

# ANNUAL MARKETING *template*

Whether you plan year-round farm advertising or specific campaigns surrounding an event, it is important to have

a plan. Drawing out your ideas and having a clear concept of your goals from your marketing efforts will leave you more successful than shooting from the hip.

More important than having a plan is leaving yourself and your designer enough time to execute the plan. If you are interested in year-round advertising, I would make it a point to sit down and draw up your schedule within the first two weeks of the year. If you are interested in advertising around a specific event, I would recommend having a plan 4 months in advance and executing it the following 3 months leading up to the event.

Below is an example of an advertising plan surrounding an event. Feel free to use this template to build your own marketing plan or reach out to Midwest Herdsman for more information.

## EVENT DETAILS

**WHO, WHAT, WHEN, WHERE:** JCR Cattle Company is having an online sale hosted by SC Online Sales on September 19th, 2021. The sale closes at 7PM on Sunday night. JCR Cattle Company will host an open house event to promote the animals in their sale on September 18th and 19th, 2021.

## MARKETING PLAN

**PRINT ADS/DIRECT MAIL:** JCR Cattle Company is placing ads in Show Circuit, Showtimes and Midwest Herdsman. The ad content will promote our recent winners at national shows as well as their upcoming open house event. JCR Cattle Company will also mail postcards asking their current and prospect customer lists to "Save the Date" of their upcoming sale and invitation to their open house.

**EMAIL MARKETING:** JCR Cattle Company will send out 4 emails to a list through Midwest Herdsman promoting their sale. Schedule is as follows: 1 month from event, 2 weeks from event, 3 days from event, day of event.

**SOCIAL MEDIA:** JCR Cattle Company will have 3-4 posts dedicated to the promotion of their sale and open house in addition to 4-5 posts about recent show winners and this sale's offering.

**SPONSORSHIPS:** JCR Cattle Company will sponsor Badger Kickoff in Madison, WI and the Champion and Reserve Champion Market Steer banners at 2 local jackpot shows in the Spring to continue to build brand awareness of their operation.