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Promotion and marketing

Showing your sheep is only a very small part of promotion and marketing. It is how you develop the whole area of the promotion and marketing of your sheep stud that will ultimately determine the success of your operation. This entire book could be on promotion and marketing and still not cover all the possibilities and strategies available to you. You may have developed the best sheep in the district but if no one is aware of what you have for sale, no one will purchase them. If you have been to a sheep show and had some success, there is a good chance someone will have seen your sheep or heard of your success and you will pick up a few potential clients. Ultimately, after having done all the hard work, using the best sires over the best ewes, keeping them in top condition and, according to your judgement, achieving the best, you could still be left with a paddock full of young sires that you cannot sell. What a waste!

The challenge of marketing

The first important point to remember is that marketing is not selling. Marketing is the promotion of your genetics and the service you offer to those around you who need what you have to offer. Just as your breeding program required a plan, so too does the marketing of those genetics. In developing a marketing plan there are a number of principles to consider first.

Position and preference. Who and where are your potential customers and what are their needs? Define your marketing area on a map, say a 100 km radius. Plot where you consider your potential customers are and see whether there are any gaps. Are producers in this area using different breeds or do they have