

Youth Marketing Plan Outline

Why Marketing?

Let's play a game. Finish this sentence:
"Charlie's cooking _____!"

Average business spends 10-12% of its gross revenue on marketing. For large corporations, that number equates to millions and millions of dollars. Yes, marketing is that important. When businesses attend the fair to buy your product (spending 10-25% over fair market value..no pun intended), they are attending for two reasons. One reason is to help the youth of Sheboygan County while hopefully having fun. The 2nd reason is to spend marketing dollars (for branding and awareness) within their local community.

The Plan:

This marketing plan is to give you (4-H and FFA members) a guideline for the successful marketing of your project. The goal of this campaign is to create awareness, educate existing and potential buyers, provide on the farm and project experiences to those who may not have had the opportunity, and finally, to positively promote Sheboygan County 4-H and FFA.

The Benefits:

There are numerous benefits that this campaign will deliver in both the short and the long term. It is important for individuals to really understand the educational development it takes to be successful at a project and how that education will positively impact you the 4-H FFA member for years to come. This marketing campaign allows a potential buyer to essentially see what you see during the length of your project. Also, if you continue to execute a marketing campaign throughout the course of your 4_H and FFA term, the potential buyer will get a chance to watch you grow as an individual.

This campaign will also remain fresh. Some of these businesses have been attending the sale for over 30 years. They have read the same plea for purchase for years.

Another goal of this campaign is to be progressive. As the business and agriculture world changes daily, it is our responsibility to educate and inform the communities we live in of how it is actually done compared to what they might have seen on some shock-u-mentery.

Hogs: avg. bid .25 x 3 x 250 = 187.50

Beef: avg. bid .10 x 1.5 x 1250 = 187.50

Lambs: avg. bid .3 x3 x 120 = 108

The 7 year potential: \$1200

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Prospecting:

This is a very important responsibility. This is the part that grows your potential buyers and center of influence year over year. The more individuals you have on this list, the more people you can positively impact and hopefully encourage to at least bid if not purchase your quality livestock.

Remember, in sales and marketing the more people you have in your circle, the more likely you are to get a sale and get the price you desire. You won't be able to convert all prospects or people you have contact with into buyers, but the more people that know about what you do, the better. I recommend printing an additional 20 postcard each run. When you are out and about exchanging pleasantries, hand out one of your postcards in exchange for their information. Then add them to your list for the next mailer. Each month your list will grow, and by the time the fair has arrived you will have reached your goal of doubling the size and scope of your list.

The delivery:

Direct Mail

We are creating templates-see attachments- for you to use. It is a great opportunity for you to share what you do. It gives potential buyers ownership in your project and in your future. You can upload your pictures, your copy and print and mail from home.

Executing a mail merge:

Tracking. Email improvesales@charter.net with a copy of piece and quantity sent.

The 4 essential ingredients of a good marketing piece: See sample intro letter

1. Introductions (Name, address, clear image that has a message)
2. Purpose (What is the purpose of contacting them)
3. Benefits (Why should they read the piece)
4. Offer (The opportunity they can't afford to miss)

The Do Not:

Negative

The cost:

The value:

What are the reasons why you should market your project?

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Do you foresee any challenges with the marketing of your project?

What are your marketing goals for 2010?