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
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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.)
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BENEFITS: (initial marketing committee questions)

• 66% - Networking Opportunities
• 30% - Consumer Benefits
• ~% - Immeasurable YET notable benefits
  • Better Crop Returns
  • Lower Input Costs
  • Peace of Mind
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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
Is Your Brand A “T.R.U.E. Brand?”

**TRUTHFUL** - Understanding The 5-W’s: Who, What, When, Where, Why and How about your brand (YOU)

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

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

**ENGAGING** - 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?
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?
Is Your Brand A “T.R.U.E. Brand?”

**UNIQUE**

- 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
Is Your Brand A “T.R.U.E. Brand?”

ENGAGING

• What “touch-points” do you provide?
• Push marketing?
• Pull marketing?
• Trusted “Adviser” – The “Go-To” by default
• Building a “BRAND COMMUNITY”
BRAND COMMUNITY?
It’s about communication & COMMUNITY.

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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
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TRUTH+

• Core in ASA (American Society of Agronomy)
• Embarking on 20th 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.’”
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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’”
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RELEVANCE-

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

“Without DEMAND (for the CCA) \textit{value is irrelevant}.”
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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?”
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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…”

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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?”
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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
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 (3rd party feeds)
   - “Proprietary” Resources

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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**

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CCA EMPLOYER OUTREACH:

1. Begin with the **COMMUNITY SUPPORT**
2. Communicate through **EMPLOYEES**
   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…

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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

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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!

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CCA - That's Sound Advice.

CCA - 20 years of sound advice for those feeding the World.
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.
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
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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

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Consistent messaging and positioning of all collateral.

Informational Brochures
Print on demand
PowerPoint Templates
Direct Mail Postcards - Variable Data Printing
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Other considerations - to be reviewed regionally:
Advertisements:
• Print Ads
• Broadcast TV (Seasonal - harvest / planting)
• Radio Spots (Same schedule)
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Other considerations - to be reviewed regionally:
Strategic Partnerships (TARGETS):
• FFA
• Farm Bureau
• Commodity Groups
• Unions?
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Other considerations - to be reviewed regionally:
Strategic Partnerships (TARGETS - Employers):

• Pioneer
• Monsanto
• TFI
• ARA
• CropLife
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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
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Other considerations - to be reviewed regionally:
Media Outlets
• 24 National Ag based pubs
• Regional publications
• Local news
• Local / regional and national media outlets!
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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