

Coattail Marketing

Re-inventing the wheel is tough. It's far easier to refine, repackage, or reposition an existing idea—sometimes with just a different price or a fresh marketing angle. In sports, it's called drafting; in nature, birds leverage "vortex surfing" when flying in a 'V.' In business, tapping into the groundwork laid by others in R&D, branding, and advertising is known as coattail marketing. Take a look at this photo—two clever coattail marketing strategies at play.

Let's assume the Doodle Puppies sign was placed first: simple, handwritten, and to the point—call this number if you want a Doodle.

Now, look at the Corgi breeders—these marketers know what they're doing!

The Coattail Strategy in Action:

1. Better Packaging – Eye-catching colors and heartwarming graphics.
2. Leveraging Technology – A scannable QR code for easy engagement.
3. Superior Placement – Positioning their sign ahead of the competition.



While the Corgi breeders excel in execution, the "Fence It!" sign might take the prize. Their genius? Strategic Placement. They don't need to compete with dog breeders—they enhance the market. No matter which puppy a customer chooses, they'll need a fence. Now that's smart coattailing!

What's your strategy for 2025? Are you launching new products and ideas? Then blaze the trail! Pay the price. If it is a good idea, someone will likely duplicated in the future. That's okay! Or are you looking to build on existing success? Learn from the best—improve the packaging, technology, or quality. Do it better, but don't be lazy and just cut your price. Finally, take a lesson from the Fence it folks and find ways to add value without direct competition.

If designer dogs and fences can share a space, surely we can do the same in agriculture!

Ways We Coattail

One fun fact about Smith Seed Services is that we not only like seed, but we like the space around seed. We enjoy helping you DO business. It's why for over 60 years SERVICE is such a big part of our business. Yes, we love it when you buy seed from us, but even when you don't, you are very welcome utilizing our other services and products. These include:

Seed Coating - We custom coat numerous types of seeds in all shapes and sizes with traditional applications like lime and rhizobium, as well as numerous other plant health and soil enhancements. Learn more at [SmithSeedCoating.com](https://www.smithseedcoating.com).

Bags & Bag Supplies - If you bag your own seed, or need bags for other products like feed or fertilizer, we've got you covered. From standard bags to super sacks to custom BOPP bags in all shapes, sizes and material - Smith Packaging Services has what you need. Learn more at [SmithPackagingServices.com](https://www.smithpackagingservices.com).

Contract Production - Do you have your own varieties? Let us place and manage your production. We've been placing acres for domestic and international seed companies for decades.

Private Label Packaging - Don't tell your customers, but we can private label package for you as a silent partner. Your product, your bags, your customers. We do the back-end heavy lifting while you take care of the rest.

Give us a call, and let's work together to help grow your business.