

Session #3: Marketing

In this Session you will...

- Understand what Marketing is
- Understand what Market Research is
- Learn Methods for Doing Market Research
- Understand how to write a Customer Profile
- Understand how to Analyze Competition
- Understand Pricing Strategies
- Understand how to use your Market Research to develop your Marketing Plan

After this Session, you should be able to write . . .

- Your Marketing Plan

Readings

NxLevel Sessions 5 & 6

Online Resources for Further Research

- USDA Agricultural Marketing Service Pricing Reports - <https://www.ams.usda.gov/market-news/fruits-vegetables>
- USDA National Agricultural Statistics Service Quickstats database - https://www.nass.usda.gov/Quick_Stats/
- US Food Market Estimator - <http://www.ctre.iastate.edu/marketsize/>
- Claritas Prizm segmentation tool - <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=70>

9-10:15	The Basics of Marketing <ul style="list-style-type: none"> ● What is marketing ● “People buy why you do it, not what you do.” ● Current Trends in Maine agriculture and food
10:15-10:30	Break
10:30-11:30 AM	Market Research <ul style="list-style-type: none"> ● What is Market Research ● Why do Market Research ● What is learned from Market Research ● Target Customer Profiles, Customer Needs & Expectations ● Competitive Analysis Types of Research <ul style="list-style-type: none"> ● Secondary Research & Resources for Secondary Research

NxLevel™ Tilling the Soil of Opportunity
 Wednesday, January 23d, 2019 – Kennebec Valley Community College

	<ul style="list-style-type: none"> • Primary Research & Methods of Primary Research • Both Types help you estimate Target Market Size & Sales Potential
11:30 - 12:30	<p>From Research to Plan</p> <ul style="list-style-type: none"> • Finding a niche • Speciation before Competition • The "Five P's" - Products, Packaging, Placement, Promotion & Pricing <p>Pricing</p> <ul style="list-style-type: none"> • Different Pricing Strategies • Sales Velocity & How to Measure It • The Relationship between Sales Velocity & Price
12:30-1	Lunch
1-1:30	Promotional Strategies <i>Speaker TBD</i>
1:30 - 3:00	Marketing Case Study: an interview with Amy Rowbottom of Crooked Face Creamery
3:00-3:30	Wrapup and Next Steps



Farm CFO for hire
 Cost Analysis / Market Development
 Crop Planning / Bookkeeping

