

MEET THE PRESENTERS













OBJECTIVES

- Understand your marketing goals
- Know your target audience(s)
- Be aware of new marketing tactics
- Know tools to better market your
 AgrAbility Program moving forward
- Set 3 to 5 measurable benchmarks

Leave with ideas on how to market your program better!



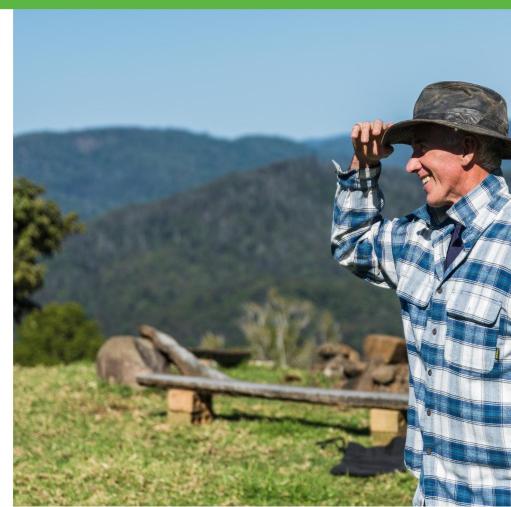
WORD DUMP

When we talk about your programs "marketing efforts," what do you think of?

WE WILL GIVE YOU 3 MINUTES.
DISCUSS IN GROUPS OF THREE. Make a list!

LET'S CHAT MARKETING LOGISTICS!

- How much time per week do you spend marketing your program?
- Who are the key people marketing your program?
- What's one major marketing platform your program has already "mastered"?





EFFECTIVE MARKETING IS...





EFFECTIVE MARKETING IS...

Branded

Image-Centered

Storytelling

Professional

Consistent









... IS NEVER A GOOD MARKETING STRATEGY!

WHAT ARE YOUR MARKETING STRATEGIES?

Given your target audience you need to engage and the actions you want them to take, what are the best ways to motivate them to do so?

EXAMPLES:

- Build a referral network.
- Educate potential donors.
- Develop and distribute client success stories to potential clients.



P.S. DON'T JUMP TO TACTICS... YET

SET BENCHMARKS TO SUCCESS

What are three to five concrete, specific and measurable steps to complete to help you acheive your marketing goals?

EXAMPLES

- Finalize partnerships with two organizations to cross-promote in the next six months.
- Increase the number of incoming client inquiries by 10% in 2019.
- Increase email contacts by 25% in the next six months.





REPORT OUT.

Tell us your benchmark and up to 3 tactics.
Ask one "how can I do this tactic more efficiently? What tools do I need?"

ANY QUESTIONS?











