



# Mastering Marketing

VOLUME 1, ISSUE 2

WINTER 2008

## SPECIAL POINTS OF INTEREST:

- **Changing Markets Seminar**
- **Marketing Resources**
- **Seminar Registration**



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*Equal access programs*

## Preparing for Changing Markets

“Be Prepared”! The Boy Scouts’ well-known motto also applies to agricultural entrepreneurs of all types. To help your operation get prepared for a profitable future, plan now to attend the “Changing Ag Markets-New Opportunities” seminar, Wednesday, March 5, 8:30 AM - 3:30 PM, at the Howard County Fairgrounds, West Friendship, MD.

This is your opportunity to hear from a variety of speakers and producers who are pursuing new enterprises and new markets. Learn from their experiences and valuable

insights. Featured topics include: growing profitable alternative energy crops, carbon trading and green credits, critical food trends and consumer preferences, profitable livestock production in Maryland, farms in transition, and a panel of farmers who are already developing new products and tapping into new markets.

The program:

**Moving from a Push Through to a Pull Through Agriculture** - Ginger S. Myers, Maryland Cooperative Extension

**Fields to Wheels - Growing Fields of En-**

**ergy** - Glen Cauffman, Penn State University

**Critical Trends Shaping Tomorrow’s Food Industry** - Dr. Richard J. George, St. Joseph’s University

**Money Can Grow on Trees and in the Ground** - Doug Parker, University of Maryland and James Remuzzi, Alliance for the Chesapeake Bay

**Change for Success Panel** - Roseda Beef, Windridge Farm, Triadelphia Lake View Farm, Kathy Zimmerman, Howard County Economic Development Authority, Moderator.

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## Don’t Waste Marketing Resources

The “one-step” marketing strategy is the most common marketing strategy used by small business owners and it’s a big money waster.

It consists of an ad or flyer that simply “announces” the business name, a few features about the product, and ends with con-

tact information. Unless you are offering an extremely high-demand product/service, this marketing strategy usually results in little or no response.

This strategy totally disregards the “psychological buying sequence” of consumers - information in the

order and context that prospects require to make buying decisions.

It’s very much like walking up to a stranger at a party and asking “Would you marry me?”

13 Marketing Mistakes to Avoid” - Joe Garcia

## Got a 2008 Marketing Plan?

*“A marketing plan serves as your plan of action for meeting your production and sales goals.”*

It's the time of year when businesses check inventories, review annual production results, and collect information for filing taxes. Regardless of the size of your business, you must market your product to survive. Do you have a marketing plan for 2008?

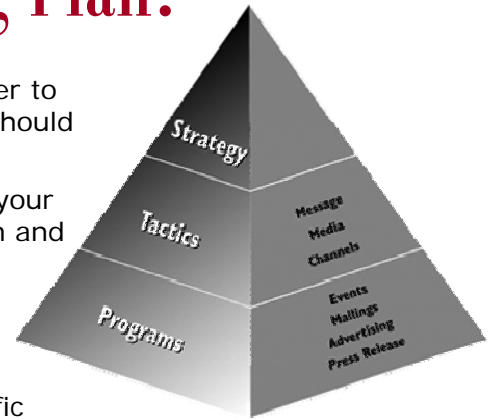
You don't need elaborate charts or high-priced consultants to develop effective marketing, but you do need a plan. A marketing plan serves as your plan of action for meeting your production and sales goals.

Your plan doesn't need to be a formal document unless it's part of a larger business plan. But it should at least be a written outline you can share with

your staff and refer to later. Your plan should cover:

1. A summary of your market position and goals.
2. A definition of what you expect to accomplish in a specific time period (e.g. “We want to market 7,000 pounds of fresh tomatoes this season.)
3. A list of markets and marketing channels, including niche areas or new markets you want to explore.
4. An appropriate strategy for each market segment.
5. Expenses and resources and how they will be allocated.
6. Competitive strategies. How will you respond to market fluctuations?
7. Designate benchmarks for measuring success.
8. Finally, develop an implementation plan or marketing calendar.

Plans are great, but if you don't also designate responsibilities for implementing your plan and tracking results, marketing efforts can't succeed to their fullest potential.



## E-Mail — Effective Marketing Tool

Email has become one of the singularly most effective and streamlined marketing tools in the enterprise arsenal. A December 2006 survey of marketing professionals by Datran Media Corporation found that 89 percent of respondents intend to use email as a means of customer acquisition, while 55 percent saw it as a way to drive incremental revenue.

According to eMarketer, in a report titled, “Email Marketing: Getting Through to Customers,” the estimated spending on U.S. email marketing was estimated to reach nearly US\$1.5 billion in 2007.

*Changing Markets continued*

Registration fee is \$25 per person which includes a continental breakfast, lunch buffet, and handouts. **Registrations are due no later than Monday, February 25, 2008.** Make checks payable to "University of Maryland". Please send completed registration form and check to: Cindy Mason, WMREC, 18330 Keedysville Road, Keedysville, MD 21756. For more information contact Ginger Myers at [gsmyers@umd.edu](mailto:gsmyers@umd.edu) or Cindy Mason at 301-432-2767 x301.

## Are You a "Locavore"?

Are you passing up store-bought bananas for apples from the farmers' market? Can you shake the hand that picked your carrots?

If you're concerned with how far food travels before it gets to your plate, you just may be a "locavore," the New Oxford American Dictionary's 2007 Word of the Year.

The past year saw the popularization of a trend in using locally grown ingredients, taking advantage of seasonally available food-stuffs.

The "locavore" movement encourages consumers to buy from farmers' markets or even to grow or pick their own food, arguing that fresh, local products are more nutritious and taste better.

Locavores also shun supermarket offerings as an environmentally friendly measure, since shipping food over long distances often requires more fuel for transportation.



## The Inside Quote

*"Because the purpose of business is to create a customer, businesses have two, and only two, basic functions - marketing and innovation."*

*Peter Drucker*

### Changing Ag Markets March 5, 2008

Name(s)

Company/Organization

Mailing Address

City, State, Zip

Phone

Email

# Attending \_\_\_\_\_ x \$25/person

Total Enclosed: \$\_\_\_\_\_

Please send registration form and check or money order made *payable to **University of Maryland*** by February 25, 2008 to:

*Changing Ag Markets-  
New Opportunities*

Attn: Cindy Mason  
Maryland Cooperative Extension

18330 Keedysville Road  
Keedysville, MD 21756-1104

(301) 432-2767 x301; Fax: (301) 432-4089  
Email: [cmason@umd.edu](mailto:cmason@umd.edu)

**We are not able to accept credit cards at this time.**

## FYI ...

### Digressions Along the Way

Sometimes while researching and developing a product, the entrepreneur finds that his original product idea is weak or that it doesn't really satisfy his target customers' needs. Time to sack the whole idea, right? Wrong. This is the time to consider a variation of your product or a different target market.

Even smart manufacturers and business professionals can overlook the most desirable attributes of their product for the buyer. For example, eighty years ago an entrepreneur/inventor tried to market an "electric flowerpot" which could be lit up at night using a battery-powered lamp. Only when faced with the challenge of disposing of all his unsold flowerpots did Conrad Hubert think to remove the light tube and sell it as a "portable light." He sold so many that he founded the Eveready Flashlight Company.

**For more information about the Western Maryland Research and Education Center (WMREC) or to subscribe to this newsletter, please contact Cindy Mason at:**

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<http://AgMarketing.umd.edu>

## Useful On-Line Marketing Resources

### MarylandAgriculture

The Maryland Agriculture web site was developed for members of the agriculture community and anyone wishing to learn more about Maryland agriculture.

This site is a database driven web site offering you links and contact information to a wide variety of agricultural resources in and around Maryland. These resources are sorted into the 12 main categories on the left side menu. The resources you find in each category may be more refined by sorting through the list by subcategories.

MarylandAgriculture.info is constantly growing and changing to make the information available to you as quickly and easily as possible.

For more information visit:

[www.marylandagriculture.info](http://www.marylandagriculture.info)

### eXtension

**eXtension** is an educational partnership of more than 70 universities to help you improve your life every day with access to objective, research-based information and educational opportunities.

eXtension now offers information for you on [Diversity Across Higher Education](#), [Consumer Horticulture](#), [parenting](#), [dairy cattle](#), [entrepreneurship](#), [personal finance](#), [horses](#), [wild-life damage management](#), and [imported fire ants](#). If you have an interest in any of these topics... this is the site for you! Coming soon: Cotton, Beef Cattle, family care giving, and geospatial technology... plus many more. Check back often to see what's new!

For more information visit:

[www.eXtension.org](http://www.eXtension.org)