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 |ˈlōɡō|
  - 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!

任何形式都可以成为很好的容器。金属桶，有趣的碗——你添加的个性越多，效果越好！

Buy Local!

使用标志来解释为什么你的产品是最好的！
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