

Penhill Farm

Pumpkin Patch

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Intro

This marketing plan will aim to showcase a new product line for Penhill Farm in the form of a Pumpkin Patch.

Penhill Farm is based in the market town of Llandeilo, Carmarthenshire. The farm breeds sheep and cattle and has a certified listing campsite which is accredited by The Camping and Caravanning Club. Penhill Farm is with 4 miles of Llandeilo yet is still nestled away in the Carmarthenshire landscape surrounded by tremendous views. These features would benefit the pumpkin patch greatly as a day out in the open air enjoying a fun seasonal activity is an experience people are searching for more and more in today's lifestyle climate. With Covid-19 dominating our lives and how we enjoy them, a pumpkin patch provides escapism from the pandemic as the practice of wearing face coverings is not compulsory in an outdoor setting and there is enough ground cover to be socially distant without consciously thinking about it. Aside from that it offers a day spent making new memories that can be enjoyed with or without company. This point, along with there being no other pumpkin patch in Carmarthenshire and the nearest being in the neighbouring counties of Pembrokeshire and Swansea is the Unique Selling Point for Penhill Farm & Campsite's new venture. These factors allow for differentiation amongst local competitors. (Definition of USP, n.d.) and are some of the rationale behind it. Adding to the rationale is the opportunity to advertise other products available for sale on the farm such as Christmas trees for sale and home-grown meat produce.

The Marketing Strategy

The aims of the pumpkin patch are:

- to be open for the 4 Saturday and Sundays of October for customers, charging for entry and parking combined and then per pumpkin chosen.
- To sell hot food with home-grown meat produce as an ingredient which would allow customers to test out the meat available to purchase from refrigerators on site.
- To attract approximately 200 visitors per day in the first year and then increasing year on year.
- To put Penhill Farm 'on the map' and raise its profile.

A SWOT Analysis has been carried out to determine Penhill Farm's current situation and highlight what advantages it has and what needs to be put in place to improve. (Klusek, 2010). The findings are;

Strengths;

- No direct competition close by

Weaknesses

- Amount of parking spaces
- Low company profile, risking a small turn out of customers

Opportunities

- Advertise for other seasonal products or events

Threats

- Failed harvest
- Bad weather on open days
- Customers feeling underwhelmed by experiencing resulting in the undesired side of evangelism

Competitors

The nearest competitors for the pumpkin patch are Penyfodau Farm in Gorseinon, Swansea which 40 minutes' drive. Windsor farm in Pembrokeshire is 49 miles from Penhill Farm and would be 1 hour and 10 minutes' drive away. Customers that reside within Carmarthenshire would normally have to leave the county to visit either of these pumpkin patches. Penhill Farm is situated centrally in Carmarthenshire allowing a new option with less travelling involved. For customers from a wider demographic it offers the experience of a pumpkin patch in the Carmarthenshire countryside which is renowned for its idyllic settings and landscapes.

Marketing Mix

The marketing mix is a long-established tool used to promote a new product or service. It is made up of 4 elements that combined can make for great success. Traditionally the marketing mix is made up of the 4 p's (Product, Price, Place and Promotion). Based on today's customer behaviours, theorists have argued that the 4 p's are no longer relevant in marketing and that the 4 E's (Experience, Exchange, Everywhere and Evangelism) are better suited. (Definition of Marketing Mix, n.d.). In this case the 4 e's look to be more agreeable. In more detail, here is how it would look in practice.

Experience

At the pumpkin patch there is more to do than simply buying a pumpkin, there is a process designed by the company to create an experience for the customer which entails. With the pumpkin patch being located on a working farm there is also a cultural element to this product as people from towns and cities get to experience a piece of farm life on their visit.

- Arriving at a picturesque outdoor location with a field covered in rich orange pumpkins.
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- The freedom of exploring the land and taking in the fresh air whilst examining pumpkin quality and comparing their sizes to their counterparts.
- Taking photos with the autumnal scenery

- Building anticipation of Halloween and pumpkin carving.
- Enjoy the farm animals in the petting shed

Exchange

Customers purchasing choices are driven by emotional values and having a meaning or a story behind what they buy. The pumpkin patch is covering this area largely as pumpkin picking is more off than not a social experience that families and friends enjoy together. Offering a safe and friendly environment for customers to make precious memories is providing emotional value to the customer making them feel more satisfied with how they have spent their money. (Carter, 2020).

- Walking and talking with family or friends
- Personally choosing the pumpkin that is most pleasing to them
- Productive activity
- Day out with less Covid-19 fears
- Photos to remember the day
- Warm healthy food

Everywhere

Although pumpkin picking is a physical activity, live streaming of the pumpkin patch can allow for a virtual experience. The pumpkin growing process could be recorded with imagery and videos on online platforms to build anticipation for the opening of the patch and engage the audience, making them feel a part of the process. There can be after products such as pumpkin recipes available online and tips on how to best carve your pumpkin for authentic Halloween décor.

Evangelism

Tapping into emotions is crucial for the pumpkin patch as the customer needs to feel passionately enough about the experience to share it on and spread the word for the company.

The customer may feel obliged to leave a positive review if asked kindly and they feel it was an average experience or they may use the company profile as a backdrop or edit for their own social media following. When a customer has felt the value of what a company has offered and it has given them genuine satisfaction they would not only leave a good review or recommend as a decent company to a friend but they would also tell their story and draw in more custom. Evangelism can also come from employees, if they enjoy their job and feel there is customer satisfaction because of the roll they are playing it would encourage them to talk positively about the pumpkin patch and share what they are doing in their work life.

STP Model

The process of using the STP (segmentation-targeting-positioning) model will enable pinpointing of a specific target audience for the product. (Segmentation, Targeting and Positioning, n.d.).

Segmentation -Ranked in order of importance

Demographical-

Families

Outdoor enthusiasts

Social media influencers

Behavioural-

Active and social lifestyle

Family orientated

Positive attitudes

adventurous

Geographical –

Primary – Carmarthenshire

Secondary- Country wide (Wales)

Psychographic-

Affordable fun outdoor activities

Seasonal celebrators (Halloween, Harvest time)

Capture moments and make memories

Targeting

Families with young children

Positioning

Affordable, family friendly day out

Marketing Communications

Marketing communications are the promotional channels used to communicate the company's desired message to their customers.

The most appropriate methods of marketing communications for the pumpkin patch are digital marketing, printed material, signage and word of mouth.

Digital marketing can be used in many streams such as social media advertising, phone apps, emails, websites and more. With Facebook having 1.23 billion monthly active users, it seems to be the most effective way of reaching the pumpkin patch's target audience. Before 8am in the morning and after 5pm in the evening is when most customers are likely to be active online, this is the best times of day to post relevant content on the platform. The content may include photos or videos of the preparation for the opening the pumpkin patch. The pumpkin patch could have its own business page on Facebook and be shared in social groups such as 'Cheap or free in Llandeilo'. (Protalinski, n.d.).

Leaflets could be printed and distributed to local schools before the end of half term holidays in October. This would be more cost effective and sustainable than sending them out through the post office to all local properties.

A billboard could be put up on a nearby main road to advertise to local customers that the location is close by.

All of these tactics would naturally encourage word of mouth advertising which is also a free form of advertising and the most authentic.

References

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