



5 February 2014



SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP



**Title: Social network media in the forest products industry: A look at a new way of marketing**

**Author:** Montague, Iris B.

**Year:** 2011

**Publication:** In: Proceedings of the 3rd international scientific conference on hardwood processing; 2011 Oct. 16-18; Blacksburg, VA. Blacksburg, VA: Virginia Polytechnic Institute and State University: 235-241.

**Abstract:** The current economic conditions have far reaching financial implications for both consumers and businesses. While consumers devise plans to save money and stretch their dollars, companies are devising plans to stay afloat during economic uncertainty. To be competitive, businesses must find new and innovative ways to conduct everyday business functions and efficiently market their products. The advancement of Internet technology as well as the invention of social media networks have allowed companies around the world to effectively communicate with their consumers and market their products in ways that were previously unavailable. In 2010, Appalachian Hardwood Manufacturers Inc. (AHMI) surveyed a group of their members to determine if social media was being used as a part of their business operations. While the majority of the respondents agreed that companies must continuously improve technology to be productive, only 9% used social media. Although many respondents agreed that social media had its benefits, they also were unsure if devoting the company's resources to social media would be beneficial.

**Online Access:** [http://www.nrs.fs.fed.us/pubs/jrnl/2011/nrs\\_2011\\_montague\\_001.pdf](http://www.nrs.fs.fed.us/pubs/jrnl/2011/nrs_2011_montague_001.pdf) (PDF)

**Title: Value-Added Wood Products Marketing Guide for Manufacturers and Entrepreneurs**

**Author:** Holmes, Timothy ; Golas, Carl ; Gould, Duane ; Martino, Terry ; Cesa, Ed

**Year:** 2010

**Publication:** USDA Forest Service, Northeastern Area, State & Private Forestry, NA-UP-01-10

**Abstract:** The premise for this national marketing guide for value-added wood products came from A Marketing Guide for Manufacturers & Entrepreneurs of Secondary-Processed Wood Products in the Northeastern United States-regional guide written by Ed Cesa and published by the Northeastern Area State and Private Forestry, Forest Service, U.S. Department of Agriculture, in 1992. As with the regional publication, the focus of this latest guide is on providing "how to" advice to small wood products businesses throughout the United States for the necessary activity of marketing. Manufacturers and entrepreneurs can refer to this guide when the need arises. Nine chapters cover general marketing concepts and promotional techniques, as well as the more specialized topics of online marketing and sales, regional branding of wood products, forest product certification, and exporting. Seven appendixes list resources and agencies that provide assistance to wood products companies. Contact information is included for Federal and State agencies, wood products trade associations, wood products manufacturing directories, and for numerous not-for-profit organizations that can provide support to wood products companies. Most of the contact



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listings also include Web site links. The appendixes also include a list of marketing and regional branding Web sites that represent best practices in terms of using the Internet to promote wood products.

**Online Access:** [http://na.fs.fed.us/pubs/werc/vamg/value\\_added\\_mkting\\_guide\\_lr.pdf](http://na.fs.fed.us/pubs/werc/vamg/value_added_mkting_guide_lr.pdf) (PDF)

**High resolution document suitable for printing:**

[http://na.fs.fed.us/pubs/werc/vamg/value\\_added\\_mkting\\_guide\\_hr.pdf](http://na.fs.fed.us/pubs/werc/vamg/value_added_mkting_guide_hr.pdf) (PDF)

**Title:** A Marketing Guide for Small and Medium Sized Primary Forest Products Processors

**Author:** Smith, Robert L.; Cesa , Edward T.; Rappold, Patrick M.

**Year:** 2008

**Publication:** USDA Forest Service, Northeastern Area, State & Private Forestry, NA-TP-02-07CD,

**Abstract:** Written predominantly with the primary forest products processor in mind, this guide is intended to help further both small ideas and expansive visions. It explains marketing and its concepts, strategies and marketing methods used by small companies, market research methods, ways to locate customers, exporting and international markets, and the Internet and its role. Appendixes will guide you towards further assistance. Throughout these pages you will find case studies and examples of companies putting marketing strategies into practice. In addition, at the end of each chapter are questions intended to guide your thoughts and ideas. Each question, once considered and answered, will eventually facilitate your process of forming a marketing plan.

**Online Access:** [http://www.na.fs.fed.us/pubs/forest\\_products/marketing\\_guide\\_na-tp-02-07cd.pdf](http://www.na.fs.fed.us/pubs/forest_products/marketing_guide_na-tp-02-07cd.pdf) (PDF)

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