

How to market and sell Country Hams

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- Time to be creative
- If you owned a country ham business, how would you sell country hams?
- Here are a few things to think about
- 1st thing, Identify a target audience



How to market and sell Country Hams

- The National Pork Board has Identified the following:
 - Men and Women 18 to 45 years of age
 - During the summer Men are considered the dinner plate keepers
 - Loin chops and Boston Butts (pulled pork) during the summer
 - Hams during holidays



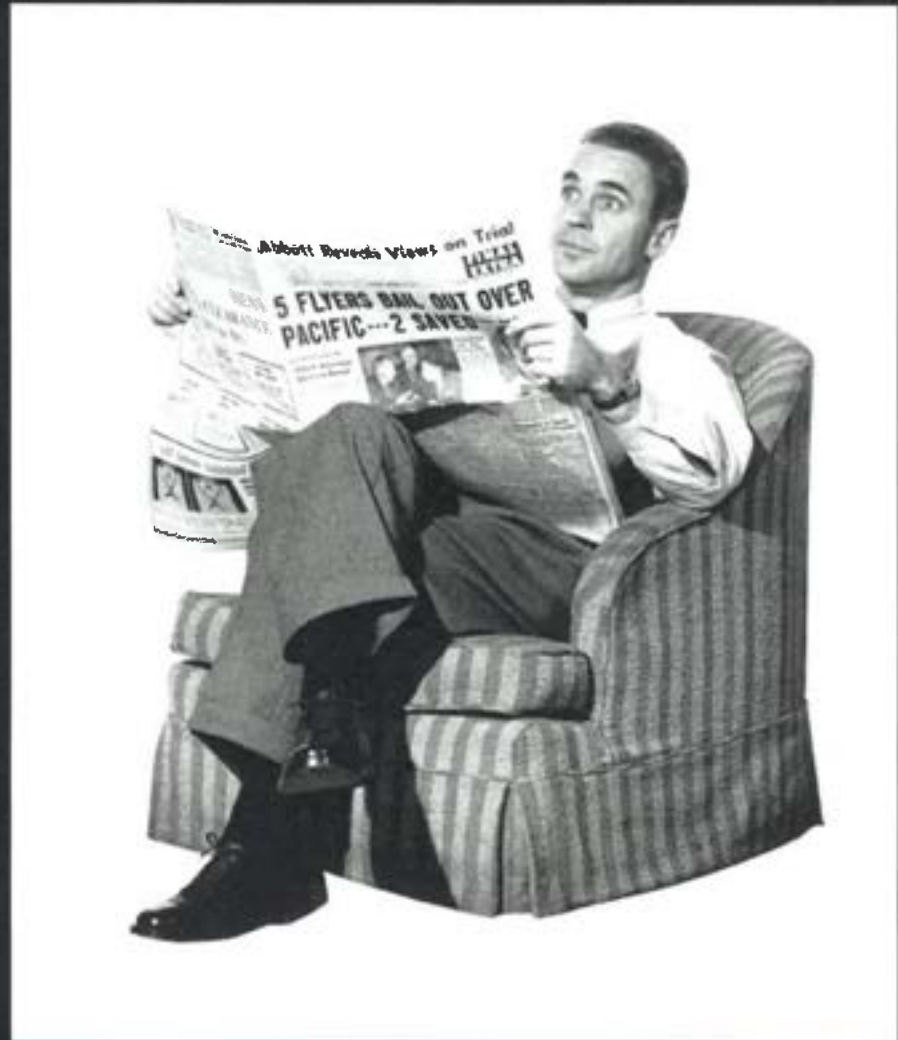
How to market and sell Country Hams

- If you target women 18 to 45, when and how do you advertise?
- If you target men 18 to 45, when and how do you advertise?
- If you target women and men 25 or less, when and how do you advertise?



How to market and sell Country Hams

- Ways to advertise:
 - Newspaper
 - Magazines
 - Television
 - Internet
 - Coupons
 - Billboards
 - Flyers
 - Restaurants



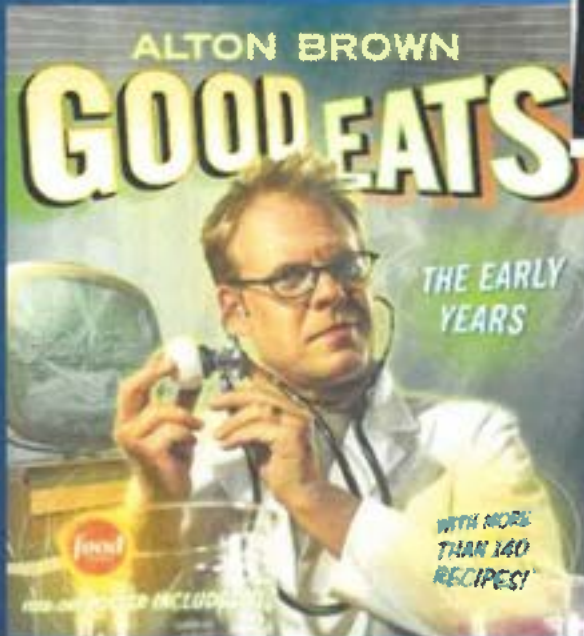
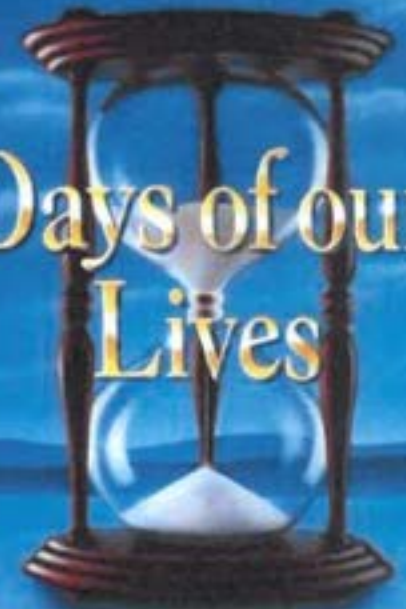
Whose the target audience?



Would you advertise on these TV Shows?

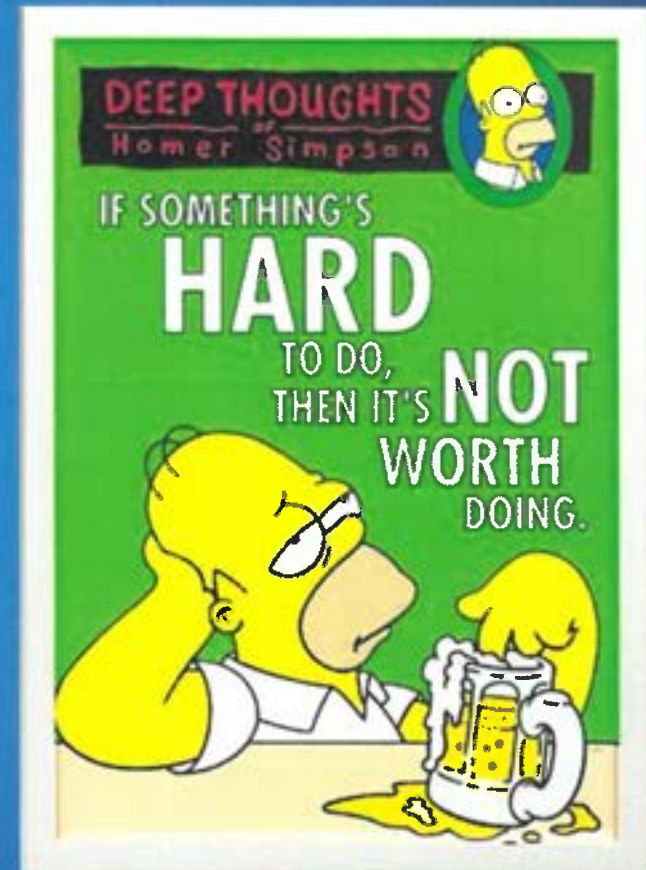


Days of our Lives



If you design an ad campaign what do you put in the ad?

- Thoughts?
- What type of Slogan?
- “Taste the History”
- “Taste the Old South”
- “Taste your Southern Heritage”
- “Thousands of Years of Technology in One Ham”



Running television ads

- Need to think about your target audience, what shows they watch, and what time they watch TV.
- Men – 30 years or older
- Women – 30 years or older
- Teens



Your job

- These are just some tools you need
- Use your imagination
- There is no right or wrong answer
- Remember to identify your target audience and design an ad for them

