Business Planning for the Alaska Seafood Industry
Part 6: Marketing Plan

Anchorage Alaska
November 2007

Alaska Sea Grant Marine Advisory Program
Marketing Plan

- Marketing Strategy
- Market Research
- Marketing Mix and the Four P’s: Product differentiation
Marketing Plan

Marketing Strategy

- Define how you identified your market segment
- Which determined your target market
- And designed your marketing mix to differentiate your product from others
Marketing Plan

Market Segmentation

- Breaking customers into similar categories will allow you to target your marketing effort more efficiently.

For instance: A perfume company may select a market segment of -

- Women
- Between the ages of 25 – 40
- Who are in households with incomes of $70K or higher
Marketing Plan

Market Research

- Critical to determining your marketing strategy.

- Types
  - Data gathering
  - Surveys
  - Interviews
Marketing Plan

- Marketing Mix and the Four P’s

With their classic hit ...
Marketing Plan

- Marketing Mix

Simply a blend of price, product, promotion and placement that coordinates to market your product/other to your target.
Marketing Plan

Promotion

Includes:

- Sales promotion
- Advertising
- Sales force
- Public relations
Marketing Plan

- **Product**
  - Consumer v. Industrial
  - Includes:
    - Quality - Warranty
    - Design/label
    - Packaging
    - Physical characteristics

Branding
Branding

■ More than creating a name

■ Identify what’s most important to the market/barriers to sales

■ Differentiate where there is the most value to the buyer or consumer

■ Move purchasing decisions beyond price
Marketing Plan

- Price

- Includes:
  - List Price
  - Discounts
  - Allowances
  - Payment Period
  - Credit Terms
Marketing Plan

- Placement

- Includes:
  - Channels
  - Coverage
  - Assortments
  - Locations
  - Inventory
  - Transport
Marketing Plan

Placement

Grower And/or Harvester → Primary Processor → Further Processor And Manufacturer → Wholesaler → Retailer → Consumer

Brokers → Food Service

The Seafood Marketing Chain
Alaska Sea Grant
Marine Advisory Program (MAP)

Juneau MAP Office
Glenn Haight
Fisheries Business Specialist
104 Vintage Blvd, Suite 104
Juneau, Alaska 99801
Phone: (907) 465-8746
E-mail: glenn.haight@uaf.edu

Main Office / Anchorage
1007 West 3rd Ave, Suite 100
Anchorage, AK 99501
Phone: (907) 274-9691
Fax: (907) 277-5242
E-mail: map@sfos.uaf.edu