

Marketing

This video walks viewers through the marketing section of the Enterprise Idea Map. Most successful businesses are customer-driven. Marketing lets direct-market farmers stand apart from commodity farmers. Watch this video to help you plan your marketing strategy.

[Click here for video link](#)

- Market Channels Comparison
- Evaluating Your Customer
- Planning for On-Farm Success Module 2
- Whole-Farm Management Influence and Lifestyle Guide
- Planning for On-Farm Success Module 3
- Whole-Farm Management Marketing Strategy Comparison Guide
- Evaluating Competition