

PURDUE EXTENSION  
**Horticulture** BUSINESS

## Online tools for the U.S. Green Industry

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### 1. Develop a message that trumps all others, and places you in a category of one

- Value proposition: “what is in for me
- Base your value proposition in the 4Ps
  - Product, price, promotion, and place
- Competitors are milliseconds away
  - Everybody is saying the same thing
- Exercise – look at 1 business webpage
  - Do they have a value proposition?
  - No: Can you think of one?
  - Yes: How can you improve it

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### 2. Be clearly understood

- Where
  - Before, during, and after the sale
- Eliminate all assumptions
- Ignite interest – use words that convey “secrets, selective”
- Call for action “come, buy, see, shop”

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### 3. Aim for your correct target

- Avoid blind archery → use resources efficiently
- Define your market
  1. Geographic: location
  2. Demographic: age, education, gender, marital status, income
  3. Psychographic: receptive to new products, values, drivers of behavior, attitudes, philosophy, mindset
- How do you define your market?
  - Ask customers “how”, “why”, “what”
  - Reduce the size of your prospect universe
  - “Farming”: demographic lists, census bureau, social media
- Identify your “buy now” customer (brick-and-mortar)

**MARKET RESEARCH**

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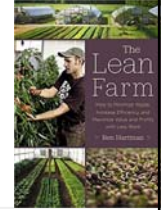
### 4. Create a good impression

- Inside your business
  - Make it easier to buy
  - Arrange things congruently, organized, and logically
  - Have creative idea displays
- Experience marketing
  - What perception(s) you want your target customer to have?
  - Does everything contribute to that image?
- Customers prefer to deal with successful businesses
  - Promote
  - Advertise
  - Educate: charts, posters, articles, products



### 5. Generate interest

- Reward loyalty and generate customers thinking, talking, and interested on you
- Show growth/change: create new products every month (fast-food industry) or make new products look like new
  - Re-launch
  - Re-theme
- Get recognition – influences, awards, blogs (write, publish), news release
- Do-It-Yourself to Done-For-You
  - Add services to your mix of products
  - People want things done for them
- Piggyback into trends and news events (sponsor), seasons, holidays



### 6. Retain customers

The High (Annual) Cost of Lost Customers

If you lose . . .	Spending \$5 Weekly	Spending \$10 Weekly	Spending \$50 Weekly	Spending \$100 Weekly	Spending \$200 Weekly
1 customer a day	\$94,900	\$189,800	\$949,000	\$1,898,000	\$3,796,000
2 customers a day	189,800	379,600	1,898,000	3,796,000	7,592,000
5 customers a day	474,500	949,000	4,745,000	9,490,000	18,980,000
10 customers a day	949,000	1,898,000	9,490,000	18,980,000	37,960,000
20 customers a day	1,898,000	3,796,000	18,980,000	37,960,000	75,920,000
50 customers a day	4,745,000	9,490,000	47,450,000	94,900,000	189,800,000
100 customers a day	9,490,000	18,980,000	94,900,000	189,800,000	379,600,000

### 7. Use technologies profitably

% of U.S. adults who use at least one social media site

