



**UNCONFERENCING  
SESSION**

# MARKETING FOR NON-MARKETERS

*an Open Conversation about Strategies, Tools and  
Resources to Better Market Your State's Program*

# MEET THE PRESENTERS



**Kendra Martin**  
Pennsylvania  
AgrAbility Program



**Paul Jones**  
National AgrAbility  
Program



**Kelly Gagnon**  
Illinois AgrAbility  
Program



## 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!



**WE WANT TO  
HAVE AN OPEN  
CONVERSATION.**

# **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!

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





# **WHY ARE YOU MARKETING?**

**What is your purpose for marketing  
your AgrAbility Program?**

**What do you want to accomplish?**

AT THE VERY LEAST,  
**EFFECTIVE  
MARKETING IS...**

?



# AT THE VERY LEAST, **EFFECTIVE MARKETING IS...**

Branded

Image-Centered

Storytelling

Consistent

Professional





SPEAKS TO A  
**SPECIFIC  
AUDIENCE.**

Why should your target audience care?

What's in it for them?



**DO YOU  
HAVE  
A MARKETING  
PLAN?**

"I SHOULD BE DOING..."

**Presentations**

Twitter

E-Newsletters

Morning News

**Trade Shows**

FACEBOOK

Press Releases

**Trainings**

Networking

**Blogging**

**... 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 achieve 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.



# CHOOSE ONE OF YOUR BENCHMARKS.

**TACTICS:** How will you connect your program with your target audience using these strategies?

Write down up to 3 tactics.

**SPEND 5 MINUTES WRITING DOWN & SHARING WITH YOUR GROUP. DON'T DO ALL OF THE THINGS!**



# **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?



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