

Developing Marketing Strategies for Sustainable Maple Business Growth

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Introduction

- ▶ Ohio
 - ▶ Latin America
 - ▶ Vermont
-
- ▶ Why Farmers?
 - ▶ Why Marketing?



Why am I here?



Project: Managing Market Information and Market Uncertainty to Enhance Maple Syrup Business Viability



Risk Management



Case Studies



Market Research



Education = Risk Management

Objectives

Guide through phases of marketing and sustainability planning.

Get started on a purpose-driven marketing strategy.

Focus on long-term growth and community support.

The Phases



Design

Get Discovered

Build Relationships

Create Sustainable Revenue

Community Growth

Implementation

Phase 1 – Design



Focus: Developing a Purpose Statement and Brand Identity



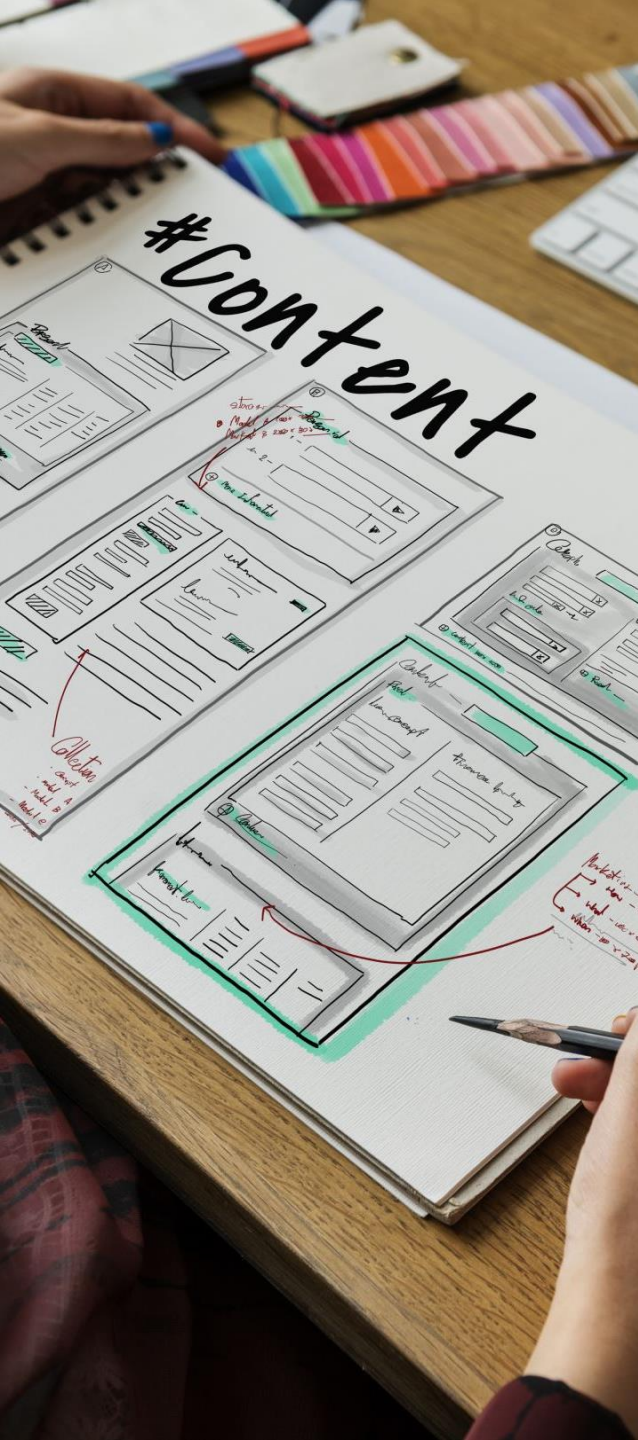
Answer: Who are we?
What do we do?



Develop engaging messaging
about your business.



Define target audiences and
their unique motivations.



Exercise – Purpose & Messaging

- ▶ **Purpose Statement (TBD)**
- ▶ Define Core Values
- ▶ Target Audience(s)
- ▶ Benefits!

Phase 2 - Get Discovered



Focus: Enhance presence and visibility.



How are people going to find out about us?



Develop content strategies focused on audience behavior.



Exercise - Presence & Strategy

- ▶ Identify Your Potential “Channels”
- ▶ Analyze Your Audiences
- ▶ Select Channels
- ▶ Create a **Realistic** Action Plan

Phase 3 – Build Relationships



Focus: Create strong connections with your audience.



How are people going to **engage** with us?



Understand how to optimize your presence.



Exercise - Customer Journey Mapping

- ▶ Identify key stages of a customer journey.
(Current/Potential)
 - ▶ Awareness, Consideration, Decision, more later...)
- ▶ Outline customer touchpoints and motivations at each stage.
- ▶ Identify pain points and strategies to convert interest into loyalty.

Phase 4 – Create Sustainable Revenue



Focus: Ensure financial and operational viability.



How are we going to stay profitable?



Identify revenue streams



Evaluate their feasibility, brand alignment and impact



Check operational capability



Exercise - Prioritize Revenue Streams

- ▶ Identify revenue streams
- ▶ Score revenue ideas on feasibility (financial and operational) and brand alignment.
- ▶ Select top revenue streams and outline a simple action plan.

*****This (like all example exercises here) is simple on purpose!**

Phase 5 - Community Growth



Goal: Foster community loyalty and advocacy.



How do we build loyalty and advocacy?



Think into the future and evaluate the present.



Exercise - Community Marketing Assets

- ▶ Ask yourself:
 - ▶ Are we encouraging repeat engagement?
 - ▶ Are we leveraging “word-of-mouth” marketing?
 - ▶ Are we asking for feedback?
 - ▶ Are we involved in our community/communities
- ▶ Evaluate marketing assets for community engagement.

Phase 6 – Implementation Plan



Goal: Organize tasks and resources to bring your plan to life



What are we doing and who is doing it?



Ensure every aspect of the plan is executed efficiently and effectively.



Exercise - Implementation Timeline

- ▶ Outline key project milestones and assign responsibilities.
- ▶ Draft a simple chart with target dates for each task.
- ▶ Assess resources
- ▶ Identify risks
- ▶ Implement!
- ▶ Track progress!!!

Developing a Purpose Statement

01

What do you want your business to be? (Who are you?)

02

What do you want your business to do? (What do you do?)

03

What do you want your business to have/create as a result of what it does?

Example Purpose Statement

- ▶ "The purpose of Partners for Andean Community Health (PACH) is to be a catalyst for collaboration on locally-driven healthcare initiatives across Ecuador. By empowering local leaders, fostering sustainable solutions, and valuing cultural prosperity, PACH provides the resources, training, and community support necessary to build resilient, healthy communities."

Q&A Session

- ▶ Practical applications?
- ▶ Challenges?
- ▶ Unique audience needs?



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Please Contribute Your Perspective

- ▶ Maple producers' perspectives on the human and social aspects of life

