

Promotion

How will you get the word out to customers?

Through advertising, PR, and word of mouth. We will be using Persuasive and Reminder Advertising. (People already know what Corn is, and the benefits of fresh produce. They just need to be persuaded to buy it from us.)

Advertising: What media, why, and how often? Why this mix and not some other?

Radio, Newspaper, Fliers, at Farmers markets, Facebook.

Pulsing Advertising schedule. (There is demand year round, but we would increase our Marketing when demand is higher. Such as during the holidays)

These methods are relatively cheap yet still can have a wide reach.

Have you identified low-cost methods to get the most out of your promotional budget?

Go to lots and lots of local events in order to spread word of mouth. Become as deeply ingrained into the community as we can. Due to the expensiveness of TV commercials, we will not be using them, and it might take away from the local Farmer image we are trying to create if we used TV.

Will you use methods other than paid advertising, such as trade shows, catalogs, dealer incentives, word of mouth (how will you stimulate it?), and a network of friends or professionals?

Yes. Networking, Farmers markets, State fairs, local events and festivals, word of mouth (We will be a novelty, people will talk about us because we sell fresh produce in winter. We are new and different and will catch people's attention)

What image do you want to project? How do you want customers to see you?

As a local business concerned about the customer. We want them to have best quality and freshness produce all year round. "All Fresh, All year, All for you"- Harnish Produce.

In addition to advertising, what plans do you have for graphic image support? This includes things like logo design, cards and letterhead, brochures, signage, and interior design (if customers come to your place of business).

Pierson will be the face of our company. (While he's still young) A handsome homegrown Indiana farm boy. For logo, we would want something that speaks to our theme of Local year round produce. Something incorporating our Indiana and Ohio Market's, as well as the year-round nature of our product.

Should you have a system to identify repeat customers and then systematically contact them?

Yes. We will train our staff to remember people's names and faces. Get to know the regulars and semi-regulars. We have our local image to keep up.

Promotional Budget

How much will you spend on the items listed above?

Because we will be doing a pulsing schedule the major of our advertising will happen at peak times: The Fourth of July, Thanksgiving, and Christmas. For these time we will have radio ad's running four times a day for the week before and the week of the holiday in the Fort Wayne area, for a total of \$4,200 a year in radio cost. (It cost \$25 dollars to run an ad in Fort Wayne. Source: <http://www.gaebler.com/Cost-of-Radio-Advertising-In-Fort+Wayne---IN>)

Also during this time of year, we will run also run a newspaper ad in Fort Wayne newspapers four days a week for those two week during our peak times. This will come to a total Newspaper cost of: \$384 a year. (The average cost of a newspaper ad in Fort Wayne is \$16, if we remove all options over \$100 per ad from possible list. Source: <http://www.gaebler.com/Cost-of-Newspaper-Advertising-In-Fort+Wayne---IN>)

Throughout the year we will run Facebooks ads, a thousand a week, at the maximum cost of \$2 per thousand. This will cost: \$104 a year. (Source: <http://fitsmallbusiness.com/how-much-does-facebook-advertising-cost/>)

All year round we will be going to local events, spreading by word of mouth, and will have a booth, which Pierson and Eric will make out of scrap wood found on Pierson's Grandmothers farm. They will have a budget of \$200 for paint, nails, and tools.

Lastly few will have fliers to hand out at Farmers markets and other local events. Cost: \$0.11 per flier, \$550 for 5000 flyers

Total Amount: \$5,438.

Before startup? (These numbers will go into your startup budget.)

For our start up, given the high cost of all our other startup expenses, we will be relying heavily on word of mouth PR for at least the first three years of business. Where we will be handing out fliers, and trucking our beautiful booth around with us, until we have better funds for better advertising. Total amount: \$750.

Ongoing? (These numbers will go into your operating plan budget.)

Looking to the future, if we go through with all of our plans, our average marketing cost will be \$5,238, after the three years period after start up.