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 fielday 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
  o Register on CAP website
  o Register by telephoning - ring reception and they in turn use the website to register the person (??)
  o Information for registration to be minimised and useful (NB too much will be a barrier to attend) ( name, company, telephone, address, email)

- During Presentation
  o Opening from CAP
  o Registration details collected on the day

- End
  o Feedback form completed
  o Service brochure form CAP distributed to attendees

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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: