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2012 / 13 ICCA – Local CCA Marketing Development and Support:

Overview:

The purpose of these marketing and communications efforts is to improve the CCA renewal rate and attract more agronomy professionals to becoming certified by building the CCA brand awareness with farmers, CCAs, employers and the community at large.

While the tools for brand marketing and communications have and continue to be developed, it is the responsibility of each local board to take action and engage with the marketing program to achieve our goals. The outline that follows offers the options for each local board to participate in the marketing and communications activities as their unique capabilities will allow.

At each marketing support and development level the boards are offered a service of marketing materials with brand education, support and facilitation at varying levels. Those boards that have fewer capabilities can have their efforts augmented with support and coaching from ICCA. Boards that have more robust capabilities and resources also have the option to participate at levels reaching from *“lower investment with higher involvement”* to *“financially supplemented investments from ICCA and complete control of execution”* within the brand standards set by the ICCA promotions committee.

IMPORTANT:

At each level, tools, activities and expectations for reporting will need to be outlined. It's essential to each campaign and each local board's success to be able to initially set a goal for the marketing and communications efforts and then build the strategy to achieve those goals. The reporting mechanisms from region-to-region will vary based on involvement, management and strategies. These items will need to be defined uniquely for each local board as commitments are made.

Level 1: Full-Service Development & Facilitation

Local Board Investment: \$5.00 / CCA paid to ICCA for marketing support

Participant Profile:

*Those local boards with **little-to-no resources**, including:*
Staff/board member time to develop and implement the marketing plan in their region
Time for marketing communications
Staff
Budget management
Marketing and communications knowledgebase
Media and vendor relations
Brand and branding comprehension
Understanding of targeted audience
Commitment to positive growth and brand perception results

Service Level 1 Includes:

The ICCA Marketing and Promotions Committee and ICCA staff will work with the local board to develop and implement an appropriate marketing plan for their region within the ICCA marketing plan structure.

Basic overview: *"We'll do it for you."*

Level 1 -Accountability and Measurement:

The ICCA Marketing and Promotions Committee will have active metrics integrated throughout the existing marketing program.

For Level 1 -Accountability and measurement tactics will include some if not all of the following: Advertising reports and reach / exposure by publication / media outlet direct response tracking and conversion rates by:

Interactive landing page tracking
Contacts through specific call-to-action (*to be determined by campaign*), website traffic analytics, social media marketing engagement, tracking brand and reputation management reports (*where/if necessary*)

All measurement and tracking will be managed by the ICCA Marketing and Promotions Committee and ICCA staff and will be reported back to the local board.

Specific reporting from the local boards will be done for: New CCAs by monitoring exam registration and CCA renewal rates

The reports should be sent to the ICCA staff.

Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

Level 2: Partnership Development & Facilitation

Local Board Investment: \$2.50 / CCA paid to ICCA for marketing support

Participant Profile:

*Those local boards with **some or part-time resources**, including:*
Staff/board member time to develop and implement the marketing plan in their region
Staff
Budget management
Marketing and communications knowledgebase
Media and vendor relations
Brand and branding comprehension
Understanding of targeted audiences
Commitment to positive growth and brand perception results

Service Level 2 Includes:

*The ICCA Marketing and Promotions Committee and ICCA staff will work with the local board administrators and marketing committee to develop and implement an appropriate marketing and communications for the region. The committee and staff will do so **in partnership with the local board administration and staff** and **help** facilitate, train, administer and manage the campaign efforts for success in reaching the determined goals for the region.

The region will receive all of the tools as outlined in the following section as well as varying levels of support, evaluation, consulting and execution by the Marketing and Promotions Committee. Some of that which will be available is outlined in the tools and services sections of this document.

Need will be based on:

Budget Commitment
Time availability
Ability to execute

Basic overview: *"We will help you with it."*

Level 2 -Accountability and Measurement:

The ICCA Marketing and Promotions Committee and staff will have active metrics integrated throughout the existing marketing program.

For Level 2 -Accountability and measurement tactics will include some if not all of the following:

- Advertising reports and reach / exposure by publication / media outlet
- Direct response tracking and conversion rates by:
 - Interactive landing page tracking
 - Contacts through specific call-to-action (*to be determined by campaign*)
- Website traffic Analytics
- Social media marketing engagement tracking
- Brand and reputation management reports (*where/if necessary*)

The ICCA Marketing and Promotions Committee and staff will partner with the local board for reporting of the above tactics. By utilizing an open community and open line of communication and collaboration, this reporting will help facilitate future growth and marketing efforts.

Specific reporting from the local boards will be done for:

- New CCAs by monitoring exam registration and participants
- CCA Renewal Rates

The reports should be sent to the ICCA staff.

Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

Level 3: Independent Facilitation

ICCA Investment: \$5.00 / CCA paid to local board for marketing implementation

Based on the drive and positive past results of some local boards' marketing efforts, the ICCA Marketing and Promotions Committee will encourage independent facilitation marketing with a **cost-sharing incentive program**. At this level, local boards will submit their marketing plans and tactics to the Committee and ICCA staff for evaluation and adherence to the brand standards and direction developed in the "CCA – That's Sound Advice" campaign. Upon approval, the local board will be granted cost sharing opportunities to execute **above and beyond their original budget** with up to \$5.00 in additional financial support, per CCA in their respective area.

Ideal Participant Profile:

*Those local boards with **ample resources**, including*
Time for marketing communications
Staff
Budget management
Marketing and communications knowledgebase
Media and vendor relations
Brand and branding comprehension
Understanding of targeted audiences
Commitment to positive growth and brand perception results

Service Level 3 Includes:

The ICCA Marketing and Promotions Committee and staff will augment and support the local board's marketing budget as determined above into efforts of marketing and communications for the region. The Committee and staff have provided the tools and strategies as outlined in this document with ongoing further development.

By committing to this level and by receiving additional funds in support of this commitment, the Marketing and Promotions Committee and staff will **help as requested** facilitate, train, administer and manage the campaign efforts for success in reaching the determined goals for the region.

The local board has access to all of the tools as outlined in the following section as well as varying levels of support, evaluation, consulting and execution by the Marketing and Promotions Committee and staff. Some of that which will be available is outlined in the tools and services sections of this document.

Need will be based on:

Base Budget
Commitment to results
Time availability
Ability to execute

Basic overview: "You have the tools. Now, go forth and MARKET!"

Level 3 -Accountability and Measurement:

The ICCA Marketing and Promotions Committee and staff will have active metrics integrated throughout the *existing* marketing program.

For Level 3 -Accountability and measurement tactics will need to include some if not all of the following:

New CCAs by monitoring exam registration

CCA Renewal Rates

Advertising reports and reach / exposure by publication / media outlet

Direct response tracking and conversion rates by:

 Interactive landing page tracking

 Contacts through specific call-to-action (*to be determined by campaign*)

Website traffic Analytics

Social media marketing engagement tracking

Brand and reputation management reports (*where/if necessary*)

It will be the responsibility of the local board to develop the reporting mechanisms that are not already established by the ICCA Marketing and Promotions Committee and staff.

The reports should be sent to the ICCA staff.

Leads or prospects generated by any marketing efforts will need to be reported and tracked for conversion into the system. This will be the responsibility of the local boards to report this information to the ICCA staff.

Marketing Communications Tools and Services:

Tools:

1. Branded promotional campaign & marketing voice of CCA – That's Sound Advice
2. Logo and identity developed for consistent campaign brand representation
3. Webpages
-www.ThatsSoundAdvice.com
4. Print Advertising (industry specific – 4 total)
5. General Education Brochures
6. Direct Mail Postcards
7. PowerPoint Presentations
 - Master and CCA brand history "About" (2)
 - CaCCA specific presentations (5)

