



# ***CCA – 2011/12 Marketing***

***TRUE Brand Communications  
for CCA Growth & Engagement***

September 2011

# CCA TRUE Brand - RESEARCH

## WHAT ARE WE LOOKING FOR?

- **Foundation for CCA understanding**
- **Target for CCA communications**
- **Definition of CCA roles**
- **Outreach and engagement opportunities for CCA**



# CCA TRUE Brand - RESEARCH

## **BENEFITS:** *(initial marketing committee questions)*

- **100% - Continuing education for members**
- **100% - Standard of measurement**
  - Ethics
  - Education
- **100% - Reduction of liability**
  - Employers
  - Growers
  - End users (Retail, etc.)



# CCA TRUE Brand - RESEARCH

## **BENEFITS:** *(initial marketing committee questions)*

- **66% - Networking Opportunities**
- **30% - Consumer Benefits**
- **~% - Immeasurable YET notable benefits**
  - Better Crop Returns
  - Lower Input Costs
  - Peace of Mind



# CCA TRUE Brand - RESEARCH

## WHAT ARE WE LOOKING FOR?

- **Foundation for CCA understanding** (T)
- **Target for CCA communications** (R)
- **Definition of CCA Roles** (U)
- **Outreach opportunities for CCA** (E)

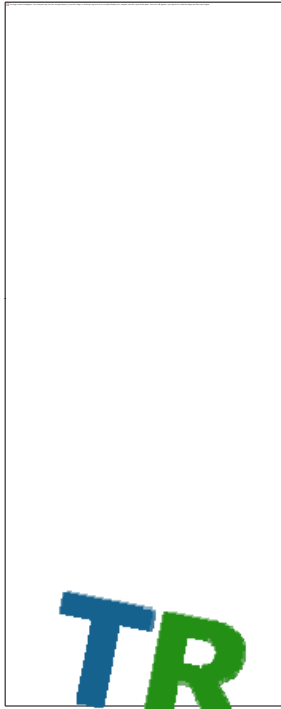
## TRUE BRANDING





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# Is Your Brand A “T.R.U.E. Brand?”



**TR**  
**UE**

**T**RUTHFUL - *Understanding The 5-W's: Who, What, When, Where, Why and How about your brand (YOU)*

**R**ELEVANT - *Understanding HOW and why you relate to your TARGET MARKET*

**U**NIQUE - *Understanding how your brand stands out within a competitive market - your unique market advantage*

**E**NGAGING - *Understanding where and how to best communicate within your brand community*



# Is Your Brand A “T.R.U.E. Brand?”

## TRUTHFUL

- **Who** drives your brand?
- **What** events built / sustain your brand?
- **When** are your brand-defining moments?
- **Where** is your brand (from... at ... going)?
- **How** will your brand survive moving forward?

TR  
UE

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# Is Your Brand A “T.R.U.E. Brand?”

## RELEVANT

- Are you “**in tune**” with your target market?
- Is your target market “**in tune**” with you?
- What is the *intrinsic appeal* to your brand?
- How do you **amplify / fortify** that?
- What are the most **logical** channels?

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# Is Your Brand A “T.R.U.E. Brand?”

## U N I Q U E

- Address a need that may be yet **UNKNOWN**
- **Differentiation** from a crowded marketplace
- **Focal point** for marketing & communications
- Not “**Different for Different’s sake**”
- **First to market & hard to replicate**

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# Is Your Brand A “T.R.U.E. Brand?”

## **E**NGAGING

- What “**touch-points**” do you provide?
- **Push** marketing?
- **Pull** marketing?
- Trusted “**Adviser**” – The “**Go-To**” by default
- Building a “**BRAND COMMUNITY**”

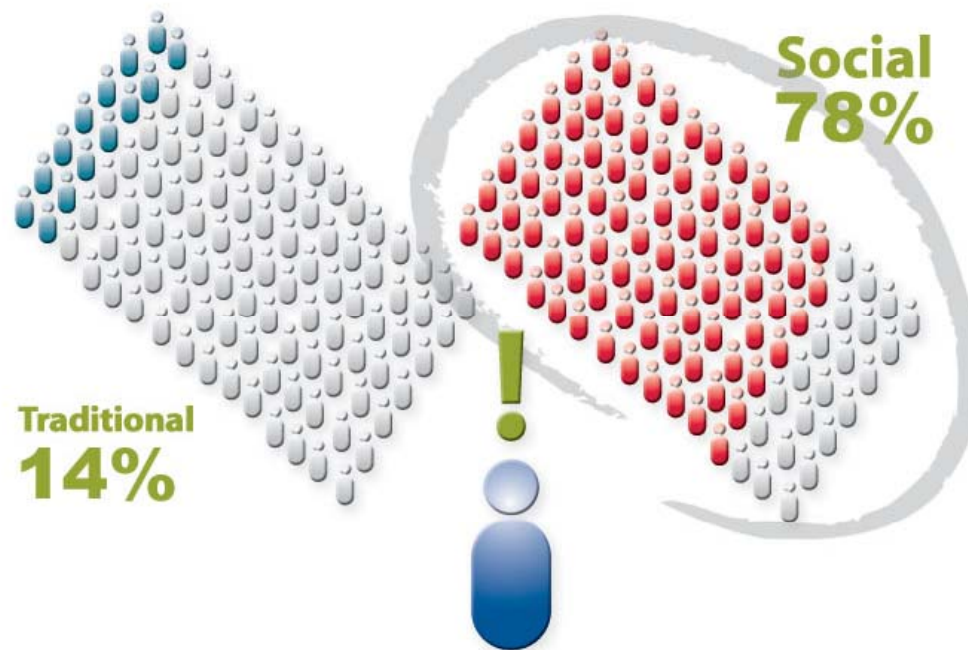
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**UE**

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# BRAND COMMUNITY?

It's about communication & COMMUNITY.



# CCA TRUE Brand - RESEARCH

## Active WORKBOOK Participants:

- Marketing Committee - comprised of 13 members
- **49%** - (6) Return on **TRUE** Branding survey (Q2.5 & Q3)
- 60% - Male (*of surveyed*)
- 40% - Female (*of surveyed*)
- 100% - Men > 50 yrs.
- 50% - Females < 30 yrs.
- 50% - Females > 30 yrs.
- 50% - Academic Participants
- 50% - Consultant / Producer / Farmer / Adviser



# CCA TRUE Brand - RESEARCH

## TRUTH+

- **Core in ASA** (*American Society of Agronomy*)
- **Embarking on 20<sup>th</sup> year as CCA**
- **Positioned on Advising VS. Sales or Govt. Mandates**
- **Based on Academic achievement, applied to Private Sector**
- **Successful growth in the beginning decade (91 – 99)**

*“Success is directly attributed to the community... they know it’s part of being ‘A Professional.’”*



# CCA TRUE Brand - RESEARCH

## TRUTH-

- Plateaued to declining growth since 2008
- Communications: Focused on Academic Mode  
not Recruitment Mode
- Core message fragmented
- Message(s) managed region-by-region with little ROI
- Budget

*“Hey, we’re still here!”*



# CCA TRUE Brand - RESEARCH

## RELEVANCE+

- **Adds credibility** (*members, producers, retailers*)
  - Ethical
  - Educational
  - Professional
- **Lowers risk** (*members, producers, retailers, government*)
- **Non-partisan** (*members, producers, retailers, government*)

*“... separates the ‘Order Taker from a true Adviser’”*





# CCA TRUE Brand - RESEARCH

## RELEVANCE-

- Perceived VALUE vs. COST & TIME
- Certification is not yet mandatory (*in many cases*)
- Little or no COGNITIVE demand for CCA certification
- Lack of support (*employers, farmers*)

*“Without DEMAND (for the CCA) value is irrelevant.”*



# CCA TRUE Brand - RESEARCH

## UNIQUE+

- “Only game in town”
- Focused on row crop / agronomic
- Resource of R/D for members / employers
- ETHICAL / Non-partisan
- Certification VS. License
- Referral / Recommendation Process

*“How do you measure value with nothing to compare it to?”*



# CCA TRUE Brand - RESEARCH

## UNIQUE-

- “LIKE” In-House programs
- Nothing *(specific)* to compare
- No benchmark for success *(in marketing)*
- CEU programs available to everyone
- Universities rely on funding for research *(biased?)*

*“How do you measure value with nothing to compare it to?”*



# CCA TRUE Brand - RESEARCH

## ENGAGING+

- **Comprehensive Website**
- **Crops + Soils Magazine** *base 15,000*
- **News You Can Use** *(email ~400) open / C.T.R.?*
- **Trade Events / Shows** *(measurable?)*
- **Base collateral** *(radio / print / brochures, etc.)*

*“We have the education content needed to support CCA...”*



# CCA TRUE Brand - RESEARCH

## ENGAGING-

### •Website

- Static and academic\*
  - Poor UX
  - No incentive
- Some Base collateral w/ little support to regions
  - Additional Marketing Efforts and Support
  - No “Firm” Strategic Partnerships

*“...but who wants to go digging for it?”*



# CCA – Marketing Communications

## Goal #1: INCREASE CCA BASE

### •Who:

- Students, Producers
- Non-certified Consultants / Dealers
- Past CCAs (*either lapsed or quit*)

### •How:

- Build the value perception & Brand base
- Emphasize CCA COMMUNITY focus and support
- Create honor in CCA - Make it **“exclusive”**
- Create stable presence
- Make it rewarding (*ROI Measurements*)



# CCA – Marketing Communications

## Goal #2: CREATE DEMAND FOR CCA

### •Who:

- Farmers and Retailers
- Employers (upper and middle Mgt.)
- Government and Consumers

### •How:

- EDUCATE! – BUILD A BRAND UNDERSTANDING
- Peace of mind → Savings → Lower liability
- Build value perception



# CCA – Marketing Communications



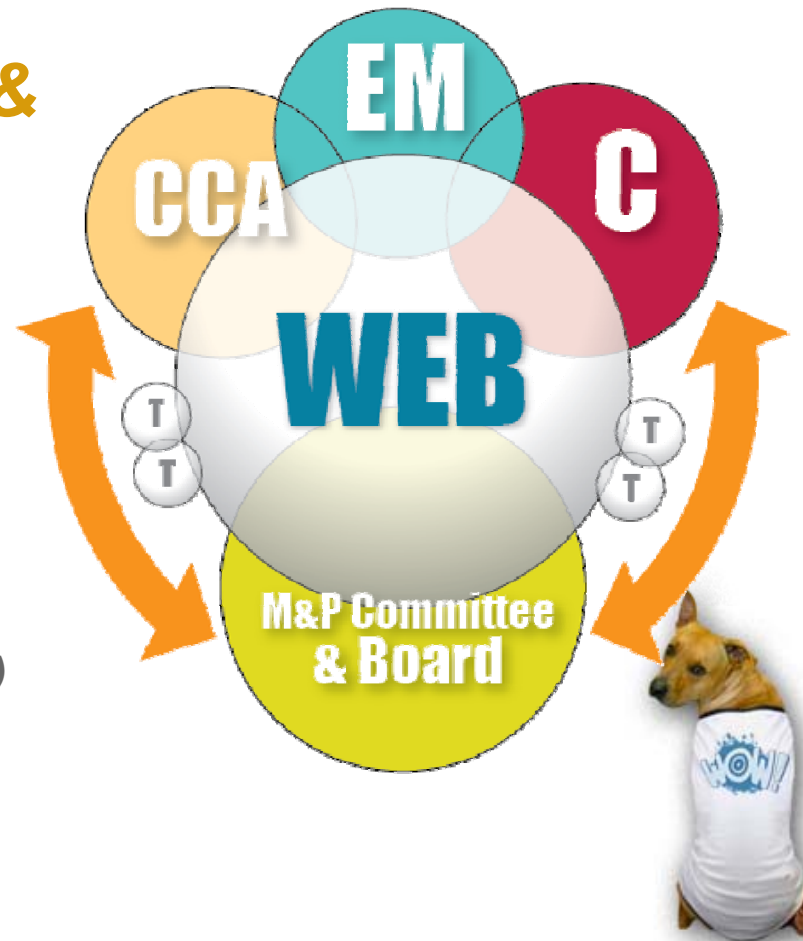


# CCA – Marketing Communications

## Building Community Communications-flow

*Create a flow that builds & perpetuates community!*

1. *Begin with the **COMMUNITY SUPPORT***
2. *Traditional tools*
  - *Direct Mail, E-mail, Print*
  - *Trade Shows / Pub, **TV, Radio***
3. *Website Community*
  - *Social Media*
  - *Blog / Articles (3<sup>rd</sup> party feeds)*
  - *“Proprietary” Resources*



# CCA OUTREACH:

1. Begin with **SUPPORT TO BUILD DESIRE!**
2. Direct Mail / Newsletter
3. C+S Magazine
4. Email Campaign(s) (feeds)
5. Trade Publications / Shows
6. Social Media
  - **Tracking**
  - **Engagement**
    1. Linked In
    2. FaceBook
    3. YouTube
    4. Twitter?
7. **ALL LEADING TO THE WEBSITE!**
  - **Proprietary CCA Information**



# CCA EMPLOYER OUTREACH:

1. Begin with the **COMMUNITY SUPPORT**
2. Communicate through **EMPLOYEES**
3. H.R. & CEO Direct Comm.
  1. Direct Mail
  2. Direct E-mail
4. Trade Publications / Shows
5. Social Media
  - Tracking
  - Engagement
  - Education
    1. Linked In
6. **ALL LEADING TO THE WEBSITE!**



**EMPLOYER Considered a "DEMAND" AUDIENCE...**



# CCA CONSUMERS OUTREACH:

1. Begin with the COMMUNITY SUPPORT TO BUILD DEMAND
2. Traditional Marketing
  1. Print Ad, Trade Magz & Shows *Radio, TV*
3. \*Decision-maker Outreach
  1. Direct Mail & E-mail
4. \*Regulatory / Legal Outreach
  1. Direct Mail & Trade Pub
5. Social Media
  - **SEO!**
  - **Tracking & Engagement**
  - **Targeted Brand Research**
6. ALL LEADING TO THE WEBSITE!



**“CONSUMERS” Considered a “DEMAND” AUDIENCE...**



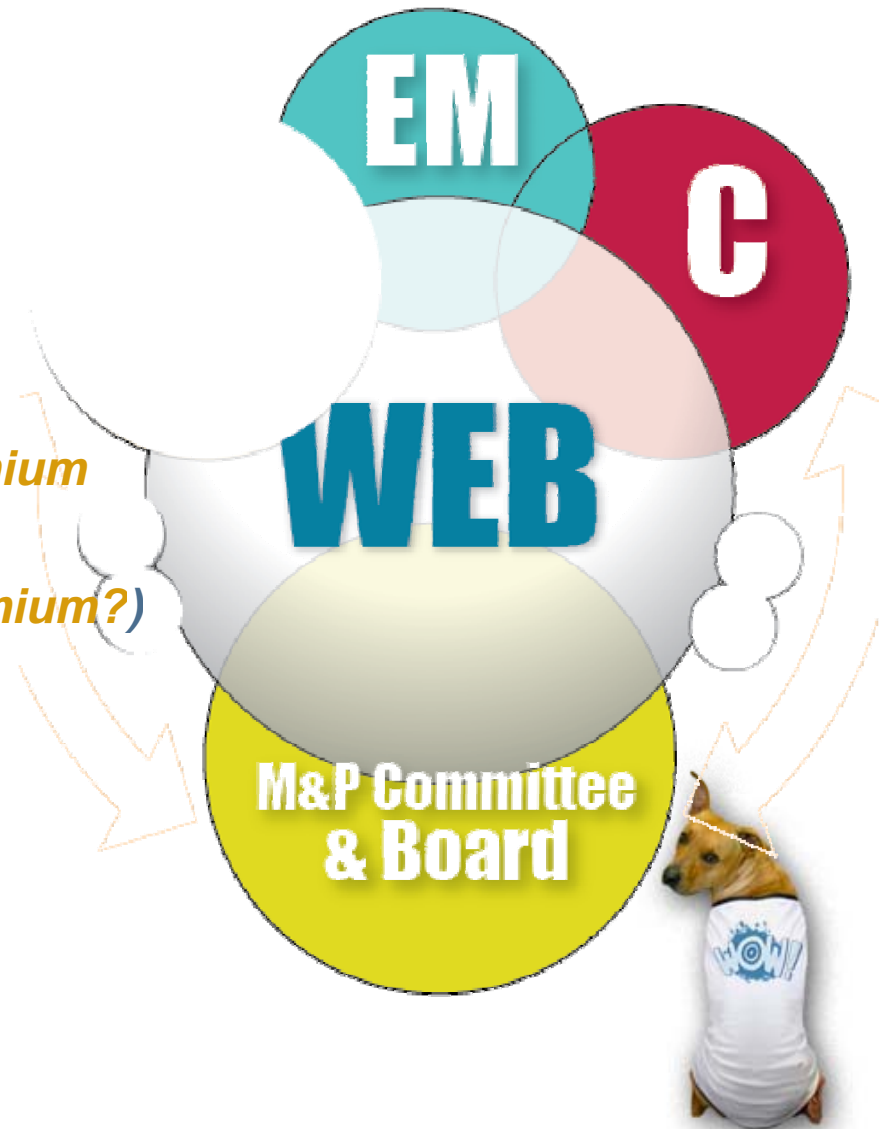
# CCA SITE BENEFITS:

1. Begin with the **COMMUNITY SUPPORT**
2. **EASIER ACCESS TO CEU testing (\*)**
3. **ONLINE CCA testing (\*)**
4. **ONLINE training resources**
  1. **Webinars for CEU credit**
  2. **Collateral / Study guides**
5. **Supplemental comm. resources**
  1. **Crops +Soils content**
  2. **Brochures, Advertising, PPT**
6. **PRIVATE Community Area / Blog / Q&A**
7. **Efficient, searchable DB**
8. **Featured CCA promos**
9. **Referral opportunities / incentives**
10. **SIGN UP & SIGN IN**



# CCA “DEMAND” SITE BENEFITS:

1. *Efficient, searchable DB*
2. *Crops + Soils Content*
3. *Event Calendar (pub)*
4. *Education on CCA*
  1. *Case Studies*
  2. *Limited Content / Teasers*
    1. *\$\$ Subscribe for premium*
5. *Producers*
  1. *Trend spotting, Q&A (premium?)*
6. *Retailers*
  1. *Regulations changes, etc.*
7. *Government*
  1. *EPA Tracking & Updates*





# YOUR CCA SITE BENEFITS:

1. *Efficient, searchable DB*
2. **ADDITIONAL Revenue opportunities**
  1. *Testing*
  2. *Webinars*
  3. *Subscriptions for premium content*
3. *Outlet for proprietary content*
4. *Promotions & Marketing Resource*
  1. *Collateral*
  2. *Media & Presentations*
  3. *Calendars (private)*
5. *Crops + Soils ONLINE Magazine*
  1. **Advertising revenue?**
6. **OPPORTUNITIES FOR COMMUNITY LEADERSHIP**



# CCA – Creative Treatment / Campaign

## Sound Advice

- Focus on the **VALUE**
- Focus on **CREDIBILITY**
- Focus on **SAFETY**
- Focus on **COMMUNITY**

## Sound Advice

- For **CCAs**
- For **EMPLOYERS**
- For **CONSUMERS**
- For **YOU!**







# CCA – Creative Treatment / Campaign

## *Certified Crop Advisers That's Just Sound Advice*

James Carson is Certified CCA and he walked the field with me for two hours...

Talking about the benefits of Herbicide X over Herbicide Y. By applying in the spring, after the rain, he saved me \$24.00 per acre. That's going to make the upcoming season much more comfortable for everyone.

When you work with a CCA you have an unbiased expert on your side that truly understands your needs. CCAs come with an arsenal of experience in managing nutrients, soil, water, crops and pests. More than that, He can work with you to increase yields, net profits, plan for your future and explore new opportunities.

That's Just Sound Advice.™  
Call your Certified Crop Advisor Today.

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**That's sound advice...**

**That's Just Sound Advice.™**  
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**CERTIFIED CROP ADVISER**

Certified Crop Advisers  
5555 Guilford Road  
Madison, WI  
53711-5201

PH: 608-273-8069  
FX: 608-273-2991

**THAT'S SOUND ADVICE**



# CCA – Creative Treatment / Campaign

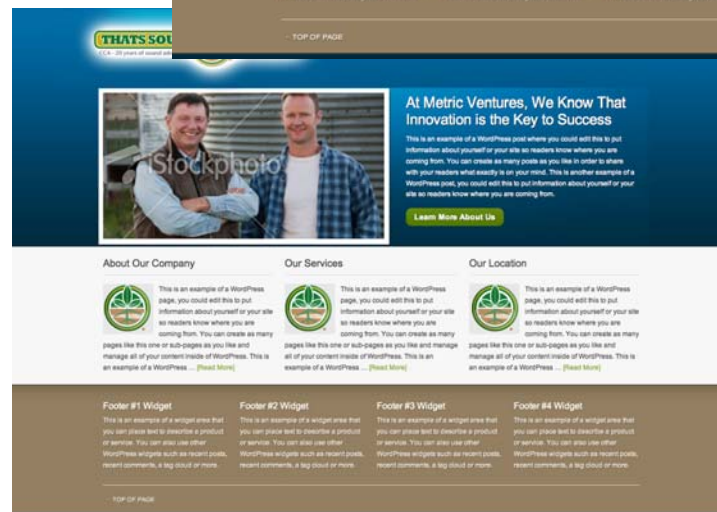
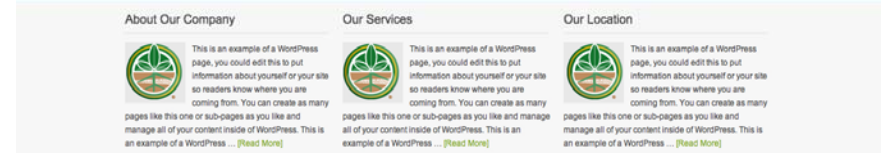
## Certified Crop Advisers That's Sound Advice

MARKETING Central Location for:

- CCA Basics
- CCA information and current events
- CCA database
- CCA news / featured CCA(s)
- Public Calendar
- Public content (C+S content)

- Proprietary Content
- Community Collaboration
- Communications collateral
- Communications & marketing support
- Resources for CCAs

- Links to testing schedules, registration and classes
- Links to CEU schedules and registration



# CCA – Creative Treatment / Campaign

## Certified Crop Advisers That's Sound Advice

This site will be the marketing and brand communications face to CCA

The CCA "Administrative" Site will maintain all testing, all CEU links registration processes, etc.

Both sites will share content, except the MARKETING site will have a section for proprietary content and CCA-ONLY collaboration areas where they can interact privately, have access to marketing materials and assistance.

Order specialty items (hats, clings, shirts, etc.)

**All ties to social media will be through the marketing site.**

**NEED TO FOCUS AND CONSOLIDATE NATIONAL MESSAGE ON ALL SOCIAL MEDIA PLATFORMS.**





# CCA – Creative Treatment / Campaign

## *Certified Crop Advisers That's Sound Advice*

Consistent messaging and positioning of all collateral.

Informational Brochures

Print on demand

PowerPoint Templates

Direct Mail Postcards - Variable Data

Printing



# CCA – Marketing Communications

*Certified Crop Advisers*

*That's Sound Advice*



**Other considerations - to be reviewed regionally:**

**Advertisements:**

- Print Ads
- Broadcast TV (Seasonal - harvest / planting)
- Radio Spots (Same schedule)



# CCA – Marketing Communications

*Certified Crop Advisers*

*That's Sound Advice*



**Other considerations - to be reviewed regionally:  
Strategic Partnerships (TARGETS):**

- FFA
- Farm Bureau
- Commodity Groups
- Unions?



# CCA – Marketing Communications

*Certified Crop Advisers*

*That's Sound Advice*



**Other considerations - to be reviewed regionally:  
Strategic Partnerships (TARGETS - Employers):**

- Pioneer
- Monsanto
- TFI
- ARA
- CropLife

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# CCA – Marketing Communications

*Certified Crop Advisers*

*That's Sound Advice*



**Other considerations - to be reviewed regionally:  
Press Release Content / Opportunities**

- Newly Certified
- News that affects Farmer / customers as well as Businesses
- Feature stories in trade magz. On “That’s Sound Advice” mission, goals, directives



# CCA – Marketing Communications

*Certified Crop Advisers*

*That's Sound Advice*



**Other considerations - to be reviewed regionally:**

## **Media Outlets**

- 24 National Ag based pubs
- Regional publications
- Local news
- Local / regional and national media outlets!



# CCA – Marketing Communications

*Certified Crop Advisers  
That's Sound Advice*

**Other considerations - to  
be reviewed regionally:**

**TRADESHOW BOOTH(S)**

**SPECIALTY ITEMS**



# CCA – Marketing Communications

# QUESTIONS?





**“Tell me and I'll forget; show me and I may remember; involve me and I'll understand.”**

**— Chinese Proverb**

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