Direct Marketing of Aquaculture Products

Other Considerations

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Considerations

• Careful thought, typically over a period of time
• Legal exchange or measure of value-contracts
• Kindness & thoughtfulness
Marketing

• Anything you do to get or keep a customer
  • Brand or Branding –positioning
  • Location
    • Fixed
    • Mobile
    • None
  • Pricing-exclusive, middle market, discounted
  • Advertising
  • Customer service model
Location

• Fixed

Considerations-Affects
• Sales
• Operating Costs
• Profits
• Taxes
• Branding

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Location

• Mobile

Considerations
• Initial Cost
• Upkeep
• Maintenance
• Operating
• Permitting
• Licensing
Location

• None – Virtual - e-commerce

Considerations
• Website design & hosting
• Search Engine Optimization
• Access & outages
• Order fulfilment/shipping
• Social Media
• Payment
Maximum Output & Efficiency

Consideration-
• Aquaponics-add a second crop to enhance revenue
• Alchemy-turning crap into silver
• Cooperative efforts
Summary

- Consideration-think it out, develop a business plan, get help- SBDC, WBC, SCORE
- Consideration-money-know how much you need and how much you make- get help
- Consideration-kindness-be kind to yourself
Alabama District Office

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