



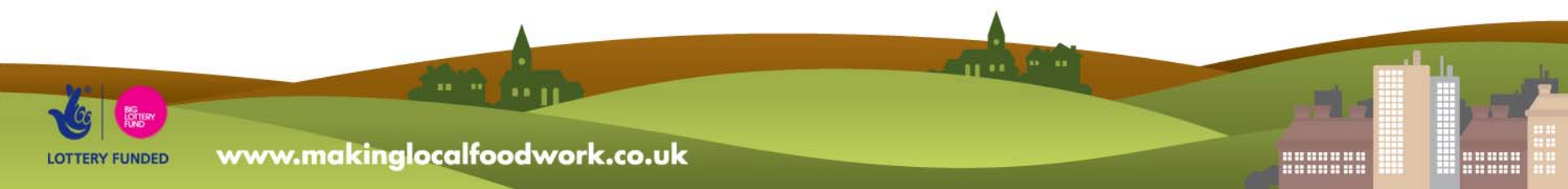
# How to Market your Enterprise and become Sustainable....



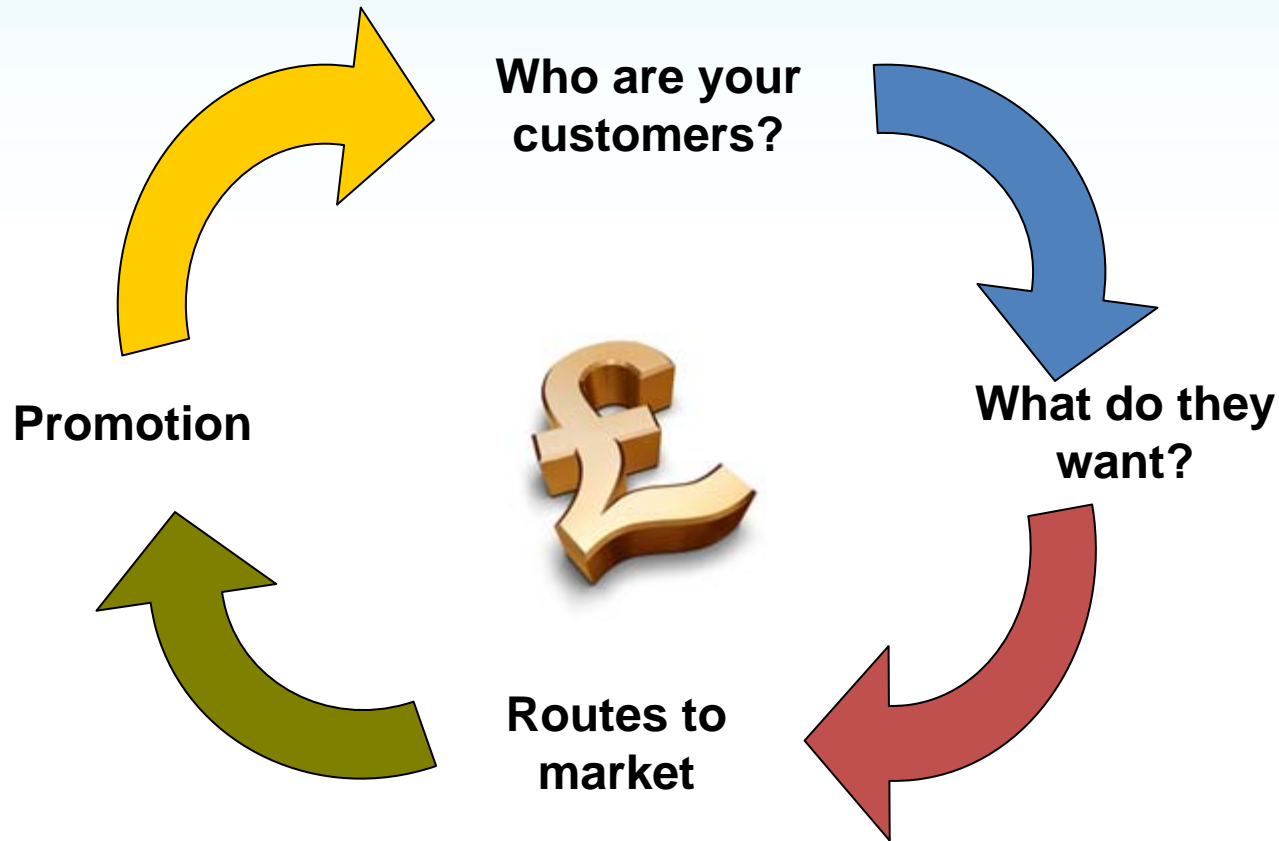
Hayley Elston



[www.makinglocalfoodwork.co.uk](http://www.makinglocalfoodwork.co.uk)



# The marketing cycle...



# Who are your customers?

- Friends and family
- Local people
- Pubs & hotels
- Restaurants
- Local producers
- Vegetable lovers
- Urbanisters



# List all the potential types..

Remember that you can target by

a) demographics

age, sex,

b) geodemographics

based on where someone lives

c) psychographics

what they like / don't like

and all 3 combined !!



# Example of types:

- Young mums (upmarket) interested in healthy food for their kids attending local primary school
- Empty nesters wanting a veg box each week and keen to support local initiatives
- Students Union at local college wanting fresh produce for their college shop
- Registered members of the CSA wanting fresh produce “dividends” in return for free labour
- Local people shopping at the farmers’ market



# What do they want?

You need  
to find out !



# But how?

Face to face



Phone



Survey



Web





OK so now you know **WHO**  
you want to target and  
**WHAT** they want...

but **HOW** are you going to  
reach them ?





# Routes to market



There are 2 main directions:

## 1) Direct to consumer

eg your own retail outlet, box scheme, farm gate, market stall



## 2) Indirect to consumer

eg selling to third party retail outlet, selling wholesale to pubs, hotels, restaurants and / or local producers making pickles / preserves etc or selling to



You can do 1) or 2) or both



# Deciding which routes



Direct	Indirect
<p><i>Pro's</i></p> <ul style="list-style-type: none"> <li>• Close to your customer and understand their needs</li> <li>• You take all the margin!</li> </ul>	<p><i>Pro's</i></p> <ul style="list-style-type: none"> <li>• You can reach lots of end customers through very few selling points</li> <li>• Your valuable time focused on what you do best</li> </ul>
<p><i>Con's</i></p> <ul style="list-style-type: none"> <li>• Lots of points of contact, takes lots of management time</li> <li>• You take the cost of reaching the consumer (eg for a shop or for a stall)</li> </ul>	<p><i>Con's</i></p> <ul style="list-style-type: none"> <li>• You are one step removed from your end consumer</li> <li>• The wholesaler or middleman buys from you at wholesale prices which can be LOW</li> </ul>



# Promotion

Remember  
the 4 P's....

Product

Price

Place

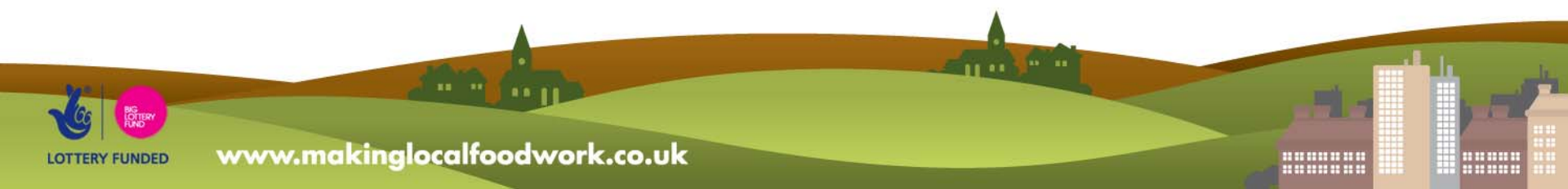
Promotion



# Be logical in your approach



	Approach	Promotion type
<b>Winning new customers</b>	Encourage trial by reducing cost / risk	Free sample, free taster, special trial price, first month membership free,
<b>Retaining existing customers</b>	Encourage repeat purchase and increase weight of purchase	BOGOF, Buy one get one half price, Buy two get one free, enter a competition, enter a free prize draw, spend a day on the farm, meet the team, best idea wins X,



# Create compelling stories & identities



*the young chefs  
at Jamie Oliver's  
Fifteen  
restaurant*



# Promote to attract more workers



what's the best thing about working at innocent?

A photograph of a man in a striped polo shirt sitting at a desk in an office. He is looking at a laptop and has several pens scattered on his desk. The office background includes shelves with binders and a computer monitor.

THEY FEED ME PENS

want to see another reason?



# Top Ten Tips....

- 1) Sign me up  
(get people to register interest)
- 2) Create compelling stories (eg Innocent)
- 3) Focus away from price and towards value for money
- 4) The golden guarantee (we will look after you)
- 5) Reward loyal customers (eg loyalty schemes)
- 6) Be distinctive (stand out from the crowd)
- 7) Stuff your web site with new content
- 8) Use social networking to connect with customers
- 9) Cooperate with and learn from your customers
- 10) Test the limits (keep trying new things)





# Thank you....



## Hayley Elston



[www.makinglocalfoodwork.co.uk](http://www.makinglocalfoodwork.co.uk)