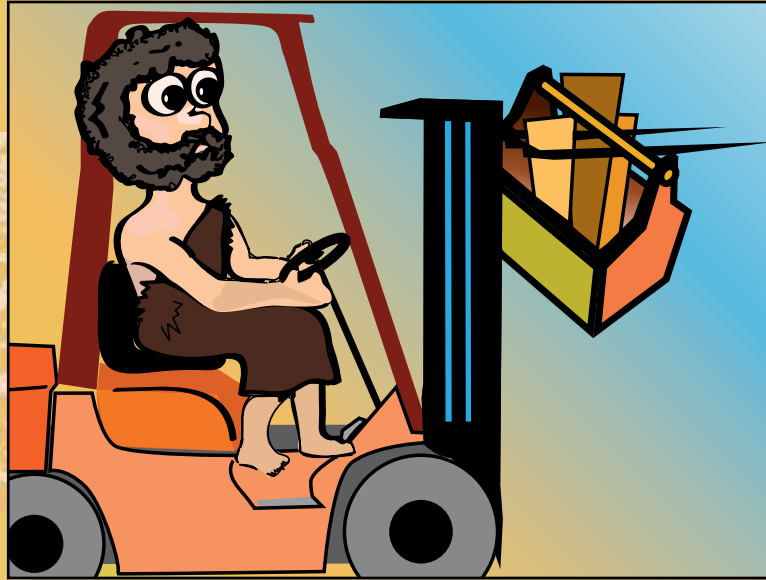


February 2010

Contributions in Education and Outreach

No. 3a



Wood-based Entrepreneurs Toolkit: Strategic Marketing

Eric Hansen

Forest Research Laboratory
College of Forestry
Oregon State University
Corvallis, Oregon

Oregon State
UNIVERSITY

The Forest Research Laboratory of Oregon State University was established by the Oregon Legislature to conduct research leading to expanded forest yields, increased use of forest products, and accelerated economic development of the State. Its scientists conduct this research in laboratories and forests administered by the University and cooperating agencies and industries throughout Oregon. Research results are made available to potential users through the University's educational programs and through Laboratory publications such as this, which are directed as appropriate to forest landowners and managers, manufacturers and users of forest products, leaders of government and industry, the scientific community, students, and the general public.

THE AUTHORS

Eric Hansen is Professor of Forest Products Marketing, Department of Wood Science and Engineering, College of Forestry, Oregon State University.

ACKNOWLEDGMENTS

The author appreciates the technical review provided by Bob Govett, University of Wisconsin, Stevens Point; Chris Klemm, Director of OSU's Austin Entrepreneurship Program; David Schmidt, Integrated Biomass Resources LLC, Wallowa, OR; Larry Swan, USFS State and Private Forestry; David Smith, Department of Wood Science and Engineering, OSU; and David Stallcop, Vanport International, Inc., Boring, OR.

DISCLAIMER

Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement or recommendation by Oregon State University. The views and opinions of authors expressed herein do not necessarily reflect those of Oregon State University and shall not be used for advertising or product endorsement.

TO ORDER COPIES

Copies of this and other Forest Research Laboratory publications are available from

Forestry Communications Group
Oregon State University
280 Peavy Hall
Corvallis, Oregon 97331-5704
Phone: (541) 737-4271
Fax: (541) 737-2668
Email: forspub@cof.orst.edu
Web site: <http://fcg.cof.orst.edu>

Please indicate author(s), title, and publication number if known.

Front cover: Caveman illustration created by Rami Hansen

Editing, word processing, design, and layout by Forestry Communications Group.

Oregon State University is an affirmative-action, equal opportunity employer.

February 2010

Contributions in Education and Outreach

No. 3a

Wood-based Entrepreneurs Toolkit: Strategic Marketing

Eric Hansen

Forest Research Laboratory
College of Forestry
Oregon State University
Corvallis, Oregon

Oregon State
UNIVERSITY



This is a publication of the Oregon Wood Innovation Center (OWIC), Department of Wood Science and Engineering, College of Forestry, Oregon State University.

Abstract

Hansen, Eric. 2010. *Wood-based Entrepreneurs Toolkit: Strategic Marketing*. Contributions in Education and Outreach No. 3a, Forest Research Laboratory, Oregon State University, Corvallis.

Marketing integrates the various functions of a company to target specific markets in order to best meet the needs of customers and helps to create relationships with those customers. This document outlines key principles of strategic marketing, illustrated throughout with examples drawn from the marketing strategy developed by a small sawmiller, as well as two examples of well-formulated marketing strategies from small wood products manufacturers.

Keywords: Strategic marketing, marketing planning, wood products manufacturers.

Contents

1. Introduction	1
2. What is strategic marketing?	2
2.1 Marketing strategies.....	2
2.2 Marketing structures	6
2.3 Marketing functions	7
2.4 Marketing action plans.....	8
3. Common pitfalls	9
4. How do I implement strategic marketing?	9
5. Appendix.....	10
6. Further reading/resources	11

