



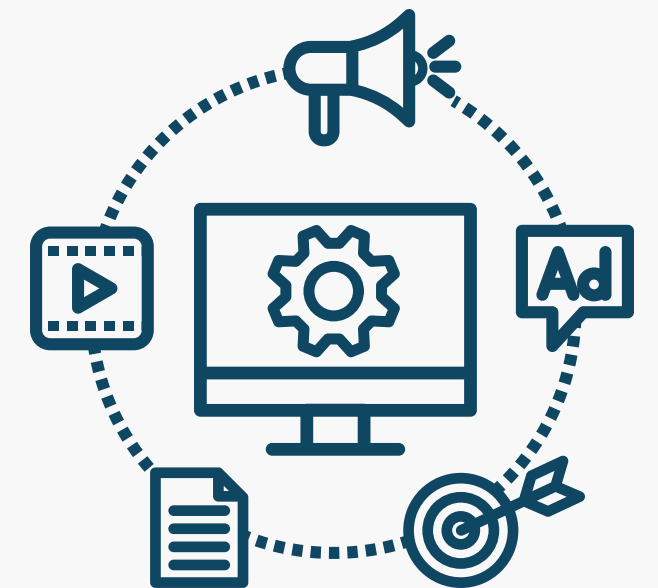
# *Marketing and Branding*

The Basics



# *Marketing*

- The process of (re)introducing a product or service to a client
- Marketing is part of the sales process
- Marketing involves introducing your product to a potential client and informing them about (one or more of the following)
  - Value
  - Price
  - Discounts
  - Quality of service
  - Reputation of company
  - Uniqueness of product



# *The importance of knowing your ideal client*



- Marketing takes a lot of time and money
- It takes research and constant refining of who you reach and why
- Your ideal client should:
  - Have a need/desire for your product
  - The ability to purchase your product at your price
  - The ability to receive/access your product
  - Align / understand with your brand's values and interests
  - Be sufficient in number to allow for enough of this kind of customer to maintain your business
    - If only one person on the planet wants to buy from you, you don't have a viable product/service

# *Branding*

- The impression you leave the customer
- The totality of interactions (visual, audio, in-person, online) with your company
  - High touch, high quality (luxury brand)
  - Low touch, low quality (Walmart)
  - Excellent customer service as part of brand as reflected by excellent AI chat bots, ease of product return, and ease of purchase/interactions with company

# *Marketing is about education and information*

- Specifics of the product
  - Height/weight/applications/how it is manufactured
- Quality
  - Quality of ingredients / skills of people making the product
  - The process of making something
    - A unique process
    - Unique machinery
    - Innovation involved in the development of the product
    - Certifications
- Environmental impact
  - Certified organic standards
  - Types of packaging
  - Types of delivery



# *Marketing is about education and information*

- How to purchase the product
  - Farmers markets
  - Online
  - Distributors
  - Drop shipping (etc)
- How to use the product
  - Recipes
  - How-to manuals
  - Unique applications



# *Marketing formats*

- Social media
  - Different platforms have different content expectations
    - LinkedIn is geared towards professionals looking for business and career opportunities
      - Expectations of professional head shots
      - Expectations of business-related content
      - Expectations of articles with videos
    - Facebook is most used by a certain age demographic (40+) who connect for personal and professional reasons
      - FB page for a business that is linked to a personal account that shares family photos
    - Instagram is highly geared towards images / static visual content
      - More women than men use Instagram
    - Youtube is high quality videos
      - More men than women use Youtube

# *Marketing formats*

- There are countless social media platforms
  - Each have specific demographics, hashtags, platform-related events
  - Study each platform
  - See where most of your competitors are
  - See where most of your ideal target clients are
    - Determine if you can generate content appropriate for the platform
    - See where you can get help (buy/barter) to have someone else generate appropriate and engaging content
- Study your clients
  - Get to know their media habits
  - Find the right fit for the content you can generate (or buy) vs what your clients want



# *Other marketing media*

- Traditional newspapers
- Online newspapers / e-zines
- Industry publications
- Radio
- Podcasts (sponsoring)
- Sponsoring an event / a sports team / a charity
- Give-aways / prizes
- Promotional materials like tee-shirts and mugs and baseball caps with your logo on them
- Each type of media has its own audience
- Each audience has its own preference for content
- Be mindful of the spend
  - Have clear parameters for a marketing campaign
  - Have a clear budget
  - Make the budget proportional to the expectations
    - If you are testing out a new social media, maybe \$200 is reasonable spend to get some data
    - If you are seasoned and well established on the same platform, may \$5,000 is a reasonable spend



# *Analytics*

- These are metrics used to gauge the relative success of a marketing campaign
- Analytics is information tracked prior to, during, and after the marketing campaign
  - Know what you're buying
    - Clicks
    - Impressions
    - A mention on an influencers account?
      - How often will they mention you?
  - Why are you marketing?
    - For sales?
    - For more people to like/follow you?
    - For people to attend an event (free or purchase tickets)
    - To raise profile in a community
    - For people to subscribe to your newsletter?
  - Information on users clicking/seeing/buying the marketing
    - If you're buy TV ads, you know the demographics of that particular television show
    - If you're buying social media ads, you can refine who you target
- Social media platforms will have marketing panels/consols to provide you with this information



# *Resources*

- [AgriMarketing Program: Step 1. What this program offers](#)
- [Growing Leaders CAMA](#)
- [Business Basics](#)
- [Collaborations: The Key to Growing Your Business Online](#)
- [PARO Webinar- Creating Your Online Presence](#)
- [Webinars](#)