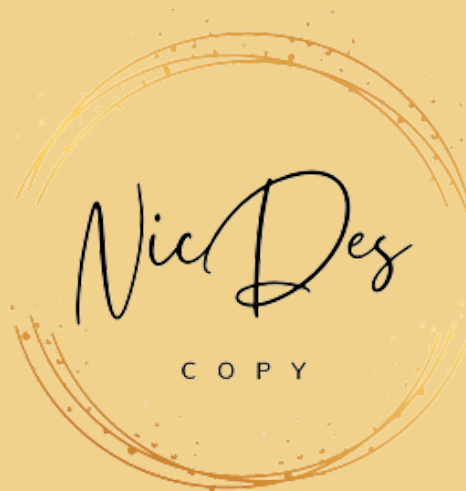


## Marketing Tip #3 - Build Trust and Rapport

This tip is not necessarily specific to the equestrian industry, but it is a very important part of our industry. Horses in general are very expensive to maintain, and equestrians spend time researching what is best for their equine. Because of this, your client base will not be “impulse shoppers”. They will want to know they’re making a great investment for them and their horse. Building trust through your marketing & branding will help secure long term clients and/or customers. When you’re ready to start developing your brand and marketing your products or services, keep this in mind - the horse always comes first.



# Marketing and Branding for Equestrians



# Branding Vs Marketing

You may be wondering, what exactly is the difference between branding and marketing?

**Branding is the process of making yourself known within the equestrian community. It is about informing your potential clients how you are different from your competitors.**

- **How might you differentiate yourself from your competitors?**

**While branding is very personal to the individual, marketing is more about how you acquire potential clients. Basic marketing techniques are universal to almost all businesses.**

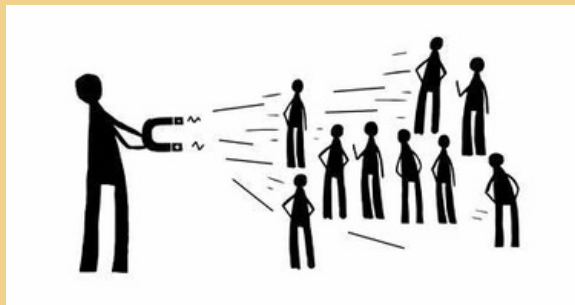
**In order to create a successful equestrian business, both strategic branding and marketing is essential.**



## Marketing Tip #1: Identify Your Ideal Client/Customer

**Before you officially start marketing, you will need to know exactly who you are targeting for your products or services. This is a very important step, because if you market without a specific client in mind, you lose the ability to personalize your business. Remember - when you market to everyone, you market to no one.**

- **Who will benefit the most from your products and/or services?**



## Marketing tip #2: Create an Online Presence

**In today's digital age, the majority of your potential clients and/or customers will be online. This is why it is so important to create an authentic and professional presence on the internet. Marketing specialists strongly recommend creating a website first and foremost. Social media is another way to gain recognition and build brand awareness, but it is less likely to land you clientele and/or customers. The content of your website is super important. You want to create a space that shows your potential clients and/or customers what you're all about - why your products or services are something they must have. One way to keep your website fresh and having people continue to visit your site is to create a blog. Many equestrians will keep a blog page on their website that talks about current issues or common problems equestrians have. This is another great way to build trust with your client base - you have a way to ease their problems with your products or services!**

