

PRACTICAL WAYS TO MARKETING YOUR PRODUCT

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INTRODUCTION

- ▶ KNOW YOUR AUDIENCE/CLIENTELE: WHO DO WISH TO SELL TO
- ▶ WHO DO YOU EXPECT TO BUY YOUR PRODUCT
- ▶ KNOW YOUR TEAM: WHO IS GOING TO BE WORKING WITH YOU: SPOUSE, CHILDREN, WHO?
- ▶ KNOW YOURSELF: WHAT ARE YOUR STRENGTHS AND WEAKNESSES
- ▶ MAKE YOUR MARKET DEPEND ON YOU: DELIVER

SALIENT HOUSE KEEPING RULES

- ▶ LOOKING AHEAD: PASSION = YOUR DRIVER
- ▶ PLAY FAIR, PLAY A JUST GAME: SHARE
- ▶ LOOKING NOW: RECORD KEEPING: DAILY RECORD OF EGGS PRODUCED, LIVE CHICKENS, DEAD ONES, MISSING ONES
- ▶ LOOKING BACK: WEEKLY AND/OR MONTHLY RECONCILIATIONS WITHOUT FAIL
- ▶ ANNUAL FINANCIAL STATEMENTS THAT ARE CREDIBLE
- ▶ BIOSECURITY: UP YOUR GAME IN PREVENTION; CURE MUST BE THE LAST OPTION
- ▶ WORK WITH OTHERS IN SYNDICATES

PLANNING

- ▶ DO YOU HAVE AN OFFTAKE CONTRACT – COOL
- ▶ START DEVELOPING YOUR OWN
- ▶ REMEMBER THAT CONTRACTS CAN BE TERMINATED
- ▶ HAVE YOU ACQUIRED A BIG TENDER: GET OTHERS TO SHARE IF IT IS BIGGER THAN YOUR CAPACITY: LEARN TO SHARE
- ▶ THE SECRET IS QUALITY ALL THE TIME: QUALITY MARKETS ITSELF

HOW DO YOU MARKET? SOME TRADITIONAL IDEAS

- ▶ HOUSE TO HOUSE; BUSINESS TO BUSINESS; TOWN TO TOWN
- ▶ FLIERS AND POSTERS
- ▶ BILLBOARDS, BANNERS, CLEAR ROAD SIGNS
- ▶ PRINT MEDIA ADVERTISEMENTS
- ▶ MEET WITH YOUR CLIENTS AND GET TO KNOW THEM: RELATIONSHIPS

SOMEWHAT MODERN MARKETING IDEAS

- ▶ FARMERS DAYS: ORGANIZE OR ATTEND
- ▶ COMPETITIONS: ENTER OR ORGANIZE
- ▶ JOIN SISTER ORGANIZATIONS IN VALUE CHAIN:
FEED, PROCESSING FRATERNITY
- ▶ KEEP RESEARCHING FRESH IDEAS
- ▶ ONLINE MARKETING: EXPAND HORIZON
- ▶ YOUTH BUY AND ADVERTISE ONLINE
- ▶ SOCIAL MEDIA: SMS, FACEBOOK,
INSTAGRAM, WHATSAPP: EFFECTIVE BUT TRICKY
MEDIA: PARTICIPATE IN GROUPS THAT ARE
FOCUSSED

CONCLUSION

- ▶ EXPECT TO PAY SCHOOL FEES
- ▶ LEARN FROM YOUR MISTAKE AND THOSE OF OTHERS
- ▶ NEVER DISPAIR: NIL DESPERANDUM
- ▶ RISE EVERY TIME YOU FALL
- ▶ KEEP ON KEEPIN ON
- ▶ STRIVE, SEEK, FIND BUT DON'T YIELD
- ▶ POSSUMUS: WE CAN!!! THUMA MINA

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is placed.

THANK YOU