


ALTERNATIVE ANIMAL MARKETING

WHO ARE MY CUSTOMERS?




- 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.

HOW WILL I REACH THEM?



- 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.

MARKETING TECHNIQUES



- Advertising comes in many forms
 - DISCUSSION
 - What are some ways you have seen businesses advertise products?
 - Are these effective?
 - Why or why not?
- Consider what may be the best "bang for your buck" when advertising.

MARKETING TECHNIQUES



- 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!

MARKETING TECHNIQUES



- 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.

