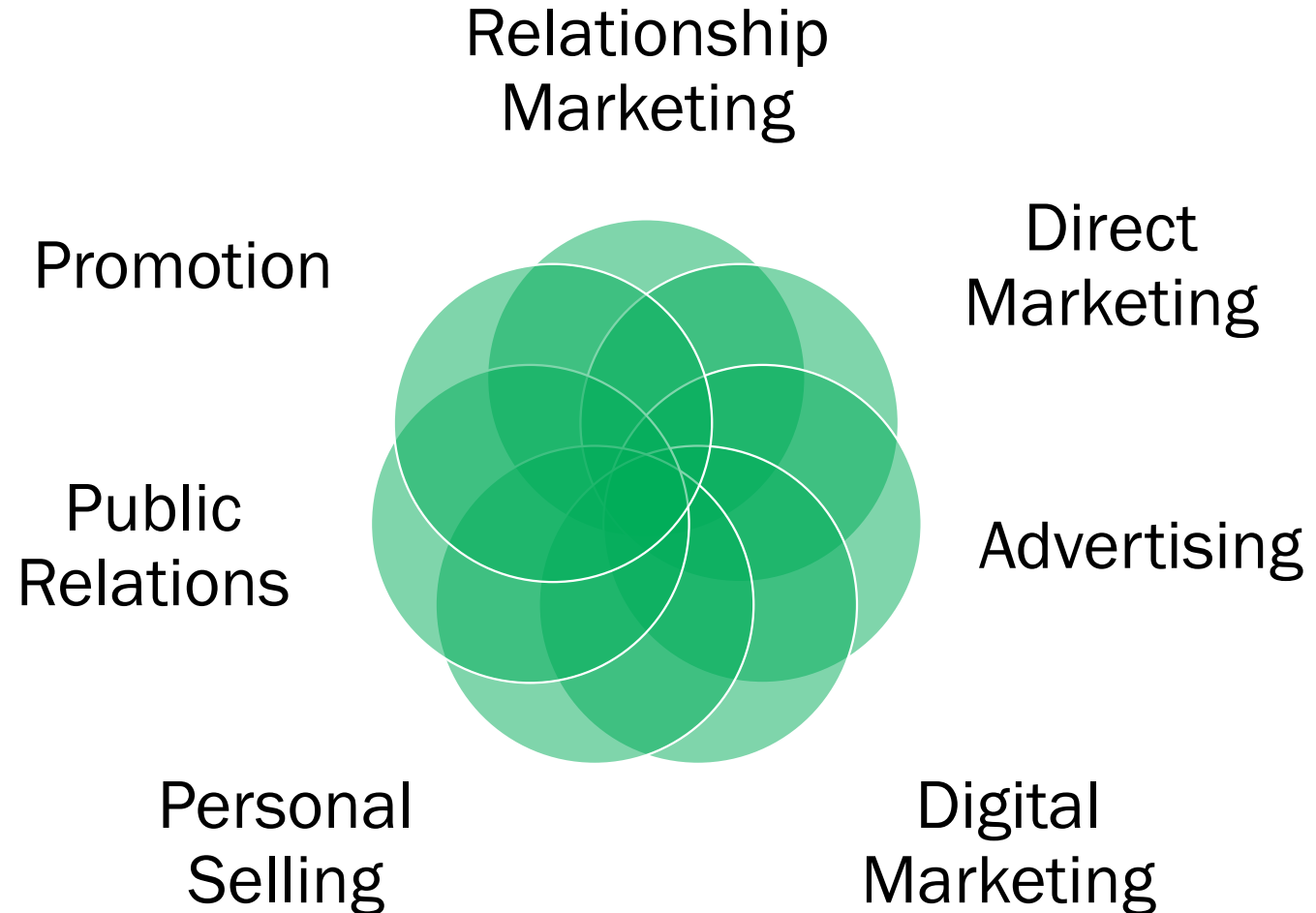
4 Ps of Marketing

- Product
- Price
- Place
- Promotion





Marketing Communication Mix





Potential Markets for Local Foods

Which Is Right for You?





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Module 2

Marketing Strategies



Cost-Friendly Options

- Digital marketing
- Relationship marketing





Brand Identification

- What is a brand?
- How can a brand be effective?
- Why do you need a brand?
- What is the story of your business?
- What experience and ideas to you want to communicate?



Identify Stakeholders

- Think creatively.
- Unlikely partners may provide the greatest alliances.
- Look for groups or people who could directly or indirectly benefit from achieving common goals.



Unusual Partners





Possible Partners Worksheet

- Name a possible partner.
- What will he/she contribute?
- Why will he/she contribute?



Approaching Possible Partners

- Meet in a neutral environment.
- Let them know projects your group is interested in.
- Mention the great things your group wants to achieve.
- Establish trust.
- Example: Monroe County Coordinating Council



Work on Your People Skills!

- Make all your partners feel valued.
- Listen.
- Be courteous and fair.
- Follow through.
- See the values and talents in others.



More Tips

- LISTEN.
- Take time to respond to a question.
- Recognize that everyone has something to offer.
- Remember that different points of view are not bad.
- Ask for help (people are usually flattered).
- Don't always ask the same people for help.
- Set ground rules for ethics, and make sure they apply to everyone.



Sales

- Expect the best.
- Be prepared for the worst.
- Have a back-up plan.



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Module 3

Targeted Technology Marketing



What's Out There?

Types of Technology Marketing

- Social Media

Pros: Easy, convenient, free

Cons: Needs constant attention; can be overwhelming

- Email Marketing

Pros: Easy, convenient, free, and on-demand

Cons: Requires creativity and careful time management to avoid being ignored and redundant

- Websites

Pros: No limitations; great for webinars, online shopping, and virtual tours

Cons: Not free; time-consuming; requires major upkeep





Why Is Digital Marketing Important?

- <http://www.internetlivestats.com/>
- Your purpose for digital marketing is to sell an experience, not a product.
- The Digital Age has taken over.
 - Farmers' markets are now using mobile payment apps.





Meeting the Needs of Your Target

- Who is your target audience?
- What do they want to know and see?
- Whatever you choose, make it work!
 - Set a goal.
 - Request feedback.
 - Keep it updated.





Social Media: What Is It?

- Referred to as networks, channels, or platforms.
- Two-way visual communication.
- Inexpensive (usually free).
- According to statistica.com, the number of social network users is expected to reach 2.5 billion by 2018.
- Approx. 75% of online adults use social networking (globally).
- 52% of these adults use multiple social media platforms.
- Multiple uses for different networks.
 - Facebook, Twitter, Instagram, Pinterest
 - Each network can sync to others





Social Media: Facebook

Almost 1.8 billion monthly users



- **Profiles** (individual)
 - Friends
 - Approval required for users to see your content
- **Primary Engagement Opportunities**
 - Shares
 - Comments
 - Likes
 - Private messages
- **Pages** (organizational)
 - Created from an existing profile
 - “Likes”
 - Open to the public
 - Schedule posts
 - View Insights (easy to track activity)
 - Multiple users (optional)
 - Can be used for paid advertisement





Social Media: Facebook

Almost 1.8 billion monthly users



- **The Lingo**
 - Tag, share, like, comment, hashtag, trend, newsfeed
- **What, When, and How to Post**
 - Share information and graphics, and receive feedback.
 - Post 5–10 times a week.
 - Celebrate holidays/related events.
 - Typically range from 40 to 250 characters.
 - 70% promoting your brand/product; 20% shares; 10% self-promotion





Social Media: Facebook

Almost 1.8 billion monthly users



- Your Page Should Include
 - Contact information
 - Location
 - Events (annual, seasonal, random, etc.)
 - Graphics (pictures and videos)
 - An informational description that includes the history and mission of your organization.
 - A niche (what makes you interesting?)
 - Regularly updated content (event details, profile/cover photos, description, etc.)





Social Media: Twitter

Over 1 billion users



- Creators of the trending #hashtag
 - Trending means making a group of words searchable by using the #
- Live, real-time
- Direct messages and notifications
- Younger population
- Good source for consuming information
- Tweets are limited to 140 characters
- Approval can be required for users to view your content (public/private option)





Social Media: Twitter

Over 1 billion users



- **The Lingo**
 - Mention (@), handle, retweet, like, comment, hashtag (#), trend, discover, newsfeed
- **What, When, and How to Post**
 - Share information, graphics, links (cross-promote other networks)
 - People on Twitter want to see change and what's new



Social Media: Instagram

Over 500 million users



- Photo/video sharing app compatible with Android, Windows, and iOS
- Approval can be required for users to view content (public/private option)
- Owned by Facebook
- Can be cross-promoted with other social media platforms
- Uses “sponsored” posts and 24-hour stories similar to Snapchat
- Simple to use
- Less interaction/engagement

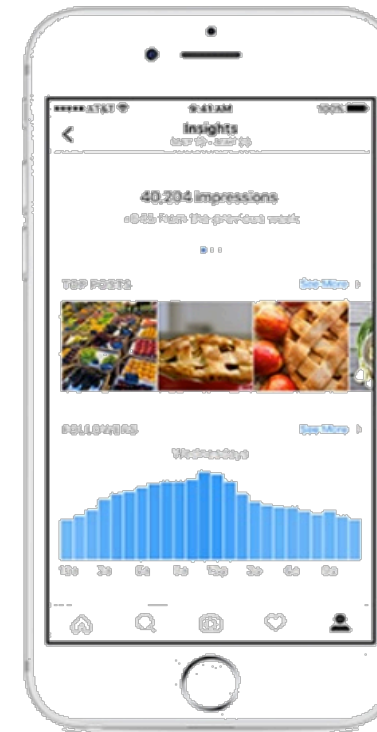


Instagram Business Tools

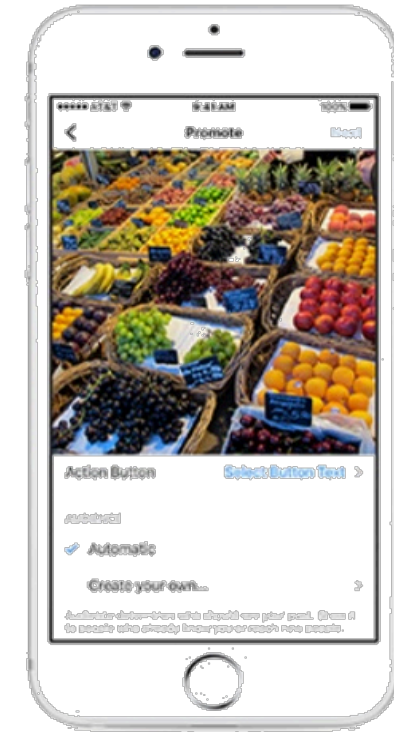
Instagram lets you bring your business to life on mobile. And now, Business Tools give you the ability to stand out, learn more about your followers and reach more customers on Instagram.



1. Create an Instagram business profile



2. Learn more with business insights



3. Promote your business directly from Instagram



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Social Media: Pinterest

Nearly 45 million users in the U.S.



- Visual medium
- Used to create pins and re-pin (digital bulletin board)
- Pinterest account can be created from your Facebook profile
- Can automatically follow Facebook friends
- Average Pinterest user stays on the site about 15 minutes per login



Social Media: Pinterest

Nearly 45 million users in the U.S.



- **The Lingo**

- Boards, pins/pinners, topics

- **How Pinterest Works**

- Share information and graphics by pinning them to a specific board.
- Pins can be uploaded from a clipboard (other boards), other social media sites, your location, your photos, and the web.
- Location can be tied to any pin.
- Important to keep your content relevant and detailed.
- Search by categories.
- You can create your own pins and boards for your followers to see/pin.
- Follow individuals and/or boards.
- Search for new ideas or pins, and share your own.
- Create a visual experience for your pinners.



Email Marketing



- **MailChimp**
 - Free email account.
 - Send 12,000 emails to 2,000 subscribers or fewer a year.
 - Features include campaigns, templates, lists and groups, strategic emailing (scheduled), mobile-friendly emails, option to link social media accounts, read receipts to know if your client opens the email.
- **What, When, and How to Use**
 - Do not spam or send emails without permission.
 - Know what to send, how often to send, and when to send.
 - Over 90% of consumers check their email every day.
 - Easy to navigate.
 - Links, newsletters, and other important information can be sent.
 - On-demand.
 - Schedule to send.



Websites

- Website-builders to choose from include Weebly, Wix, and WordPress.
- Create a domain name (all platforms offer domain purchase).
- Choose your content (information, graphics, etc.).
- Add a shopping cart and app if applicable.
- Cross-promote and integrate social media.



Where Do I Start?

- Ask yourself these important questions:
 - What is my niche in the market?
 - What am I currently doing to successfully reach my audience?
 - What would be most beneficial to my market?
 - What am I most comfortable with?
 - How much time and money do I have to spend on online marketing?
 - Is it feasible?



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Module 4

Relationship Marketing



Relationship Marketing

- Who could you build a relationship with to market your business?
- How can you use relationship marketing to build a relationship with customers?



Relationship Marketing



- Often very effective
- Allows you to reach new clients
- Can build an image



Marketing on the Farm

- Customer service
- Customer follow-up
- Respond to change
- Capitalize on both logic and emotion
- Special gifts
- Create your own competitive advantage
- Nonverbal communication
- Color in advertising
- Don't focus only on low price
- Make customers feel special; form a bond
- Offer different products
- Offer different levels of service
- Try to capture business of different market segments in order to lessen risk
- Must be very well managed in order not to have negative effects



Relationship Marketing on Your Farm = Customer Service

- Friendly
- Knowledgeable of subject and farm
- Patient
- Professional
- Good communication skills
- Organized



Improving Customer Traffic

- Visibility
- Accessibility to telephones, electrical outlets, water, bathrooms
- Parking for customers
- Cleanliness





Place

- Convenience
- Quality
- Appearance
- Functionality
- Safety
- Staff



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Module 5

Developing Marketing Goals



Developing Marketing Plan Goals

- Remember SMART goals.
- Determine what is unique about your business.
- Identify your target market.
- Determine how you will reach this market.
- Choose your message.
- Set a goal for this marketing initiative.
- Set a date.
- Get started.



Things to Remember

- Lack of time drives trends (convenience)
- Frontline employees
- Experience (What kind of experience are you selling? Does your business fully reflect this?)
- Make it easy!



Conclusion



- Plan.
- Know your product and customer.
- Take marketing seriously.
- Be creative.



Next Steps

- Each farm or business will complete a marketing plan.
- Each farm or business will give a 3–5 minute presentation to the group about its marketing plan.
- The group will provide constructive criticism and share ideas.
- Invite a marketing specialist to view presentations and provide feedback.
- Contact the MSU Extension Center for Technology Outreach for any additional technical assistance or workshops.
- Schedule a follow-up meeting or visits every 3–4 months to evaluate progress.



Supplemental Material Available Upon Request

- Virtual tourism
- Case study
- Using tourism trend sites
- Creating a local foods tour