

MONTCALM COUNTY 4-H FAIR 4-H Marketing Project Guide

Marketing is the final step of your 4-H market project. Make your efforts to raise and sell quality market animals pay off. After all, you have put a lot of time and work into your project! Good marketing will bring more buyers to the Livestock Auction and more buyers at the sale makes a better auction for everyone. This includes writing letters and talking to prospective buyers. It also includes knowing the nutritional value of your product.

- Be creative! Think of and design a creative way (a ‘hook’ or gimmick) to excite buyers to attend the sale and buy your market livestock project(s).
- Include statistical information about your animal. State breed, age, beginning weight, ending weight (estimated) and other information.
- Consider mentioning expenses of raising animal to date or if you have used any best management practices or new methods in doing so.
- Include information on the “product” you are producing. What are they buying? What can they do with it? Why is a good idea to buy a 4-H animal?
- Offer personal information. Who are you? How long have you been in 4-H? What club and community are you a part of? What will you use your auction proceeds for? Why would you like them to come?
- Add something special that your buyer will remember about you. (participants in marketing have made cookbooks, sample recipes, menus or condiments to be used with the product, magnets, crafts or flyers – all to give to the buyer)
- Clearly state the date, time, and location of the auction.
- Never pressure the prospective buyer into buying your animal – offer the information that will encourage them to want to buy your animal. Be positive!
- Invite the buyer to come early to meet you and see your animal(s). Keep your pens and animals “buyer-ready” (clean) at all times.
- Thank invited buyers for taking time to attend the auction, for supporting the 4-H program, and for purchasing at the sale even if it was not your project animal.
- Presentation is a creative plus! Organize your marketing project into a display that highlights your project. Decorate a box, basket or other container to hold your display.
- Put all your information together as if you are giving a report or presentation. Include samples of how you contact your buyers, what you give your buyers, how you thank your buyer during the sale, and how you thank them after the sale.

Things to include in a marketing project:

1. Sample buyer letter.
2. List of potential buyers you have or will be contacting. This list should include new buyers, as well as those you have contacted before and those who have purchased in previous years.
3. List the number of letters sent, phone contacts made, and personal contacts made.
4. Sample thank-you gift, if used. (This is not required but greatly appreciated and remembered by buyers!)
5. Sample thank-you letter.