Marketing

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Northern Aquaculture Demonstration Facility
Aquaponics Innovation Center
Projects

- Individual
- Small-scale
- Proposal
  - By April 21\textsuperscript{st}
- Blueprints
  - By May 19\textsuperscript{th}
- Budget
  - By June 16\textsuperscript{th}

- Construction
  - July 21\textsuperscript{st}
- Operation
- Data collection
- Presentation
  - January 19\textsuperscript{th}
Ideas

• Hands-on design
• Monitored throughout the year
• Record the process & collect data
• Aquaculture or aquaponics
Barrelponics
Siting Tools

- WI aquaculture suitability models
  - [https://www.uwsp.edu/cols-ap/nadf/Pages/GIS-based-analysis.aspx](https://www.uwsp.edu/cols-ap/nadf/Pages/GIS-based-analysis.aspx)
- Pond
  - [Suitability model](#)
- Flow-through
  - [Suitability model](#)
Selling vs Marketing

Starting point

Your farm

Existing products  Selling & Promotion  Success through sales

The selling concept

Customer needs  Integrated marketing  Success through satisfaction

The marketing concept

Target market
Market

• Research the market before you begin
  – Food trends
  – Consumer trends
  – Local demand
  – Price vs customer’s willingness to pay
  – Develop a customer profile
Marketing

• P’s and Q’s of marketing
  – Product
  – Price (most - least costly)
  – Place (position)
  – Promotion (consistency)
  – Quality assurance
## Developing a Customer Profile

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Psychographics</th>
<th>Buying motivations</th>
<th>Communications</th>
<th>Keep them coming back</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Support local</td>
<td>Healthy foods</td>
<td>Social media</td>
<td>Customer service</td>
</tr>
<tr>
<td>Income</td>
<td>Contributing to the “greater good”</td>
<td>Support local farmers</td>
<td>Newspaper</td>
<td>Special events</td>
</tr>
<tr>
<td>Race/ethnicity</td>
<td>Product that reminds them of “home”</td>
<td>Connecting with the community</td>
<td>Community organizations</td>
<td>Availability of product</td>
</tr>
<tr>
<td>Education Level</td>
<td>Creating an experience</td>
<td>Recreating memories with children</td>
<td>Special events</td>
<td>Knowledgeable staff</td>
</tr>
<tr>
<td>Where they live</td>
<td>Keep up with the Jones’</td>
<td>Product benefits</td>
<td>Radio</td>
<td>Educational information that makes them fell empowered</td>
</tr>
</tbody>
</table>
Culinary Forecast

1. New cuts of meat
2. House-made condiments
3. Street food-inspired dishes
4. Ethnic inspired breakfast items
5. Sustainable seafood
6. Healthful kid’s meals
7. Vegetable carb substitutes
8. Uncommon herbs
9. Authentic ethnic cuisine
10. Ethnic spices
Develop a Brand

• What is your logo?
• What colors are used?
  – Consistency
  – Easy to look at
  – Easy to replicate
• Weave your brand into everything
  – Signs
  – Merchandising
Marketing Avenues

- Social Media: 25%
- Trad. Ads: 10%
- Print Mat.: 25%
- Website: 15%
- Farmstead: 25%
Product Positioning

- The best quality?
- The cheapest?
- The best value for the money?
- The most convenient?
- Is it a necessity or a luxury item?
Marketing Plan

• Where will you market?
• What “story” will you tell?
• How much will you budget?
• How will you measure success?

<table>
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<tr>
<th>Target market</th>
<th>Product/Service</th>
<th>Competitive advantage</th>
<th>Promotion strategy</th>
<th>Sales forecast (goals)</th>
<th>Measure success</th>
<th>Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women 25-25 with children</td>
<td>U-pick</td>
<td>Experience for the kids – healthy food</td>
<td>Facebook group</td>
<td>Increase sales on weekdays by 10%</td>
<td>Sales on week days, likes on Facebook</td>
<td>Weekly</td>
<td>$25</td>
</tr>
</tbody>
</table>