

# Successful Marketing Strategies for Your 4-H Project



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# Marketing?

# What's That?



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# Marketing:

*noun:*

the action or business of promoting and selling products or services, including market research and advertising.

## Key Words:

Research  
Promoting  
Advertising



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# Research your project:



# Know Your “Product”

- What Breed?
- What is the target weight range? (Live & Processed)
- Why was this breed a good choice?

# Know Your Expenses

- How much was your animal?
- What are you paying for feed/bedding/medications?
- Is there transportation costs?
- Is there vet costs?

# Research the Auction



# Dates and Times

- ❖ When is the sale?
- ❖ What time is the sale?
- ❖ Where is the sale?
- ❖ How do they get passes to the sale?





# Purchasing Livestock

## ❖ What are the options

- Does it get shipped to a processor?
- Are there different processors?
- Who pays the processing fee?
- Is payment in full expected at the time of the sale?
- Can the meat be donated to a local organization such as the county home, food banks or homeless shelters?
  - If Yes – what are the options?

# Additional Sales

- Will you have additional product(s) for sale?
  - How many chickens did you raise?
  - Do you have more than 1 hog?



Are you willing to sell to them directly if they do not purchase your animal at the auction?

# Promote Myself?

## How do I do that?



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# Start With a Letter

## ❖ What to include in a Buyers Letter

- Introduce Yourself  
Name, age, grade, school
- What Club are you in?

# Start With a Letter

- Information about your project
  - Use the research you gathered!
  - How many years have you taken the project?
  - What have you learned this year?
  - What have you enjoyed the most?

# Start With a Letter

- What are your plans for the income?
  - Purchasing next year's project
  - Starting a breeding program
  - Going toward a college fund

**Buyer's like to hear about  
long-term goals!**

# Type it up!



- Make sure the letter is typed.
- Hand-sign EACH letter
- Personalize your Introduction  
“Dear Bedrock Excavating” is better than “To Whom It May Concern”
- Have someone proofread it...and then have someone else proofread it.
- Make sure your phone number is on it
- Get the 4-H Clover on there!

# Add a Photo or Two

- Take some pictures of you and your animal when you bring them home. Take some pictures of you caring for your animal.
- Take a “now” picture with you and the animal.





# Add a Photo or Two

- Print or tape the photos onto a different page.
- Be sure to label them with captions and/or explanations.



Advertise?  
You mean like a  
commercial?



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# Identify Potential Buyers

- Do your parents, grandparents or other family members work **FOR** a business that likes to support the community?
- Do your parents work closely **WITH** any businesses or organizations that might like to support you and the community?

# Identify Potential Buyers

- Local Businesses include:
  - Feed Mill/Store
  - Supply Store
  - Restaurants
  - Banks/Mortgage Companies/Loan Companies
  - Healthcare – Doctors/Dentists/Urgent Care/Hospital
  - Manufacturing Companies
  - Warehouses
  - Factories

# Identify Potential Buyers

- Major Businesses include:
  - Retail Stores
  - Fast Food Restaurants
  - Gas Stations
  - Any “Chain” Store

# Identify Potential Buyers

- Don't forget about your local politicians!
  - State Representatives
  - Congressional members
  - Attorneys
  - Judges
  - Sherriff/Police Department
  - Fire Station/EMT
  - Board Members
    - Knights of Columbus
    - VFW
    - Elks

# Create a Package

- Take that letter and type it up
- Add the page with your photos
- Put them in a nice folder
- If you want to make it really special... include a page with “Auction Details”



# Create a “Visual Commercial”

- Think about creating a video that can be loaded onto YouTube or placed on a flash drive.



# Create a “Marketing Plan”

- Think about what you want to say
- Take an extra folder with you
- Put key info on an Index Card



# Now Let's Talk About You

- Once you identify potential buyers you should prepare for a visit approximately 3 to 4 weeks before fair.
- Choose clean clothes and shoes
- A 4-H Club Shirt is always great
- Do NOT wear a hat
- Do NOT chew gum
- Do NOT smell like the barn!

# Time for the Visit

- When you arrive at a business ask to speak to the manager.
- Introduce yourself
- Offer your hand for a Handshake!
- Hand them a folder & begin to talk about your “Marketing Plan”
- Use the information in your folder as points to talk about.



# Time for the Visit

- Ask them if they could attend the Auction and BID on your project.
- Tell them if they need any help with tickets for the auction to please contact you.
- Tell them that you will be at the pen with your animal prior to the start of the auction if they would like to see what they would be bidding on.
- Thank them for taking the time to talk with you.

# Auction Day!

- Make sure your animal is clean
- Make sure your pen along with the feeder/waterers are clean.
- Wear proper attire.
- Be at your pen 1 hour before the sale begins to follow up with potential buyers.
- After your animal/product has sold, locate your buyer and thank them in person.



# Extremely Important!

- Send your buyer(s) Thank You notes.
- If you know who else bid on your project, send them one too!



