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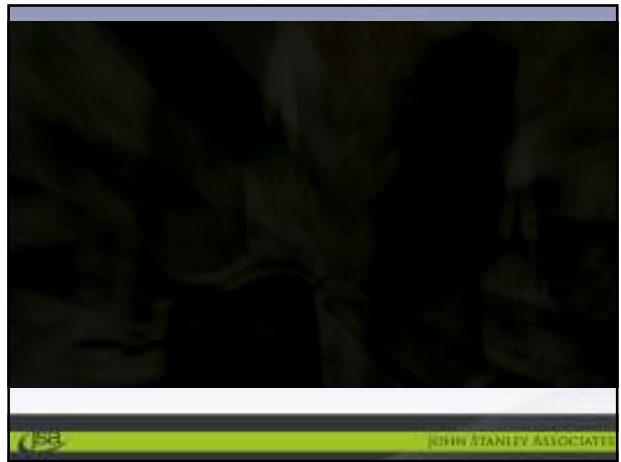


Marketing to the Urban Consumer



Farmers' markets
ASSOCIATION OF MANITOBA CO-OP INC.

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It's a Changing Marketplace

What is YOUR role in it?

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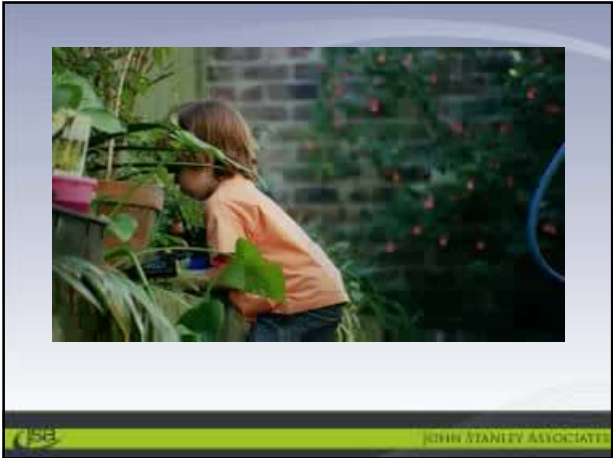
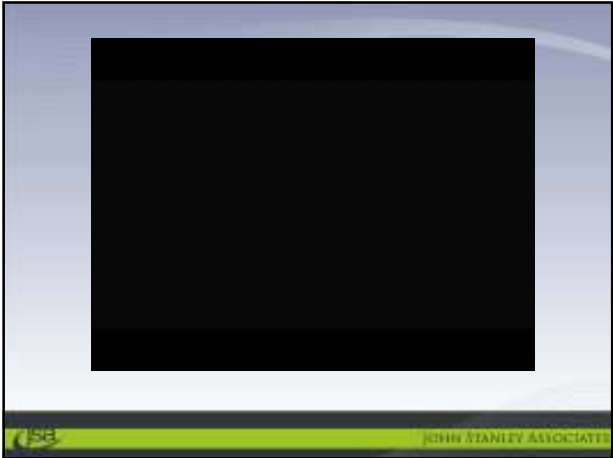
Consumers want to buy local
Consumers want to buy from you
ARE YOU READY?

Consumer Satisfaction
Declining at 15% a year
Ref: IPG Media Lab Sept 2010

- Supermarket growth in next 2 years 13%
- Farmers market growth in next 2 years 26%

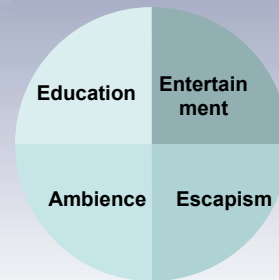
Ref: IGD Consumer Unit, UK 2009

**How are the leaders
leading the wave?**



The currency of
VALUE is now the
EXPERIENCE

Create an Experience



The Winners Understand the 2011 Consumer



They want you to:

- Engage them
- Be a local hero to them
- Be convenient
- Do this for a price

What do most consumers
like to buy?

70% want it!

TIME

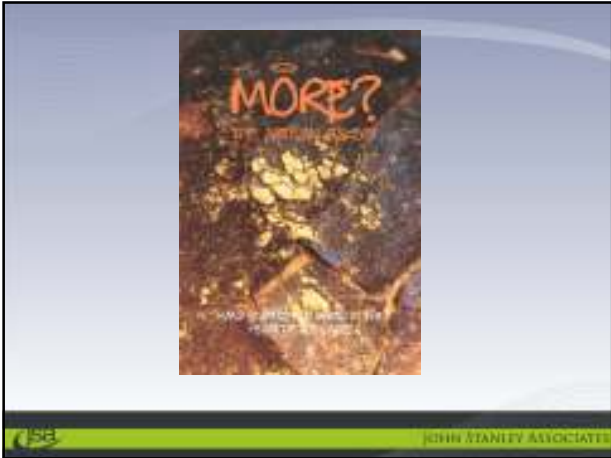
How do we sell them **TIME** ?



Tell a story...

Or sell on price!

What stories are you communicating to your customers?



Who should YOU be telling your stories to?

Average time shopping

- Woman with male 4min 41sec
- Woman alone 5min 2sec
- Woman with female 8min 51sec

Ref: How to shop with Mary Queen of Shops

Research in Ireland

- Men on own spend \$19 in 8mins
- Women with friend spend \$121 in 90mins

Ref: Jim Bradley

What is your strategy to attract women (in pairs) to your farm?



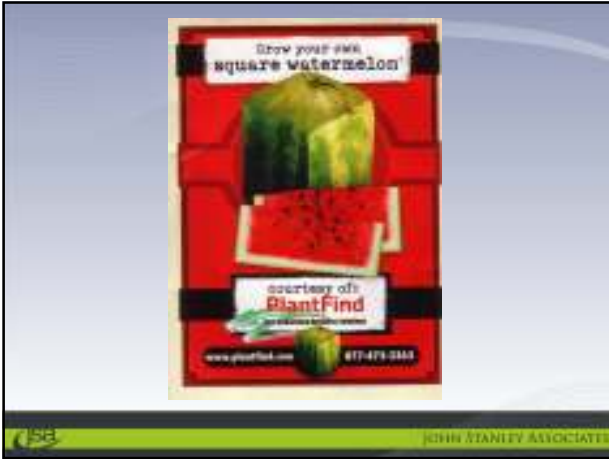
Delight strategy

Delight =
Expectation + 1



How do you delight?





Perkonomics

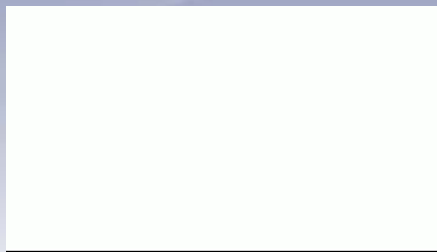


- The research from the 1970's!**
- 26 out of every 27 customers who could complain don't
 - Bad customer service and they tell 10 others

Now

Bad customer service and 10,000's know in the same day!

Consider Your
COMMUNICATIONS
Marketing Strategy
Marketing needs to be
integrated into everything you
do



Marketing Your Business Today

- 85% Brits go to a website first
- YouTube is your TV channel
- Facebook is now mainstream
- Twitters are changing the world

Marketing, the dimensions

- You DO NOT control marketing.
- You have your own communications channels.



Marketing has Changed



QR BARCODES
AND HOW TO
USE THEM



twitter



facebook

You Tube

Broadcast Yourself



But The most important ingredient is TRUST

Neighbour to Neighbour marketing is the biggest growth area

How do you develop your 'Shop Local Campaign'?

The consumer prefers to buy from a local

As long as they are a professional

The tipsters have the biggest influence on your market



Your Internal Marketing Strategy

Create your own hero's



What do You need to do to Grow Sales?

Keep Communicating

Communicate via

- Social Media
- Signage in store

Merchandise signage

Name of the Product
1. _____
2. _____
3. _____
\$ Price



Communicate via

- Social media
- Signage
- The team

Get Your Priorities Right

You are more credible for the questions you ask not the stories you tell



Build the brand

- Sight
- Smell
- Sound
- Taste
- Touch

Be Aware

The big end of town wants to own your market!





Relate to the Urban Consumer

- Proactive
- Own the Stories
- Delight
- Perks
- Social Networking

At the end of the day

“The consumer is more concerned about the ultimate care about the experience than the channel you use”

Ref: 4 Keys to retail Survival, Method 2010

Action Plan

- 1.
- 2.
- 3.

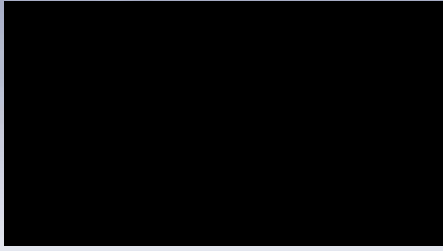


How do you maintain leadership?

- Brainstorming session with the team
- Sign up to our FREE monthly newsletter
- Become a member of our member club
- Employ a consultant with outside eyes

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THANK YOU

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