**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>
	+ <https://www.youtube.com/watch?v=rYtRpnKIIHk>
* 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**