**2016-17 FBM Instructor Marketing Plan**

**General**

* Order business cards
* FBM brochures
  + Electronic
  + Have printed copies for distribution to farmers, lenders, and other stakeholders
* Develop “elevator speech”
  + 30 second version
  + 5 minute second version
  + Develop “value proposition” communication
    - <http://conversionxl.com/value-proposition-examples-how-to-create/> (examples)
    - <http://www.jillkonrath.com/sales-blog/bid/140981/Value-Proposition-Examples-Words-That-Get-Meetings> (examples)
* Identify lending institutions
  + Identify specific contact person(s) at lending institutions
  + Work with your local FBM instructors to help identify those key contacts
* Contact identified person(s) at lending institutions
  + In-person
  + Other – email, letters, phone calls, etc.
  + Follow up after initial contacts
* Identify potential students
* Contact potential students
  + In-person, email, letters, phone contacts, etc.
  + Specialty groups/students
    - Identify possible groups/students
    - Identify best means to contact and build rapport with groups/students
  + Identify meeting scheduling strategies
    - Post cards, calendars, etc.
* Local newspaper opportunities
* Local radio opportunities
* Electronic footprint
  + Local College website
    - <http://sfp.ucdavis.edu/management/> (example of what it could be)
    - <http://www.northlandcollege.edu/programs/management/> (Northland)
  + AgCentric and Southern Minnesota Center of Agriculture websites
  + Social media
    - FBM Facebook page
    - YouTube FBM promotional clips

**Work with FBM Mentors**

* To identify potential students with ag lenders and other stakehollders
* Contact potential students
* Schedule to go on farm/student visits with experienced FBM instructors (Job Shadowing)

**Ideas to explore**

* Community presentations
  + Local community groups
  + Ag related groups
    - Examples - Rotary, County Farm Bureau, FSA, local ADA, and other unique farm groups in their area
* Schedule College Ag program class presentations or High Ag Programs in your area
* AgCentric trailer/booth at varius
* Contact regional tax preparers who specialize in Ag

**Resources**

* MN FBM YouTube videos from Southern Minnesota Center for Agriculture
  + <https://www.youtube.com/watch?v=rYtRpnKIIHk>
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* Agcentic
  + <http://www.agcentric.org/>
* MnSCU FBM
  + <http://www.fbm.mnscu.edu/>
* Center for farm financial management
  + <http://www.cffm.umn.edu/>
  + <http://www.cffm.umn.edu/Publications/FBMAnlRpt.aspx>

**Action Steps**

* Schedule map out marketing priorities
* Prioritize social media footprint activities
* Bi-monthly marketing/activity updates with your Dean and lead mentor

**Develop an Electronic bio for distribution and to get on the Statewide FBM websites**