

## Entrepreneurs & Their Communities

Direct Marketing Your Product  
Melissa Bond, University of Kentucky  
April 2012

Co-Sponsored by



**RRDC**  
REGIONAL RURAL  
DEVELOPMENT CENTERS



## Marketing Your Product



Booth Design



## What does it mean to “market”?

“MARKETING” simply means:

“the action or business of promoting and selling  
products or services”

in other words...

Make your product look great and desirable!

## Why should I market my product?

- \* You set yourself apart from other producers
- \* You provide credibility to your product
- \* You appeal to a consumer’s tendency to go toward  
“attractive” products

## Logo:

- \* logo |'lɒɡo|
- noun ( pl. -gos)
- a symbol or other small design adopted by an organization to identify its products, uniform, vehicles, etc. : *the Olympic logo was emblazoned across the tracksuits.*

## Discussion

- \* Have you developed a logo?
- \* Why did you pick your graphic/design?

## Why do I need a logo?

- \* To visually identify your product
- \* To allow customers to recognize your “brand” name

## Choosing a logo/label:

- \* Choose a label that represents your business and your product--what makes your product different than others?



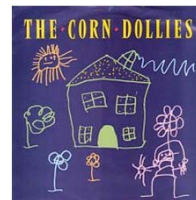
## Be Consistent

- \* The most important step in choosing a label is consistency-the shape, color, and style of your product can change, but your label should remain the same!



## Keep It Simple:

- \* A good label doesn't have to be elaborate--it can be simple, even made on your home computer!



## Free Graphics Programs

- \* GIMP
- \* paint.net
- \* Picasa photo editor
  
- \* These are free downloads, with lots of online tutorials on how to use them.

## I don't do art!

- \* Don't be so hard on yourself-look at other products for ideas!
- \* vistaprint.com: thousands of images to choose from, or you can upload a photo of your product and they will place text over it.
- \* Also offers display banners, business cards, and other accessories

## What other options?

- \* Shop locally. Visit local sign shops, or even high school/college art departments to find someone local to do your design.
- \* Having a live person to interact with ensures you get what you want.
- \* You will be supporting another local business, and may benefit from free local advertising through word-of-mouth or using your logo as an example to their other customers!

## Drawing Customers

- \* The most important purpose is to draw customers to your stand.



## Remember:

- \* You can't sell to a customer if they don't stop by your display!

## Share photos

- \* People love to see where their product comes from
- \* Document your creation through photographs and share them at your stand.





## Strong Talking Points

- \* Tell your story--be approachable.
- \* Think about why your product is different than others--do you grow organic produce? Find your own walking sticks to carve? Knit with all-natural dyed products? Tell us!
- \* A few photos will take up small space with big results!

## Don't Underestimate!

- Customers want to know how you grew, made, or discovered your product. Share your skill with us.
- You may think the process of gathering honey or shaping a bowl is common knowledge, and boring---but they don't!

## Displays:

- \* Your display is meant to show your product at its best.



## Arrange Items Best

- \* Even if you only have a few items, consider arranging your display to enhance your best items.



## Height

- \* Your use of height will give customers the impression of “bounty” and customer choice.



## Customer Choice

- \* Height can double your selling space!



## Customer Choice

- \* Studies have shown people will not visit your table if you only have a few items, because they do not want what everyone else has “picked over”.
- \* Make Gift Baskets. Customers will pay more for ‘pre-packaged’
- \* Get advice! Set up a run-through in your living room and arrange items.

## Easiest Tip:

- \* Use decorative tablecloths as your display! It instantly adds color, cheer, and interest.



## Always use color!

- \* Consider using colorful baskets to offset the color of your product.



## Use what you have:

- \* You don't have to spend much money-- look around your house for interesting planters, baskets or tablecloths to accent and display your product.



## Look around!

- \* ANYTHING can be a great container. Metal buckets, interesting bowls-- the more character you add, the better!



## Buy Local!

- \* Use a sign to explain why your product is the best!



## Pricing:

- \* Always have your prices clearly marked. That way customers will know you aren't there to "haggle" a price.
- \* This is typically a requirement for selling at a Farmer's Market
- \* We don't want a 'flea market' mentality--you deserve to earn what you've invested!

## Demonstrations:

- \* Bring your honey in various stages of development.
- \* Bring your knitting needles and demonstrate!
- \* Bring your carving tools--everyone has questions.



## Give Samples!

- \* Give free samples! Farmers' Market studies show that customers rank sampling the product even higher than having access to restrooms.



Display your item Kentucky Proud!



## Thank You!

- Coming up in May...
  - More on direct marketing – display and customer service
- Coming up in June...
  - Highlights from a program that is identifying barriers and opportunities for the underserved entrepreneur

