



Drudgery That Pays Well

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Business Plan

The business plan is a roadmap that provides the detail on how you will achieve your business goals, including timelines and goals.

Cohesive Branding

This is using your brand on all your marketing materials and everything you do. That includes your logo, coloring, font, and message. If you use it consistently customers will come to know you by your brand.

Collateral Audit

This is looking at your marketing materials, your farm stand, etc from a customer point of view. You can learn critical information about your business and marketing by getting a feel for how you are perceived by your customers. Then using that information to make adjustments to bring customer perceptions in line with what you want their image of your business to be.

Marketing Plan

A marketing plan spells out your marketing and promotions plans for your business, including the goals you want your marketing to achieve.

Perceptual Map

This is a crisscross map of your farm or product characteristics. It will help you understand where you fit with your customers and against your competition, allowing you to make the necessary adjustments to bring your customers perceptions of your business in line with your own perception or the image you want your customers to have of you.

SWOT

SWOT analysis is a process for identifying and analyzing the internal and external factors that can have an impact on your business. The components include:

- Strengths - internal attributes and resources that support a successful outcome.
- Weaknesses - internal attributes resources that work against a successful outcome.
- Opportunities - external factors the project can capitalize on or use to its advantage.
- Threats - external factors that could jeopardize the project.