

Marketing 101

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Agritourism Enterprises

- **Primary**
 - Alternative use of Farm and ranch land
- **Supplement your farm income**
 - Minor part of your farm product mix
- **Complementary**
 - Agritourism activities share equal footing
- **What are your business goals?**
 - Build Your Off-season offerings
 - Diversify product
 - Increase revenue

Research

- Print and web-based travel magazines, journals, and newspapers
- free Google.com/alerts for “agritourism” or other key words that correlate to what you offer
- Visitor’s bureau, chamber of commerce, [VTC](#), cooperative extension office, resource conservation and development council, Farm Bureau and Small Business Development Center

Agritourism in the Commonwealth

- Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions.

Developing a Marketing Strategy

- **Needs:** States of felt deprivation
 - Physiological: food, clothing, sleep
 - Safety: health, property, the family
 - Love/Belonging: affection, friendship
 - Esteem: confidence, achievements
 - individual: knowledge, self-expression, creativity
- **Wants**
 - Shaped by culture and individual personality
- **Demands**
 - Backed by buying power

Research

- web sites such as the Agricultural Marketing Resource Center (www.agmrc.org/)
- The USDA: Agricultural Marketing Services
- SBA
- The consumers-your target customers
 - [Discover who is already visiting your area](#)

Target Market

- Families, Couples
- Youth and School groups
- Individual consumers
- Wedding parties
- SMRF
- Senior groups
- Business retreats

Marketing Mix

- Product
- Place
- Price
- Promotion
- Customers
- Brand (image, logo, packaging)
- competitors
- complementary businesses

Product

- Anything that can be offered to a market that might satisfy a want or need.

Product

- **Product**
 - Tangible
- **Service**
 - Intangible, Variability, Inseparability, Perishability
 - Purchas of benefits through the experience
 - More supply dependent then demand dependent
 - More dependent on complementary sectors
 - Shorter exposure to services, more difficult to estimate cost and price
- **Experience**
 - A series of staged events that engage a participant and result in pleasant, recallable memories

Product

- Demonstrations
- Canned Food
- B&B, camp sites
- Weddings, Meetings
- Events and Festivals
- Haunted hay rides
- Corn Maze
- Horseback riding
- Hot air balloon rides
- Wildlife viewing/ photography
- Museums
- Easter egg hunts/live nativity
- Wagon/sleigh rides
- Fishing
- Education Experiences
- Outdoor recreation
- U-pick
- Christmas tree farms
- Pumpkin patches
- Barn dances
- Gift baskets
- Gift cards, certificates
- Farm stand or store
- Mediation/Yoga

Product

Nature Tourism

- Sell nature goods that are locally produced
- Birdhouses
- Walking sticks
- Honey
- Guidebooks
- Picture Books
- Disposable cameras
- Postcards
- Stamps
- Lunch

U-pick farms

- Provide different sizes of take-home containers
- Recipes book/cards
- Offer already harvested crops
- Maps of your farm
- Provide hand-washing areas
- Chef demonstrations
- Hire enough staff to provide selection assistance, and quick checkout
- Coloring books
- Pictures

Unique Selling Proposition

- Competitive advantage
 - Product
 - Service
 - Channels
 - People
 - Image
- **Important**
 - Delivers a high value benefit
- **Distinctive**
 - Competitors do not offer
- **Communicable**
 - The difference is visible or communicable
- **Preemptive**
 - Cannot be easily copied
- **Affordable**
- **Profitable**

Price

- Cost-Plus Pricing
- Break-even Pricing
- Product line pricing
- Optional-Product Pricing
- Product Bundle Pricing
- Segmented Pricing
- Promotional Pricing
- Geographical pricing
- Discounts

Promotion

- Social Media
 - Facebook, Twitter, Instagram, YouTube, Pinterest
- Trip Advisor
- Websites
 - Customer testimonials
- Blog
- E-newsletter/ Direct marketing
 - Mailing list
- Referral Campaigns
- Contact the Press/ Public Relations

Promotion

- Post visible road signs that lead to your operation
- Work with local restaurants to offer your product on their menu (and make sure your brand name is mentioned)
- Offer to take guest photos/for advertising
- Personal selling
- Advertising
 - Brochures, TV, Newspaper, Public Radio,

Promotion

- Launch a Promotional Campaign
- Reach: 70%
 - A measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time
- Frequency: 3 times
 - A measure of how many times the average person in the target market is exposed to the message.
- Impact
 - The qualitative value of a message exposure through a given medium

Familiarization (FAM) Tour

- Chamber of commerce
- Richmond Region Tourism
- Sales and Catering Managers
- AAA agents
- Local Media (Newspapers, Radio, TV, Magazines)
- School administrators, Teachers
- Wedding and Event Planners
- Complimentary Local Businesses

Promotion

- Richmond Region Tourism
- Chamber of Commerce
- Virginia Hospitality and Travel Association
- Virginia Tourism Corporation
- Agritourism World (www.agritourismworld.com)
- Farm Stay U.S. www.farstayus.com
- Local Harvest www.localharvest.org
- Pick Your Own www.pickourown.org
- The North American Farm Direct Marketing Association
- SBA

Place

- Distribution
 1. Website
 2. Onsite
- Visibility
- Access
 - Parking
 - Roads
 - Ease of purchase
 - Frequency of service
- Consumer's awareness of availability

Evaluate Your Efforts

- ROI: communication effects and sales/profits
- Customers
 - Comments, complaints, request
- Keep track of promotions/discounts
 - Begins and ends, count them
- Track yearly sales and compare to previous years