One of the first steps to successful marketing is determining who your customers are.

For example, if you were selling mink fur coats, you would likely be selling to upper class consumers (a mink coat can cost in excess of $4,000).

It is important to know your customers.

Know how best to approach potential customers.

Chefs will want to know different things about grass-fed beef than the individual consumer will.

Once you have identified your customer, you need to figure out how you will reach them.

DISCUSSION

How is the jeweler trying to reach their customers?

Do you think this is effective?

What are some advantages and disadvantages of this approach?

Potential customers can be reached in a variety of ways.

Advertising

Social Media

Word of Mouth

Etc.

Advertising comes in many forms

DISCUSSION

What are some ways you have seen businesses advertise products?

Are those effective?

Why or why not?

Consider what may be the best “bang for your buck” when advertising.

Social Media is becoming an increasingly important marketing tool

There is no one best way to advertise on social media, find a way to make it work for you!

Build positive customer relationships

Establishing positive customer relationships will help you gain new customers.

Word of mouth is one of the best ways to gain new customers.
SELL IT!

• Perhaps the most important part of marketing is always keeping the end goal—selling your product—in mind.
• Figure out how you can best sell your product!
• Complete Section 6: Consumer Demand and Marketing Opportunities of the Alternative Animal Production worksheet.