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
- 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
Marketing is...

- Identifying target audience
- Developing strategies (positioning, price, place & promotion)
- Implementing planned strategies
- Understanding customer needs, values and preferences
- Evaluating effectiveness

Examples of the Many Options

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

Choosing Promotions

- Advantages and disadvantages associated with some advertising and promotional strategies
  - Marketing for the Value-Added Agricultural Enterprise

Choosing Promotions

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

Promotion in the Product Life Cycle

“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

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**Other?**

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

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**Basic 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

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**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

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**Example of What NOT to Do**
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

Sell the Sizzle!

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

Content Guidelines

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

Content Guidelines

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

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!

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

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

Logos
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

Business Card Options

- Graphic Images
- Short List of Products or Services
- Social Media Info
  - Facebook
  - Twitter
  - Instagram #

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
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

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

2) Inside Front Cover
- Brief synopsis of most important information
- Introduce operation, products and services
- Look at the Why and the Who...

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

5) Outside Back Flap
- Generally second panel seen
- Good location for promotion or registration
- Useful Information

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

Collect contact information
  – Sign ups
    • Point of purchase
    • From website
    • Give reason to sign up

Provide beneficial content
  – Updates
  – Specials
  – Recipes
  – Tell your story

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?

Additional Considerations

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

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
    • Primarily for designing work to be printed
    • Used for more complex marketing pieces
    • Templates
**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 they 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

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- Please take a few minutes to complete the short online survey at [http://www.surveymonkey.com/s/KK6PTC6](http://www.surveymonkey.com/s/KK6PTC6)

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**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](https://ag.tennessee.edu/cpa)