

enough to encourage customers and generate sales. Pricing is an art, not a science. You must be constantly alert to changes in the marketplace and changes in your business that could signal a need to adjust the product price.

Promotion – Everything you do with your customer to encourage them to purchase your product is promotion. It is not merely advertising but includes public relations and networking. One way of encouraging consumers to purchase your product (if it is a food item) is to provide easy to make, appetizing recipes. You can network with your customers at point of purchase locations by offering samples of your food product. The whole concept of promotion is to catch and hold the public's attention and get them to buy your product. The Internet has created another avenue for promotion and more questions to answer like: Are you going to develop a web site? What search engines are you going to register with? Are you going to cross link with other related web pages?

Placement – Getting your product to the customer when and where they want it is placement. This is often referred to as distribution. Distribution often represents 15% to 50% of the final price of the product. Often businesses do not have the resources to individually deliver the product to the customer. They must therefore rely on an established distribution channels made up of retailers, wholesalers, distributors, agents, brokers or cooperatives. You must determine the distribution partner that best fills your needs and your customer's needs. Some non-traditional distribution channels are: u-pick operations, farmers markets, classified ads, consignment selling, community-supported agriculture and restaurant supported agriculture.

Many books have been written on marketing strategy. The information here just touches on a few of the basics to give you a flavor of the mindset changes that need to take place when moving from "selling a commodity" to "marketing your product".

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