



Marketing Munchies Podcast Transcript

Episode #44

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Announcer: Welcome to the Marketing Munchies Podcast series hosted by Dr. 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, Dr. Bridget Behe.

Dr. Bridget Behe: Hi, and welcome back to the Marketing Munchies Podcast. I'm your host, Dr. Bridget Behe. This week I am delighted to have a dear friend and colleague, Leslie Halleck, CEO, founder, and owner of *Halleck Horticultural*. Welcome, Leslie!

Leslie Halleck: Hi, Bridget! We are car-chatting!

Dr. Bridget Behe: Yes, we are! It is always great to do a podcast while you are on the run. You know, it is fun to be here in Dallas with you, and I wanted to ask you: if you could come up with three marketing faux pas that you have seen a lot of businesses do that is pretty easily rectified, what would be a couple of the things that you would point out?

Leslie Halleck: Well, I think the three things that I would point out are kind of boring, because they are pretty fundamental. The first mistake that most companies in the green industry make is they simply do not do any marketing planning. Most companies I work with have never developed a real business plan or marketing plan for their overall business or individual product. Just some simple planning and figuring out who you are selling to is really important. So, fundamental marketing planning would be one thing.

The next thing is really developing sort of branding standards if you will. All of the accoutrement that accompanies your brand identity, so that you can have continuity across all of the marketing that you disseminate out into the world.

Then, third, I would say staffing for your marketing. Too often, companies make the mistake of placing the burden of marketing tasks onto individuals that already have other jobs at the company. You really have to hire people whose time is dedicated to your marketing activities, or you are really never going to hit those targets.

Dr. Bridget Behe: You do some of the things that would help companies overcome these three faux pas. One of them being the marketing planning and actually helping companies to articulate how they would approach different market segments. Is that right?

Leslie Halleck: Absolutely. You have to define who you are going to sell to. Right? Too often, companies take sort of a blanket scatter-shot approach to their messaging and how they sell. Really, quality always matters over quantity...

Dr. Bridget Behe: Absolutely.

Leslie Halleck: ...in what we do. Really, spending some time to define who you are selling to and what your product means to them is really important, because you are going to base all of your marketing decisions—where you advertise; what you pay for; where you do placements. They have to be based around that individual and who you are selling to or else it is not meaningful, or you waste a lot of money that way.

Dr. Bridget Behe: Yeah, for sure. How do you encourage companies to enact that plan?

Leslie Halleck: Well, I think that tends to be sort of the scariest thing for most companies is how do you execute, right? How do you actually get the work done? Again, because companies so often do not hire people dedicated to marketing activities, they fall short in execution. I will tell you that picking the youngest person at your company, because you think they know how to use social media, and sticking them onto your social media activities is not a recipe for success. You have to remember that anybody executing your marketing—whether it be social media, writing stories, writing content for marketing deliverables—needs to have a sophisticated understanding of your branding identity and your marketing voice. They have to be a good communicator. They have to have really good writing skills. I think that we probably have all learned that someone coming just out of college or new in a job is not necessarily landing in that role with excellent writing skills.

Dr. Bridget Behe: Absolutely.

Leslie Halleck: Something that has to be developed. I think really taking that work seriously, I think that is sort of the crux of it. A lot of people in our industry do not take the sales and marketing portion of what we do as seriously as the product that they are selling. The reality is it goes hand-in-hand.

Dr. Bridget Behe: Yeah, I really like that comment, Leslie. I think it is true that a lot of the production, nutrition, disease—a lot of that stuff really comes front and center. When it comes down to it, at the end of the day, if you do not have a market for it—if you cannot figure out how you are going to sell that or to whom you are going to sell that, the business is going to fall flat. I really appreciate your insight.

I loved having you as a guest on the podcast, and will hope that some of the listeners might look at your website (<https://lesliehalleck.com/>)—look at some of the services that you are offering. And, hey, if they are struggling for some marketing expertise, maybe that is a place they can turn to.

Leslie Halleck: Well, absolutely. You know where to find me, and you can tell them where to find me, so I will let you do that.

Dr. Bridget Behe: Great! Thanks, Leslie, I appreciate you being on the show today!

Leslie Halleck: Thanks!

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Announcer: Thank you for joining us on this week's Marketing Munchies 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.

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