



Welcome to the
**Tennessee Value-Added Beef
Webinar Series**

Made Possible By:



Today's Topics & Presenter

- Developing Effective Marketing Materials



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Session Overview

- Choosing Promotion Methods
- Basic Design and Content Guidelines
- 6 Point Advertising Strategy
- Some Considerations for Specific Marketing Materials as Examples
- Additional Considerations

Session Objectives

- Improve understanding of how to develop effective marketing materials
- Provide information to help in the development of marketing materials

Choosing Promotions



Choosing Promotions

- Choose strategically as part of marketing plan
- Choose to reach and entice a specific target audience
- “Speak” to consumers about what they need and value from the product
- Present a clear and consistent image



- ## Examples of the Many Options
- | | |
|--|--|
| Web site | Internet Ads (Google, Facebook) |
| Brochure | Marketing programs – Pick Tennessee Products, Tennessee Farm Fresh |
| Business Card | Billboards |
| Social Media (Facebook, Twitter, etc.) | Roadside Signs |
| Blogs | Postcards |
| Newsletters | Flyers |
| News Releases/Publicity | Posters |
| E-mail | |
| Radio/TV/Newspaper Ads | |

Choosing Promotions

- Advantages and disadvantages associated with some advertising and promotional strategies
 - Marketing for the Value-Added Agricultural Enterprise
 - <https://utextension.tennessee.edu/publications/Documents/PB1699.pdf>

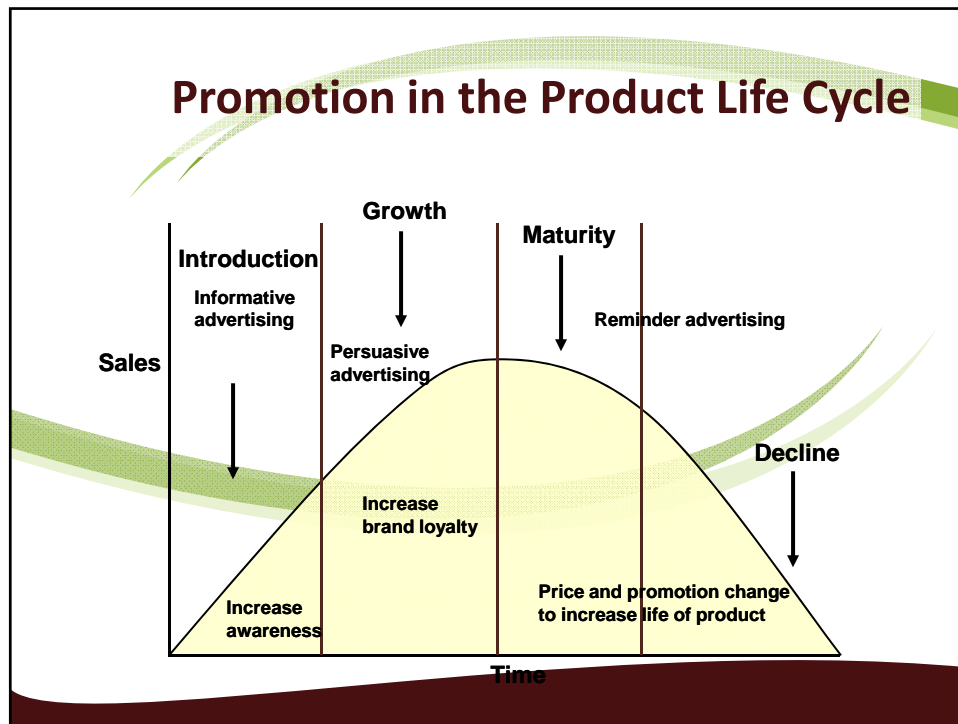
Advantages and Disadvantages Associated with Specific Media		
Media	Advantages	Disadvantages
Newspaper	Large coverage area Low cost relative to other media Immediately (daily or weekly) Access to many socioeconomic groups Can target a specific audience via specialty sections Can use color and flexibility in size Visibility of the product (i.e., picture) Use of coupons to measure effectiveness Short lead time (do not need a long time to create)	Inconsistent reproduction One-day exposure, typically Clutter (can be lost among others) May be limited to text or black-and-white print Lack of movement and sound
Radio	Specific audience (demographics) Immediate/frequency (multiple exposure) High entertainment value Celebrity endorsement or pitch Time and content flexibility Use of a human voice (celebrity pitching product) Sound reinforcement	Time limitations restrict message Need for repetition Clutter (can be lost among others) Ad recall is low "Station surfing" during commercial breaks Short ad exposure
Magazines	Large coverage area Can target a specific audience Can use color and flexibility in size Visibility of the product (i.e., picture) Use of coupons to measure effectiveness Large repeat and secondary exposure Easy to reproduce advertisement	Clutter (can be lost among others) Cost associated with repeat exposure Lack of movement and sound Not immediate publication may be weekly, monthly or less frequent
Television	Large coverage area Can target a specific audience Uses both visual and auditory stimulants Large repeat exposure Easy-to-reproduce advertisement	Costly to air and produce Time limitations restrict message Need for repetition Clutter (can be lost among others) Short ad recall Inverse relationship between hours watched & income
Direct Mail	Can target a specific audience More opportunity to educate on benefits of the product Timeliness (can reach customers in 2 to 3 weeks)	Expensive (\$1 to \$2 per piece) Difficult to obtain "clean" mailing list Perception of junk mail Not immediate, 2- to 3-week lag time May be discarded unopened
Point of Sale	Can influence impulse purchasing Helps product "stand out" among competition Customer has opportunity for direct response at time of ad presentation (i.e., purchase)	Can be expensive Clutter (ad can be lost among other point-of-sale material)
Outdoor	Large audience exposure Use of color Can provide information and directions Continuous exposure (temporary or permanent)	Limited message length Initial production and preparation costs Difficulty in "ideal" site selection

Sources: "Small Business Marketing," Mississippi State University Extension Service and "Evaluating Promotion Expenditures for Agribusiness and Food Processing Firms," Phil Kerkel, Extension Economist, Oklahoma Cooperative Extension Service.

Choosing Promotions



- Diversify promotional strategies
- Spread out promotions over time
- Must fit marketing goals and budget
- Evaluate effectiveness



“Must” Have

- Logo
- Business Card
- Letterhead/Stationary
- Web Presence (Website)
- Direct Contact Method (Email, Mail, Phone)
- Word of Mouth Referrals

Take Advantage of “Free” Effective Opportunities

- Marketing Programs, Websites, Publications
 - Pick Tennessee Products
 - Local Table, Edible Memphis, Taste Buds, etc.
- Social Media



Other ?

- It depends...
 - What are your customer needs for communication?
 - Types of advertising, promotions, information needed
 - What kind and how much information is needed?

Basic Guidelines



Design Guidelines

- Dark ink on light background is most readable
- Use
 - Headings
 - Short sentences and paragraphs
 - Bulleted lists
 - High quality photographs
- Leave some white space
- Simplify

Design Guidelines

- DO NOT USE ALL CAPS (or use sparingly)
- Use Times New Roman or Arial font
- *Use italics, bold, underline, etc.* sparingly
- Do not mix **TOO** many different **styles**
- Jagged right edges more readable than fully justified edges
- Use at least 12 point size font

Example of What NOT to Do

**WE'VE GOT THE FOOD
WE'VE GOT THE FUN
ALL THAT'S MISSING IS YOU!**

**COME
CAST YOUR
VOTE FOR
THE BEST
BURGER**

And be the first
through this year's
Pirate Theme
Corn Maze.

ALL DAY D.J. ENTERTAINMENT

1 Mile West of Exit 121 (Interstate 79)
On Route 62 OR
4 Miles East of Mercer on Route 62
(Near Coolspring Fitness)



**2009 Northwest PA Cattlemen's
Burger Cookoff Challenge**

**COME
CAST YOUR
VOTE FOR
THE BEST
BURGER**

**SUNDAY, SEPT. 13th 2009
12 - 6 pm**

**Conquer The Maze
Enjoy A Burger Meal
And Have Some Fun!**

For more information or registration call the COOKOFF HOTLINE
724-651-7000 or visit: www.coolspringmaze.com

\$9.95 Public Admission

Team Entry \$28 for competition

Be the first to conquer this year's corn maze

Includes:

Entrance to the MAZE, Hayride and
A Burger Meal

Sponsored in Part by



COOLSPRING

Content Guidelines

- Must be as clear and concise as possible
- Lead the audience to take action in the way you planned
- Present the image of your operation you want to convey
- Be consistent

Content Guidelines

- Edit, edit, edit
- Proof, proof, proof
- Check for spelling and grammar errors
- Ask others for their impressions
- Ask others to proofread carefully



Sell the Sizzle!

Content Guidelines

- Use action words
- Create excitement with wording
- Relate the “experience”
- Help readers imagine themselves enjoying your product

Pictures & Images

- They really are worth 1,000 words!
 - High quality
 - Legally obtained/Not copyrighted
 - Obtain permission
 - Highlight the customer experience
 - Be careful of what is in the background
 - Crop

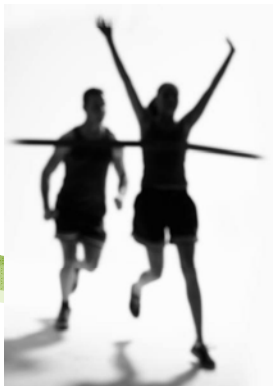
Some Challenges in Direct Marketing Beef

- Marketing Meat Cuts
 - What does your customer want to know?
 - What does your customer want to see?
 - Pictures of sizzling steak on the grill or plated cooked meat ready to eat
 - Typically more appealing than
 - Close up pictures of animals
 - Carcasses
 - Raw meat

Some Challenges in Direct Marketing Meat

- Marketing Live Animals for Custom Exempt Harvest
 - Marketing materials CANNOT make it sound like you are selling meat!

Begin With the End in Mind



Six Point Advertising Strategy

1. Primary Purpose

- What results do you expect from the marketing material or ad?

2. Primary Benefit

- What unique benefit can we offer customers?
- What customer value or need can my enterprise/product meet?

3. Secondary Benefit

- What other key benefits will customers receive from our products or services?

Six Point Advertising Strategy

4. Target Audience

- At whom (what target audience) are we aiming this marketing material, advertisement or promotion?

5. Audience Reaction

- What response do we want from our audience (come to the operation, visit a website, etc.)?

6. Company Personality/Image

- What image do we want to convey in our marketing materials?

Some Considerations for Specific Marketing Materials as Examples

Logos

- Start with answering 6 Point Advertising Strategy questions
- Look at effective logos
- Brainstorm images relaying message of operation
- Play with pencil and paper

Logos

- Should be simple and memorable
- Use colors with meaning and with your business color theme
- Should look good at various sizes
 - Business Card to Billboard

Logos

- Should look good in grayscale or color
 - The more colors needed to print in full color the more expensive printing will be
- May want to incorporate
 - Business name
 - Tag line



Business Card Basics

- Name of Individual
- Name of Business or Organization
- Address
- Phone Number(s)
- E-Mail Address
- Website Address
- Job Title
- Logo
- Tagline or Description of Business

Business Card Options

- Graphic Images
 - Short List of Products or Services
 - Social Media Info
 - Facebook
 - Twitter
 - Instagram #
- Debate – Print Front Only or Front and Back???

Print Ad

- Start with 6 Point Advertising Strategy
- Brainstorm
- What it looks like
 - 1/3 of Space in Attention Grabbing Headlines
 - 1/3 of Space in Pictures & Images
 - 1/3 of Space Content/Text
 - Include Call to Action
 - Include Contact Information
 - Border around the outside of ad

Effective Print Ads Incorporate

- Strategically Focused Message
- Compelling Headlines
- Engaging Photography and Images
- Sales Oriented Copywriting
- Defined Call to Action
- Signature



Print Ad

- Placement
 - Upper right of publication more likely to be seen
 - Not on the fold



Brochures

- Intended for larger audiences
- Generally targets new customers or to encourage customers that only visit for certain events to visit throughout the year
- Longer shelf-life
- Should accomplish multiple tasks
- Focus on persuasion not just information

Brochure Distribution

- Handout to Attract New Customers
- Include it in Press Kits or Business Proposals
- Make Available at Farmers Market, On-Farm Retail Markets, Trade Shows, Speaking Engagements, etc.
- Direct Mail

Brochure Design

- Planning important
- Start with 6 Point Advertising Strategy
 - Primary Purpose
 - Primary Benefit
 - Secondary Benefit
 - Target Audience
 - Audience Reaction
 - Company Personality

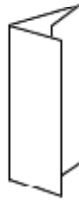
Brochure Design



- Collect Useful Information
 - Descriptions of your farm
 - Descriptions of your products or services
 - Photographs
 - Graphics
 - Logo
 - Directions/Map
 - Key components
 - Mailing address
 - Phone number
 - Fax number
 - E-Mail address
 - Web Site address

Brochure Layout

- **Typical Layouts**
 - Tri-fold, Bi-fold, Z-fold and Rack Cards
- **Mock-up**
 - Rough layout of brochure with pencil and paper
 - Determine where you will place your information from your outline



(2)	(3)	(4)	(5)	(6)	(1)
Inside Front Cover	Inside Middle Panel	Inside Back Flap	Outside Back Flap	Outside Middle Panel	Outside Front Cover

Brochure Layout

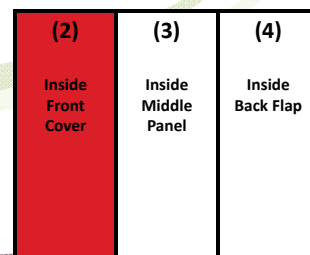
- 1) **Outside Front Cover**
 - Attention getting header on top 1/3
 - Business name, logo and other key information should be placed so quickly found on cover
 - Pictures or graphics are encouraged

(5)	(6)	(1)
Outside Back Flap	Outside Middle Panel	Outside Front Cover

Brochure Layout

2) Inside Front Cover

- Brief synopsis of most important information
- Introduce operation, products and services
- Look at the Why and the Who...

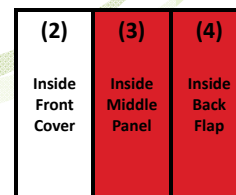


Brochure Layout

3) Inside Middle Panel and

4) Inside Back Flap

- Expound on all the benefits and services you summarized
- Include Details
- Use brief statements and bulleted lists
- Include pictures



Brochure Layout

5) Outside Back Flap

- Generally second panel seen
- Good location for promotion or registration
- Useful Information

(5)	(6)	(1)
Outside Back Flap	Outside Middle Panel	Outside Front Cover

Brochure Layout

6) Outside Middle Panel

- Customer address (if mailing)
- Farm Logo
- Return Address
- Website URL
- Use “teaser” to reinforce message
- Attractive to spark interest

(5)	(6)	(1)
Outside Back Flap	Outside Middle Panel	Outside Front Cover

Direct Contact Method

- Cultivate repeat business
- Develop method(s) to communicate with existing customers
 - E-mail
 - Mail
 - Newsletters (electronic or hard copy)
 - Social Media (Facebook, Twitter, etc.)
 - Text Message

Direct Contact Method

Collect contact information

- Sign ups
 - Point of purchase
 - From website
 - Give reason to sign up

Provide beneficial content

- Updates
- Specials
- Recipes
- Tell your story



Additional Considerations

Can You Create a Professional Marketing Piece?

- Decide who will create
- Considerations
 - Do you have the time?
 - Do you have writing skills and design capabilities?
 - Do you have the ability to produce a quality product?
 - Can you afford to hire a professional?

Design Software

Word Processing Software

- Microsoft Word
- Microsoft Works
 - Primarily for business correspondence and communications
 - Works well for relatively simple marketing pieces
 - Templates

Desktop Publishing Software

- Microsoft Publisher
- Adobe Photoshop
- Quark Xpress
 - Primarily for designing work to be printed
 - Used for more complex marketing pieces
 - Templates

Professional Assistance

• Types of Professional Assistance

- Writer
- Graphic Designer
- Photographer

• Finding a Professional

- Ask other Small Business Owners
- Local College
- Local Print Shop
- Advertising Agency



Professional Assistance

- Evaluating a Professional
 - Ask to see samples of their work
 - Get references
 - Get a project cost instead of paying an hourly rate
 - Get a timeline and pricing in writing
 - Make sure the professional can convey the image you want to readers

Printing Considerations

- Shop around and find a printer who can provide you all the services
- Request bids from several printers
- Compare apples to apples
- Consider quality
- Plan Ahead



Take Home Messages

- Choose advertising and promotion methods strategically
- Develop marketing materials to communicate with your specific target audience
 - Benefits
 - Image
 - Call to action
- Visual appeal, content and images are important

Evaluate Today's Webinar

- Please take a few minutes to complete the short online survey at

<http://www.surveymonkey.com/s/KK6PTC6>

Special thanks again to our funding partners:



Join Us for the Next Webinar

- March 26, 2013
- 6:30 pm Central/ 7:30 pm Eastern
- Resource Round-up: Additional Resources for Local Beef Marketers
- Slides and archived versions of all webinars will be made available at <https://ag.tennessee.edu/cpa>

