

Direct Marketing Team & Resources – DRAFT FRAMEWORK
OSU Extension – July 2005

Areas of Specialization

Products/Services What you sell			Places/Distribution Where you sell				Promotions How you sell		People/Customers Who you sell to	Planning & Process How you manage	
Specialty Crops & Livestock	Rural Tourism	Prepared Foods/	Farm & Road Side Markets	Farmers Markets	Other Local & Regional Food Markets (including delivery-based)	The Internet	Advertising & Promo.	Merchandise & Sell	Customer Relations	Marketing Plans	Management -Labor/HR -Finance
Types & Production	Ag & other natural resource-based experiences	Valued-added									
Aquaculture	Experience based ag	Processing	Pick-your own	Structure	Chefs	E-com.	Promotional Mix	Store design	Customer research Consumer profile & preference	Market & Marketing research	Food Safety Quality
Fruits & Veg.	Eco- Agri-	Packaging	Urban Markets	Organization	Institutions		Media- Adv. & Public Relations	Displays Point of Purchase	Database management	New product development Customize	Hospitality Sales Skills
Livestock Meats	School Tours	Labeling	Rules & Regs.	Site	Subscript. or Comm. Supported Ag (CSA)		Sponsorships Events	Signage	Customer relations policies	Pricing	Financing Financial Analysis \$ Manage
Forestry (including Christmas trees and non-timber)	Activities	Licensing		Rules & Regs.	Auctions		Branding	Sales transactions	Customer relations skills	Sales Projections	Business in Ohio Laws, Regs., Tax, Risk Manage
Landscaping Nursery Floral	Working with CVBs	Recipes					Direct Mail Print (broch., catalogs, cards, news,)		Consumer trends	Creativity, Innovation Entrepreneurship	Supply chain
Specialty Topics & Trends (organics, greenhouse)	Rural/Urban	Specialty Topics & Trends					Electronic Marketing			Competitive analysis	Technology Knowledge Manage
Other	Lodging						Specialty Adv.			Marketing Audit	Intellectual Property
	Food service						Cooperative Marketing				Energy
	Festivals						Other (Buy local)				Other-Goals Decisions...

