

Marketing Plan Info

Now is the time to be thinking about how you are going to market your products for the new year. A Marketing Plan does not need to be complicated. It just needs to show "where you are now", "where you want to be" and "how you plan to get there". A Marketing Plan can be as simple or as complex as you want it to be. You could look at your area dynamics, determine who your customers are and run surveys to see who you should target with your advertising but, most of us don't have the time, advertising budget or the ability to start out doing this. The following simplified Marketing Plan will give you a good start.

First you have to determine where you are and where you want to go? Let's say that you sold \$12,000.00 worth of products this year and would like to increase sales to \$20,000.00 next year. This is your "goal". A Marketing Plan shows how you intend to reach your goal. Now, you need to create a plan for how you intend to get there. Make a list of all the things you could do to promote your business.

Here are some ideas:

Things you can do at your business

- Give a tour
- Host 4-H, FFA or other youth meetings
- Encourage customers to pick-up products at your farm
- Host a neighborhood get together
- Put on a workshop
- Teach a class at your farm
- Invite professionals to visit your farm
- Free give-aways to visitors

Things you can do away from your business

- Give a presentation
- Distribute flyers or posters
- Deliver products
- Participate in a show
- Have a booth at a craft fair, festival or farmers market
- Put on a conference or seminar
- Sponsor an event
- Make sales calls on prospective stores
- Give out samples

Media advertising to get the word out

- Newspaper ads and inserts
- Radio spots and show interviews
- Area news and/or tourism websites
- Social media (Facebook, Twitter, etc.)
- Web Blogs
- Niche publications
- Posters
- Flyers
- Phone Calls
- Thank you notes
- Press releases
- Business sign
- Signage on vehicles
- Brochures
- Direct mail

Research & development

- Attend a conference
- Take a class
- Read books
- Ask for new supply catalogs

Brain storm ideas while alone (don't forget to write them down)
Brain storm ideas with employees or other business owners
Start or join an online group with your same interests
Buy new equipment
Do research
Get samples
Try new recipes

Community service that will acknowledge your business

Use posters, banners, clothing (hats, sweatshirts, t-shirts, etc.), buttons, pins, brochures and/or business cards to identify your business.

Sponsor an award
Serve meals or help out at an event
Join a service group
Volunteer

Express appreciation to family, employees or those who help make your business run

Flowers
Incentives
Personal gifts
Awards
Time-off

You will need to decide "**when**" you want to do these things and "**how often**" throughout the year they will be done. Make a list of deadlines for getting these things accomplished.

Take a current calendar. Write on it what days each marketing item will be done. Try to do at least one of these promotions each month.

Keep in mind that you can promote emus and their products at any time throughout the year. My marketing calendar was created to have 2 promotions each month. A promotion can be a sale, a new poster, an interview, a tasting, a press release, a newspaper ad, a social media post or ad, etc. Below are some ideas for promoting each month.

JANUARY – “Emu Meat” Month (hearty Winter meals)
FEBRUARY – Valentine’s Day
MARCH – Easter
APRIL – Gardening (emu manure & compost)
MAY – National Emu Week (N.E.W.)
JUNE – Raising Emus; American Emu Association (AEA) National Convention
JULY – Summer Skin Care
AUGUST - Bar-B-Q
SEPTEMBER – Football Parties
OCTOBER – “Emu Oil” Month
NOVEMBER – Winter Skin Care
DECEMBER – Christmas

You will, also, need to determine "**who**" will be responsible for seeing that each item gets done at the appropriate time. If you are the only one in your business doing marketing, this part will be easy. If there are spouses, partners or employees who help with marketing, you will need to decide who will be responsible for what.

#####