

MEASURES TO IMPROVE THE MARKETING MANAGEMENT OF GOAT PRODUCTS

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Abstract: *This paper presents the most popular goat-derived products, the main features of marketing management, and the measures necessary to improve marketing management. The theoretical features of the measures necessary to improve marketing management are compared to the practical features of the measures necessary to improve marketing management. The authors also present a theoretical and practical approach of the measures to improve the marketing management of two main goat products – meat and milk, under the form of advice from specialists in the field.*

Keywords: *improvement measures, marketing management, goat products*

INTRODUCTION

Goat-derived products are popular and versatile:

- **Acidophilus buttermilk / Kefir / Milk**, which are easier to digest, are nutritious alternatives to cow's milk;
- **Cheese / chèvre**, which comes in a variety of flavours and textures (soft and creamy to hard and tangy);
- **Leather**, which is used in making bags, jackets, and shoes;
- **Meat / chevron**, which is a common protein source and can be used in a wide range of dishes;
- **Milk soap and lotions**, which are popular for their moisturizing properties;
- **Wool** (cashmere), which is luxurious and prized for its softness and warmth;
- **Yogurt**, which has a different taste compared to cow yogurt and is packed with probiotics.

Page (2014) adds to this classical list **manure**.

Marketing management refers to planning, executing, and overseeing the strategies and activities necessary to promote and sell products / services. It involves:

- **Consumer / customer relationship management**, i.e., building and maintaining strong relationships with customers to ensure loyalty and

satisfaction, involve customer service, feedback mechanisms, and personalized communication;

- **Distribution**, i.e., choosing the right channels to deliver products / services to customers (e.g., direct sales, online platforms, retail stores);
- **Market research and data analysis**, necessary to understand the target market, involves competitors, consumer behaviour, and market trends; (Virtosu & all, 2019; Petroman I. et al 2012; Petroman & Petroman, 2010)
- **Performance analysis**, i.e., continuously monitoring and evaluating the effectiveness of marketing campaigns and strategies, involves using key performance and using metrics to make improvements and measure success;
- **Pricing strategy**, i.e., determining the right pricing to attract customers and ensuring profitability, involves analysing competitors' prices, costs, and perceived value;
- **Product development**, which involves creating and refining products / services meeting the needs and/or preferences of the target market; (Văduva & all 2013)
- **Promotion**, i.e., developing and executing marketing campaigns to promote products / services, involves advertising, public relations, and social media marketing;
- **Sales management**, i.e., overseeing the sales team and processes to ensure that targets are met, involve monitoring performance, setting goals, and training).

The **measures necessary to improve marketing management** aim at ensuring that strategies are adaptable, customer-centric, and effective:

- **Boosting customer relationship management** through:
 - Customer support, i.e., offering support to address issues and maintain satisfaction;
 - Loyalty programs, i.e., implementing programs that foster long-term relationship and reward repeat customers.
- **Continuing improving** through:
 - Agile marketing, i.e., being flexible and quick to adapt both changing market conditions and customer needs;
 - Feedback loops, i.e., establishing mechanisms for continuous feedback from customers, employees, and stakeholders: fostering relationships with customers by seeking feedback to improve goat products.
- **Enhancing market research** through:
 - Competitor analysis, i.e., continuously monitoring competitors' strategies and market positioning;
 - Deepening customer insights, i.e., using advanced analytics and customer feedback to better understand behaviours, preferences, and trends.

- **Enhancing sales management** through:
 - Performance metrics, i.e. using data-driven metrics to improve and monitor sales performance;
 - Training and development, i.e., training the sales team on market trends, new products, and sales techniques on a regular basis.
- **Improving distribution channels** through:
 - Efficient supply chain management, i.e., optimizing logistics and inventory management to meet customer demands properly (Paraskevopoulou et al., 2020);
 - Omni-channel approach, i.e., ensuring a seamless customer experience across all online and offline sales channels.
- **Leveraging technology** through:
 - Data analytics, i.e. employing analytics to make informed decisions and to track campaign performance;
 - Marketing automation, i.e., using automation tools to streamline repetitive tasks and improve efficiency.
- **Optimizing product development** through:
 - Customer feedback integration, i.e., incorporating customer feedback into the product development cycle;
 - Innovation, i.e. fostering a culture of innovation to develop unique, valuable products / services.
- **Refining pricing strategies** through:
 - Dynamic pricing, i.e., using technology to adjust prices in real-time based on demand and market conditions;
 - Value-based pricing, i.e., setting prices based on the perceived value to the customer rather than just cost-plus pricing.
- **Strengthen promotional efforts** through:
 - Multi-channel marketing, i.e. using a mix of digital and traditional marketing channels to reach a broader audience;
 - Personalization, i.e., tailoring marketing messages and offers to individual customer segments for greater impact.

As for **organic goat farm management**, it requires, in addition to patience and persistence, “skills such as **marketing ability**, animal management, qualified veterinary and professional advice and support” (Lu & Gangyi, 2008, in Lu, Gangyi & Kawas, 2010, 103).

MATERIAL AND METHOD

The material used in this study consists of articles about the measures to improve the marketing management of goat products, and the research method consists of comparing theoretical aspects and practical aspects regarding these measures as presented in these researches.

RESULTS AND DISCUSSION

The **measures necessary to improve marketing management** aim at ensuring that strategies are adaptable, customer-centric, and effective. A comparison between theoretical and practical approaches of these measures shows the following:

- The following general aspects are approached both theoretically and practically by the following authors:
 - **Boosting customer relationship management** in Marketing goats (2017);
 - **Continuing improving** in Marketing goats (2017);
 - **Enhancing market research**: only deepening customer insights in Marketing goats (2017);
 - **Enhancing sales management** is not approached in the materials investigated;
 - **Improving distribution channels** by Coffey, Hale & Wells (2004), Coffey (2006), Lacey (2011), Hale & Coffey (2012a, 2012b, 2012c, 2012d), Riley & Brown (2013), Scott (2016), Marketing goats (2017), Weqar, Chomanov & Kulataev (2023), and Plouffe (2025);
 - **Leveraging technology** is not approached in the materials investigated;
 - **Optimizing product development** – only customer feedback integration by Scott (2016) and Marketing goats (2017);
 - **Refining pricing strategies** – only value-based pricing by Coffey, Hale & Williams (2004), Lacy (2011), Riley & Brown (2013), Scott (2016), and Marketing goats (2017);
 - **Strengthen promotional efforts** only personalization in Scott (2016) and Marketing goats (2017).
- **Marketing sheep and goat products** are approached both theoretically and practically but from the perspective of the **type of product** as follows:
 - Hale & Coffey (2012a, 1), goat dairy – the authors advise goat dairy farms to: “begin one’s own value-added dairy business, bottling milk or making cheese or yogurt; sell in bulk to a local processor; sell milk to others for animal food – puppies, foals, pigs, lambs, and calves all do well on goat’s milk; sell raw milk to local customers (if regulations in the farmer’s country allow); sell to a cheesemaker; use milk to raise baby animals, such as calves or pigs; use to make lotions or soaps (great shelf life, don’t need a commercial kitchen)”;
 - Hale & Coffey (2012b, 2), goat fibre – the authors provide tips for marketing fibre: “find potential customers in different places; learn about fibre and about what your customers want, because characteristics important to customers may include fine ness, strength, colour, cleanliness, and staple length; market the fibre with

energy and enthusiasm, because animals have produced a locally-grown, natural resource that will appeal to modern-day consumers who want eco-friendly fibres; sell not only the item but also lessons in spinning, knitting, and felting; skirt fleeces well, which means to remove any dirty locks from the edges”;

- Hale & Coffey (2012c, 2), goat live animals – the authors suggest as market options: “graded sale, on-farm sale, pooled sale, sale barn / livestock auction”;
- Hale & Coffey (2012d, 2), goat meat – the authors suggest as market options: “buyers’ club, community-supported agriculture, farmers market, half / whole animal, processors, restaurants, stores”;
- Plouffe (2025) – the author suggests collaborations (partnering with local businesses), farm events (hosting open days), online presence (creating a website), quality assurance (highlighting quality), social media engagement (utilizing social platforms), and storytelling (connecting with consumers) for goat meat; and educational content (providing information), farm-to-table experience (farm tours and workshops), health benefits (highlighting nutritional value), personalized customer interaction (building relationships), recipe sharing (sharing recipes), and subscription services (creating subscription boxes) for goat milk.

CONCLUSIONS

The presentation above allows the authors to draw the following conclusions:

- The most popular goat-derived products are acidophilus buttermilk / kefir / milk, cheese / chèvre, leather, manure, meat / chevron, milk soap and lotions, wool, and yogurt;
- The main features of marketing management are consumer / customer relationship management, distribution, market research and data analysis, performance analysis, pricing strategy, product development, promotion, and sales management;
- The measures necessary to improve marketing management include boosting customer relationship management, continuing improving, enhancing market research, enhancing sales management, improving distribution channels, leveraging technology, optimizing product development, refining pricing strategies, and strengthen promotional efforts;
- The comparison between theoretical and practical features of the measures necessary to improve marketing management shows that authors in the field did not approach topics such as enhancing sales management or leveraging technology, though they are paramount aspects in marketing management;

- The measures necessary to improve the marketing management of two main goat products – meat and milk – point to the need for diversification in all directions: types of goat products (milk, fibre, live animals, and meat), market options, price, etc.

Effective marketing of goat products requires a combination of customer engagement, online presence, quality assurance, and storytelling, strategies which can build a loyal customer base, contribute to the overall success of the goat farm business, and increase sales.

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