



Strategic Marketing in a Changing Marketplace

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The Road Map



- Part I:
 - Beginning with the end in mind
- Part II:
 - Simplifying the marketing process
- Part III:
 - Strategies for success



Part I: Beginning with the End in Mind

Beginning with the End in Mind



- The agricultural industry is changing rapidly
 - Farms are getting larger to seize the benefits of scale economies
 - Technology is expanding productivity
 - Producers are being challenged to build stronger supply chains
 - To minimize food safety risks and improve value chain profitability

Beginning with the End in Mind



- Consumers are also changing
 - They will purchase products from anywhere as long as they meet their value expectations
 - They have access to significant volume of information and use it to define what they consume
 - They have money and access to credit
 - They are not limited to any one country—they are global

Beginning with the End in Mind



- Adam Smith:
 - “Consumption is the sole end and purpose of all production; and the interest of the producer ought to be attended to, only in so far as it may be necessary for promoting that of the consumer.”
 - Those who produce with this maxim in mind are more likely to extract more from the market than those who produce to meet the needs of the producer

Beginning with the End in Mind



- The changes in the consumer market and in production imply there are opportunities for producers to develop innovative strategies to enhance their profitability
 - Through deliberate strategies that focus on the consumer or the customer
 - Through the selection of products and processes that elevate the value of products in the eyes of the consumer or customer
- This is what marketing is all about

What is Marketing?



- Marketing involves **identifying** and **meeting** people's needs profitably
 - The people whose needs we identify and meet are **prospects**
 - They become **customers** when we complete a sale (transfer title and receive payment) successfully
- Therefore, marketing seeks to create positive responses from prospects towards particular products and services

Marketing is About Awareness



- The sole purpose of marketing is to create prospects by identifying real and latent needs and developing strategies to satisfy those needs and executing the strategies to satisfy those needs

Begin with the End in Mind



- To identify needs, we need to first ask **“Whose Needs?”**
 - Whose pain are we trying to address?
 - Really, who is it?
- Until we can clearly identify and define the target of our interest, any marketing activity becomes like screaming in the middle of the forest

Begin with the End in Mind



- To identify the prospective customer that is the target of your marketing effort, you need to ask:
 - Who would benefit the most from my product?
 - Do they benefit directly or indirectly?
 - Tangible benefit or intangible enhancement in their happiness because they made someone happy
 - What are their characteristics?
 - Demographic and socio-economic
 - Competitive environments—costs, markets, customers

Begin with the End in Mind



- Once you have defined the prospective customer, it becomes easier to identify their needs and how your product/service fits into the satisfaction of those needs
- The customer may be defined through
 - Conversations
 - Focus groups
 - Surveys
- Identifying the customers allows for the identification of their needs

Begin with the End in Mind



- So, in this section, we argued that we should begin with the end in mind
 - It helps in determining what we produce and how we produce it in order to maximize our profitability from the use of our resources
- It is critical that in this highly competitive marketplace, we search for every opportunity to extract more from the market than is available to the ordinary commodity



Thank You & Good Luck

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