

# **The Top 3 Most Effective Ways to Market and Sell Your Organic Products**

*by Michelle Lopez*

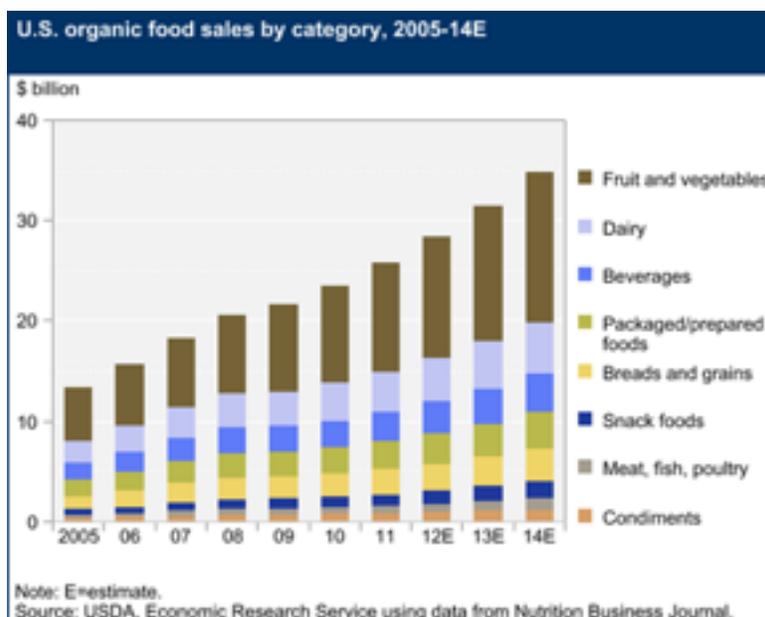
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## Why Now is a Great Time for Organic Companies to Improve Their Marketing!

Consumer demand for organic has been growing at lightning speed for the past several years.

Total sales of organic products in the United States were \$31.5 billion in 2012, according to the Organic Trade Association (OTA). In 2013 sales jumped to \$35.1 billion — an 11.5% increase from the previous year and the fastest growth rate in five years.<sup>1</sup>

The following chart from the USDA<sup>2</sup> shows total organic food sales in the U.S. by category, from 2005 to 2014:



Meanwhile, the global organic food and beverages market is expected to reach \$104.50 billion by 2015.<sup>3</sup>

What do these huge numbers mean? It means now more than ever, True Organic Companies must learn how to market themselves effectively, so they can reach the people who are looking for their products.

<sup>1</sup> <http://newhope360.com/breaking-news/organic-sales-break-35-billion>

<sup>2</sup> <http://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-overview.aspx>

<sup>3</sup> [http://www.interpack.com/cipp/md\\_interpack/custom/pub/content.oid,14821/lang,2/ticket.guest/~Global organic food and beverages market to reach 104 billion.html](http://www.interpack.com/cipp/md_interpack/custom/pub/content.oid,14821/lang,2/ticket.guest/~Global%20organic%20food%20and%20beverages%20market%20to%20reach%20104%20billion.html)

## Higher Demand for Organic = More Competition

A few years ago, all you had to do was slap an “organic” label on a product and it would fly off the shelves. In many cases you’d be the only organic product in a category and the default choice for someone looking for a healthy alternative to conventional brands. In fact, many organic companies achieved quick and easy success — not because their products were necessarily the best— but simply because they were the *only* organic option available for a long time.

That’s not the case anymore. Today the market is flooded with organic products. Consumers have options now. Plus, consumers are savvier and more skeptical of the integrity of the organic label. They’re doing more due diligence before buying.

Competition is fierce.

To stand out, you must do and think differently. More importantly, you must market yourself differently.

As the market continues to grow, the money will be split between more and more businesses who jump in to get a piece of the pie. So unless you figure out this marketing thing NOW and rise to the top, then your slice of the pie is only going to get smaller.

As consumers attempt to navigate the confusing, cluttered landscape of organic products, they’ll be looking for brands they can trust — brands who favor quality over profits. Consumers will be searching for companies who consistently deliver high-quality organic products to them and their families.

That’s where you come in.

But there’s just one problem...

**People can’t buy from you if they  
don’t know you exist!**

When I first started researching the organic industry, I was shocked to discover that many so-called “organic” products were not, in fact, organic — but were simply being marketed that way so that Big Food companies could tap into the profits.

Meanwhile, the good guys — True Organic Companies as I call them — struggled with marketing. They had confusing websites. Not many people knew about their products. Or they had difficulty selling them.

Many organic companies have wasted too much time trying to promote their stuff through random social media pages, expensive Yellow Pages ads, or other scatter gun methods. Unless you have a very good strategy and implementation for each of these mediums, they can become a waste of time and money.

In working with clients, I've found there are much quicker and easier marketing strategies most organic businesses could be doing.

That's why I wrote this report — to help True Organic Companies market themselves more effectively and thereby 10x their results. My mission is to help good companies excel in their marketing...attract the right users to their website...and greatly increase sales.

**Note: Even if you have a fantastic product — if nobody know about you, then you risk going out of business in a few years.**

Sadly, this is the reality many organic businesses will face, if they don't start improving their marketing TODAY!

That's the bottom line.

So the sooner you learn how to market your organic products *effectively*, the better.

A word of caution: Consistently using the strategies outlined in this report will bring you extraordinary growth. Some of you reading this may not be ready for such growth. In which case, it's best to set this report aside and come back to it later when you're ready. **One of my clients who followed these exact strategies doubled his growth in 2013, then grew by 157% in 2014.** His greatest challenge now is that he frequently sells out his inventory due to high demand, and occasionally has to place some products on backorder.

Are you ready?

If so, then let's dig in to the top 3 most effective ways to market and sell your organic products...

## The #1 Most Effective Way to Market and Sell Your Organic Products:

### Tailor your marketing campaigns to consumers who are at multiple levels of awareness around organic

As a business owner, it's imperative to understand that consumers have different levels of awareness and attention regarding the food they eat and the products they put in and on their bodies. Some have zero awareness, while others are quite sophisticated in their level of awareness.

Consumers at the lowest levels of awareness are preoccupied, distracted, overworked, stressed out, exhausted, and sometimes bored or craving an escape from life. They're too caught up in the minutia of their daily lives to see the bigger picture about the food they're eating.

Meanwhile, consumers at the highest levels of awareness are well-educated about the food they eat and the products they put in/on their bodies. They've done their research. They scrutinize food labels and only buy from trusted vendors. They're willing to pay higher prices for better quality products.

To help you understand the various stages of awareness a consumer can go through, I created the **“8 Levels of Consumer Awareness Around Organic.”**<sup>4</sup> I came up with these levels based partly on my own experiences as a consumer traversing the organic product landscape, and partly as a marketing consultant observing the success my clients have had in marketing their products to consumers at different levels of awareness.

#### The 8 levels of consumer awareness around organic are:

1. Unaware
2. Aware But Apathetic
3. Curious
4. Trying it Out, But Not Committed
5. Gung Ho Newbie
6. Disillusioned
7. Unsure of Who to Trust
8. Gung Ho AND a Healthy Skeptic

Quite simply, the lowest level is completely unaware and cannot hear a thing you say — unless you use entertaining and simple language to grab their attention.

The highest level is the most sophisticated, educated, and attentive a consumer could possibly be.

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<sup>4</sup> <http://organicceo.com/2015/01/02/8-levels-of-consumer-awareness-around-organic/>

To reach the maximum number of people, tailor your marketing messages to the lowest level — which automatically makes your message accessible to ALL levels.

Consumers at lower levels of awareness literally need to have things SPELLED OUT for them. Think fifth grade level language, where you dumb your message down so that even the dumbest person on earth could understand it. Reaching people at this level requires creativity, simplicity in language, contrast marketing, “black and white” comparisons, controversy, drama, exciting content, and story-based marketing — all of which can grab a busy, distracted person’s attention.

A good rule of thumb is to write for people with short attention spans. Cater to the attention span of a busy mom juggling three kids in the supermarket, or a fifth grader who is easily bored. In other words, **produce simple, entertaining messages that a preoccupied, busy individual could understand and be entertained by.**

Avoid creating campaigns that are too lofty, complicated, philosophical, or intellectual. Your campaigns shouldn’t require a PhD or even a high school diploma to understand. Targeting consumers at higher levels of awareness only means your message won’t be accessible to people at the lower levels.

## **The #2 Most Effective Way to Market and Sell Your Organic Products:**

**Use “contrast marketing” to highlight the differences between your products and your competitors’ products**

I recently discovered an organic gourmet chocolate maker whose chocolates absolutely blow the competition out of the water.

Most “chocolate” products on today’s grocery stores are nothing more than a pretty block of wax filled with sugar. If that sounds appetizing, then all you need to do is buy some wax on Amazon, douse it with sugar and a few emulsifiers, and you’ll end up with roughly the same thing as a conventional chocolate product.

By contrast, the organic gourmet chocolate company I found does things way differently. They make their chocolates using raw, single-source, organic ingredients that can be traced directly to where they came from. They use sprouted nuts and seeds. Sprouting them brings them to life and completely changes their chemistry, giving them nourishing, “alive” enzymes — which are extremely beneficial to the human body. You can even see the changes under a microscope.

Meanwhile, your average store-bought chocolate product contains roasted (cooked) nuts or seeds — which means “dead.” No nutritional value whatsoever. Might as well eat cardboard.

By contrast, the gourmet chocolates are so well-made, so high-quality (not to mention delicious), they infuse your body with a flood of nutrients...immediately satiating you with just a few bites.

By contrast, many store-bought chocolates contain so much sugar, they actually INDUCE cravings if you eat them! They're the opposite of satiating.

Are you starting to see the differences between the gourmet chocolates and typical chocolate products? This is an example of “contrast writing.”

All this gourmet chocolate maker would have to do is highlight those differences in a few savvy marketing campaigns, and her target audience will immediately see the value in her products.

### **Here's another example of contrast marketing:**

What's the difference between a happy chicken and an unhappy chicken?

An unhappy chicken is forced to live with hundreds of other unhappy chickens in a cramped, grey, lifeless box (AKA a factory farm). Barely able to move, the animals live in their own feces.

By contrast, a happy chicken gets to roam freely in open space (AKA a free-range farm), where the grass is green and the sun is shining.

Now, which chicken's eggs would you rather eat? The unhappy chicken's eggs, or the happy chicken's eggs? You are what you eat!

After being painted this picture, nobody in their right mind would intentionally choose to eat the unhappy chicken's eggs, no matter how cheap they were.

The above is a stark example of *contrast marketing*.

Contrast marketing is where you highlight the **striking differences** between your product and your competitors' product. Or the striking differences between your company and other companies. Or the striking differences between YOU and some other business owner.

The greater the difference, the more powerful the message.

If you sell pasture-raised eggs, for example, one simple way to use contrast marketing would be to show the differences between how your eggs are produced, and how your

competitors' eggs are produced. (See my blog post for more ideas on how to do this: <http://organicceo.com/2015/04/14/extreme-example-of-contrast-marketing-whole-foods-accused-of-misleading-customers-on-humanely-raised-animal-products/>)

These differences make the higher price of your premium eggs seem well worth it.

## **The #3 Most Effective Way to Market and Sell Your Organic Products:**

**Use “story-based marketing” to position your products as “must-buy” items among your target audience**

Nearly all humans love a good story.

Stories are an ancient part of the human tradition, a deeply imbedded aspect of our psyche and culture.

They appeal to the “inner child” in us.

Well-told stories are easy to consume and entertaining to watch and read. (That’s why drama-based TV shows like *Desperate Housewives* are so popular.)

As a storyteller, you have an opportunity to wrap wisdom nuggets around the experiences of intriguing characters. Stories bypass the logical/analytical mind and go straight to the emotions and the heart, where most buying decisions are made.

Junk food companies know this, which is why they use plenty of creative story-based ads.

See this brilliant McDonald’s ad that tells a compelling story in less than 40 seconds: <https://www.youtube.com/watch?v=ihrZ3YnKGTM>

### **How “Spotlights” Can Boost Sales**

One type of story you should use often is what I call “customer spotlights.”

A spotlight is where you take a testimonial from one of your best customers and turn it into a short sales piece — usually a 2-3 page (or shorter) email.

The email tells the story of how your customer successfully used one or more of your products to improve their lives...lose weight...curb sugar cravings...conquer a binge-eating habit, reach a health goal, or achieve any other positive change.

Meanwhile, the spotlight positions your product as a highly desirable tool to help readers achieve a similar goal.

One client of mine who sells natural medicine (i.e., health supplements) hired me to write spotlights for him, for over two years. Not coincidentally, his business doubled during the first year — and more than doubled during the second year.

Spotlights work. When done properly, they generate big sales.

And NOBODY is doing them.

If you're smart, you'll use spotlights as part of your ongoing marketing strategy. You'll generate considerably more sales as a result — I guarantee it! (For more info on my spotlight service, email me at [michelle@organicceo.com](mailto:michelle@organicceo.com))

## Conclusion

To recap, here are the top 3 most effective ways to market and sell your organic products:

1. Create campaigns that reach consumers at multiple levels of awareness around organic
2. Use contrast marketing
3. Use story-based marketing

If you'd like my help in discovering exactly how you can use these strategies for your unique business, I invite you to apply for an Organic Marketing Audit.

### **Apply for an Organic Marketing Audit and I'll Personally Review Your Marketing Strategy to See Where It Could Be Stronger**

I work with a small number of organic product companies each year, helping them strengthen their marketing and increase their sales. I don't work with everyone...only those companies I feel I can help, whose mission I can stand by, and whose products I believe in.

My Organic Marketing Audit gives us an opportunity to sit down and take a close look at your business to see where and how profits can be increased. You'll learn how to leverage your time, energy, and marketing dollars to get the most favorable results. (No need to waste money on fancy branding campaigns, mass media advertising — or other scatter gun approaches that often don't work in the long run.)

#### **What my Organic Marketing Audit is:**

- I thoroughly review your company's website and recent marketing campaigns, and give you my top suggestions on how to make your marketing better (a \$997 value)
- A 30-minute strategy session by phone or skype, where we go over my feedback in greater detail. I answer any questions you have. I help you see the gap between where you are now, and where you want to be. The call is focused entirely on helping you skyrocket your marketing results in a way that feels right for you (a \$997 value).
- I divulge exactly what's working right now for other organic businesses. These strategies are enabling them to "crush it" in the market! (Value: priceless)

**What it's NOT:**

- This is NOT a thinly disguised sales pitch. I won't try to sell you anything you don't need or want, or aren't ready for. The audit is focused entirely on delivering value to you, so you can implement and profit from the information.
- Furthermore, if you and I aren't a good fit, then I definitely won't try to sell you anything. I only work with companies that are a great fit. However, if we're a good fit and you're interested in working with me, then I'll be happy to provide you with info about my available service packages.

**How it Works:**

- To apply for an Organic Marketing Audit, visit [\*\*www.organicceo.com/apply\*\*](http://www.organicceo.com/apply)
- You'll be asked to fill out a short questionnaire with a few details about your business, including what marketing activities you're currently implementing and what your goals are.
- If your application is approved I'll email you a confirmation, plus a link to my online calendar so you can schedule your 30-minute strategy session with me.

These audits are available on a first-come, first-served basis. If I don't think I'm the right person to help you, I'll let you know. Either way I encourage you to apply, as it just may skyrocket your business!

Talk soon,  
Michelle