

EXAMPLE MARKETING PLAN

Include

- Objective:
 - Ex: To develop and market a high-demand semen package featuring five strategically selected sires from the Top 10 registration-volume list. (Yours should be more thought-out and in-depth.)
- Target Audience: Who are you marketing to
- Where/when/how are you selling this product:
 - Online Sale, production sale, etc.
 - What will this procedure look like
- Sire Selection Strategy (Example Framework):
 - From the Top 10 sires list, I selected five bulls that offer complementary strengths such as...
 - Think of your target audience
 - What selection criteria did you use?
- Market Positioning:
 - Market positioning is how you intentionally define and present your product in the minds of your target buyers. It answers the question:
 - Why should someone buy this package instead of another one?
 - It's not just what you're selling — it's how you frame it, who it's for, and what problem it solves.
 - Example: This package is branded as: "The Elite Five"
 - In the context of the Elite Five semen package, market positioning means deciding:
 - Are we selling this as a balanced genetic investment? A growth and carcass powerhouse? A maternal-focused female builder? A junior show prospect enhancer? A low-risk, high-demand sire lineup?
- Pricing Strategy:
 - Limited bundles available?
 - Tiered pricing for bulk purchases?
 - Junior incentive option?
 - Volume discount for commercial herds?
- Promotion Timeline:
 - How do you plan to promote this product? Think of a timeline: 6 weeks out, 4 weeks out, etc.