



## Got Farm Records... Now What?

**SOUTHERN  
EXTENSION  
RISK MANAGEMENT  
EDUCATION**

**USDA**  
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National Institute of Food and Agriculture

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## A marketing plan is like a roadmap...



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## Considerations for Marketing Value- Added Products

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Marketing is all about understanding target customers and developing strategies to reach them.



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## Objectives



1. Discuss marketing considerations and the kinds of records that should be kept related to marketing
2. Demonstrate how excel may be used for these purposes

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## Components of a Marketing Plan



- Introduction
- Market Research and Analysis
- Marketing and Financial Goals and Objectives
- Marketing Strategies
- Marketing Budget
- Marketing Plan Evaluation
- Marketing Plan Checklist

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## Keep records that help you:

- Better understand your customers
- Contact your customers
- Analyze whether you are meeting your goals
- Analyze whether your marketing strategies are working as anticipated



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## Examples and Practice



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## Keep records that help you:

- Track your
  - Inventory
  - Sales
  - Product loss/waste
  - Number of customers or transactions
  - Happenings that impact data (weather, natural disasters, road construction, new competition, etc.)



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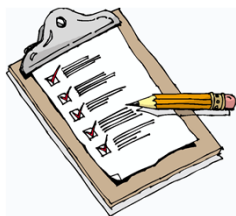
## How To Calculate an Average in Excel

- If all numbers are together in a row or column  
 $=\text{Average}(\text{ColumnRow}:\text{ColumnRow})$
- If numbers are scattered or you want to enter numbers directly into a formula  
 $=\text{Average}(\text{ColumnRow}, \text{ColumnRow}, \text{ColumnRow})$   
 $=\text{Average}(\text{Number 1}, \text{Number 2}, \text{Number 3} \dots)$

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## Example Other Uses for Excel



- Calculate
  - Breakeven price
  - Markup
- Create a marketing budget
- Create a marketing plan checklist

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## Marketing Resources [ag.Tennessee.edu/cpa](http://ag.Tennessee.edu/cpa)





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