FIT MORE P’S IN YOUR POD: WORKING WITH PARTNERS FOR EFFECTIVE PROMOTION
Review of the 4P’s

Product

Place

Price

Promotion
A Marriage?

Agriculture + Tourism → Agritourism
More P’s from the Tourism World

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Opportunity

- Reese’s Pieces?
  What’s that?
Brandsploration? Why not?!
Who to work with?

- Convention and Visitor Bureaus + State Offices of Tourism
- Chamber of Commerce
- Clubs & Organizations
- Other Attractions & Travel Related Businesses
- Media
- Other Groups with shared interests

...Build your Marketing & Promotional Network!
Ingredients for Successful Promotion:

- Provide value to the customer
- Plan and coordinate
- Be consistent in quality and compatibility
- Have unique benefit(s)
  - value
  - different product
  - experience
- Generate profit!
Ideas for the Other P’s

- Co-op advertising
- Cross promotion
- Sponsorship
- Events
- Packaging
- Leverage Themes with Partners:
  - Heritage, Foodways, Culinary Tourism, Local Food
THANKS & QUESTIONS

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