# Farm & Food Marketing: Training for TA Providers
# Session 2 Facilitator Guide

## Customers, Competition, and Branding

### Session 2 Overview

This session is designed to provide an overview of how to conduct and use market research about customers and peers/competitors and of the power of branding. By the end of this session, participants will be able to understand and apply these concepts using the provided frameworks.

**Included Materials**

- PowerPoint Slides:
    - Session_2_Customers_Competition_and_Branding.pptx
    - Session_2_Customers_Competition_and_Branding.pdf
- Worksheets & Exercises:
    - Session_2_Facilitator_Guide.docx
    - Session_2_Facilitator_Guide.pdf
    - Consumer_Profile_Template.docx
    - Consumer_Profile_Template.pdf
    - Sample_Consumer_Profile_for_Juans_Chipotle_Beef_Jerky.docx
    - Sample_Consumer_Profile_for_Juans_Chipotle_Beef_Jerky.pdf
    - Sample_Wholesale_Customer_Profiles.docx (can substitute for consumer profiles)
    - Sample_Wholesale_Customer_Profiles.docx (can substitute for consumer profiles)
    - Peer_Competition_Comparison_Worksheet.docx
    - Peer_Competition_Comparison_Worksheet.docx
    - Your_Brand_What_Do_You_Want_Your_Customers_to_Know_Think_And_Feel_About_Your_Business.docx
    - Your_Brand_What_Do_You_Want_Your_Customers_to_Know_Think_And_Feel_About_Your_Business.pdf


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## Session 2 Goals:

- Learn how to research and profile your ideal customers
- Practice creating customer profiles
- Learn how to research your peers/competitors
- Practice creating a peer/competitor comparison chart.
- Learn how the elements of branding can be used to differentiate your business and attract your ideal customers
- Practice helping clients identify what they want customers to know, think, and feel about their brand.

## Suggested Pre-Session Reading:

*Marketing Your Farm*, pp 33-48, pp. 67-87

## Suggested Agenda

If delivering this entirely live in a 3-hour session, use this high-level timeline:

- 00:00 – 00:10 | Welcome & Agenda
- 00:10 – 00:30 | Presentation and Discussion: Researching Consumer and Wholesale Customers; Customer Profiles
- 00:30 – 00:45 | Breakout Group Exercise: Create a Consumer Profile
- 00:45 – 00:55 | Report Back/Discussion
- 00:55 – 01:05 | Presentation and Discussion: Know Your Peers/Competitors
- 01:05 – 01:20 | Solo Exercise: Peer/Competitor Comparison Chart for Analysis
- 01:20 – 01:30 | Report Back/Discussion
- 01:30 – 01:45 | Break
- 01:45 – 02:30 | Presentation and Discussion: Shaping Brand Perceptions
- 02:30 – 02:40 | Solo Exercise: Your Brand: What Do You Want Customers to Know, Think, and Feel?
- 02:40 – 02:55 | Report Back to discuss the brand exercise and branding
- 02:55 – 03:00 | Close