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Foundations for Building a Marketing Campaign

Public awareness of agriculture and use of the Cooperative Extension Service have declined in recent years. Due in part to a national trend toward urbanization, many members of the general public have become disconnected from the agriculture industry. A 2004 study found that more than 65% of the general public did not know the location of their county Extension office[1]. Therefore, Extension agents must use effective communication and distribution methods in order to best inform, motivate, and service their clients.

However, with the change in the diversity of the clientele and with the proliferation of readily-accessible online information, finding the most effective communication vehicle is becoming increasingly difficult. Researchers have pointed out that the days of Extension a sole-source provider of information are gone. As a result, Extension professionals are being encouraged to market their programs, to let target audiences know about important educational activities and events. The success of an Extension program also relies on communicating with the public in a way that creates awareness, stimulates interest, and, in the end, produces involvement by targeted clientele. But how do you market your local Extension programs?

That’s where this training program comes in. The purpose of this training program and workbook is to help Extension agents become more knowledgeable and skilled in planning and carrying out marketing activities and promotion of their local Extension programs. This program is not designed for you to become an expert, but is intended to provide you with the tools you’ll need to tailor messages, media, and methods to best market and promote your local Extension programs.

The idea for this training program grew from the results of a 2005 master’s thesis in the University of Florida Department of Agricultural Education and Communication. The master’s student investigated what Florida Extension agents do to promote and market programs in their counties. A total of 175 people responded in this study, for an overall response rate of 54.18%. Specific results pertaining directly to this training program include the following:

- A majority of respondents used word of mouth 16 times or more in a year to market their programs and activities, especially to current “traditional” Extension clientele. With the general public, however, Extension agents were most likely to use press releases.

- Overall, respondents believed marketing Extension programs was a necessary part of their job, and found it to be rewarding. But respondents found the marketing process to be difficult.

- Finally, respondents noted that they were confident in such tasks as writing and designing a newsletter, writing a newspaper column, and writing a press release, but felt much less confident in actually how to establish a marketing and promotional program. In other words, agents knew how to develop individual marketing/communication “pieces” (news release, posters), but did not have the knowledge or skills to put the pieces together into a marketing “whole.”

In this training program, you will be stepped through the marketing/promotion planning stages from idea generation through evaluation. This training program will include examples of marketing methods, activities to assist in the production of marketing materials, and a quick-reference guide. In addition, with the statewide emphasis on integrated media campaigns such as Solutions for YOUR Life and the Agricultural and Natural Resources Awareness Initiative, it is important for county faculty to maintain a consistent local marketing effort, in combination with statewide efforts.
The following are the major topics covered in this training program:

- Campaign planning
- Audience analysis and targeting
- Integrated marketing
- SWOT analysis
- Creative strategy
- Media strategy
- Other considerations
- Evaluation
- Putting it all together

Campaign Planning

A campaign is a strategic and structured plan consisting of media, marketing, communications, and public relations or promotional messages with a consistent theme that is developed through an analysis of the current situation. This analysis includes assessments of the client, the competition, target audiences, and the marketing or media mix. An example of a campaign is Florida’s Natural Orange Juice (www.floridasnatural.com). All of the company’s promotional materials follow the same theme to market all of the products from the Florida’s Natural Growers cooperative.

One of the goals of the campaign should be to create a consistent brand in the minds of the audience. Brands are products, goods, and services that have an identifiable image and have communicated impressions to a targeted audience. They can be local, regional, or national. Florida Farm Bureau (www.floridafarmbureau.org/) is a brand with an easily recognizable image. All of the marketing materials use the same coloring, text, and logo to achieve a consistent message. A message is the key information or main idea that advertising attempts to get across to the audience. Likewise, Florida Extension can be thought of as a brand. It is a service organization that provides a consistent set of services and has an identifiable image with its clientele and stakeholders. Recently, Extension has begun to communicate a consistent message using the Solutions for Your Life theme that helps target audiences easily recognize the public value of what Extension does.

Consistent messages help construct a brand in three distinct ways:

- **Brand image** refers to the way the brand is perceived by your clientele and stakeholders.
- **Brand character** refers to the personality of your brand or the public perception of your brand’s personality.
- **Brand equity** refers to the strengths and attributes that your brand possesses.

Marketing is more than designing a consistent message. It is also a matter of reaching the correct publics. Publics are groups of people. In marketing, these groups are often referred to as audiences. “Publics” is a term common in public relations. They are usually defined as having something in common—like living in the same area or working similar jobs—and they tend to receive messages through similar means.

The important aspect of publics is that they are both internal and external. While communicating with people outside of an organization is often the goal, keeping internal publics informed is just as important. An example of an external public would be agriculture teachers. Teachers as a whole can be considered a public, and teachers that specifically teach agriculture classes are a more defined public. An example of an internal public would be Extension agents in a local office. The agents have a lot in common and are all members of the state’s Extension Service.
Applying the Concepts

Think about a local Extension program you’ve conducted in the past year. Now consider these questions:

- Did you utilize a specific brand, idea, or message? If so, was this brand, idea, or message successful? Why or why not? What could be improved?
- Define a specific public that you attempted to reach. Were you successful? Could you improve your methods?
- Who are internal and external publics involved in this specific local Extension program?

Consult the Brand/Product Evaluation worksheet for a more hands-on approach to this material.

Audience Analysis

But what do these marketing methods mean if you do not know who the audience should be? Every marketing campaign has to start with an audience analysis. The goal is to gain an understanding of who could potentially receive the message and then to define a specific target audience. Knowing who the desired audience is will make getting the message to the audience members easier and more effective.

An audience analysis breaks down the general public into different categories to make people easier to place into groups of similar individuals. These groups are defined by using demographics, psychographics, usage patterns, and prior knowledge.

Demographics are the broad physical categories that people fit into (age, gender, race, marital status, income, etc.). Falling into one or more of these categories makes people part of a particular public that can be approached as a group of similar individuals. Marketing to different parts of a demographic often requires different messages that are sent through different means. An example would be a safety campaign that targets both experienced farmers and recent entrants into the production agriculture industry. Different messages and different delivery methods would be used for both of the groups because one group would likely not respond well to a message that was designed for the other.

Psychographics are categories that people differ in mentally. As opposed to physical attributes like age or gender, psychographics address beliefs. Groups are differentiated according to their views on a subject or their attitudes toward a particular event or circumstance. An example would be the two groups with differing attitudes toward an agricultural land policy. Farmers may want to be protected from urban sprawl while developers may want farmland to be zoned for development.

Usage patterns focus on how people usually receive messages and the ones to which they respond. Knowing what captures a person’s interest allows messages to be tailored to increase their effectiveness and reduce wasted efforts. Using a newspaper column or advertisement to reach an audience that is not likely to have a subscription to the periodical is not a good marketing strategy because it ignores usage patterns.

Prior knowledge could be good or bad for new messages. If people had a positive past experience with something related to the new message, they are more likely to be interested or want to be involved. Conversely, a negative experience in something related to your message could turn them off to anything related. The benefit of an audience with prior knowledge is that they might be more inclined to involve others because they already have a basic understanding of the message and its intent. For example, people might be more likely to be volunteer 4-H leaders if they were 4-H members when they were younger. Former members would have a better understanding of the program and likely had positive experiences with it.
The final step in an audience analysis is **choosing the target audience** and determining the methods of communication that are most likely to be effective. The key part of this process is knowing the message and understanding whether or not it is appropriate for the selected target audience. You may need to test the message on persons in your target audience to see if the message resonates with them. You want the message—the key points—to produce the desired result of people participating in your local Extension program.

Once the message and the audience issues have been resolved, the **final challenge** is finding an appropriate way to get the message to the people who need it. An example would be advertising a workshop on environmentally friendly farming practices through a newsletter that many farmers in the area receive.

### Applying the Concepts

- Think of a program you are planning to conduct and to promote in the next few months.
- Identify a few demographics and psychographics of your target audience. Does everyone fit into one group, or will you be marketing to more than one public?
- Using the audience you just identified, list three ways you can get information to this group.
- Think of an event you have attended where you had either a very positive or very negative experience. Did you want to go back? Did you recommend it to others? Why or why not?
- Using what you have learned, write an audience analysis for your subject matter area and another one for your geographic area. Are there similarities or differences? What messages would work for these groups? Would you have to prepare the same or different messages?

Consult the [Program Audience Analysis](#) worksheet for a more hands-on approach to this material.

### Integrated Marketing

**Integrated marketing** is the process of coordinating promotional tools to build and maintain brand awareness, identity, and preference. Sending different messages through different kinds of media increases the chances of successfully reaching and persuading the target audience. One of the most important aspects of successful integrated marketing is maintaining a **consistent theme** throughout all of the messages that are being used. Integrated marketing uses many different types of marketing methods such as public relations and sales promotion to reach the target audience.

**Advertising** is a common term often used to describe many different kinds of promotion. Advertising can be local, regional, or national in scope, and this scope is often differentiated by the type of media used, whether it’s broadcast, print, or another medium. To be classified as advertising, the communication must be paid, delivered through mass media, and must attempt to persuade the audience. Following are the many types of advertising that can be used in different situations:

- **Primary demand stimulation** creates demand for a new product category. An example would be advertising a new variety of a food.
- **Selective demand stimulation** points out brand benefits as compared to the competition. An example would be a weed control product explaining why it is better than the competition.
- **Direct response advertising** asks the receiver to act immediately. An example would be a coupon with a limited time availability.
- **Delayed response advertising** creates a brand image in order to develop recognition and approval. An example would be advertisements that focus on a particular logo or image to develop recognition.
- **Corporate advertising** establishes favorable attitudes toward the company as a whole. An example would be a commercial that describes community service performed by the organization.
Extension agents can use these five types of advertising to approach different audiences in different situations. A new program or technology could use primary demand stimulation to illustrate the innovation or selective demand stimulation to point out the benefits compared to similar programs or items. Direct response advertising could be used to encourage people to register for an activity quickly. Delayed response advertising or corporate advertising could be used to promote awareness and recognition of Extension as a whole and of the many services that Extension provides to the community.

Public relations, which uses non-paid media, is a marketing and management tool that deals with an organization’s public issues. Public relations attempts to promote goodwill, promote a product or service, enhance internal communications, counteract negative publicity, lobby, and give advice and counsel. To achieve these goals, public relations uses press releases, feature stories, company newsletters, interviews and press conferences, sponsored events, and publicity. Strategies can be either proactive or reactive. Public relations is a valuable tool because it can reach a broad audience and is an inexpensive way to send messages.

Media relations can be another component to an effective local Extension marketing campaign effort. Media relations establishes a relationship with your local news media. Most people get their news through television and radio stations, newspapers, and local magazines. Now, of course, the Web is a major news site, but in most locales, Web sites of local news events are maintained by broadcast or print news outlets. To develop an effective media relations strategy, here are some suggestions:

- **Set realistic goals.** It’s probably unrealistic to expect that every news release you send out will result in a front-page story. Maybe a story being placed on the community calendar?
- **On a regular basis, provide informational materials to reporters.** Examples include news releases, public service announcements (PSAs), photographs, and letters to the editor.
- **Become a reputable and dependable expert source.** Get to be recognized in your community as the expert on a particular topic of interest. If reporters trust you and know that you are an expert, you will be called on time after time for comments.
- **Get to know the reporters in your geographic region, and know their “beat” assignments of reporters.** Who covers your “beat”? Depending on the story, it might be covered by an education reporter, a business reporter, or a science reporter. Contact the reporters personally, and follow-up with phone calls, faxes, letters, and personal visits.

The most important thing to remember about media relations is that newspapers, business periodicals, and broadcast media are in business to inform and serve their readers and viewers. The best way to get more media attention is to make your programs newsworthy. Media outlets consider newsworthy stories to be timely, unique, and to have a local impact.

Brand marketing uses specific “packaged goods”—things sold on shelves—or clearly defined services as a marketing tool in and of themselves. Brands can also consist of the outlets selling the goods or services. The main points of development for brand marketing are using clear, unified messages and having a consistent product or service. People often choose brand name services or merchandise over cheaper equivalents because of the perception that these products and services are more consistent, meaning the consumer can expect the same results each time, and of higher quality. Brands are able to achieve this perception by approaching the correct target audience, making the audience see the product or service as being different or better, and capitalizing on success to further the promotion the brand. Coca-Cola has created a brand where consumers see it as different from competition such as Pepsi, RC Cola, and Sam’s Choice Cola, even though the products are very similar. They have also used their success to expand to more audiences. Likewise, Orkin has branded its pest control service, even though there are often many other pest control services available.
Extension is a brand in its own right. The Cooperative Extension Service provides information and expertise to assist the public in a variety of areas. Many of these services are provided at little or no charge. In Florida, the Extension Service has begun using a statewide campaign to make Extension recognizable as a unified brand, no matter in what county the office may reside.

**Sales promotion** is another marketing method that can be used in a variety of circumstances. Sales promotion uses incentives to create a perception of greater brand value and to encourage consumers to purchase the organization’s brand. Often the goal is to generate a trial purchase. If the consumers enjoy the first interaction, they are more likely to repeat the purchase and potentially make larger purchases. Types of sales promotions include coupons, contests, trade shows, sampling, and loyalty programs. An example would be a Master Gardeners exhibition that hopes to introduce the Extension Service to more people in the community. Members of the community can be invited to view the exhibits and encouraged to take some of the information that Extension provides for use at home. If they find the information helpful, they will be more likely to “purchase,” or request, this service and possibly others in the future.

**Direct marketing** is an interactive system of marketing that uses one or more advertising media to create a measurable response. It often tries to close a sale, identify prospects for future contacts, provide in-depth information, seek information from consumers, and foster brand loyalty. Direct mail and phone calls are two common methods of direct marketing. For example, many service organizations use follow-up phone calls to provide any extra assistance or to thank the consumer. This added interaction helps the organization stand out in the consumer’s mind.

### Applying the Concepts

- Think of an upcoming program you will be working on. Which type of advertising would be most appropriate? Why?
- What public relations tools have you used in the past? Were they successful? Why or why not? What do you think might be successful in the future?
- How effective have your media relations strategies been in the past in getting your local Extension program in news outlets? Why do you think they have or have not been successful? What might you do differently?
- Do you believe you could create a marketable brand? What kind of brand could you generate for your programming? Could you tie it to the Solutions for Your Life campaign?
- Have you ever used a sales promotion? If so, how well did it work? Do you think any of your current programming could benefit from a sales promotion?
- How often do you use direct marketing? Do you find direct marketing to be effective? What could you do to increase its effectiveness?

Consult the Integrated Marketing Practice worksheet for a more hands-on approach to this material.

### SWOT Analysis

An important tool for an organization is a **SWOT analysis**, which stands for strengths, weaknesses, opportunities, and threats. The SWOT analysis helps the organization understand advantages and disadvantages both internally and externally.

Internally, the organization can assess what it does well and what advantages it may have in the market (good reputation, cost advantage, access to high-quality resources, etc.). It can also address what it should
improve (poor reputation, high cost, etc.) and what should be avoided altogether.

Externally, the organization can evaluate good opportunities and favorable changes in technology, policy, and social trends. It can also explore obstacles, competition, and unfavorable changes in technology, policy, and social trends. A more detailed explanation for action uses the SWOT Matrix, which follows.

**SWOT Matrix**

<table>
<thead>
<tr>
<th></th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities</strong></td>
<td>S-O strategies</td>
<td>W-O strategies</td>
</tr>
<tr>
<td><strong>Threats</strong></td>
<td>S-T strategies</td>
<td>W-T Strategies</td>
</tr>
</tbody>
</table>

- **S-O strategies** pursue opportunities that are a good fit to the organization’s strengths.
- **W-O strategies** overcome weaknesses to pursue opportunities.
- **S-T strategies** identify ways that the organization can use its strengths to reduce its vulnerability to external threats.
- **W-T strategies** establish a defensive plan to prevent the organization’s weaknesses from making it highly susceptible to external threats.

A strength-opportunity example might be a situation where a group of local farmers begins growing a new crop, and the agriculture Extension agent has experience with the crop in another area. Extension will be able to provide expertise to a group that is in need of some assistance. A weakness-opportunity example could be a situation where no member of the local Extension office has great expertise on aquaculture farming, but an Extension training program has been developed to help people with that topic.

A strength-threat example might be a situation where the Extension office has an agent specializing in youth nutrition, but a local nonprofit organization specializes in the same area. A weakness-threat example could be a situation where the Extension office has little expertise has little experience with invasive plants, and a local organization is successfully helping the community with that problem.

**Applying the Concepts**

- List a few strengths, weaknesses, opportunities, and threats faced by your programs or Extension in general.
- What are some strategies that could be used to maximize the opportunities or minimize the threats?

Consult the SWOT Analysis worksheet for a more hands-on approach to this material.

**Creative Strategy**

In order to prepare the message, the campaign needs a **creative strategy**. The creative strategy explains the benefit of the product or service, who comprises the target audience, and why they should believe the message.

A **product-oriented creative strategy** promotes a generic claim, highlights product features, or explains a unique selling point that only that particular product offers. A **consumer-oriented strategy** promotes the brand image, describes the lifestyle associated with the product or service, or appeals to the attitudes and values
of the audience. A product-oriented strategy could market a new Extension gardening book based on the unique selling proposition of having the latest research information from a university study. A consumer-oriented strategy could explain that people who use information from the Master Gardeners program enjoy the lifestyle of having a beautiful landscape around their homes.

A creative strategy is often developed by using a **creative strategy statement**. In a creative strategy statement, you put the *who*, *what*, and *why* of the strategy into one statement to help you clearly define your plan. Here’s an example:

**Ads will target (WHO) new homeowners, 24 – 34, and convince them that (WHAT) Extension’s landscaping expertise is superior to any other because (WHY) it comes from university research and considers all environmental impacts.**

Graphic design is another important aspect of the creative strategy. There are several key principles to effective graphic design. For example, eyes want to read from top to bottom and left to right. Important items should be placed in the areas people naturally scan. Sizes and proportions should be varied to prevent the ad from becoming boring. White space, or space where there is no text or graphic, can be used to separate elements that do not belong together, and elements surrounded by white space indicate importance.

### Applying the Concepts

- Would a product-oriented or consumer-oriented strategy work best for your programs?
- Think of a creative strategy for one of your upcoming programs and write out a creative strategy statement. Should it be product-oriented or consumer-oriented? On which aspect of the orientation should you focus (features, attitudes, values, etc.)?
- What is the most important part of your advertisement? Is your attention drawn there?

Consult the **Creative Extension Advertisement** worksheet for a more hands-on approach to this material.

### Media Strategy

Once the audience has been identified and the message has been prepared, the campaign needs to focus on **media strategies**. The campaign needs to have an effective reach in order to get information to the members of the audience, and the message needs to be sent often enough that there is a good chance that most members of the target audience received the information. The best way to achieve effective reach and frequency is to send several messages through more than one medium.

Media strategies must also consider **continuity**. Because each type of media has different characteristics—such as size, length, and a unique schedule—different methods of sending out marketing messages must be used. Examples include continuous scheduling, seasonality, pulsing, and saturation.

- **Continuous scheduling** means sending a steady stream of messages.
- **Seasonality** refers to only sending messages at certain times of the year because they are not appropriate throughout. For example, a series of educational courses that are only offered in the summer would not require marketing attention in fall or winter.
- **Pulsing** is a method where marketing alternates between a period of time in which a large number of messages are sent out and a period in which few or no messages are sent. An example would be that large events may send “mark your calendars” messages, take a break to plan and organize, send
tentative schedules and registration information, wait to finalize information, and send welcome packets with detailed information about the event.

- **Saturation** is simply flooding the audience with the message, sending it as often and through as many channels as possible.

Media strategies must also consider the length, size, and number of ads. Creative requirements might affect the size due to spacing or graphic issues. The media budget can significantly change the size or length of an ad because larger or longer ads can cost considerably more. The competitive environment must also be taken into account. The message has to be prominent enough for the audience to notice it.

As for what medium or communication method “works” best, you would need to investigate this with your target audiences. From the research that a Department of Agricultural Education and Communication graduate student conducted, here—in descending order—are the media and communication methods that Florida Extension agents said were most effective in promoting their local programs and activities:

- Word of mouth
- Direct mailings
- Newsletters/brochures/pamphlets
- Demonstrations
- Signs/posters that the agent designed
- Press releases
- Newspaper columns the agent wrote
- Online methods
- Pre-produced UF/Institute of Food and Agricultural Sciences materials
- Television interviews
- Radio interviews
- Public service announcements
- Print materials provided at retail outlets
- Paid newspaper advertisement

### Applying the Concepts

- Think of two or three marketing messages for one of your upcoming programs.
- What medium would be the best way to get those messages to your audience? What would be a good alternate medium to use?
- What would be the most common media continuity that you would use considering the size and schedule of your programs? Why? Would the others work? What is a common size or length for your messages? Do you believe that needs to be changed? Why or why not?

Consult the Media Strategies worksheet for a more hands-on approach to this material.

### Other Considerations

The driving force behind any marketing campaign is money. Probably one of the first things to consider in developing your marketing strategy is how much money you have to spend. What is your budget? You can spend a lot or a little, and depending on how creative you are, you can stretch your budget dollars a lot by establishing good collaborative partners and identifying prime locations to communicate your message.

**Partnerships** can be one of the most effective ways to send messages without
incurring excessive costs. Potential partners could include local media, companies, or organizations with similar interests. Considering nutrition, you may be able to do an educational program at a local health and fitness center and utilize its built-in advertising efforts. For a program on hurricane preparedness, you may be able to partner with a home supply store that will show some of the tools or products you discuss. The store could buy advertising or provide displays in their store about your educational program.

Another consideration for communicating your message is the **location or your communication media**. Using flyers at grocery stores, community bulletin boards, libraries, schools, or locations that your target audience frequents can help increase the number of people that are exposed to the message.

You can also engage in media relations such as community calendars in newspapers, on television, on radio, and on the Internet. Word of mouth to opinion leaders is another effective and inexpensive method of spreading a message.

If you plan to contact a news outlet (TV or radio station or newspaper), here are some things to consider:

- **Explain your need personally**, especially if you need a good deal of exposure in a short time. However, remember that you’re asking for **free** time. **Any** time that is given to you is better than no time at all.
- **Send information about your event to a newspaper or television or radio station’s public relations person, public affairs director, or promotions director** (after you’ve made personal contact with that person, of course). Many stations have a calendar of events, which is aired once a day. The chances of your event running in a calendar of events are greater if you send your event information to a smaller station or newspaper. Large-market stations and newspapers will publicize the event if it will impact large numbers of people.
- **Be ready to go on the air early**. Many TV and radio stations invite guests to discuss their upcoming events. However, these interviews usually are early in the day. Be ready and willing to appear during early morning hours if you’re asked.

Another great way to advertise effectively and inexpensively is to have a website. Some Extension agents have their own websites where they post important information and upcoming events. Another benefit of a personal website is that it can be incorporated into the other marketing methods being used. A short or small advertisement or flyer can refer people to the website for more information.

### Applying the Concepts

- What is your budget? What can you do to minimize the amount of money you have to devote to marketing?
- Are there any local media, companies, or organizations that might be interested in a partnership? How could you approach them?
Evaluation

One of the most important parts of a campaign is evaluation. Evaluation allows someone to determine whether or not the marketing campaign is successful. Marketing practitioners must determine whether or not the target audience understands the message and if they can recognize and recall the message. The practitioner must also determine where the brand stands in the minds of the audience and whether or not the audience will buy the product or service.

Simple methods of evaluation include distributing surveys, comparing attendance or participation numbers, and recording the number of times people inquire about the product or service. The results of these evaluation methods can help generate performance reviews, gauge success, modify marketing strategies, or develop new or different approaches.

Evaluation must also consider both tangibles and intangibles. Tangible evaluation involves assessing quantifiable statistics, such as the number of people who see the message or the number of inquiries you receive. Intangible evaluation measures unquantifiable data such as public awareness and perceptions.

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**Applying the Concepts**

- What would be the easiest way for you to evaluate your campaign? How would you define success?

Consult the Evaluation worksheet for a more hands-on approach to this material.

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Putting it All Together

Now let’s see what a few Florida Extension agents would recommend in order to help you promote your local Extension programs.

**Ed Thralls**
*Urban Horticulture Agent and Master Gardener Coordinator*
14 months as an agent; 5 years partnering with an Extension research center in Apopka

- Find a mentor with experience.
- Find out how others have succeeded and what tips they can offer.
- Be forward. Go out and ask people about their experiences.

**Celeste White**
*Commercial Horticulture Agent with a Program Area of Landscape Maintenance*
20 years as an agent

- Meet movers and shakers in local associations.
- Join local advisory boards or local chapters of associations.
- Use your involvement to network with people who can help you.

**Tom MacCubbin**
*Extension Agent Program Leader in Agriculture (retired)*
37 years as an agent

- Get out and meet people (media, associations, consumer groups, etc.).
- Do the footwork to get yourself noticed.
Linda Landrum
Regional Specialized Agent in Marketing, Alternative Crops, and Community Resource Development
32 years as an agent

• Think out the program. Solve a problem for your audience.
• Critical Marketing Question – Why should someone come to my program? What’s in it for them?
• Consider where people live, shop, and what media they use.
• Attend in-service trainings to learn as much as you can.

For more information or to see a more in-depth video, visit www.extensionmarketingvideos.com.
Quick Reference Guide

This section is designed to provide you with a concise overview of the topics covered in this workbook. For more detailed information, consult the corresponding sections above.

**Campaign Planning**

**Campaign**
- Strategic, structured plan
- Based on analyzing the situation

**Brand**
- Product, good, or service
- Identifiable image

**Message**
- Main idea
- Key information

**Publics**
- Various audiences that must be reached
- Internal and external

**Brand Image**
- The way the brand is perceived by your clientele and stakeholders

**Brand Character**
- The personality of your brand, or the public perception of your brand’s personality

**Brand Equity**
- The strengths and attributes that your brand possesses

**Audience Analysis**
- Understand who could receive the message
- Define the target audience
- Determine the best methods of reaching the audience

**Demographics**
- Age
- Gender
- Race
- Marital status
- Income
- Education
- Occupation
- Geography

**Psychographics**
- Attitudes
• Values
• Lifestyles

Usage Patterns
• Most used media channels
• Tendency to be interested in a particular subject

Prior Knowledge
• People have experience with the message
• Knowledge can make people either more or less likely to be interested

Finding the Right Target and Reaching It
• Know the message
• Determine who needs the message
• Determine the most effective methods of communication

Integrated Marketing Basics

Advertising
• Paid
• Delivered through mass media
• Attempts to persuade

Types
• Primary demand stimulation (new product)
• Selective demand stimulation (benefits as compared to competition)
• Direct response advertising (asks for immediate action)
• Delayed response advertising (develops brand recognition and approval)
• Corporate advertising (establishes positive attitude toward company as a whole)

Public Relations
• Promote goodwill
• Promote a product or service
• Enhance internal communications
• Counteract negative publicity
• Lobby
• Give advice and counsel

Methods
• Press release
• Feature story
• Company newsletter
• Interview and press conference
• Sponsored event
• Publicity

Media Relations
• Set realistic goals
• On a regular basis, provide informational materials to reporters
• Become a reputable and dependable expert source
• Get to know the reporters in your geographic region, and know their “beat” assignments of reporters
Newsworthy
• Timely
• Unique
• Local impact

Brand Marketing
• Packaged goods
• Defined services
• Outlets selling the goods

Development
• Clear, unified messages
• Consistent product or service

Methods
• Approach the correct target audience
• Make audience see product as different or better
• Capitalize on success to further promotion of the brand

Sales Promotion
• Incentives create a perception of greater brand value
• Encourage consumers to purchase the organization’s brand

Examples
• Coupons
• Contests
• Sampling
• Loyalty programs

Direct Marketing
• Interactive system
• Create a measurable response

Purpose
• Close a sale
• Identify prospects for future contacts
• Provide in-depth information
• Seek information from consumers
• Foster brand loyalty

Methods
• Direct mail
• Phone call

SWOT Analysis

Internal

Strengths
• Advantages (good reputation, cost advantage, access to high-quality resources, etc.)
• What the organization does well
Weaknesses

• What could be improved (poor reputation, high cost, etc.)
• What should be avoided

External

Opportunities

• Good chances (unfulfilled customer need, new market, etc.)
• Changes in technology or policy (loosening regulations, removed trade barriers, etc.)
• Changes in society (shifts in consumer trends toward the organization’s products or services)

Threats

• Obstacles
• Competition (emergence of substitute products)
• Changes in technology or policy (new development makes the organization’s processes obsolete, new regulations, etc.)
• Changes in society (shifts in consumer trends away from the organization’s products or services)

Develop Creative Strategy

Who, What, and Why

Product Oriented

• Generic claim
• Product features
• Unique selling proposition

Consumer Oriented

• Brand image
• Lifestyle
• Attitude
• Values

Graphic Design

• Eyes want to read from top to bottom and left to right
• Important items should be placed in the areas people naturally scan
• Sizes and proportions should be varied to prevent the ad from becoming boring

White Space

• Can be used to separate elements that do not belong together
• Elements surrounded by white space indicate importance

Media Strategies

Reach and Frequency

• Effective frequency
• Effective reach
Continuity
• Continuous scheduling (steady stream of messages)
• Seasonality (only sending messages at certain times of the year)
• Pulsing (alternate between periods of many messages and few or none)
• Saturation (flooding the market with the message)

Length or Size of Ads
• Creative requirements
• Media budget
• Competitive environment

Other Considerations

Budget
• Size
• Stretch dollars by establishing good collaborative partners and identifying prime locations to communicate messages

Partnerships
• Local media
• Companies
• Organizations with similar interests

Media Location
• Flyers at grocery stores, community bulletin boards, libraries, schools, or locations the target audience frequents
• Community calendars in newspapers, on television, on radio, and on the Internet
• Word of mouth to opinion leaders

News Outlets
• Explain your need personally
• Send information about your event to a newspaper or television or radio station’s public relations person, public affairs director, or promotions director
• Be ready to go on the air early in the morning

Website
• Effective and inexpensive
• Post important information and upcoming events
• Can be incorporated into the other marketing methods - refer people to the website

Evaluation

Criteria
• “Getting it” (Do consumers understand?)
• Knowledge (Can consumers recognize and recall?)
• Attitude change (Where does the brand stand?)
• Behavior (Will people buy the product or service?)

Methods
• Survey
• Attendance or participation
• Frequency of inquiry

Results
• Performance review
• Gauging success
• Changing strategies
• Different approach

Putting it All Together (Advice from Agents)

• Find a mentor with experience.
• Find out how others have succeeded and what tips they can offer.
• Be forward. Go out and ask people about their experiences.
• Meet movers and shakers in local associations.
• Join local advisory boards or local chapters of associations.
• Use your involvement to network with people who can help you.
• Get out and meet people (Media, associations, consumer groups, etc.).
• Do the footwork to get yourself noticed.
• Think out the program. Solve a problem for your audience.
• Critical Marketing Question – Why should someone come to my program? What’s in it for them?
• Consider where people live, shop, and what media they use.
• Attend in-service trainings to learn as much as you can.
References

Appendix A

Activities
Brand/Product Evaluation

In order to offer the best services to the public, an agent must become familiar with Extension as a brand and the services the organization offers. This information can be gathered by trying a product or service first hand, talking to someone who knows a great deal about it, and talking to someone who has used the product or service previously.

List three ways your brand’s product is different from other brands’ similar products.

1. ________________________________
2. ________________________________
3. ________________________________

List three ways your brand is promoted.

1. ________________________________
2. ________________________________
3. ________________________________

List three ways you can incorporate the state Extension brand in your attempts to market an individual program.

1. ________________________________
2. ________________________________
3. ________________________________

List a few of your more successful programs around which you could build a successful promotional campaign.

1. ________________________________
2. ________________________________
3. ________________________________
Program Audience Analysis

Consider the importance of knowing what audience to approach and how to go about it. Think about your marketing efforts for your last two or three educational Extension programs.

Describe the target audiences.

Demographics:
  Age: _____________________________________________________________
  Gender: _________________________________________________________
  Marital Status: __________________________________________________
  Occupation: ______________________________________________________
  Others: __________________________________________________________

Psychographics (Attitudes and beliefs):
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Usage Patterns (Television, newspaper, magazine, newsletter, others):
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Describe the steps you took to market your programs.
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Now switch with a partner. Considering your partner’s audience, do you agree with the methods he or she chose? Would you have done anything differently? Would you suggest any additions?
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Switch back and discuss.
Integrated Marketing Practice

Many Extension agents use previous marketing methods to guide their decisions. If a program has been marketed a particular way in the past, an agent is likely to continue employing that method.

Recall the five types of advertising (primary demand stimulation, secondary demand stimulation, direct response, delayed response, and corporate). Choose two and use each to map out an advertising plan for a couple of your programs or materials. An example could be using secondary demand stimulation to promote an Extension gardening book compared to one that could be bought at a store. Don’t forget to consider using public relations and media relations.

1. ______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

2. ______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

Remember that part of integrated marketing is maintaining a consistent theme across all messages. What would you do to make sure these two advertisements have a similar theme?
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

Where would you run your advertisements (newspaper, community calendar, television, web site, mailings, other)?
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
The SWOT Analysis stands for strengths, weaknesses, opportunities, and threats. SWOT analyses can be used to determine what areas present opportunities that can be pursued and which areas have problems that need to be overcome or avoided.

List a few strengths, weaknesses, opportunities, and threats faced by your programs or Extension in general.

**Strengths (i.e. the program is best at ______.):**

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

**Weaknesses (i.e. the program could improve ______.):**

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

**Opportunities (i.e. a local reporter that could be approached to cover a program.):**

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

**Threats (i.e. a local business that provides a similar service and advertises frequently):**

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

What are some strategies that could be used to maximize the opportunities or minimize the threats?

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
Creative Extension Advertisement

Extension offers vast amounts of information, and one of the main goals of this workshop is to help you understand ways to apply this information to marketing to the public. In groups of three or four, take a few minutes to come up with a way to include some facet of Extension in a one-page advertisement designed to increase public awareness and use of Extension. Use a separate sheet of paper to sketch out a design.

Remember the **who**, **what**, and **why** design of the creative strategy. Consider the following questions.

Who will be the target audience of your advertisement? Why?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

What will you use to grab the audience’s attention?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

What information will you include in such a small space? Why?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

Where or to whom will you direct the audience?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
Media Strategies

Once the audience has been identified and the message has been prepared, the campaign must focus on media strategies. The best way to achieve effective reach and frequency is to send several messages through more than one medium.

For your audience, determine which media should be used and how often they are needed.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seldom</td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>Flyers or posters</td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td></td>
</tr>
</tbody>
</table>

Once you have chosen the medium you will use, consider the vehicles for each one. For television and radio, vehicles are the particular shows or times. For newspapers and magazines, vehicles are periodicals (specific titles) the audience reads. For flyers and posters, vehicles are the types of marketing materials and the places they are distributed. For newsletters and direct mail, the vehicles are the kind of newsletter and the type of mailing.

For each medium you checked in the “usually” or “always” columns above, come up with two or three specific vehicles your audience uses.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
</tbody>
</table>
Example Evaluation Form

Date: ____/____/_______  Home County of Participant: ________________________________

Title of Program: ___________________________________________________________________________________________

How did you hear about this program? (Check all that apply)

____ Television  ____ Online
____ Radio  ____ Direct Mailing
____ Newspaper  ____ Poster/flyer
____ Magazine  ____ Word of mouth
____ Newsletter/brochure/pamphlet  ____ Other (please specify) ____________________________

How frequently did you hear about this program?

____ 1 time  ____ 2-3 times  ____ 4 or more times

Where else could the marketing for this program have reached you?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

Would you tell others about this or similar programs in the future?

____ Yes  ____ No

On the following scale, please rate your perceptions of this program.

Helpful 1 2 3 4 5 6 7 8 Unhelpful

On the following scale, please rate your overall attitude toward Extension.

Negative 1 2 3 4 5 6 7 8 Positive
Appendix B

Case Study
You are an Extension agent in a medium-sized county, and you have just been told about a new program for new homeowners to help educate them about ways to landscape their homes. This program is new, but other recent programs targeted at similar audiences have been successful. A program concerning home energy efficiency attracted 45 people. Another program aimed at encouraging homeowners to start and maintain a small garden produced similar results. These programs were promoted using flyers at local home improvement and garden stores, a short article in an Extension newsletter that is distributed locally, and a posting on the local television channel’s community calendar. The themes of messages used in promoting these events included saving money and lifestyle improvement. The agent in charge of these programs also garnered assistance from local experts, both from within the Extension office and from the commercial sector.

The date and time for your event have been secured, and the program will be using the auditorium in the local Extension Office. You have been asked to design and implement the marketing for the program. Consider the situation and answer the following questions.

What kinds of message themes would you use to promote this event?
______________________________
______________________________
______________________________
______________________________

Why would those messages be effective?
______________________________
______________________________
______________________________
______________________________

What media would you use to spread your message?
______________________________
______________________________
______________________________
______________________________

Why did you choose those media and forego others?
______________________________
______________________________
______________________________
______________________________

What are some potential partners that could help you market this program?
______________________________
______________________________
______________________________
______________________________

What kinds of assistance would you ask of them?
______________________________
______________________________
______________________________
______________________________