Business Marketing Management for the Equine Business Owners

The Business Marketing Management workshop was held on October 22, 2014 at Cazenovia College’s Equine Education Center from 6:00PM to 8:30PM with 10 attendants. This workshop was a result of the partnership between the NYS Center for Equine Business Development of Cazenovia College and Cornell Cooperative Extension of Madison County and was designed to expand the knowledge of local equine business owners and promote the growth of equine business development.

Wayne Westervelt, Vice President of Marketing and Communications at Cazenovia College, presented the basics of integrated marketing, stressing the importance of consistency and how to create a brand that will be recognizable and respected. He stated for equine business owners, “It’s all about the people: your customers“.

Westervelt discussed the positive impact happy customers can have on your brand and emphasized how crucial logo design can be to any business. The key to a successful logo is a simple and recognizable image. Westervelt suggested developing rules for logo use in order to ensure consistency.

Adam D’Agostino, MBA, Associate Lecturer Cazenovia College, presented on Smart Marketing for Equine Businesses. D’Agostino stated that the most crucial piece of any business’s marketing strategy must be an in-depth knowledge of the business and its products/services. He continued to discuss two other important components of marketing which included “knowing your target market“ and “understanding your competitors”. D’Agostino parted with workshop participants by saying that while developing an “advertising mix” it is important to be mindful of staying within ones’ budget and creating a realistic, manageable marketing plan.

Workshop participants reported gaining a better overview of marketing and deeper understanding of marketing strategies. One participant noted learning the all important lesson that “you don’t need to utilize ALL of the mediums” available in marketing and instead the importance of using the marketing strategies you do employ successfully. Two participants reported that they would use what they learned from the workshop in developing a new logo and using social media to market their equine business.

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For more information about the workshop series or The New York State Center for Equine Business Development contact Marie Anselm at Cornell Cooperative Extension of Madison County, at 315-684-3001 ext. 126 or ma882@cornell.edu.