

MARKETING: The Fundamentals

Objectives:

- ✓ Advisory leaders will learn 4 principles of marketing.
- ✓ Advisory leaders will identify the customers who are essential to extension's survival.
- ✓ Advisory leaders practice customizing core messages to convey to key customers.

Advance Preparation:

- ✓ Study the PowerPoint
- ✓ Make copies of handouts
- ✓ Collect materials

Materials Needed:

- ✓ Customizing Communication Points Handout
- ✓ PowerPoint presentation
- ✓ Computer and LCD projector
- ✓ Easel and chart paper
- ✓ Markers

Time Needed: 45 minutes

BACKGROUND

Peter Drucker, the famous author on management, defines marketing as *the whole firm (think organization) taken from the customer's point of view*. So it stands to reason that advisory leadership councils are uniquely qualified to help develop a marketing plan and strategies since they are, in fact, customers.

This workshop will provide background on marketing to further the advisory leader's understand of the concept. The four principles address why extension must attend to customer perceptions and needs. The principles are:

1. *Your customers aren't listening to you.* Some of the time the primary customer may not even be aware of extension's existence.
2. *Everybody else is shouting at your customers, too.* This noise mixed with lack of attention, indicates some of the issues to solve.
3. *You can't execute your program without the rest of your organization.* All program areas have influence and need to be on-board with their customers.
4. *Being good is not enough – you have to be better.* Extension has to be valued enough to be funded, even in the bad times.

INTEREST APPROACH (10 minutes)

You are at a reception recognizing volunteers in the county. What do you say, after "Hello" to another volunteer who notices your nametag indicating Cooperative Extension as your organization. What would you say to maximize this opportunity to market Extension?"

- Ask participants to work with a partner to prepare a response.
- Allow about 3 minutes, then ask volunteers to share their responses.
- Discuss the following question:

- Do you consider yourself an Ambassador for Extension?
- How have you used this type situation in a positive way?

LESSON (25 minutes)

- Show the PowerPoint presentation. (10 min.)
- Give everyone a copy of Customizing Communication Points handout. Ask them to work in small groups to identify customers whom are critical to the survival of Extension. Then ask them to select one customer and customize one communication point specific to this customer.
- Check groups and as they are winding down on Part one, direct them to Part two. Ask them to think about strategies to get their attention. Use the following *tip* to get them started.
- Allow ten minutes for this exercise. Alert them when there is one minute left to finish their thoughts.
- Ask for groups to share their “necessary customer, the communication point and how they would customize it and strategies to get them to listen.
- After all groups have shared, discuss the following questions:
 - What is the most challenging part of selling the communication points?
 - Would these communication points work in everyday casual conversations with customers?

Tips for Using this with your Council

Offer suggestions to start their creative thinking: ie....

- County Manager is the critical customer; set up a coffee date to discuss.
- Suggest doing homework on manager’s interests before the meeting.

APPLICATION (10 minutes)

Ask each participant to get a partner. Give them this assignment:

- Brainstorm possibilities for marketing/advocating for Extension to key leaders in your normal activities in the community. List as many as possible with no comment about the value of the opportunity.
- Each person commit to follow-through on one opportunity before the next advisory council meeting.
- Solicit responses from each pair about a marketing opportunity each person could commit to do before the next meeting.

REFERENCES

Hiam, Alexander. 1997. Marketing for dummies. IDG Books Worldwide, Inc. Chicago, Ill.

**ATTACHMENT #1
CUSTOMIZING COMMUNICATION POINTS**

Part 1

Who are critical customers for your county Extension program's existence?

Pick the most necessary customer and one of the communication points relevant to this customer. Give an example of how you would localize the communication point for your situation?

- **Cooperative Extension takes resources of the Land Grant universities to communities.**

- **Cooperative Extension is in every county.**

- **Cooperative Extension helps citizens and communities solve problems.**

Part 2

What strategies would you recommend to make sure the customer is tuned into the message?

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Your help is needed in providing vital feedback on the **SEAL Curriculum** you have just completed. Please take a moment to complete this survey.

For each of the topics listed below, in the LEFT column, circle the ONE number that best reflects your LEVEL OF UNDERSTANDING before the **SEAL Curriculum**. Then, in the RIGHT column, circle the ONE number that best reflects your LEVEL OF UNDERSTANDING after the **SEAL Curriculum**.

LEVEL OF UNDERSTANDING

	Poor 1	Average 2	Good 3	Excellent 4
Level of Understanding	<i>BEFORE</i> the Program		<i>AFTER</i> the Program	
Understanding the four principles of marketing	1	2	3	4
Understand who the customers are that are essential to Cooperative Extension's survival	1	2	3	4

Intentions. For the following behaviors, check the box that describes what you plan to do as a result of the **SEAL Curriculum**.

Behavior Change	Yes	No
Will you practice customizing core messages to convey to key customers?		

Satisfaction. Check the box for the statement that best describes your thoughts concerning the program.

Satisfaction	Strongly Disagree	Disagree	Agree	Strongly Agree
The subject matter was timely for me.				
The speakers were effective.				
The information was practical to me.				
I can go and use the information I learned today in my organization.				
Overall, this was a very educational program.				

What is the most significant thing you will apply (feel free to list more than one)?

Do you feel like what you learned provides you the ability to lead more effectively? (Circle the best answer)

YES

NO

- Please explain your answer or provide an example.

Please provide any additional information on the back.

Thank you very much for your time!!!