

## Anecdotal Report: Plant Auction

**Read the room;** audience is bored, shifting in seats a lot, reduce the time & tailor more efficiently wait time from when doors open till auction starts

**Audience is comprised of many novice gardeners** compared with many of the master gardeners of the society. We should not expect them to have the same knowledge. Cater to them. For example: The cup plant. Nobody was bidding on it. When I moved here I didn't know what a cup plant was. I learned from Rose. After I briefly described why this plant was different/unique (native, part sun, tall yellow flower, captured water and attracted pollinators which brought a lot of life to the garden) it went for \$27.00. The same for a few other plants. Mention if they are shade, dry shade, native, filtered light, full sun etc. The public doesn't necessarily know and it will increase our profit tremendously. **Have an assigned person there to briefly speak about each plant so people know what they are bidding on.**

Have **signs on the auction tables** for when the plants are set down: full **sun, shade, part sun**, helps people know when they want to bid seriously on plants that are better for their garden space

Always have an **anonymous suggestion box**, we could have a multiple choice questions ready, or blank suggestions, whatever we may want to learn from public / membership

**Greeter:** Asks where people heard about the plant sale (like the two young twenty something girls dressed in black that didn't know anyone and arrived late. I'm guessing Instagram but will never know as I didn't ask...

**Auction off a volunteer** "weeder" or garden helper for 2 or 4 hours

Have a **poster** that clearly lists how a **membership "donation"** supports our community. Not everybody wants to be a "member" per se, and come to meetings, but many would be happy to donate and support the community. Two posters perhaps? community benefits, personal benefits...

**Better signage**, if we get more people we need clear bright simple signage. One marking auction payment here. Plant sales here. Membership here etc. Do not rely on members to always relay that basic information.

**Targeted advertising.** I never saw any of the advertisement that was put out. If I wasn't a member I would not have known about the sale. Probably other people like me who are not members. Make half page photocopied flyers, have members drop them off at the doors of houses where it is obvious some gardening takes place, no

matter if it is a lot of gardening or a little. Like the door hangers. This is targeted direct advertising that corporations pay the big bucks for

Check: <https://blog.hurree.co/blog/market-targeting> Article: Market Targeting: Why it Pays to Differentiate. I think what the society has been using is Mass marketing or (undifferentiated marketing), which is great and which should continue. I am only suggesting that we try this more direct targeted marketing.

I think what I am suggesting might fall into the “micro marketing”category and it might be interesting to see if it works....

## How do companies do targeted advertising?

Targeted advertisements **rely on data already collected about customers, using demographics, interest, and behavior trends to approach consumers the way they prefer to be engaged.** Leveraging customer data takes the guesswork out of customer acquisition and reduces spending on users who are unlikely to convert.Dec 14, 2021

Search for: [How do companies do targeted advertising?](#)

[adroll.com](https://adroll.com)

Now that you know the different types of targeted advertising, let's dive into how to create a strategy:

[Blog.huree.com](https://blog.huree.com)

# Market Targeting Strategies



Source: Marketing Insider

## There are typically 4 different types of market targeting strategy:

- Mass marketing (undifferentiated marketing) example: IKEA
- Differentiated (segmented) marketing
- Concentrated (niche) marketing - concentrates on one or a few segments or niches
- Micromarketing: cities, neighbourhoods, specific stores, interests or one person.