



How to Say What You Mean

Marketing Webinar for Direct Marketing Farmers

Session Assignment

Now that you understand what a brand is and you have a logo, it's time to craft your marketing message that will appeal to your customers and build sales. This message can be used in any marketing medium and should create an emotional appeal for your customer.

- 1) **An elevator pitch is a 60 second or less speech that you use to tell people who you are, what the benefits of your product are and who your target customer is. Craft an elevator speech that people will relate to and find memorable. Be sure you do not exceed 60 seconds to recite your pitch.**

- 2) **List the features of your products.**

- 3) **List the benefits your products offer to your customers.**

- 4) **List the attributes of your target customers.**
 - a. **Wants:**

 - b. **Needs:**

 - c. **Values**

5) From your knowledge of your customers and the benefits of your products, craft a message that sells the benefits and creates an emotional appeal to your customers.

6) Test your message with a sampling of your customers and note their reactions here.

7) From the feedback you have on your message, edit now to a final version.

8) Identify the different mediums you can use to get your message out to customers. Note on each medium whether it is affordable to you, both in terms of time and money.

(i.e. Television – cannot afford the cost of production nor the cost of a flight of commercials that would give me enough frequency to make the spot memorable and actionable.)