

Business Basics: Marketing

for Profits and Non-Profits

Melanie Sherman, CBA
Venture Development Analyst



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



**Small Business
Development Centers**

The Ohio State University South Centers



U.S. Small Business
Administration

Melanie Sherman

Is a Certified Business Advisor (CBA) with the Small Business Development Center located at OSU South Centers in Piketon, Ohio.

The SBDC offers counseling for business planning, strategic planning, sources of funding, public relations, advertising, promotions, product distribution, resources for business valuation, risk assessment, financial analysis, financial planning, market research, sales strategies, training, and more!



CFAES Center for Cooperatives



Samantha Black,
Program Coordinator



Hannah Scott, JD
Program Director

CFAES Center for Cooperatives



Cooperatives are mutually-owned, democratically-controlled businesses based on values of self-help and equity. Our team assists entrepreneurs, educates the community, and generates knowledge about the cooperative business model with a special focus on food, agriculture, and rural communities.



Marketing

There's a lot in that word!

Marketing

What is marketing?

Marketing can mean different things:

1. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.
2. American Marketing Association's Definition (AMA): Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved 2017)

Marketing

B2C – Business to Consumer

Business-to-consumer refers to the process of **businesses** selling products and services directly to **consumers**, with no middle person.

Five type of business to consumer models:

1. Direct Sellers (purchase directly from a website)
2. Online intermediaries (Travel agencies like Expedia)
3. Advertising Based (Using content to bring users/buyers to a business, product, or service).
4. Community Based (Facebook marketplace)
5. Fee Based (Subscription – subscription boxes, Disney+, etc.)

Source: <https://www.investopedia.com/terms/b/btoc.asp>



Marketing

B2B – Business to Business

Business-to-business refers to the process of **businesses** selling products and services directly to **other businesses**.

Source: <https://www.investopedia.com/terms/b/btoc.asp>



Marketing

External and Internal Marketing

External marketing is marketing to outside consumers – internal marketing is within your organization – how do you market your business to your employees?
(Employees should be customers of your business too!)



“

Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion.

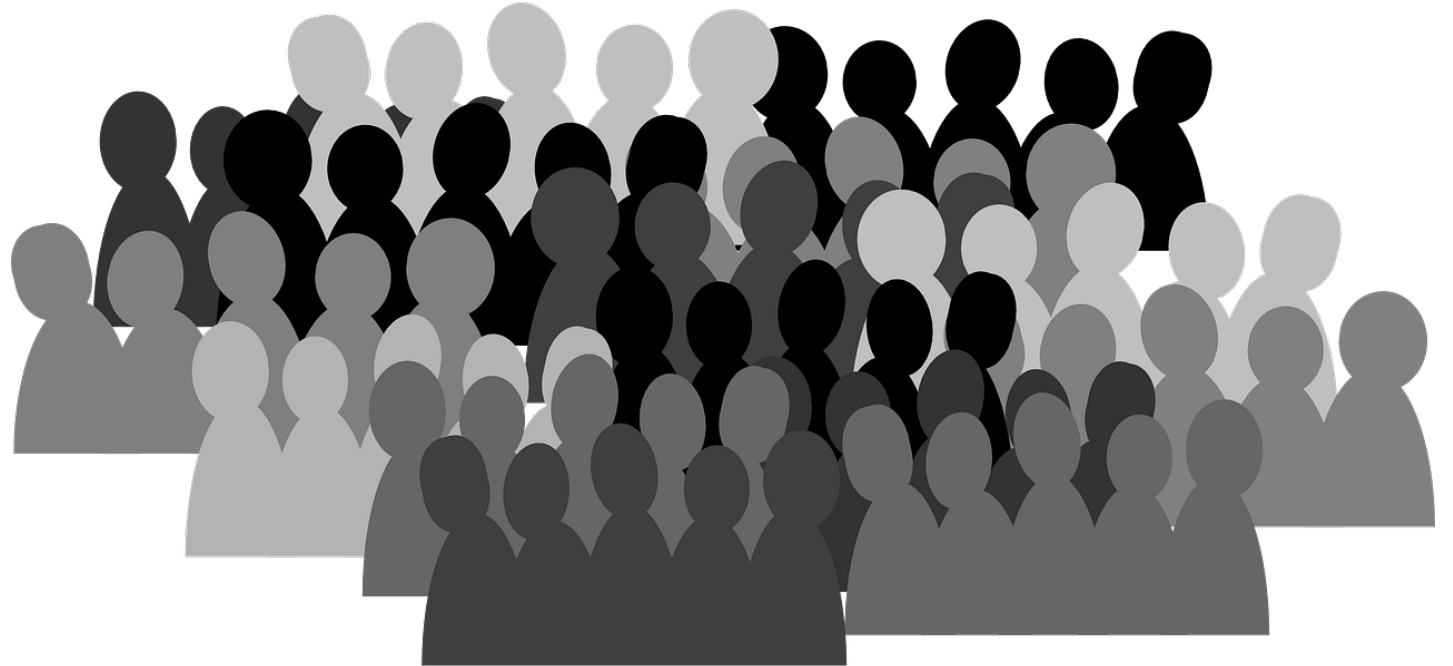
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Perspectives on Marketing

For non-profits in comparison to profits, your marketing strategies are going to have similar goals and similar ways these goals can be reached. What are some of your goals to reach with marketing?

| Profit | Non-Profit |
|--|--|
| Sell product or service | Gather volunteers |
| Gather customers to special sales events | Share information on opportunities |
| Create Brand Awareness | Create Awareness of Group/Organization |
| Build relationships with customers/employees/vendors | Build relationships with grantors/employees/grantees |
| Your Goal? | Your Goal? |

**Can you do
something
better together
than you can
individually?**



What is a cooperative?

“autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise.”

International Co-operative Alliance, *Statement on the Cooperative Identity*

“form of business owned and controlled by the people who use its services.”

U.S. Dept of Agriculture, *Understanding Cooperatives: Who Runs the Cooperative Business?*
Members

User-Owned

Members are the joint legal owners of the business enterprise

Members provide equity to finance the cooperative

Members are the major users of the enterprise

User-Controlled

Members govern the enterprise directly and via a board of directors elected from and by the membership

Control is shared democratically

Proportional Benefits

Members share benefits based on use

Benefits might include: market access, reduced costs, access to goods or services, political action, etc.

Perspectives on Marketing

Cooperative Marketing

How can a cooperative business model help with marketing?

| |
|-------------------------------|
| |
| Cooperative Group Purchasing |
| Cooperative Group Advertising |
| Shared Space |

Group Purchasing of Supplies

Does your business use supplies that many other businesses also use?

Purchasing supplies as a group may:

- Lower cost per-unit
- Improve market information
- Consolidate transactions to reduce costs
- Reduce inventories
- Coordinate shipping
- Control quality attributes



("Co-ops 101" 2012; Reynolds & Wadsworth 2009)

Group Advertising and Customer Outreach

Could your business advertise with businesses in the same industry or geography?

Advertising and outreach as a group may:

- Reach new market channels or audiences
- Reduce costs per business
- Create affordable opportunities



(“Co-ops 101” 2012; Reynolds & Wadsworth 2009)

Shared Space

Does your business have the ability or opportunity to share physical space with other businesses?

Shared space may:

- Reduce costs per business
- Create affordable opportunities for start-up businesses
- Create opportunities for cross-traffic/customers
- Reduce administrative burdens related to physical space



(“Co-ops 101” 2012; Reynolds & Wadsworth 2009)

Why might businesses use a co-op structure?

- Pooling resources to access supplies and services at reasonable cost, reach new markets, reduce costs
- Sharing benefits with member-owners
- Engaging member-owners in democratic structure



Target Market

Before you can “market” or advertise your product or services – you need to know your customer. What’s your target market?

1. Age of customers
2. Gender
3. Income level
4. Education/Interests
5. Geographic Location
6. Buying habits



Target Market

What do you know about your target market?

If you are a client of SBDC, there are reports we can share with you to help you understand your target market.

To register for this no-cost program click here:

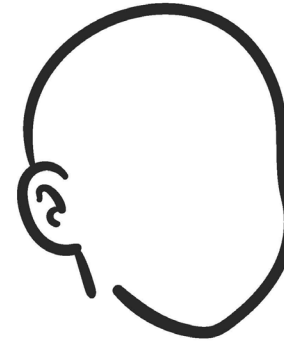
<https://clients.ohiosbdc.ohio.gov/reg.aspx?mode=counsel¢er=17074&subloc=0>



Customer Profile

Direct Food and Agricultural Marketing

CFAES



Customer's Name _____

Purchasing Motivations

1.

2.

3.

4.

How will _____
be able to find you?

1.

2.

3.

4.

How will you keep _____ coming back?

1.

2.

3.

4.



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Branding/Brand Recognition

The fun part of marketing!

Branding is more than a logo – but branding does include a visual representation of your company.

A successful business will have a consistent brand throughout all media/marketing channels. Knowing your target market can help you develop a brand that communicates with your consumers.



Branding/Brand Recognition

The fun part of marketing!

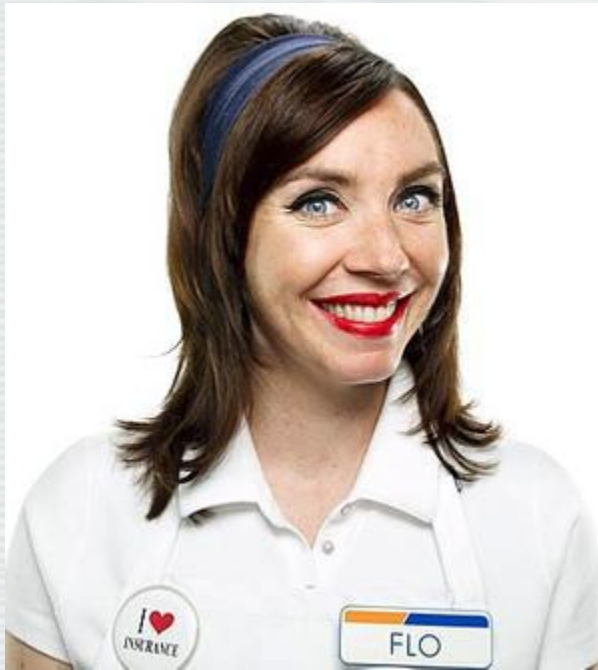
- Logos
- Colors
- Slogans/Messaging
- Watermarks
- Packaging
- Recognizable visuals
- Having exemplary customer service



Branding/Brand Recognition

There are five components to a good brand:

1. Brand Identity (Logo/Visual Elements)
2. Brand Purpose (Mission/Values)
3. Brand Messaging (Consistency, clear, character)
4. Brand Differentiation (How is your brand different from the competitor?)
5. Brand Experience (How do you connect with your consumer?)





A Co-op Story: Beyond Care Childcare Cooperative

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Basic Marketing Audit

Things to ask yourself:

- What is working well? What may have changed over the past year? (Keep track!)
- Do you need to market your products/services differently?
- Is now a good time to venture into a new platform?
- Did you/Are you going to diversify/expand?
- Build & grow trust for new customers (remember it costs more to make a new customer than to maintain an old one)
- Know your numbers

Social Media/Digital/Online Advertising

Free to low costs outlets for advertising:

- Facebook
- Instagram
- Tik-Tok
- YouTube
- Podcasts
- Website
- Community Boards/Pinterest

Content
Commerce
Community
Convenience

Create Consistent & Valuable Content

Are you an industry expert?

- Do you have a podcast? YouTube video? Facebook Live?
- Are you providing regular content?
- Goal – empower, educate, entertain
 - Gain credibility & authority
 - Build a regular audience – keep them returning!
 - Test and evaluate – what gets better feedback?



Content includes:

- Hours
- Staff
- Stories
- Behind the Scenes
- Open the Box
- Countdowns
- Partnerships
- Seasonal
- COVID Questions
- This or That Questions
- Test your Products
- How it's Made
- Hashtags
- Links

Visual posts, interaction and consistency are the three most important aspects of content!

Increase trend for the “no filter” and more in the moment content.

Content

- Social media is spending 90% of your time addressing issues, monitoring feeds, supporting customers, fielding complaints, developing channel strategy, building community, educating stakeholders & staying on top of trends. Ten percent is content.

The color blue is proven to get about 20%–30% more engagement on Instagram. Learn more about the importance of colors in branding & target audience.



Content Creation Resources

Canva - Free, easy to use graphic design application to create social media content <http://www.canva.com>

- Create for web or print: blog posts, presentations, social media covers, flyers, posters, invitations and more
- Use drag and drop tool
- Custom layout templates
- Photo editing tools

The Canva logo is displayed in a large, stylized, cursive font. The letters are colored with a gradient, transitioning from a light blue on the left to a dark purple on the right.

Video Content

TikTok, Instagram Reels, YouTube

- “Edutainment”
- Commercials
- Social Content
- Explainer/Demonstration Videos
- Product specific
- Testimonials
- Staff Takeovers – Employee Advocacy

Social media videos generate 1200% more shares compared with images and text combined.



With TikTok, brands can be more casual and experimental.

Commerce

Social commerce is product discovery, purchase directly through social platforms, and post purchase support.

How are you selling your product or service?

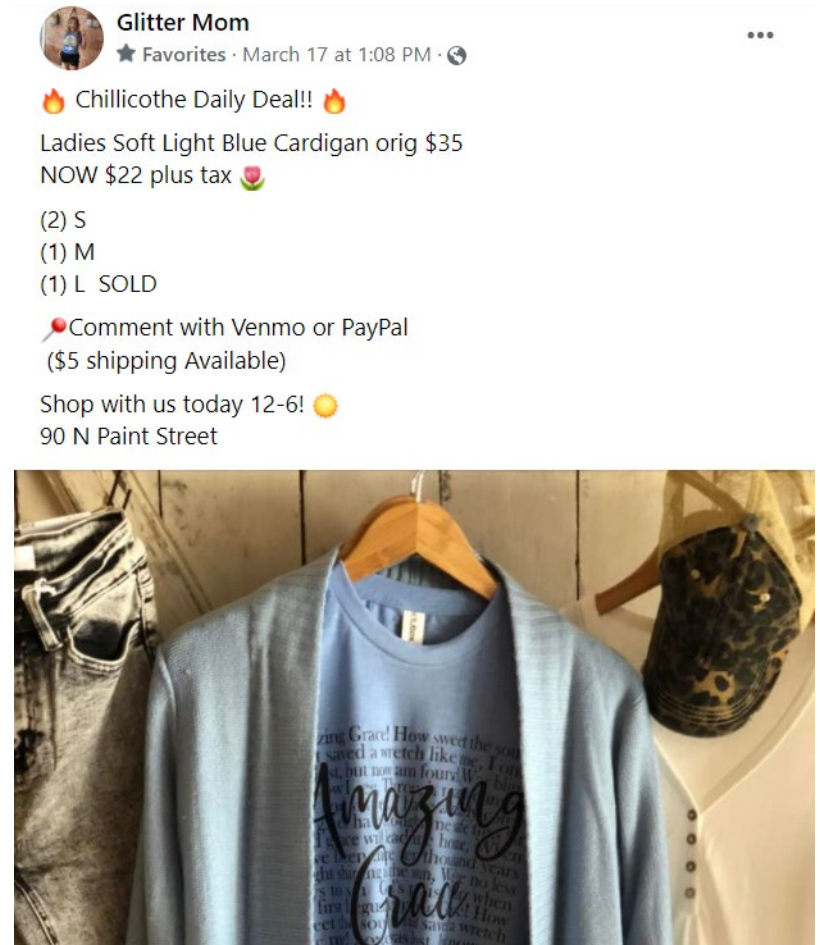
- Live sales
- Product tours
- How to videos
- Sidewalk sales
- Featured product
- Deal (product/service/bundle) of the day

A 3D graphic with the words "BUNDLE" in blue and "DISCOUNT" in orange, both in a bold, blocky font. The text is set against a light gray background with a subtle gradient and a soft shadow beneath the letters.

Commerce

Social commerce is product discovery, purchase directly through social platforms, and post purchase support.

- Instagram and Facebook both have a shop now feature. Must be business accounts.
- Other ways –
 - Videos with links in the comments/bio to ecommerce
 - List a product with specific details how to purchase
 - Set up private groups specifically for online sales.



Community

Teamwork ~ Partnerships ~ Collaboration

- Downtown collaborations
- Special events
- Association bundles
- Influencers
- Service companies partner with retail



Convenience

Easier the better

- Offer car side pick up
- Shipping
- Loyalty programs
- User friendly website/mobile/storefront



Groups

- Exclusive access

Google/Search Engine Optimization (SEO)

Google – #1 Search Engine

- What's on my page?
 - Description
 - Pictures
 - Hours
 - Location
 - Reviews
 - FAQ's
 - Menu
- Website
 - Popular times
 - Other searches
 - Directions
- What else??
 - Bookings!
 - Insights



Google My Business

Google/Search Engine Optimization (SEO)

Google – #1 Search Engine

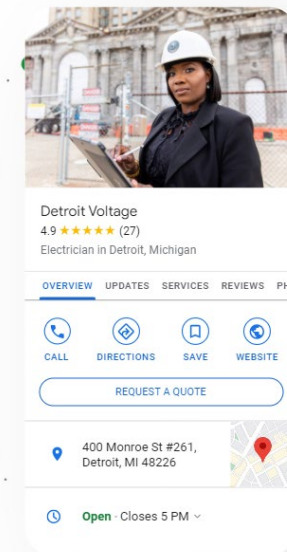
<https://www.google.com/business/>



Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

[Manage now](#)



Google My Business

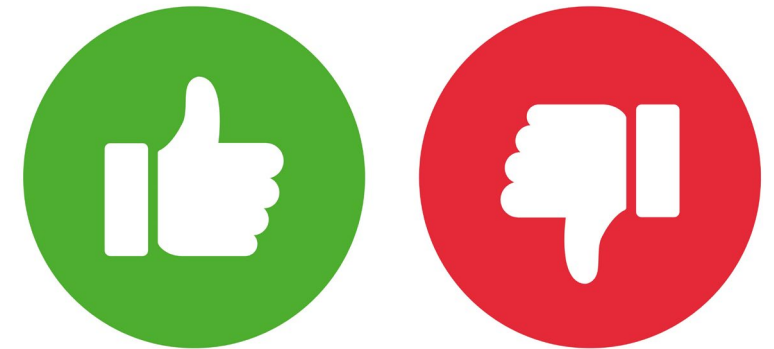
Website Resources

Google – #1 Search Engine

- Very basic
 - ***Google My Business***
- User friendly
 - ***Wix***
 - Weebly
- Great for shops:
 - Shopify
 - Squarespace
- Want more customization?
 - Wordpress
 - ADA Compliance (Medical Professionals).
- Even more customization?
 - Know your limits – contact a professional

Attracting & Maintaining Positive Recommendations

- Be up front on who you are and what to expect
- Provide a quality product/service/event
 - And what to do with it – (recipes, how to prepare, does it need refrigerated, what is the shelf life)
- Clearly state/list the details – hours, what to expect, ages, rules, prices
- Respond to all messages as soon as possible, or set a schedule to respond to messages – and publish that schedule
- Customer service –
 - Make sure your staff are polite, attentive, and helpful



Track and Evaluate

- Weather
 - Foot traffic – hourly if possible
 - Community events
 - Social hits – Shares, Follows, Likes, Subscribes
 - Live video
 - Timing
-
- What went well? What needed changed? What feedback did you receive? Evaluate now, not when planning next time.



Schedule

- Schedule as many posts as possible ahead of time.
- Have a content calendar –
 - Community events
 - “Days” – i.e. National Donut Day
 - What will be posted?
 - Who is posting?
 - Has it been proofed?
 - What platforms are you using?

Try to build up 1-2 weeks of content

***3-4 weeks if it's longer, more time-consuming content
(YouTube/Podcasts)***



Burnout

Try to avoid “social media burnout”

- Set boundaries – Only respond to DMs at certain times, schedule as much as possible, set limits to what/when content is posted.
- It's ok to:
 - Shut off notifications
 - Not respond until the next day
 - Restrict your comment section
 - Say no
 - Minimize negativity



Implementing Strategies

- Review your current marketing strategies.
- Evaluate and track your foot traffic, customer concerns, and sales.
- Monitor your competitors.
- Get feedback from your customers – surveys.
- Develop a new strategy from collected data.
- Partner with other businesses .
- Monitor your reviews.
- Adaptability ~ Be ready to change again.
- Don't lose focus of your goals!
- Work with a business counselor to help you establish and work toward goals.



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EST. 1870

WE SUSTAIN LIFE

Melanie Sherman, CBA
Venture Development Analyst

THANK YOU!

Melanie Sherman, CBA

Venture Development Analyst

College of Food, Agricultural, and
Environmental Sciences

OSU South Centers

1864 Shyville Road, Piketon, OH 45661

614-247-9729 Office / 740-418-0968

Mobile

sherman.1675@osu.edu



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