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# Develop a One-Page Marketing Plan

Eric Barrett • Rob Leeds



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## Which Marketing Strategies are Right for Our Farm?



### What to Consider...

- Personal, Family & Business Goals
- Resources & Strengths/Capabilities

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Marketing is not only much broader than selling, it is the whole business seen from the customer's point of view.


-Peter Drucker

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## One Page Marketing Plan

	Target Audience	Time/Manpower	Costs	Success Indicators
<b>Branding</b>				
Logo				
Color Scheme				
Font Scheme				
Signage				
<b>Visuals</b>				
Video				
Infographics				
<b>Traditional Advertising</b>				
Ad Design				
Print Media				
Radio				
Website				
<b>Social Media and PR</b>				
Twitter				
Facebook				
Youtube				
Mailings				
Customer Service				



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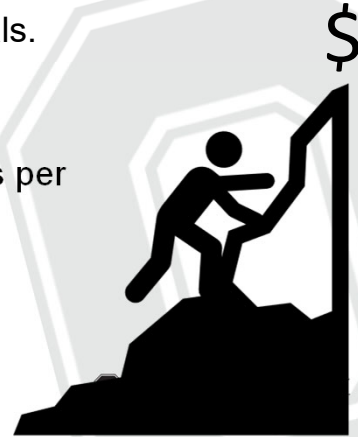
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## Success Indicators

Hinge on business goals.

Some examples:

- Increased sales
- Return on input costs per season/event
- Sales/customer
- Web/Social traffic
- Event ticket sales



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## branding the country lifestyle...

"Out Here...you'll find callused hands and uncalled minds. The rural lifestyle. Sure, it's a lot of work, but the payoff is a clear conscience, going to bed a good kind of tired and the satisfaction that comes from getting the job done yourself."



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Consumers want services and information that connects to them and their families



Your brand becomes the product



**JOHN DEERE**

Your brand is defined



When consumers think about your product, you become the first thought

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Retail agriculture – brand drives marketing and related costs



Your value lies within your guests

branding changes human behavior

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Engage in every way you can



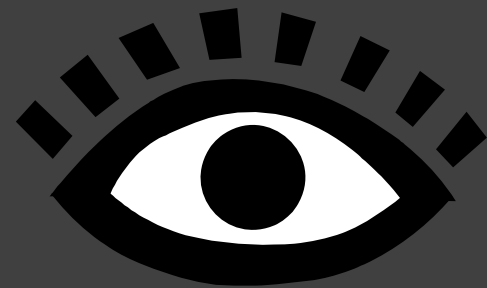
our brand must identify us in each and every way we communicate at the farm and via marketing

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Tips for your farm



- Update your brand (beyond just logo)
- Ensure site/market emulates brand (curb appeal)
- Connect through all five senses (immersion)

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In the mind of the public...



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## Colors

- Consistency
- Part of the 'memory'

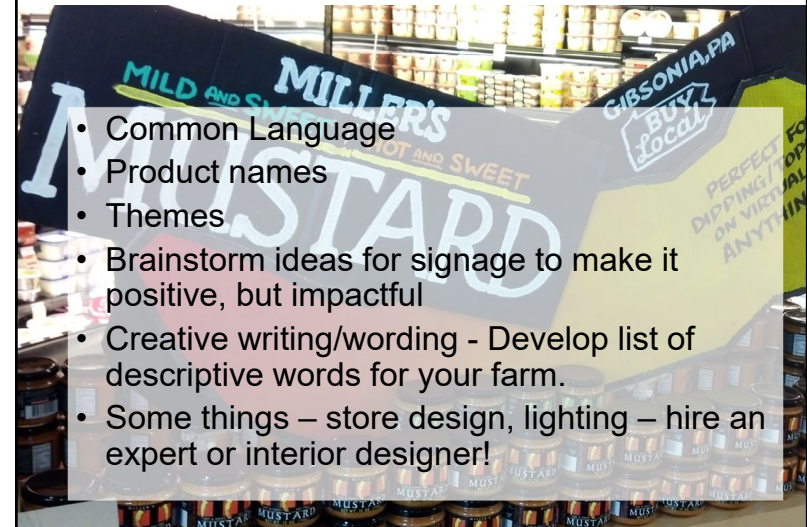


## Uniqueness



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## Tips for your farm



- Common Language
- Product names
- Themes
- Brainstorm ideas for signage to make it positive, but impactful
- Creative writing/wording - Develop list of descriptive words for your farm.
- Some things – store design, lighting – hire an expert or interior designer!

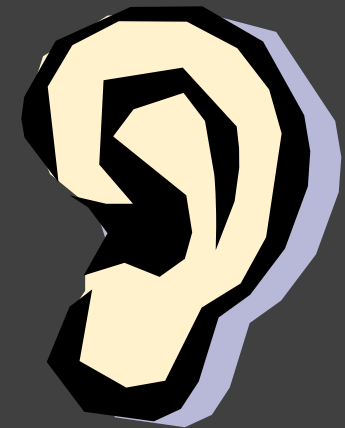
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## Lighting & Signage Matter



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# sound




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## Quiet is a dangerous thing in a retail setting...

- It makes customers nervous
- You can hear employees talking
- Texting is audible
- ...



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## What are the sounds on your farm?



- Loud speakers –Format/Intro?
- How are you introducing pig races?
- Next hayride?
- Animal Sounds?
- Sound? Effective Sound in different areas

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## Live or Recorded Music?

- Copyrighted material!
- The American Society of Composers, Authors and Publishers (ASCAP), or Broadcast Music, Incorporated (BMI)
- For more information, contact ASCAP at (800) 505-4052, or BMI at (212) 220-3000.
- [www.ascap.com](http://www.ascap.com), or [www.bmi.com](http://www.bmi.com).



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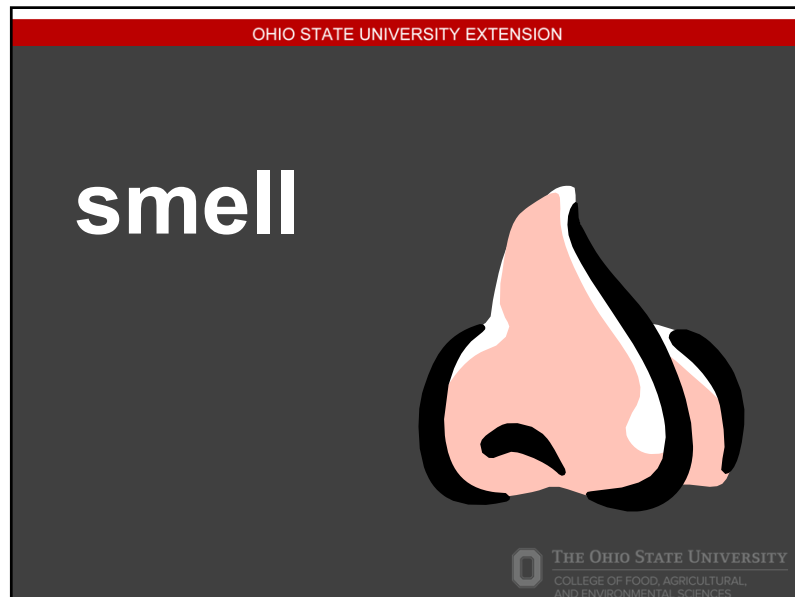
## Tips for your farm



- What kind of music fits with your brand?
- Are their sounds that can enhance your activities?
- Where are speakers located?
- How are sounds controlled digitally?

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## Scent Marketing - Aroma Marketing

- Do you notice the faint smell of French fries?
- Candles in the store?
- The same smell over and over at a hotel?
- “Freshness” at the farmers market?
- Bleach!
- It must be repeated...




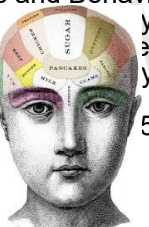
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## Bakeries..

- Research shows a difference between and behaviors in a scented store environment and unscented store environment. These results were obtained despite there being no other differences in the environment than scent
- Improving the Store Environment: Do Olfactory Cues Affect Evaluations and Behaviors? Author(s): Eric R. Spangenberg, Aydin, Pamela W. Henderson  
Source: The Journal of Marketing, Vol. 60, No. 2 (Apr., 1996), pp. 67-80  
Association: American Marketing Association  
Stable URL: <http://www.jstor.org/stable/1251931>  
Accessed: 14/07/2010 13:42

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## Tips for your farm

- Managerial Considerations
  - The smell must enhance the customer experience
  - (Manage the offensive smells!)
  - An inoffensive scent is effective in enhancing the consumer experience
  - Use distinctive scents
  - Choose scents that are consistent with the location
  - Don't use scents similar to cleaning products
    - lemon or pine scents

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Taste is the only sense that combines all the other senses. Visual, smell, touch (Texture), sounds.

- Kellogg's – Rice Crispies – Texture matters
- Corona – Best taste? – The idea of being on vacation
- Best Coffee in America – It depends...

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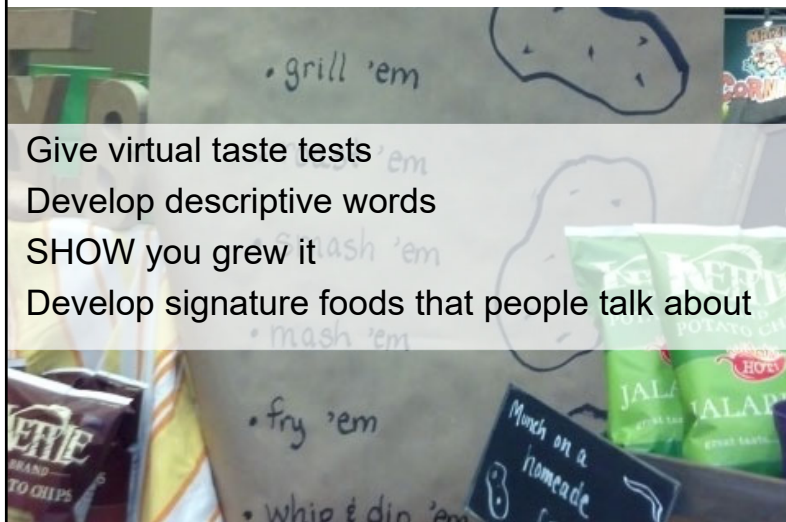
# Touch (connection)



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## Tips for your farm



Give virtual taste tests  
Develop descriptive words  
SHOW you grew it  
Develop signature foods that people talk about

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## Connection Grandparents

- Nostalgia
  - Picking apples
  - Petting animals
  - Wood, barn beams



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## Personal touch

How can you guarantee?



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## Tips for your farm

- Plan training to meet your brand
- Outline branding and the importance to have the same image, relationship with every customer.
- Use those keys for customer service plan



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Getting the **right people** and the **right chemistry** is more important than getting the right idea.

-Ed Catmull, President of Pixar Animation Studios

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## Overall Farm Ideas

- Review curb appeal
- Review displays/set up
- What do you have that is amazing?
- What can you think of that is so outlandish that people will want to turn their heads?
- April Fools events like planting cheerios to make donuts and picking marshmallows off trees before they melt.

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**To improve our brand and ability  
to market our business,  
I will go home and...**

- 1.
- 2.
- 3.

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