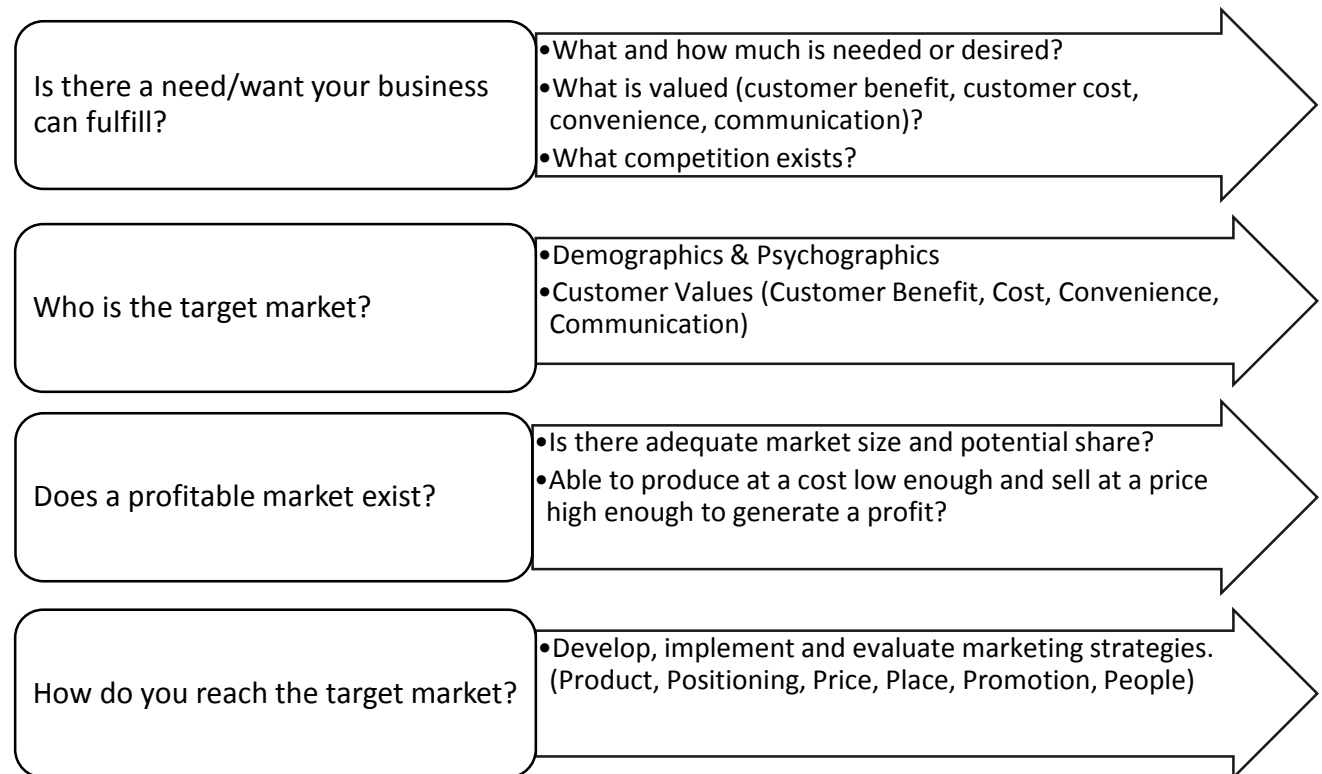


## Seeds for Successful Marketing: Take a Market Driven Approach

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While typically not the favorite part of agritourism or direct marketing businesses for entrepreneurs, marketing is one of the main factors of success if done well or reasons businesses fail if done poorly. Taking a market driven approach helps increase a business' potential for success by focusing marketing efforts on the needs and desires of potential customers. A market driven approach may help producers determine if there is a need or want their enterprise can fulfill with a product or service they can offer, who potential customers are and what they value, if a profitable market may exist and, if so, how to reach target customers effectively with marketing strategies.



Find more agritourism and direct marketing resources at <https://tiny.utk.edu/IdeastoAction>.