

**THE “DAZZLE” IS IN
THE DETAILS:
GETTING THE MOST
OUT OF MERCHANDISING
& SALES PROMOTION**

Illinois Specialty Crops, Agritourism & Organic Conference

January 7, 2011

What's in the Communications Mix?



Advertising



Public Relations & Publicity



Personal Sales



Sales Promotion



Merchandising

What's in the Communications Mix?



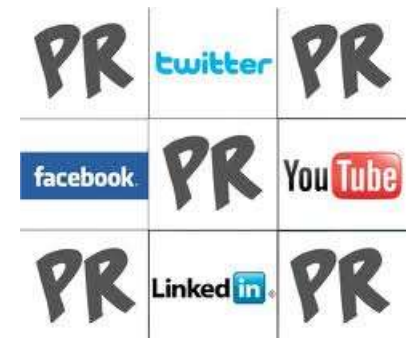
Advertising



What's in the Communications Mix?



Public Relations & Publicity



What's in the Communications Mix?



Personal Sales



“Someone calling themselves a customer says they want something called service.”



What's in the Communications Mix?



Sales Promotion

TREAT YOUR BODY BETTER EVERY DAY
AND TREAT A FRIEND ON US

**BUY ONE
GET ONE
FREE!**

Other valid through October 31, 2007.

Sale!

Tuesday, October 14 - Sunday, October 19

Book SALE

Lunch Bowls and Lunch Plates
served between 11am - 5pm

**Buy one, Get one
FREE!**

Present this certificate to your server.
Purchase one Lunch Bowl or Lunch Plate
& receive a second Lunch Bowl or
Lunch Plate on the house.

P.F. Chang's Hokea - (808) 596-4710
P.F. Chang's Waikiki - (808) 628-6760

Valid at P.F. Chang's Hokea and P.F. Chang's Waikiki between 11am-5pm.
Limit one card per visit per table. Present this card when ordering. Offer
good for a free Lunch Bowl or Lunch Plate, equal or lesser value, when
another Lunch Bowl or Lunch Plate is purchased. Excludes tax, gratuity,
alcoholic beverages and gift cards. Not valid with any other offers or
discounts. No-cash value. Not valid with Plus Menu specials. Not valid for take
out. Not valid with the Day-Only promotion. Expires May 7, 2009.

Many flavors to choose from including: Change Chicken, Mongolian Beef, Pepper Steak, Moo-Goo-Gai-Pan,
Citrus Soy Salmon, Beef with Broccoli, Baked Fish & Crispy Honey Chicken.

In your shop...

Take a bite. It's FREE!

**FREE 3# bag of Organic
Honeycrisp Apples**
with \$5 purchase

**Stemilt
Organic**

Earth Fare
the healthy supermarket

Valid 10/27-11/2/2010. PLU 89075. While supplies last.
Good for one free 3 pound bag of organic honeycrisp apples with
any \$5 purchase - not including gift card, wine or beer purchases.

While supplies last. Limit
one coupon per person. Not
permissible. No-cash value. Not
valid with other offers.
Excludes substitutions.



\$1.00 OFF!
EACH REGULAR ADMISSION - UP TO 6 PEOPLE - SAVE UP TO \$6...
Bengtson PUMPKIN FEST 2010
13341 W. 151st St. • Homer Glen, IL 60491
pumpkinfarm.com • 708.301.FARM (3276)
OPEN EVERYDAY • 10AM-8PM • OCTOBER 2ND THRU OCT. 31, 2010
UNDER 2 YRS OLD: FREE • AGES 3-11 YRS: \$12 (\$11 W/COUPON) • AGES 12 YRS & OLDER: \$13 (\$12 W/COUPON)
Coupon valid 10/2/10 thru 10/31/10 • Not valid w/group/school packages. Not valid on Tuesday's or Wednesday's Special rate days.

Thistleberry Farm

**\$1 off the regular purchase
price of the Farm Fun
Combo Wristband**



- Valid only on Fridays, Saturdays and Sundays until October 31st, 2010.
- Offer cannot be combined with any other discounts
- Valid for up to 4 wristbands
- Not valid during Moo Boo hours

61191 Mayflower Rd • South Bend, IN 46614 • ThistleberryFarm.com



www.zanettis.com

31100 Schmitts Avenue Hope, IN 47531

Only valid until October 8. One coupon per customer per visit.
Covers not allowed. Not to be combined with other offers.



Great fall dessert!
**\$2.00 off our freshly baked
Apple Pies**

What's in the Communications Mix?



Merchandising



The Rules



- Have a purpose
- Compatibility & Consistency
- Practicality
- Visibility
- Simplicity
- Knowledgeable employees

In your shop...



At your farm...



Opportunities: Visual Merchandising



- Holidays & Seasons
- Recipe Book
- Freezing & Canning Supplies
- Bake Mixes
- Complimentary products
- Shopping bags

Get the picture - Visual Merchandising!

- Tell customers how to use/prepare the product
- Samples
- Cross-promotion & Display Design
 - Cucumbers + Dill
 - Tomatoes + Herbs for making salsa and sauces
 - Salad Veggies together
 - New Potatoes + Green Bean
 - Impulse Snacks: Apples + Caramel for dipping



Obstacles



- Facility
- Elements
- Space

...or Opportunities!

THANKS & QUESTIONS

STEPHANIE RHODES

BLOOMIN' COMMUNICATIONS

EMAIL: STEPHRHO@GMAIL.COM

PHONE: 618-697-0270

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