

MARKETING TIPS

Marketing - A series of planning and executing the conception of getting the goods from the farm to the plate. *Planning is important—if you fail to plan, you plan to fail.*

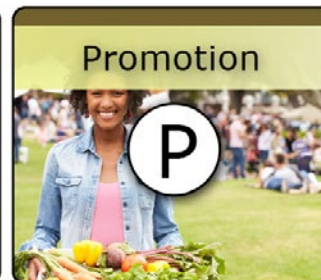
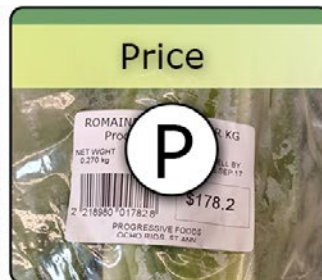
Good marketing strategies include:

- Knowing your market
- Developing products or services to satisfy customers' needs
- Ensuring products and services are readily available
- Informing customers of product/service
- Convincing customers to make a purchase
- Getting feedback

Tips on Marketing:

- Know your product
- Know your market (identify and define)
- Know your competitors
- Be aware of demands
- Create demand
- Research and analyze the market continuously
- Foster good relationships with key stakeholders
- Maintain quality of your product

The 4 P's of MARKETING



PRODUCT

The **product** must meet the needs of consumers (without this, no amount of promotions or price-slashing will coax people to purchase).

The total product should have these considerations:

- Physical product
- Package
- Brand name
- Company's image
- Accessories
- Instructions for use
- After-sales services
- Warranty

What to sell should be guided by market conditions, trend, consumer preference, needs, and buying power.

Consider:

- Type of good
- Quality (pre-harvest, post-harvest conditions)
- Quantity (demand and supply)

PRICE

In order to make a profit, **pricing** must be regarded in the same fashion as other controllable variables and must utilize effective marketing strategies.

This is essential because customers want to pay low prices and farmers want to receive high prices.

*Effective pricing is more than automatically adding a percentage markup.

Pricing Strategies:

- Low Cost Market
- Differentiation
- Focus Cost Leadership
- Focus Low Cost Market
- Integrative
- Niche Market

PROMOTION

Promotion is any form of communication that gives publicity to a product or event in order to increase sales or make people aware.

Promotion can be done by:

- Marketing the same physical product everywhere
- Adapting the physical product for a specific market
- Designing a different physical product with the same, adapted, or different message

Tools for Promotion:

- Advertising
- Personal selling
- Sales promotion
- Public relations

PLACE/DISTRIBUTION

Distribution is the process by which producers transport goods and services to the market.

Channel Selection:

- Direct Distribution
- Indirect Distribution

Factors influencing Channel Selection:

- Market Characteristic
- Product Characteristic
- Middleman Characteristic

Value Chain is a set of activities that are performed to deliver a valuable product or service to the market.

A Value Chain is used to identify a business's core competencies and these competencies are capitalized on to create a competitive advantage. By considering your operations, outbound logistics, marketing and sales, and services, you can determine your margin.