

Ontario Association of Agricultural Societies Convention: Thursday, February 16th, 2017

Marketing Your Fair:

Simple Steps for Successful Promotion

Key Takeaways:

1. Marketing

I define marketing as any interaction you have with your market, regardless of form. Using that definition, whether you realize it or not, you are marketing your fair all the time! Every interaction you have with your fairgoers, or potential fairgoers is important.

Whether it's major items like your advertising, website, or social media accounts, or minor interactions like conversations on the grounds, how you greet your guests, or how you answer emails or phone calls, every one of those events is important and will help shape both your reputation, and how people feel about your fair.

As is often the case, little things can make a big difference.

2. Advertising

Claude Hopkins famously wrote: *"The only purpose of advertising is to make sales."* You must strive to keep your advertising accountable. Advertising works best when you're delivering the right message to the right people at the right time.

Traditional advertising media (TV, Radio, and Print) aren't automatic; they can work, but can also fail, and be expensive in the process. Remember, you're the customer... don't let advertising agents boss you around. They need you more than you need them. Keep them and your dollars accountable.

Try as much as possible to test and track the results of your advertising. It's difficult to do this absolutely, but try as best as you can. The key thing is to find out which of your marketing and advertising dollars are well spent (give you good return), and those that aren't.

Your website and social media accounts can be a very inexpensive and powerful way to reach your market, if used properly. The most important thing to do with both your website and social media accounts is to be responsive. Find out what your audience wants, and give it to them.

Notes: