



**HUMA
GRO**

High Octane Marketing





How to Create Marketing Campaigns and materials that work!



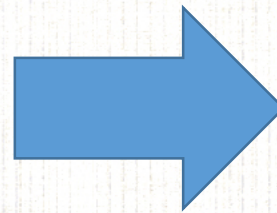
3 Key Messages

- 1. Develop Strategy**
- 2. Plan the Marketing Campaign**
- 3. Execute the Plan**



**Passion is the Key to creating
change.**





What are your marketing challenges?



- **An organization's strategy combines all of its marketing goals into one comprehensive plan.**
- **A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business**
- **The marketing strategy comes before and is the foundation of a marketing plan.**



- Simply:**
- 1. What?**
 - 2. To who?**
 - 3. How?**



Deliberate success is the result of sound strategy executed through effective tactics.

**Strategy
Before
Tactics!!!**

Strategy without Tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” - Sun Tzu!!!

Strategy is simply the guiding principles that align your allocation of resources

Huma Gro Strategy

Fall 2016-Winter 2017

STRATEGY

What?

What do we want to accomplish?

Supply Sales with an increased number of qualified distributor leads?

Who?

Who do we want to communicate with?

Potential distributors in Arizona, California, New Mexico, and Idaho

How?

How are we going to do it?

A fall and winter marketing campaign to growers and potential distributors in those areas focusing

MARKETING PLAN

Tactic #1
Print ads

Assett
Ad in Crop Life

Assett
Direct Mailer to purchased list of Distributor

Content
Macronutrient messaging

Content
Macronutrient messaging

Tools
Meister media

Tools
Meister media

Skill
Graphic Design team

Skill
Graphic Design team

Tactic #2
E-blast through 3rd party associate

Assett
HTML Ad

Assett
Landing Page

Content

Content

Tools

Tools

Skill

Skill

Tactic #3
Email Campaign through CRM

Assett

Assett

Content

Content

Tools

Tools

Skill

Skill

Tactic #4
Trade Show

Assett

Assett

Content

Content

Tools

Tools

Skill

Skill

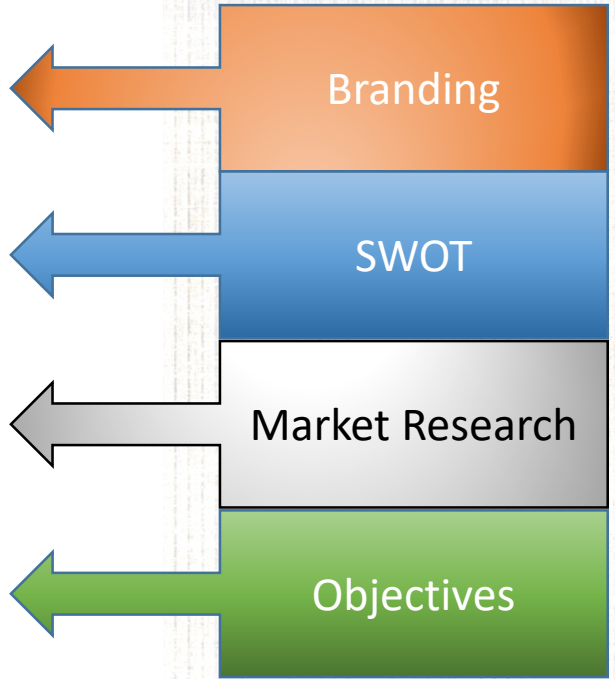
Huma Gro Strategy Fall 2016-Winter 2017

Expand on each item

What?
What do we want to accomplish?
Supply Sales with an increased number of qualified distributor leads?

Who?
Who do we want to communicate with?
Potential distributors in Arizona, California, New Mexico, and Idaho

How?
How are we going to do it?
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Each Item is expandable and definable

Tactic #1 Print ads		Tactic #2 E-blast through 3rd party associate		Tactic #3 Email Campaign through CRM		Tactic #4 Trade Show	
Assett Ad in Crop Life	Assett Direct Mailer to purchased list of Distributor	Assett HTML Ad	Assett Landing Page	Assett	Assett	Assett	Assett
Content Macronutrient messaging	Content Macronutrient messaging	Content	Content	Content	Content	Content	Content
Tools Meister media	Tools Meister media	Tools	Tools	Tools	Tools	Tools	Tools
Skill Graphic Design team	Skill Graphic Design team	Skill	Skill	Skill	Skill	Skill	Skill

Adaptable Planning System





What are our Communication tools? Hand out.

How do we determine which tools to use?

Third party surveys

Media surveys

Personal surveys

Don't assume you know

What is your budget?



What is your timeframe?



Execute the plan

Creating messaging and coordinating design

STORY

PASSION

1. What is the core message?
 1. Create support messaging
 2. Call to Action!!!
 3. Brand Awareness
2. What branding (Graphics) are you going to use to support your message?
 1. Using existing brand or creating a new one?

Create Assets

Customer Relationship Management

Digital Ad
3rd party vendor

Landing page

Web form

Nurturing campaign

Purpose

Digital Ad or Email Blast

Message

Call to action

Number of Links

Video

Lead Magnet

Video

1. Personal
2. Non-professional
3. Professional

1. Story board
2. Create Assets
3. Set up



Web Site or landing page

Customer Experience





Track Your Success

**If you will track your success
You will be able to improve your strategy.**



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