

Marketing Campaign Plan - Project: ETS Presentation

Objective

- To demonstrate to farmers and others that CAP are a good source of information
- To raise awareness of the range of services that CAP offer
- To obtain specific information from attendees during registration process/feedback forms
- To encourage people to visit the CAP website

Target Market

- Current clients
- Professional peers
- General Public

Key Messages

- Wayne King's presentation – A balanced view of ETS, presentation content has been requested
- CAP range of services

Incentive

- Limited space – must book
- Lunch/nibbles to be provided
- This issue is topical and affects everyone

Timing

- To be held June 30th
- To be held after field day week
- To be held before calving
- Presentation 10.30-11.00 questions from 11.00 --12pm lunch 12 -1pm

Promotion (to be discussed)

- Email existing customers/letter – 15th June
- Email to professional peers
- Mentioned at professional peer meeting 9th June
- Customer newsletter – after 15th
- Local newspapers – Piako Post (16th), Matamata Chronicle (16th) Waikato Times – 1 advert

Methodology

- **Registration Mechanics**
 - Register on CAP website
 - Register by telephoning - ring reception and they in turn use the website to register the person (??)
 - Information for registration to be minimised and useful (NB too much will be a barrier to attend) (name, company, telephone, address, email)
- **During Presentation**
 - Opening from CAP
 - Registration details collected on the day
- **End**
 - Feedback form completed
 - Service brochure from CAP distributed to attendees

Venue

- Morrinsville – Rugby Sports Club, Campbell Park, Thames Street
 - Identify alternatives, space, costs and availability

Catering

- Buffet lunch to be provided
- Burmester \$5.5 per head

Internal Communication

- Email to all staff with the details of the seminar topic, purpose, timing, promotion
- Invite staff to attend – Continues education

Measurement

- Feedback form
- Registrations
- Number of attendees
- How interactive the session was

Budget

- Speaker : \$****
- Venue : \$nil
- Catering: 5.5 per head
- Website development:
- Paid Promotion: \$550 plus Waikato times
- Letters to clients \$250
- Brochures: