



**SHARING YOUR STORY,
REACHING YOUR AUDIENCE,
GROWING YOUR BUSINESS**

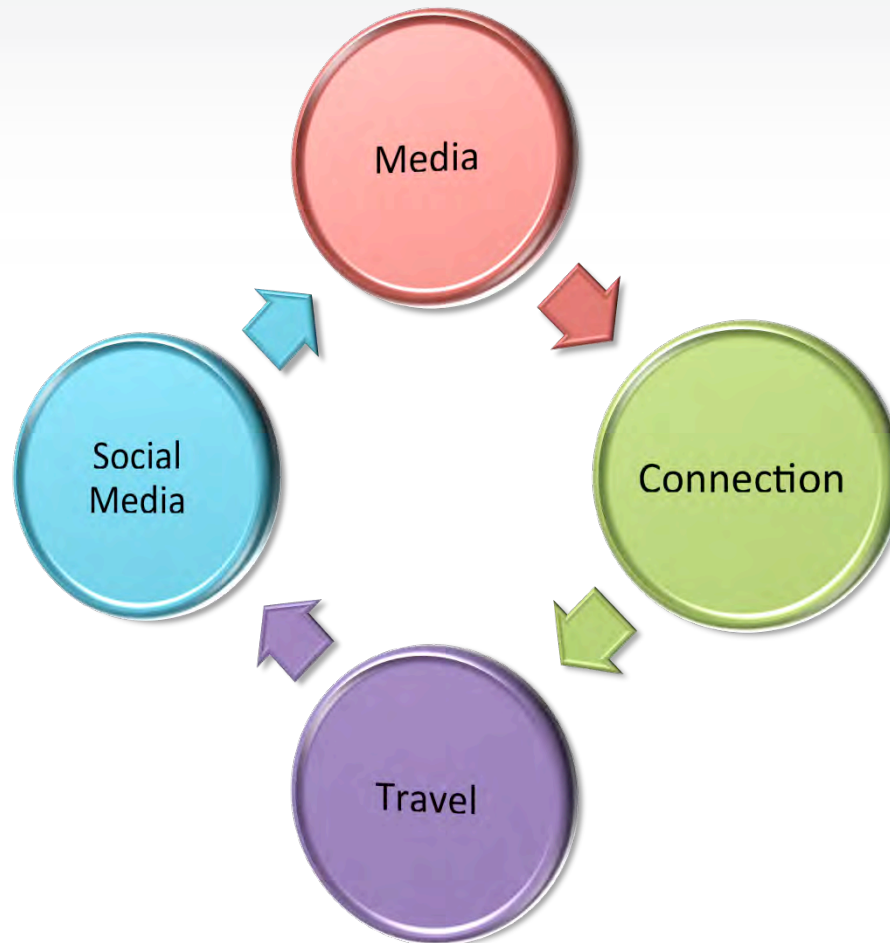
ADVERTISING GRAPHIC DESIGN WEB DESIGN MARKETING PROMOTIONAL SOLUTIONS FILM & MULTIMEDIA CUSTOM SIGNS & FLEET GRAPHICS

NEVER BORING
Branding. Strategy. Design

60 years ago most agricultural advertising was



What's Changed...Everything!




Today, we need to educate,
entertain, follow rules and make \$!



Elements of Agri-tourism Promotion

- Identifying your audience
 - Understanding your community alliances
 - Ensuring you are meeting your end goals
-making money to grow your business!



Kids and
Field Trips



Health
Conscience
Consumers



Policy Makers

Who is your audience?



Tourists



Restaurants



Families

Who are your community partners?

- UCCE
- Complementary Growers
- Neighboring Farms
- Local Restaurants
- Non-profits
- 4H and FFA
- Other...

What is your goal?

- Is it to Educate?
- Do you just want to sell your farm product?
- Are you looking at value added items?
- Expanding to year-round offerings?
- Developing a restaurant pathway?

Today We're all marketing!

Whether it's word of mouth, paid advertising, a store front or farm stand...every business is marketing.

Every business!

EVERY BUSINESS!

And You've Been Doing It For a While...



**LIKE
YOUR
WHOLE
LIFE!**

Marketing

- **Creating a strong brand**
- **Logo**
- **Strong positioning phrase**
- **Reputation in community**



**Key to finding your place...is
knowing WHO you are!**



Brand

First!

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CREATING A STRONG BRAND

- Is the answer a logo?
- Is it a strong position phrase?
- Is the answer signage?
- Is it social media?
- Is the answer radio?
- Is it television or billboards?

Your brand is NOT what YOU say it is...
It's what THEY say it is

Who do you think of
as having the best
brand?

The ultimate goal for
your advertising and
marketing investment is to
create...

Top of Mind Awareness!

Why?

CREATING A STRONG BRAND

Branding begins with discovering the customer's perception of '*Value*' where your product or service is concerned.

Brand is your Identity



What makes a good concept?

- Does it cut through the clutter?
- Will it resonate with your target customer?
- Is it emotional?
- Is it persuasive?
- Does it illustrate the company's best story?
- Does it work in print as well as electronic media?
- Is it succinct?
- Does it have longevity?
- Is it memorable?
- Can company features fall under it?

Public Relations



Public Relations

- **Headline** – Attention grabbing (novel)
- **Lead sentence** – Set the hook to get the reader's attention (partners)
- **Call to action** – Most readers won't make it to the bottom of the page. Insert in the first or second paragraph (we're open!)
- **Copy Body** – Tell the story, include quotes from a credible source, who, what, where, when , why
- **Boilerplate** – Establish the brand's credentials and give journalists the about-the-company details.



THE ART OF ADVERTISING AND SOCIAL MEDIA

- **WHAT** are you saying?
- **HOW** are you saying it?
- **HOW OFTEN** are you saying it?
 - **WHERE** are you saying it?
 - **TO WHOM** are you saying it?
- **IF YOU HEARD IT, Would you repeat it?**

Top of Mind Awareness



Market Share

JUST REMEMBER

THE VALUE EQUATION

Customers Perceived Value =
The Benefit received
Minus price AND hassle



How do you cut through the clutter?



WESTERN REGIONAL AGVOCACY CONFERENCE

Your Voice Matters. Unite The Conversation

FEB 19-20, 2016
RENO, NEVADA - SILVER LEGACY RESORT

Summary

- **Marketing** – the perception of the business' brand in the community
- **Advertising** – purchasing space to communicate a message or sell a product
- **Public Relations** – building relationships with media to strategically get your message or product out in community