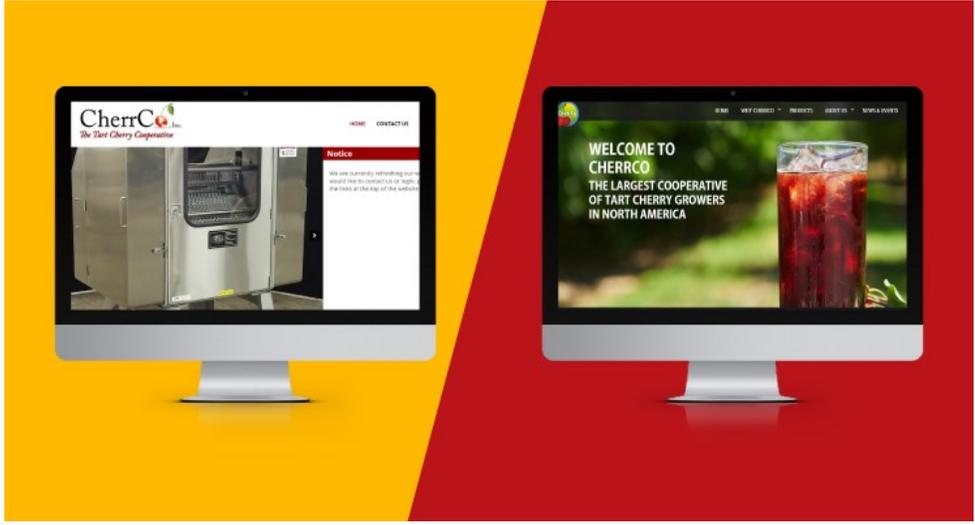


CUSTOMER STORY

CherrCo



Solution Overview

Products and Services
Marketing Plan and Campaign

Industry
Agriculture

Country
US

Language
English

CherrCo Raises Brand Awareness with Website Revamp and Go-to-Market Strategy

CherrCo engaged Extra Mile Marketing to develop new branding, design a new website, and execute a comprehensive marketing and sales plan targeted towards commercial markets and end-consumers.

Understanding their needs:

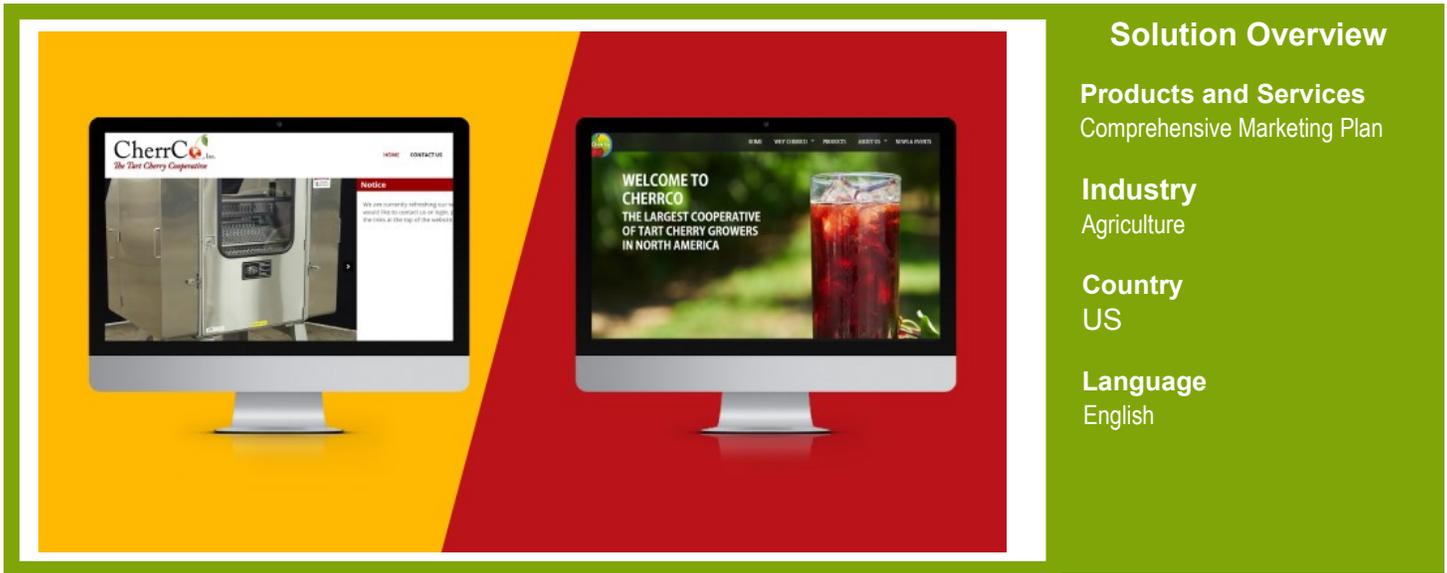
CherrCo, the largest cooperative of tart cherry growers in North America, had a series of fruitful seasons leading to a surplus of product. They approached Extra Mile Marketing to help generate demand, expand sales, and reach new markets. Our goal was twofold: Educate end-consumers about the unique nutritional and culinary benefits of tart cherries, and establish the CherrCo brand as the highest quality supplier of tart cherries. Through a strategy session, we identified the top priorities: market research, new messaging and branding, website remodel, and sales support materials.

How we helped:

EMM developed a 2-year marketing plan, which included a full restructure of the CherrCo brand, newly defined target audiences derived from market research, a detailed go-to-market execution plan, and a business analytics strategy to leverage inventory and sales data. The initial launch phase of work focused on a nation-wide campaign to raise awareness on the benefits of tart cherry consumption, the CherrCo brand, and available products to further the company's national (and international) reach. To accomplish this, EMM developed a go-to-market plan that involved

CUSTOMER STORY

CherrCo



Solution Overview

Products and Services
Comprehensive Marketing Plan

Industry
Agriculture

Country
US

Language
English

How we helped *(continued)*:

creating material for all touch-points of the customer journey with clear paths to purchase for retailers, distributors, and end-consumers.

EMM started by designing a modern website targeted to their commercial buyers and end-consumers. The website featured customized content and dedicated landing pages for each target audience. To enhance the user experience, EMM streamlined the paths to purchase, created a consistent look and feel with new branding elements, and produced three professionally shot videos. To establish CherrCo as a well-known, quality supplier, EMM created standout retail packaging, blogs, and a social media campaign plan. More, CherrCo members were provided a corporate marketing plan to expand their B2B buyer demographic, including tradeshow strategies, buyer personas, and sales incentives. In addition, EMM delivered sales materials including a solution sheet, a library of high-quality messaging, photography, and social media guidance.

The remaining portions of the strategic go-to-market plan includes targeted digital ads, social media campaigns and contests, testimonials, and a branded eBook available for customer download.

Check out the website we created, [here!](#)

“We worked with Lori and her team of extremely talented marketing folks on a very fast paced and large scale branding project. The team was without question extremely capable and efficient in their work. Lori has done a wonderful job building a marketing agency with amazing and talented people with a passion for what they do. I would highly recommend Lori for any marketing you might need done for your organization, big or small.”

- Ed Surber, President, CherrCo, Inc.