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 **What is marketing and why is it important?**

- Social marketing differs from conventional marketing. Rather than trying to sell a product and make a profit, social marketing aims to change behaviors and increase involvement.
- Districts engage in social marketing all the time, and may not realize it.
- Having a planned and consistent message can increase stakeholder participation.

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 **8 Ps of Social Marketing**

- Social marketing is roughly based on traditional marketing, but incorporates other principles since the end result is to inspire some sort of behavior change, not make a profit.
- The 8 Ps of social marketing serve as a helpful tool when assessing your district's marketing or outreach strategy

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## Product

- Not necessarily something tangible (i.e. improved soil health). Your product will improve or fix a problem your stakeholder is having. However, the consumer must perceive they have a problem and that the product will solve that problem.

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## Price

- What must the consumer do to obtain the product? It could be a monetary price (e.g. a rental fee for a piece of machinery) or it could be a cost of time and effort (e.g. the time it takes to create a grazing plan and meet all the requirements). The product (benefits) must outweigh the price (effort) for the consumer to be interested.

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## Place

- How are you going to get the message out to your consumers? What channels will you use? Workshops, experimental projects, and word-of-mouth are all examples of place.

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### Promotion

- Similar to place, promotion is a cohesive and consistent marketing strategy. All promotion material correlate with each other. For instance writing a news article, while at the same time running a radio ad and promoting it on Facebook

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### Publics

- Which groups will you be targeting with this campaign? How can you tailor your campaign to reach each group? Examples of publics that conservation districts typically address are large landowners/producers, small acreage landowners, county officials, and concerned citizens.

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### Partnership

- Are there any other organizations that have similar goals? Partnering with other groups can help make your efforts more efficient and effective.

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### Policy

- Will a change of policy help cement the behavior changes you are trying to inspire? Do your county commissioners need to be involved? Do you need to pass a resolution through CACD?

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### Purse Strings

- Do you have funding to maintain this social marketing campaign for enough time for it to be effective? Are there next levels of the campaign that you need to identify funding for?

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### What's the most important part of outreach and marketing?

- CONSISTENCY
- You can't provide what your landowners need if you don't know what they want
- Communicating why you matter, and what you can do for your stakeholders

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### Strengths, Weaknesses, Opportunities, and Threats -SWOT

- Conducting a SWOT analysis with regards to your district can help you develop a strong social marketing campaign that addresses the areas in which your district might struggle
- At your next board meeting, go through the worksheet as a group. Keep the results of the SWOT in mind when developing your social marketing campaign.

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### How do you get your message out?

- Conventional media vs. social media
  - Tailor your message to the audience
- Keep the information already out there current (website, Facebook, twitter, etc.).
- Think of unconventional ways to promote yourself (sponsor a concert, have a booth at the farmer's market, host farm tours...)

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### Marketing on a Shoestring Budget

- Create an elevator pitch
- Correspond with community events and activities
- Collaborate
- Network
- Give a speech
- Ask for referrals
- Build relationships

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### Shoestring Cont'd

- Give it away
- Keep an interesting and updated blog
- Manage your own website using Squarespace or some other platform
- Take advantage of your local student population
- Create a 'Google My Business' Account
- Offer "how to" help

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### Questions or Ideas?

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