

# Creating a Marketing Strategy



Penny Leff, Agritourism Coordinator  
UC SAREP

# A good marketing strategy will:

- Identify your target customers
- Identify how you will reach your customers
- Identify how you will retain your customers



# Elements of a Marketing Strategy

1. Target customers
2. Unique selling proposition
3. Pricing and positioning strategy
4. Call to action – offers
5. Marketing materials – collateral
6. Promotions strategy
7. Online marketing strategy
8. Partnerships
9. Referral strategy
10. Retention strategy
11. Finances of marketing

# Target Customers

- Who are your customers?
  - Age, gender, income, family grouping?
  - Their interests?
  - Their wants and needs related to your product?





# Unique Selling Proposition (USP)

- What distinguishes your product from competitors?
- What do you do better than your competitors?
- Short & easy to remember



# Pricing and Positioning Strategy

- How should your product be known?  
Premier? Low Price?
- Pricing and positioning need to be aligned



# Call to Action – Your offers

- Special deals
  - Secure new customers
  - Bring previous customers back
- Free trials, packages, discount offers
- Not always needed, but infrequent use can stimulate quick growth jolt

# Marketing Materials - Collateral

- Use to promote your product
- Includes website, brochures, business cards, flyers
- Select which materials you need based on your target market





# Promotions Strategy

- “How” you’ll reach new customers
- Consider various tactics:
  - Trade shows, farmers’ markets and events
  - News releases leading to articles & blog posts
  - Familiarization tours for influencers
  - Social media
  - Paid ads (print or online)
- Which ones most effectively reach your target customers and fit within your budget?

# Online marketing strategy

- Updates to keep website fresh, clear, mobile-friendly, easy to navigate
- Key words to optimize your website
- Email newsletters or regular blog posts?
- Social media strategy – which channels work best to connect you with your target audience?
  - Who will manage social media?
  - How will you schedule your postings?
  - Paid online marketing?

# Partnerships and Collaborations

- Identify other businesses & organizations you can work with to help reach new customers or inspire existing customers
- What do your customers do before and after they visit you?
- Are there opportunities to enhance your offerings through partnerships?



# Referral Strategy

- Your current customers are your best promoters!
  - One customer refers a new customer – adds up
- Determine when to ask customers for referral
- Will there be a reward for referrals?
- How will you encourage and use reviews & testimonials?



# Retention Strategy

- Costs less to keep existing customers
- Consider opportunities to increase their spending with you – Additional products? Events?
- Offer a loyalty program?
- Stay in touch! – newsletters and social media



# Finances of your marketing strategy

- List costs of each section of your strategy (include time!)
- Use to determine return on investment
- Use to set goals and track achievements
- Living document to adjust to changing market trends and to manage your marketing budget

# Marketing Strategy Summary

- Your roadmap
- Living document
- Use to make targeted decisions that work for your business
- Be persistent and track results

# Thank you!

## Questions?



### Contact:

Penny Leff, Agritourism Coordinator

UC Sustainable Agriculture Research & Education Program

[paleff@ucdavis.edu](mailto:paleff@ucdavis.edu)

(530) 752-5208