

Episode 1: Inaugural Podcast

Announcer: Welcome to the Marketing Munchie Podcast series hosted by Doctor Bridget Behe. Each week Bridget and her guests will share information, insights, research-based findings, and her 30 years of experience to help your horticultural business connect better with current and future customers. Now, let's join our host, Doctor Bridget Behe.

Doctor Bridget Behe: Welcome to the inaugural podcast of Connect-2-Consumer. I'm Doctor Bridget Behe and I will be your host for this series of podcasts. I'm a professor of horticultural marketing at Michigan State University, and I'm finishing my 20th year here after working for eight years at Auburn University in Alabama.

I've come to realize over the past few years that most folks want new information but they don't have the time to read it. I was looking for a way to create a new stream of information so that I could get my original consumer research into the hands of marketing professionals and practitioners. I felt like my work was not going to bear fruit unless others could use it and no one likes to see their life's work collect dust. I felt this podcast series would be a good mechanism for me to get a lot of the recent research into your hands and in a useful way into the green industry.

My goal is to deliver a weekly podcast of about 5 to 10 minutes in length. Now, I don't know about you, but I start to get bored after about 10 or 15 minutes of many podcasts, so I'm going to try to keep this short and simple.

Many of the podcast will be single standalone podcasts, but I'd also like to develop some series where there might be an opportunity to talk about a topic in a little bit more detail. You might think about these as the bento boxes of marketing.

I will also include interviews with industry professionals and practitioners. It's important for me to inspire you to try and see success, and so I want to include some of those industry practitioners and leaders who can help encourage you to try some new things.

I'm going to have a transcript of the podcasts for your reference. This will give me an opportunity to add any graphs or diagrams to really help you see and understand some of the concepts that I'm trying to convey. For example, if I talk about the product life cycle, it might be helpful for you to see a graph of that. You might want to look for the transcripts to get some additional information, or to simply download the content and share that with some of your colleagues.

The topic areas in marketing that I want to address include things like branding, merchandising, pricing, guarantees, new cult of ARS and the like. You'll find the podcasts categorized by the four C's of marketing— consumer, convenience, cost value, and communication. Many of the topics will deal with the consumer, the people who buy products in the horticulture industry. Convenience, we used to call distribution. That really relates to how and where we find products in the channel of distribution. For example, we might talk about the efficiency of just-in-time ordering and how that might work for a green goods business.

Cost value is a third topic, and we used to call that price. Now, pricing is very important, but I'm going to focus many of the podcast that discuss price on the notion of value. Value is what we get for what we pay, and it's important to understand the relationship of the value to the cost that are put into that product.

Lastly, probably most popularly, we'll discuss communication. Now, we used to call this advertising or promotion, but the way that we communicate with consumers has changed radically over the last couple of years. We'll focus a lot on word of mouth and electronic communications including social media to try and understand how today's consumer would like to be communicated with.

I will invite your feedback, your comments, your success stories, your near success stories, and any questions that you might have. You can email me at hello@connect-2-consumer.com. This podcast is intended to benefit all people in the green industry, not just retailers. There'll be something for wholesalers and growers.

I hope that you'll tune in each week, listen to the podcast, and share your success stories as I help you to connect to consumer. I hope you'll tune in each week as I convey some original consumer res--

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Announcer: Thank you for joining us on this week's Marketing Munchie Podcast. For more information or to download the transcript of this podcast, please visit, connect-2-consumer.org. That's C-O-N-N-E-C-T, dash, the number two, dash, C-O-N-S-U-M-E-R, dot, C-O-M.