

Entrepreneurs & Their Communities

Direct Marketing Your Product
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Marketing Your Product



Booth Design



What does it mean to “market”?

“MARKETING” simply means:

“the action or business of promoting and selling
products or services”

in other words...

Make your product look great and desirable!

Why should I market my product?

- * You set yourself apart from other producers
- * You provide credibility to your product
- * You appeal to a consumer’s tendency to go toward
“attractive” products

Logo:

- * logo |'lɒɡo|
- noun (pl. -gos)
- a symbol or other small design adopted by an organization to identify its products, uniform, vehicles, etc. : *the Olympic logo was emblazoned across the tracksuits.*

Discussion

- * Have you developed a logo?
- * Why did you pick your graphic/design?

Why do I need a logo?

- * To visually identify your product
- * To allow customers to recognize your “brand” name

Choosing a logo/label:

- * Choose a label that represents your business and your product--what makes your product different than others?



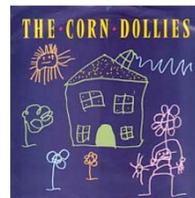
Be Consistent

- * The most important step in choosing a label is consistency-the shape, color, and style of your product can change, but your label should remain the same!



Keep It Simple:

- * A good label doesn't have to be elaborate--it can be simple, even made on your home computer!



Free Graphics Programs

- * GIMP
- * paint.net
- * Picasa photo editor

- * These are free downloads, with lots of online tutorials on how to use them.

I don't do art!

- * Don't be so hard on yourself-look at other products for ideas!
- * vistaprint.com: thousands of images to choose from, or you can upload a photo of your product and they will place text over it.
- * Also offers display banners, business cards, and other accessories

What other options?

- * Shop locally. Visit local sign shops, or even high school/college art departments to find someone local to do your design.
- * Having a live person to interact with ensures you get what you want.
- * You will be supporting another local business, and may benefit from free local advertising through word-of-mouth or using your logo as an example to their other customers!

Drawing Customers

- * The most important purpose is to draw customers to your stand.



Remember:

- * You can't sell to a customer if they don't stop by your display!

Share photos

- * People love to see where their product comes from
- * Document your creation through photographs and share them at your stand.



Strong Talking Points

- * Tell your story--be approachable.
- * Think about why your product is different than others--do you grow organic produce? Find your own walking sticks to carve? Knit with all-natural dyed products? Tell us!
- * A few photos will take up small space with big results!

Don't Underestimate!

- Customers want to know how you grew, made, or discovered your product. Share your skill with us.
- You may think the process of gathering honey or shaping a bowl is common knowledge, and boring---but they don't!

Displays:

- * Your display is meant to show your product at its best.



Arrange Items Best

- * Even if you only have a few items, consider arranging your display to enhance your best items.



Height

- * Your use of height will give customers the impression of “bounty” and customer choice.



Customer Choice

- * Height can double your selling space!



Customer Choice

- * Studies have shown people will not visit your table if you only have a few items, because they do not want what everyone else has “picked over”.
- * Make Gift Baskets. Customers will pay more for ‘pre-packaged’
- * Get advice! Set up a run-through in your living room and arrange items.

Easiest Tip:

- * Use decorative tablecloths as your display! It instantly adds color, cheer, and interest.



Always use color!

- * Consider using colorful baskets to offset the color of your product.



Use what you have:

- * You don't have to spend much money-- look around your house for interesting planters, baskets or tablecloths to accent and display your product.



Look around!

- * ANYTHING can be a great container. Metal buckets, interesting bowls-- the more character you add, the better!



Buy Local!

- * Use a sign to explain why your product is the best!



Pricing:

- * Always have your prices clearly marked. That way customers will know you aren't there to "haggle" a price.
- * This is typically a requirement for selling at a Farmer's Market
- * We don't want a 'flea market' mentality--you deserve to earn what you've invested!

Demonstrations:

- * Bring your honey in various stages of development.
- * Bring your knitting needles and demonstrate!
- * Bring your carving tools--everyone has questions.



Give Samples!

- * Give free samples! Farmers' Market studies show that customers rank sampling the product even higher than having access to restrooms.



Display your item Kentucky Proud!

Thank You!

- Coming up in May...
 - More on direct marketing – display and customer service
- Coming up in June...
 - Highlights from a program that is identifying barriers and opportunities for the underserved entrepreneur

