



**Susan Thoman, Compost Manufacturing Alliance
Selling and Marketing Compost**



WHAT IS THE COMPOST MANUFACTURING ALLIANCE?



- 7 compost industry pioneers
- 20+ compost facilities across the U.S.
- Annual processing capacity of over 2 million tons
- Field validate compostability across major processing technologies
- Connect solid waste system and supply chain to create solutions to contamination





TODAY

- Sales and marketing
- Knowing your product
- Knowing your customer
- Planning and strategy
- Operational plan to support sales





SALES AND MARKETING PLAN

- Sales plan
 - Volume to sell?
 - Product offering?
 - Who are you targeting?
 - What is your profit model and price point?
- Marketing plan (branding)
 - What written collateral do you need?
 - Social marketing plan
 - Event marketing plan
 - Donations





DIVIDING PLAN INTO SALES SECTORS

Commercial

Bulk

Move more volume

Deliver or offer pick up

Retail

Bags

Best marketing

Residential

Direct sales to end users

Drop off/pick up

Location, location, location

Word of mouth best sales tool

Come back year after year

Higher price point than re-selling





IDENTIFYING YOUR MARKETS

- End Users
- Resellers





WHY PEOPLE BUY: THE “PIF”





WHAT DOES
THE
PRODUCT
DO FOR THE
CUSTOMER?





KNOWING YOUR CUSTOMER EXERCISE





KNOWING YOUR PRODUCT





WECARE ORGANICS DAILY TWITTER FEEDS



- Product applications
- Certifications and quality standards
- Events
- Educational

WeCare Organics @WeCareOrganics · Sep 20
Back in August we shared the installation photos of the @USCompostingCou STA Certified WeCare Compost we supplied for the NY Rail Trail. We are happy to share in LESS THAN 45 days, we have full turf establishment. #compostworks



WeCare Organics @WeCareOrganics · Aug 21
The term 'biosoil' get thrown around constantly in our industry. Have you ever wondered what it means?



What Makes Up Biosoil? - WeCare Organics - Henri...

Having healthy soil for landscape projects, green infrastructure, commercial landscape management, gardening, and other needs is crucial when you rely on ...
nearsay.com

WeCare Organics @WeCareOrganics · Jul 20
How Compost Can Help Your Landscape or Construction Business Grow



How Compost Can Help Your Business Grow - WeC...

Compost has become increasingly popular with home gardeners interested in nourishing their gardens and reducing waste, but it also offers incredible benefits for ...
nearsay.com



TELLING THE STORY

- SOCIAL MEDIA EXAMPLES

- COLLATERAL EXAMPLES





WHAT WORD OF MOUTH DOES

Olympic Organics
Kingston, WA

1.3k "likes" on
Facebook

33 comments and
questions about
the product





OPERATIONS PLANS

Getting product to
market (distribution):

Dealers
Will call
Delivery
Online

Operational needs
assessment:

QC plan
Hours of
operation
Loaders
Trucks



REVIEW

- ✓ Sales and marketing
- ✓ Knowing your product
- ✓ Knowing your customer
- ✓ Planning and strategy
- ✓ Operational plan to support sales





STAY IN TOUCH!

Contacts:

US Composting Council

<http://compostingcouncil.org>

Market Development Committee

Washington Organics Recycling Council
(WORC)

<http://compostwashington.org>

Compost Manufacturing Alliance (CMA)

<http://composterapproved.com>

Solid Waste Strategies/Digital Media

<http://solidwastestrategies.com>

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