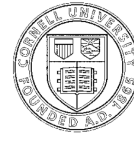


Developing a Marketing Strategy



**Cooperative
Extension**
Tompkins County

Business Name: _____

Our farm raises _____ for _____
claims/product(s)

_____ who _____
target customers *activity/demographic/behavior*

•Claims and descriptors used (Which claims does your target market most care about?)

•Products (Which products are most asked for or sell out fastest? How do they buy?)

•Marketing Channel selection (Where do they prefer to buy and why?)

•Advertising & Promotion- format & location (Where and how might you best reach more people like them?)

•Value-added product selection