

Marketing Your Business

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1

Have a Plan!

What is the situational analysis?

Objective:
Actions:
Who is responsible:
How to measure:
Timeline:
Budget:
Completed:
Reviewed:
Next:

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Reviewed:
Next:

Is our business doing the things it needs to be doing to stay on track to be successful and stay successful?



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2

Brand...

The American Marketing Association defines a brand as “A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.

What makes you remarkable, memorable and unique – gives you an unfair advantage.

What are you known for?

Branding process...

Ongoing process and day-to-day interaction.

Your brand is only as strong as each and every experience someone has with it.

Everyone in your organization has the responsibility to be a brand champion and the opportunity to be a story teller.



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You're in the driver's seat...



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“My Shop”

Your business and team



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5

“My Shop”

Your Brand

What are you known for? What do you want to be known for?

- Do you have a mission statement, values statement, slogan...
- What’s the one thing you hang your hat on?
- How do you define who you are?
- What differentiates you from competitors AND/OR doing it themselves?

- *Know how you help the customer solve a problem.*

Make it the cornerstone of your brand identify.



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6

Your Brand

"My Shop"

Team Exercise:

What five words (adjectives) describe your business?

Sit down with 5-6 people and come up with a list of five adjectives that describe your brand personality the most. Keep it narrow-focused. One way to get started is to think about what drove you to start your custom harvesting business. Those are the things that drive your business.



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7

Your Brand

"My Shop"

Questions to ask

- What are the specific qualities of the services and/or products we offer?
- What are our core values (company and services)?
- What do we specialize in? Meaning, what is your niche?
- Who is your target market audience (more to come later)?
- What message(s) do you want to share and communicate?

What is your brand statement/short paragraph? Use this as your guidepost for marketing. Otherwise, you're just throwing cans at the wall!



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8

“My Shop”

Branding

How are you communicating it?

Ongoing process and day-to-day interaction.

Your brand is only as strong as each and every experience someone has with it.

Everyone in your organization has the responsibility to be a brand champion and the opportunity to be a story teller.

More to come later....



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9

“The Fields”

Customers & Prospects

(+prospective employees)



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10

"Their Fields"

Customers: Nurture the relationships

Pre-harvest meetings/post-harvest communications

- *Who is all involved in the meeting? Need clear goals and priorities. Work flow/field plan*

Smooth and clear billing process

Safety discussion

Don't break down

Who is the next generation?

- *Who is in charge in 3 to 5 years and are you developing that relationship?*



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11

"Their Fields"

Customers: Nurture the relationships

Do a communication's analysis – keep notes

You know how you like to communicate but what is their first preference?

Insights®: Do they like the numbers/details, are they steady or unflappable, hard charging or social? How can you adapt your style to match?

What social media platforms are they on and do they use?

Do you share each other's content occasionally?

Do you have permission to post/share from their farm?

Do you have a relationship outside of the tractor/or the field?

How else are you maintaining and growing relationship with your customers?



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12

Prospects: Grow your business

"Their Fields"

How can you maximize the business/dollars per customer?

Always be developing and maintaining a prospect list!

Who are the top three prospects?

What's your sales process? Where might the need or gap be?

What do you know about them? How can you find out more about them?

What two or three intentional things are you going to do?

How are you developing a relationship?

Are you providing information, resources developing regular touch points?

Develop a referral program?

Do a gap analysis?

What is your geography, Who are you driving by...



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Prospects...

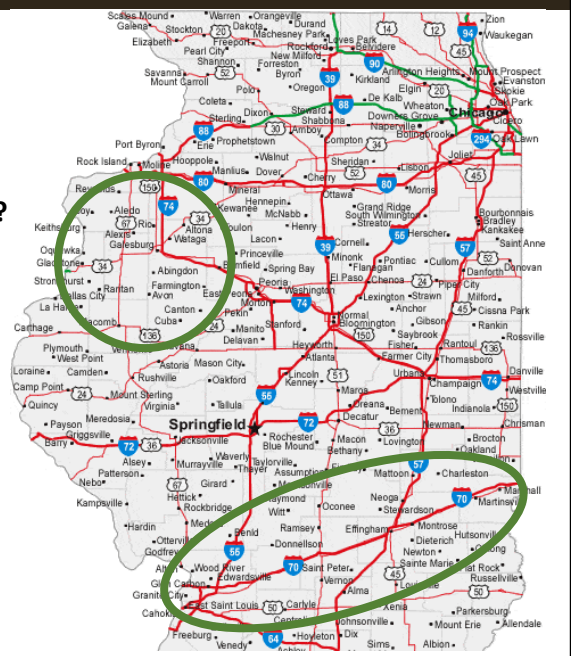
Who are the next 3 on your list?

What do you know about them?

How are you working on turning them into customers?

Any other ideas to share?

Something that's worked well for you?



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“Tools”

Marketing/Brand Builders

[+prospective employees]



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15

Traditional & Non-Traditional...

“Tools”

- Face-to-face & referrals!!!
- Pre-harvest meetings (post also)
 - *Meet and exceeding goals*
 - **GOOD COMMUNICATOR!**
 - *Good to work with*
- Print materials
 - Complete list of services
- Clear billing & payment process
- Quality of equipment
- Cleanliness of equipment
- Is your equipment branded?
- Level of care of their land and resources
 - *Are you able to leave it/them as you found it/them*
- Getting involved in the community!
- Employees engagement levels
- How you & employees look
 - *What are you wearing? (not in a creepy way...) ☺*
 - *Do you have team t-shirts/sweatshirts/hats?*
- Work in a safe manner
- Can you make repairs in field?
 - *What repair resources do you have?*
- How do you and your employees handle the pressure? (weather, delays, etc.)
- How does your team communicate & work together?
 - *Is everyone in the “right seat on the bus”?*
- Are you having fun?
 - *Meals, cookies, respect for each other... it shows!*
- If you can't do the job (for whatever the reason) do you offer alternatives?



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16

“Tools”

Traditional & Non-Traditional...

- Advertising – print, local papers, ag papers
 - Do you know the ag editors in your area?
- Do you know your farm broadcasters?
 - Develop a relationship – be a trusted and credible source
 - Reports from the field
 - Be a trusted and credible source
- Social Media: Have a posting plan & develop a list of content sources
 - Website
 - Facebook - *Flush out your about and contact information – BRANDING!*
 - Twitter – What hashtags do you use?
 - Instagram
 - Snapchat
 - YouTube
 - *Can you automate it and make it easier?*
 - *Who likes to do this? Develop a plan/guidelines*
 - *Communicate who you are and what you VALUE!*
 - *Offer training/train them!*

**Top 5 Social Media
Platforms to Watch in 2020**

TikTok
Caffeine
Lasso
Houseparty
Steemit

What’s missing?

What else are you seeing/doing or having success with?



“Stewardship” Be a Good Neighbor

Community & Industry



“Stewardship”

- **Connect on Values – Consumer advocacy & education**
- **Harvest without anyone noticing**
- **Good local relationships**
- **Operate in a safe manner**
- **Engage & invest at the local level & customer’s communities**
- **COMMUNICATE**



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19

“Stewardship”

- **Connect on Values – Consumer advocacy**

Charlie Arnot, Center for Food Integrity

- Can’t share how much you know until they know how much you care.

Center for Food Integrity Research Report 2018

Shared values are 3-5 times more important to building trust than sharing facts or demonstrating technical skills/expertise.

*Share your values – social media, day-to-day actions and interactions
Why do we do what we do and how do we do it – training available*



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20

“Stewardship”

- **Good local relationships**
- **Operate in a safe manner (in the fields/on the roads)**

Core individuals/influencers (outside of your customer)

- *Local road commissioners, sheriffs*
- *Neighbors – communicate ahead of time/work with producer*
- *Clean the roads, give car washes, post, tweet, videos, etc.*
- *Be present more than just at harvest*
 - *Fairs, community events, parades, etc.*



Conversation at your pre-and-post harvest meetings?

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21

You're in the driver's seat...
Have a Plan
Steer and drive your wheel

*Do the things your business needs to do to stay
on track to be successful and stay successful.*



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22

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