



Drudgery That Pays Well

Marketing Webinar for Direct Marketing Farmers

Session Assignment

You have now completed all the workshops in the Marketing for Profit: Tools for Success series. You have gathered the data, analyzed what it means for your business, learned how to prepare business and marketing plans, and learned key marketing concepts and skills. The last step is to complete your business and marketing plans and implement them on your own farm. Here is your last session assignment.

1. Choosing characteristics of your business, create a Perceptual Map and pinpoint your perception of yourself, your competitors position using the same characteristics, then indicate your customer's perceptions. Once mapped out, devise a plan to turn the discrepancies between your perceptions and your customers perceptions of you.
2. Perform a collateral audit of your farmstand or farmers market boot. Assess the drive by view in terms of its inviting appearance, signage and overall message. Then go inside and describe the experience. Does it match the drive by view? What can be done to make your farmstand or market table more aligned with the message and experience you want to provide for your customers.
3. The final outcome of this series of workshops is to help build your marketing skills and create a business and marketing plan. With the information gathered through the work done with each workshop, finalize your business and marketing plans.