

My tips for Marketing your Stud

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My Tip #1

HAVE A PLAN!

What is your unique point of difference?

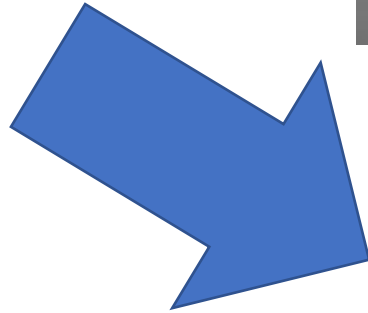
Know what your key marketing message is:

- what are you selling?
- *what do your customers need?*
- how do you do it differently?
eg. what is your breeding philosophy?
- who is your target market?



YOUR MARKETING MESSAGE

YOUR MARKETING MESSAGE



Get it out there any way you can!

- Website
- Facebook
- Blogs
- Links on other websites
- Newsletters
- Advertising
- Signage at your gate
- Clothing, caps
- Be seen at shows and field days
- Sponsorship



The 90 Day Rule

Place your business name in front of your clients at least every 90 days.....

- eg Stock Journal, PD Journal
- Ring them
- Send out a newsletter
- Do some Facebook posts
- Advertise
- Post them a catalogue
- Meet them at the show

Psst!..... make sure you collect their contact details!

My Tip #2

BE CONSISTENT!

- What is your brand?
- Do you have a logo?
- Do you use the same look and colour scheme every time you advertise?
- Do people instantly recognise your brand?

My Tip #3

...get yourself a

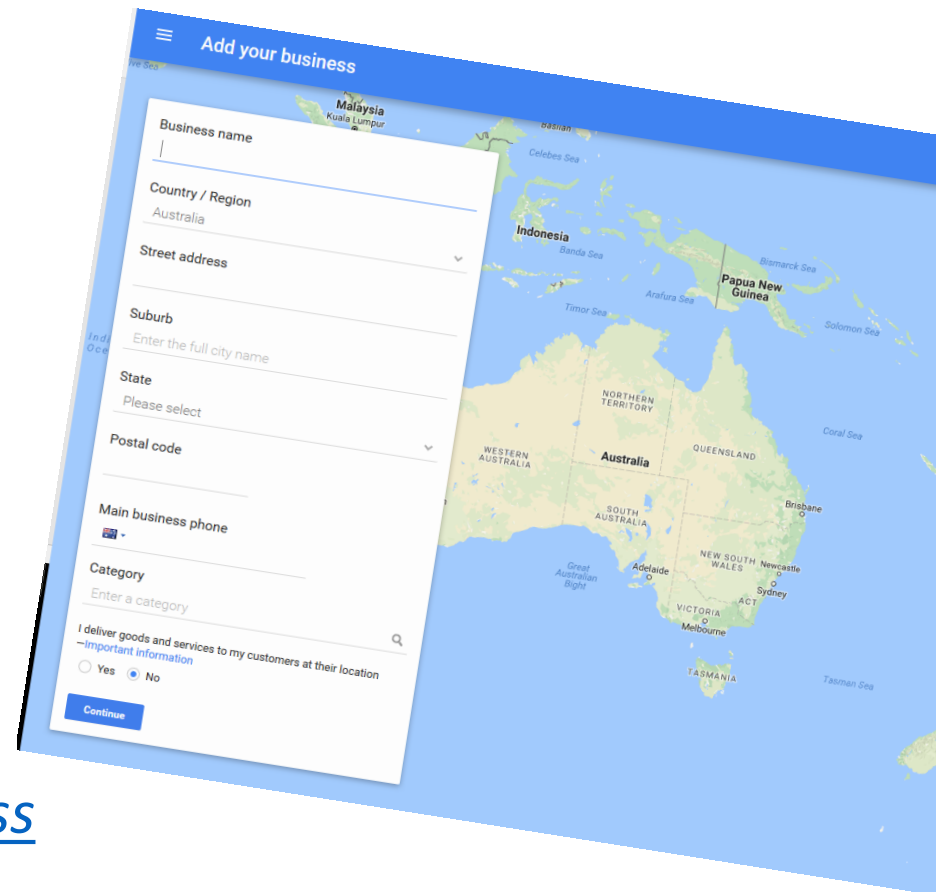
**GOOGLE
BUSINESS
PAGE**



GOOGLE BUSINESS PAGE

To start you'll need:

- a gmail account
– for your business!
- a street address



www.google.com.au/mybusiness
and follow the steps...

GOOGLE BUSINESS PAGE

- you'll setup a google map for your business as you go
- If you already have a google map on your website, the beginnings of your Google Business Page may already be there – you just need to claim it

...this is different to a

GOOGLE+ BUSINESS PAGE

(Google's Social Media platform....)



In Summary

- Have a plan
- Be consistent
- Take action:
Google Business Page