

CREATE YOUR FIBER MARKETING PLAN

Name :

.....

Business

Name:

.....

Tell Your Story

- Write out your farm story- how you got started, why you are farming, what are your goals?

Define Your Target Market

- Who is your ideal customer?
- What are their needs and wants?
- How can you reach them? (online, in-person, trade shows, etc.)

Analyze Your Competitors:

- Who else is selling wool in your market?
- What are their strengths and weaknesses?
- How can you differentiate yourself from them?
- What sets your wool apart from the competition?

The 4 P's

- Product: What types of fiber products will you offer?
- Price: How will you price your products?
- Place: Where will you sell your products?
- Promotion: How will you promote your products?

Setting Your Marketing Budget

- How much can you afford to spend on marketing?
- Which marketing tactics will give you the best return on investment?

Setting Your Marketing Timeline

- When will you launch your wool products?
- When will you execute each marketing tactic?
- How will you measure your success?

Regularly review your marketing plan and adjust as needed.