



Creating a Marketing Strategy



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“How to connect meaningfully with your customers through focused and planned efforts to present your brand authenticity, product quality and personal service...”

There’s your marketing strategy!



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What is a Marketing Strategy?

A fancy term for stay on track, don't overspend and work your plan (*sometimes you will overspend but don't panic*).

What is the purpose?

The purpose is to give you a road map to help keep you organized, on budget and accountable. It also enables you to your measure your results.



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Brand Authenticity

Having an authentic brand means that you deliver what you promise. Period. You do what you say, You walk your talk. When you go to Walmart, you don't expect great service or quality fashion. You expect what they promise: low prices. That is authenticity.

Authenticity has more to do with company values, service quality, product line and image. It means if you are going to tout "Customer Service is our #1 Priority" then you need take care of your customers, go above and beyond, and empower your employees to do whatever it takes to solve your customers problems quickly and painlessly.





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1. Describe your company's unique selling proposition (USP).

The real or perceived benefit of your goods or service that differentiate them from the competing brands and gives the buyer a logical reason to prefer your brand over other brands. USP is a critical component of your marketing campaign*.

* Source: Business Directory



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2. Define your target market.

- Who will benefit most from your product or service?
- Who is your current customer base?
- Who are your competitors targeting?
- Is your target market looking for your product or service?
- Use demographic and psychographic information.
 - Demographics: Age, location, gender, income level, education level, marital or family status, occupation, ethnic background
 - Psychographics: Personality, Attitudes, Values, Interests/hobbies, Lifestyles, Behavior



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3. Identify your competition.
4. Define the features and benefits of your products or services.
5. Identify current top 3 revenue streams then desired 3-5 for 5-10 years.
6. Describe how you will position your products or services.
7. Define your marketing method: advertising, internet marketing, direct marketing, farmers markets, social media, or public relations etc.
8. Where do you want to be in 5-10 years?



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9. What marketing materials do I need?

- **Logo +**
- **Website +**
- **Business Cards +**
- **Collateral material (brochure, rack card, menu?)**
- **T-shirts, hats, aprons?**
- **Video**
- **Social media**
- **Signage**
- **Point of sale advertising**
- **Advertisements (and where – phone book, CNR, local paper, Edible, etc.)**



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10. Establish a budget.

- **What can you afford?**
- **Calculate your goals.**

1-2% x Gross Revenue = baseline sales minimal/normal growth

3-5% x Desired Gross Revenue = target

(Example 3% of desired gross \$500K = \$15K)



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Now what?

- Decide on a plan and a schedule
- Call your ad reps or designers
- Get materials printed or your content written
- Work the plan
- Measure the results



Product(/Venue	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Advertising													
Enterprise)Record	\$300	\$300	\$300	\$300	\$300	\$300			\$300	\$300	\$300	\$300	\$3,000
Chico)News)+)Review	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
KHSL)TV	\$450	\$450	\$450	\$450	\$450				\$450	\$450	\$450	\$450	\$4,050
Results)Radio	\$500		\$500		\$500	\$500	\$500	\$500	\$500		\$500	\$500	\$4,500
Edible)Shasta/Butte	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Printing													
Business)Cards			\$600										\$600.00
Door)Hangers						\$1,500							\$1,500.00
Postcards									\$800				\$800.00
Design													
Business)Cards			\$1,000										\$1,000.00
Door)Hangers						\$1,200							\$1,200.00
Postcards									\$1,200				\$1,200.00
Misc.													
Mailing/Postage									\$800				\$800.00
Total													\$31,850.00



Logo + Business Cards



Labels



Organic Hickory Smoked Ham

We are committed to providing you and your family with the best tasting Organic Pork products from Northern California.

Visit us at llanoseco.com and learn more about our heritage, sustainable ranching practices and delicious products.

- No antibiotics used
- No added hormones**
- No nitrites added**
- Organic, vegetarian feed with NO animal by-products
- Raised on Llano Seco Rancho in Northern California

Nutrition Facts
Serving Size 2 Slices (56g)
Servings Per Container 4

Amount Per Serving	% Daily Value*
Calories 100	Calories from Fat 10
Total Fat 1.5g	3%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 35g	10%
Sodium 250g	16%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 0g	

INGREDIENTS: Llano Seco Organic Pork, Water, Sea Salt, Organic Espresso, Cane Juice Powder, Lactic Acid Starter Culture

Prepared especially for and distributed by LLANO SECO RANCHO Chico, CA 95928
Certified Organic by CCOF



Organic Thick Cut Hickory Smoked Bacon

We are committed to bringing you the best tasting Organic Pork from the heart of Northern California.

Visit the source of llanoseco.com and learn more about our heritage, sustainable ranching practices and delicious organic pork products.

- No antibiotics used
- No added hormones**
- No nitrites added**
- Organic, vegetarian feed with NO animal by-products
- Raised on Llano Seco Rancho in Northern California

Nutrition Facts
Serving Size 1 Slice (10g)
Servings Per Container 12

Amount Per Serving	% Daily Value*
Total Fat 5g	10%
Saturated Fat 3g	6%
Trans Fat 0g	0%
Cholesterol 15g	30%
Sodium 25g	5%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Protein 1g	2%

INGREDIENTS: Llano Seco Organic Pork, Water, Sea Salt, Organic Espresso, Cane Juice Powder, Organic Bacon, Organic Lactic Acid Starter Culture

Prepared especially for and distributed by LLANO SECO RANCHO Chico, CA 95928
Certified Organic by CCOF



Organic Andouille Pork Sausage

We are committed to bringing you the best tasting Organic Pork from the heart of Northern California.

Visit us at llanoseco.com and learn more about our heritage, sustainable ranching practices and delicious products.

- No antibiotics used
- No added hormones**
- No nitrites added**
- Organic, vegetarian feed with NO animal by-products
- Raised on Llano Seco Rancho in Northern California

Nutrition Facts
Serving Size 1 Link (30g)
Servings Per Container 4

Amount Per Serving	% Daily Value*
Total Fat 10g	20%
Saturated Fat 5g	10%
Trans Fat 0g	0%
Cholesterol 35g	70%
Total Carbohydrate 2g	4%
Dietary Fiber 0g	0%
Protein 10g	20%

INGREDIENTS: Llano Seco Organic Pork, Water, Sea Salt, Organic Espresso, Cane Juice Powder, Organic Andouille Pork Sausage, Organic Lactic Acid Starter Culture

Prepared especially for and distributed by LLANO SECO RANCHO Chico, CA 95928
Certified Organic by CCOF



Brochures + Flyers





Signage





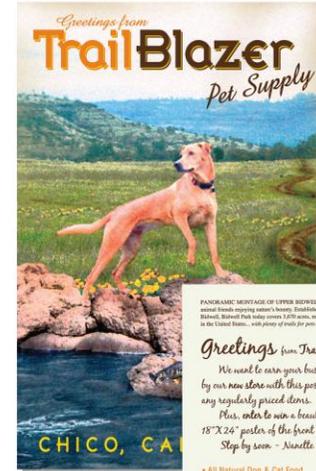
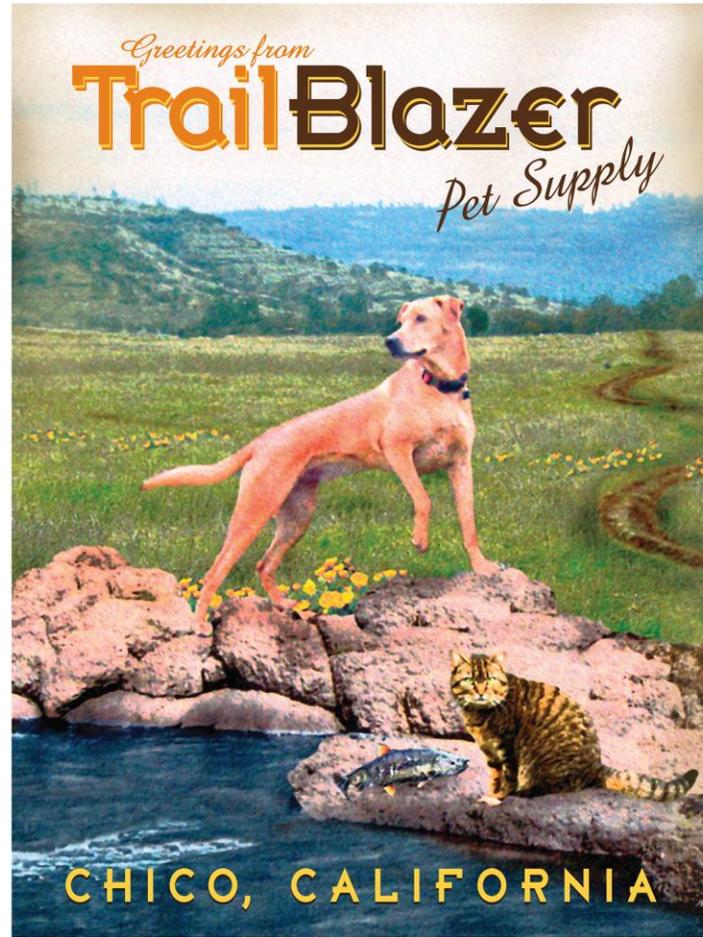
Case Dividers + Meat Picks



Logo + Business Cards



Posters + Postcards + Ad



PANORAMIC MONTAGE OF UPPER SIERRA PARK in Chico, California, with local natural brands enjoying nature's bounty. Established in 1952 through a donation from Anne Blizard, Sierran Park today covers 1,076 acres, making it one of the largest conservation parks in the United States... with plenty of trails for pets and their people!

Greetings from TrailBlazer Pet Supply!
We want to see your business and loyalty. Come by our new store with this postcard and get 10% OFF any regularly priced items.
Plus, enter to win a beautiful framed, full color, 18"X24" poster of the front of this card.
Stop by soon - Norelle and Erik Glodhill

- All Natural Dog & Cat Food
- Organic Brands
- Green Pet Supplies





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