



Building the Marketing Plan

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Marketing Plan

Your *marketing plan* is how you present not only the product but your company to your customers.

Market Segmentation

Dividing the market into distinct groups of buyers with different needs, characteristics, or behaviors is *market segmentation*.

Product Positioning

Product positioning is arranging for a product to occupy a clear, distinctive, and desirable place in the minds of target consumers relative to competing products.

SWOT

This is a method for analyzing the *strengths, weaknesses, opportunities, and threats* of a business venture.

Value Chain

A *value chain* is a chain of activities that a business performs in order to deliver a product or service to the market.