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**“ INNOVATIVE AGRICULTURAL TECHNIQUES TO BOOST
ENTREPRENEURIAL SKILLS OF FUTURE FARMERS”**

FARMERS FOR FUTURE

ERASMUS+ PARTNERSHIPS

PROJECT 2020-1-IT01-KA202-008505

IEK KAVALAS, GREECE




NEW MARKETS AND SELLING ONLINE





NEW MARKETS

- 1) Identify your Target Market**
 - 2) Perform Market Research**
 - 3) Define Marketing Strategy**
 - 4) Establish a Plan**
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1) Identify Target Market

Understand what the market needs.

Determine who you will be selling to.

Figure out these points before moving on to next step:

- What do people like?
- Are they willing to pay?
- Figure out their shopping habits?



2) Perform Market Research

Do your research on the buying habits of demographics. Get into the details of target market such as:

- **Market Growth**
- **Competitors**
- **Potential roadblocks to entry**

3) Define Marketing Strategy

Plan on how to reach the right audience and how to place the product under the spotlight. Think of the elements within

Promotional mix:

- Advertising
- Public relation
- Direct Marketing
- Personal selling and much more.



4) Establish a Plan

Hone the skills of your team to reach out to the audience. Work on marketing plans of the product. Evaluate internal resources. Conduct some basic research, have online survey regarding the product or service to know if any changes are needed before entering a market.



SELLING ONLINE

The first step is to create a website or blog to showcase your products. You can also create social media accounts on sites like Facebook, Twitter, and LinkedIn to promote your products.

Another free way to market your products is to write articles, blog posts, or even eBooks about your products and post them on sites like Amazon Kindle Direct Publishing.



You can also create videos about your products and post them on YouTube or other video sharing sites. If you have a large following on social media, you can also promote your products through your posts and tweets.

Finally, you can hold contests or giveaways on your website or blog to generate interest in your products.





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