



# Oregon Agritourism Marketing Strategy Template

Here is a simple three-part template to help you think about and capture the essential ingredients of your marketing strategy.

## PART 1:

**BIG PICTURE** focuses on defining the unique features and benefits of your product and service, and how you will position it in the marketplace\* given your target audience.

The key variables that determine market position are what marketing professionals call the “Four P’s”: product (or service), place, price and promotion. The concept has evolved more recently to the “Four C’s”, which reflect the same four categories from the point of view of your customers: customer benefit, convenience, customer cost and (two-way) communication. Examples of Marketing Mediums.



Top photo: Christian Heeb, above: Greg Roberson

<p><b>Product/Customer Benefit</b></p> <ul style="list-style-type: none"> <li>• What does your target customer want?</li> <li>• What features must your product or service offer to meet these needs?</li> <li>• How is it differentiated from your competitors — quality? Style? Beauty? Personality? Service packages?</li> </ul>	<p><b>Place/Convenience</b></p> <ul style="list-style-type: none"> <li>• Where do buyers look for your product or service?</li> <li>• Is it easy to find? If not, is that a disadvantage?</li> <li>• Frequency of service/availability?</li> <li>• Timing?</li> <li>• Visibility?</li> </ul>
<p><b>Price/Customer Cost</b></p> <ul style="list-style-type: none"> <li>• What’s the value of the product or service to the customer?</li> <li>• Are there established prices?</li> <li>• How will your prices compare with your competitors?</li> <li>• Will your price be considered fair?</li> <li>• Will you offer volume discounts?</li> </ul>	<p><b>Promotion/Communication</b></p> <ul style="list-style-type: none"> <li>• Where and when can you get your message across to the people you are targeting as customers?</li> <li>• What “mediums” will you use to communicate? (Keep in mind that advertising is the most expensive medium!)</li> <li>• How will you engage with your customers?</li> </ul>

\* Note that your competition is not just other farm stays, farm stands, ranch vacations, etc. Try to think broadly about what choices your customers have for their leisure time: to stay home and relax, to visit exotic places, to make their own jam, to hike in a forest, etc.

## PART 2:

**TACTICS focuses on the specific types of promotion and public relations you will undertake to connect with your customers.** The “medium” is the method for delivering your message to your potential customers, as well as the method for two-way communication with your customers.

Examples of Marketing Mediums	
Website	Add a Blog to your site
Posters around town	Better signage
Hand out flyers at events	Hold own events
Product demonstrations, trainings, presentations	Monthly e-newsletter to customers
Distribute brochures/business cards	Sales, discounts, contests
Cultivate relationship with media, pitch stories and make yourself available for interviews (“earned” media)	Distribute cute take-homes (e.g., bookmarks with recipes) at point of sale
Cross-promote or package with other related businesses	Direct mail to prospective customers
Cultivate word-of-mouth network	Promote to clubs and associations
Go to trade shows	Create videos
Join appropriate marketing associations, from the local chamber to the Cheese Guild, depending on what fits	Encourage past customers to recommend on platforms such as TripAdvisor, etc.
Social media – Facebook, Instagram, Twitter... What fits you best?	Buy cooperative advertising
Travel Oregon marketing platforms	Regional Destination Marketing org platforms

Content adapted from Agritourism and Nature Tourism in California, 2nd edition.

### PART 3:

**SCHEDULE** provides a format for a monthly to-do list of marketing activities. That's self-explanatory!

#### Agritourism marketing strategy — Part 1: BIG PICTURE

TARGET AUDIENCE	
Who is your target customer(s)? (location, income, age, etc.)	
What do your target customers need and desire?	
MARKET MIX AND POSITION	
What specific products and services will you offer?	
Features: What makes your product or service unique?	
Benefits: How does your product or service meet your target market's needs and desires?	
What advantages do you have over your competition?	
How will you price your product or service relative to the competition?	
What positive associations do you want to convey to your target customers about your product and service? What are your biggest selling points?	
MESSAGE	
What information does the customer need to make a decision?	
TACTICS	
What budget can you set aside annually for marketing? **	
What are the best ways to reach your target customer? (continue with Part 2)	
MARKETING GOALS	
What can you specifically measure to determine if your marketing efforts are effective?	

\*\*During the first four years of operation, expect to pay 10-25% of your total agritourism-related operating costs, according to the authors of *Agritourism and Nature Tourism in California*, 2nd edition.



## Agritourism Marketing Strategy — Part 3: ANNUAL SCHEDULE

Month	Recurring Marketing Activities	Seasonal or Special Marketing Activities	Expected Cost
Jan			
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			



Greg Roberson

