



## Marketing Module

### *PowerPoint Presenter's Notes*

*These notes are intended to be used as a general discussion outline and not as a script to be read.*

#### Slide #1

This presentation is intended to provide a better understanding of marketing and why it is important to your county or district. It also introduces the marketing plan concept, an important component to any marketing you choose to do.

#### Slide #2

What is marketing? What are some examples of ways to market?

(Let participants share some ideas.)

#### Slide #3

Here are a few examples of marketing tactics. Obviously marketing involves more than just producing a great brochure. Everything communicates, and marketing is part of anything you do to interact with local residents. How well you market will determine the success of your programs.

#### Slide #4

But keep in mind that just tackling marketing tactics without a plan won't go very far. All tactics should result from a plan in which your goals have been defined. You can be most effective by approaching marketing with a plan.

#### Slide #5

Why do we need to focus on local marketing? It's simple. People crave the personal touch that only those working in the county or district can provide. The agents, office professionals and program assistants know the county or district and are trusted by residents. They are also familiar with the local

environment and know what the residents need. That makes them the best marketers for K-State Research and Extension.

#### Slide #6

But what is marketing? We know the unbiased, research-based information provided by K-State Research and Extension can help improve the lives of Kansans. Our goal is to help make them aware of what they can do to take advantage of that information. By marketing K-State Research and Extension, we are helping give residents the tools they need to make better choices. Marketing empowers people to make their lives better by making them aware of our resources and helping them take advantage of those resources.

#### Slide #7

Why do we need marketing? According to a study conducted among Kansas clients and non-clients in 2000, about 45 percent of the respondents knew that an extension system existed, but only 17 percent knew a lot or some about K-State Research and Extension when it was identified by name.

#### Slide #8

In addition, only 25 percent of the respondents were aware of a K-State Research and Extension office in their county. As for university affiliation, 24 percent of the respondents incorrectly associated K-State Research and Extension with the University of Kansas, and 18 percent didn't know which university it was a part of. These results show there is work to be done in terms of awareness and recognition.

#### Slide #9

But the study gave us some good news: 94 percent of the respondents thought the services and information offered by K-State Research and Extension are important and should be continued. However, that's where the challenge arises. We know that people believe in what we do, but if they don't know that they have a local office, how to find it or even what its name is, how can they take advantage of what it has to offer? And, how can those who believe in our mission support it in times of financial stress or political turmoil if they can't identify it? That's where marketing comes in.

(Provide the model *Marketing Plan Worksheet*. For more detailed questions about the model steps, refer to the *SWOT Analysis* model with directions.)

#### Slide #10

To make sure that we approach marketing with the right goals in mind, we have to have a plan. It's great to have a spectacular new brochure or to put together a professional sign or poster, but if they aren't done as a part of a larger strategy to meet a specific goal, they aren't going to accomplish much. The marketing plan provides a model that you can easily work through in defining your goals and figuring out how to reach your target audiences.

#### Slide #11

More than 20 counties and districts throughout the state have already developed marketing plans. The goal is for each Kansas county and district to implement a plan. In meetings with metropolitan counties and districts, similarities were identified. They were summarized in this document, which may help you identify some issues your county or district faces.

(Provide *Marketing and Communications Summary* handout.)

#### Slide #12

While each county or district is unique, they share some of the same challenges. That's why many of the existing plans share some common objectives. Here are several.

#### Slide #13

(Review objectives.)

#### Slide #14

(More objectives.)

#### Slide #15

A marketing plan can benefit your county or district by helping you reach underserved audiences and encouraging teamwork. But don't forget – you're not at this alone. The marketing unit and Department of Communications at K-State are here to help you in your efforts. Take advantage of their help!