Marketing 101

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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.

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

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

• 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

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 vising 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.

- 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

• 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.pickyourown.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