

# Marketing Considerations for Kentucky Beekeepers



Businesses have adapted to selling their product in new ways in 2020 due to COVID-19. Markets such as festivals or the KY State Fair were cancelled and as a result you need find to new buyers to sell your honey inventory. It may seem like more work now, but look at it as an opportunity because any new buyers gained in 2020 could continue into future years.

Below are some marketing ideas and considerations for beekeepers to sell their remaining honey inventory for 2020. I also want to extend my personal contact to you as I would be happy to have a one-on-one conversation to help your honey business find new markets or buyers.

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## **1) First, Set a Goal**

Do you have 350 bottles of honey to sell before the end of the year? Make a goal to sell 70/week and measure your sales each week against that goal to see how you did.

## **2) Utilize Social Media/Facebook**

Do you have a business or personal Facebook page? If I look at your page, can I find location, price, and photos of product on first glance?

- The best times to post are between 11am-1pm and 7-9pm.
- Post PHOTOS!
- Don't ask people to purchase with each post. Share your story. Share customer testimonials. Share honey research.
- How often are you posting? Aim for 3 times per week between now and the end of the year.
- Ask others to share your post! Can you ask other local businesses, beekeepers who are sold out, or good friends to share your post?
  - o Idea: Do a 1-week "giveaway" where you ask people to like AND comment AND share your post! Then draw a random winner for a bottle of honey from the people who liked, commented, and shared your post.
- Have you considered "boosting" or paid ads on Facebook? You will need a business page to do this, but it is cheaper than you may think.

Opposed to getting a Facebook or simply don't have one? Ask a friend or family member to share with their network. Create the content (text and photo) and ask them to share for you.

## **3) Phone a friend**

Do you know a local business owner who would be willing to display a bottle of your honey for sale in exchange for a few bottles of honey as the "set up" fee?

#### 4) *Seek Out New Customers*

Approach a variety of shops to expand (or begin) retail sales of your honey. Shops may sell on consignment, or they may buy from you in bulk and add their margin to the selling price. Target shops that may have increased foot traffic in the holiday season. Seek out shops that may be selling Kentucky or locally procured items. Find shops where your target customer is already shopping. Some general shop categories are listed below.

- Gift basket makers/shops
- Florist shops
- Gift shops
- Boutiques
- Coffee Shops

The table below is meant to be an example and to inspire you to make a similar list of businesses you will target in your market area. These businesses may already have a honey supplier or they may not have considered adding honey to their product line before. It never hurts to make a product pitch!

<b>Lexington</b>	<b>Louisville</b>	<b>Frankfort</b>	<b>Versailles</b>
<a href="#">Peggy's Gifts</a>	<a href="#">A Taste of Kentucky</a>	<a href="#">Giftbox Frankfort</a>	<a href="#">The Amsden</a>
<a href="#">The Front Porch</a>	<a href="#">Seek &amp; Bee</a>	<a href="#">Completely Kentucky</a>	<a href="#">Marketplace on Main</a>
<a href="#">Mulberry &amp; Lime</a>	<a href="#">Bourbon Barrel Foods</a>	<a href="#">The Milam House</a>	<a href="#">Bluegrass Traditions</a>
<a href="#">Old Kentucky Chocolates</a>	<a href="#">Kelli's Gifts</a>	<a href="#">B's Bakery</a>	<a href="#">Green Street Gifts &amp; Antiques</a>
<a href="#">The Mousetrap</a>	<a href="#">Art Eatables</a>	<a href="#">Wilson Nurseries</a>	<a href="#">Main Street Hardware Co</a>
<a href="#">Ouita Michel Family of Restaurants</a> Online Store	<a href="#">Madeline's Gifts</a>	<a href="#">Kentucky Coffeetree Café</a>	<a href="#">Mrs. Rogers' Popcorn &amp; Sweet Shop</a>

#### *General marketing ideas*

1. What "problem" does your customer have and how can you fix it?
  - a. Example: The customer needs bulk holiday gifts. Take the extra step to tie a ribbon and a pretty to/from tag on your honey and consider offering multiple bottles at a discount.
2. Do you have a deadline for orders? Fear of missing out (FOMO) drives people to purchase. Set a date for the last day to buy honey for holiday gifts and stick to that date.
3. Are you asking customers to share testimonials?
  - a. Ask customers to share what they are baking or drinking with your honey.
4. Who is your target customer and where do they shop? Target your efforts there.
5. Take advantage of the "support local" trend this year and shape your marketing message around that tagline.

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