



Campaign Plan Book

INTEGRATED MARKETING COMMUNICATION PLAN

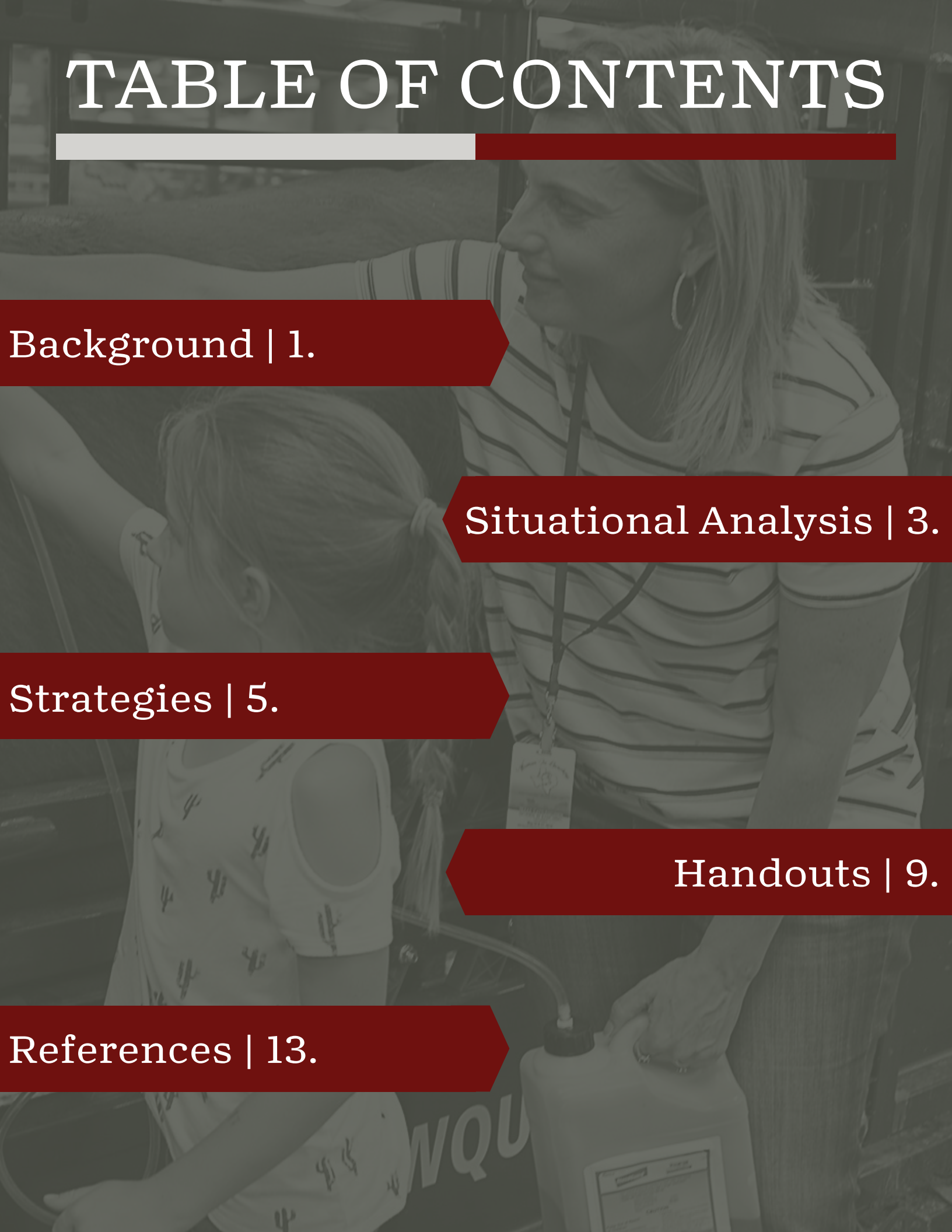
Created By: Five Trendy Minds

Last Revised: December 2, 2018

Business Plan Abstract

Formed to serve as a promotional arm of the beef industry, the American National CattleWomen have been spending the last 60 years giving back to the public and serving as a voice for cattlemen across the United States. They promote and support the industry as they equip women with the skills needed to serve as advocates for members of the beef community and related agribusinesses. Although ANCW is a part of the agricultural industry, the overall target industry is adult education. ANCW is focusing the WIRED event towards women in agriculture and ranching. The 5 Trendy Mission has a personal mission to artistically define and promote the WIRED event for ANCW in hopes of creating an interest in potential sponsors and event attendees.

TABLE OF CONTENTS

A grayscale background image showing a woman with blonde hair, wearing a striped shirt and a lanyard, interacting with a young child. The child is wearing a white t-shirt with a cactus pattern. They are standing next to a large white water filtration jug with a black cap and a label. The woman is pointing towards the jug, and the child is looking at it. The scene appears to be outdoors or in a semi-outdoor setting with some structural elements visible in the background.

Background | 1.

Situational Analysis | 3.

Strategies | 5.

Handouts | 9.

References | 13.



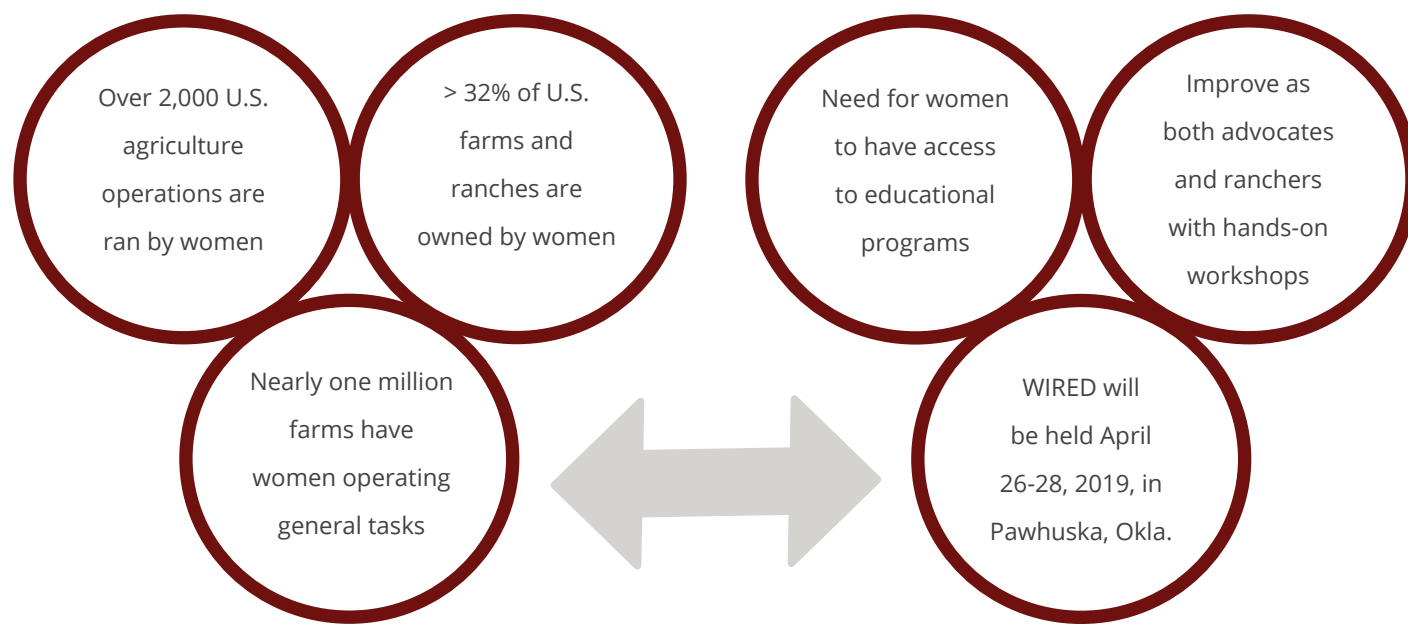
1.

Background

Background



Industry Analysis: Why WIRED?



Market Description

ACCORDING TO THE USDA:

"Women have been a critical part of farm and ranch operations across the country—and around the globe—for centuries. But now, as women in agriculture, we have a unique opportunity to be the change we want to see in our industry."

Market Trends

ACCORDING TO THE USDA:

Approximately **969,672** women farmers and ranchers who farm **301,386,860** acres and currently making **12.9 billion** economic impact.

The Competition



Background



SWOT Analysis

S

Networking

Opportunity for female beef producers to connect with one another.
Exposure to the ANCW organization and access to influential cattlemen.

Seminars

Available to provide education about proper handling of animals, vaccination methods and livestock safety.

W

New Event

No previous event standard or public awareness.
No current sponsors.

Expenses

Must cater to a large audience due to the event's national status and desire to have women with varying levels of experience attend.

O

Connections

Expanding connections with women, and creating better advocates for the agricultural industry

Promoting

Promoting proper and safe handling of livestock, exposing the public to the beef industry, and allowing more publicity to the hosting towns.

T

Funds

Low funds due to lack of event sponsors and no previous funds saved.

Attendance

No current event advertisement.
Potential lost attendance due to cost of travel, registration costs, prior family commitments or career responsibilities.

Strategic Position

1

Benefits for attendees

- Gain knowledge
- Networking opportunities

2

Benefits for sponsors

- Gain customers
- Gain business

3

Benefits for hosting towns

- Gain media attention
- Incoming business



3.

Situational Analysis

Situation Analysis



Situation Analysis

Currently, there is a lack of programs available to women interested in furthering their knowledge about the beef industry. The WIRED event will offer women from all backgrounds and ages, an opportunity to equip themselves with the skills necessary to run an efficient and safe cattle operation.

Core Problem / Opportunity

DEFINE ✕ PROMOTE ✕ CREATE = Interest in potential sponsors and event attendees

The Goal

Event

Hosted April 26-28, 2019, featuring hands-on workshops and guest speakers to create better educated female advocates to represent the entire beef industry.



Attendees

Reach between 75 to 100 registered attendees for the WIRED event.



Sponsorships

Have between \$5,000 to \$10,000 worth of sponsorships for the WIRED event.

The Objectives

1

60% of the registration be females (ages 25 to 50) with a ranching background from the states of Kansas, Oklahoma and Texas.

2

10% of registration be females (ages 25 to 50) interested in the ranching industry from the states of Kansas, Oklahoma and Texas.

3

30% of registration be females (ages 50 and up) with a ranching background from the states of Kansas, Oklahoma and Texas.

4

Secure 75 - 100 of attendees from the states of Kansas, Oklahoma and Texas.

5

Obtain five sponsors of varying sizes from the states of Kansas, Oklahoma and Texas.

The Evaluation

1, 2, 3

Use registration process to gather demographic information of attendees including age and experience in the agriculture industry.

4

Record registered event attendees in an excel worksheet and examine after completion of event.

5

Record registered event sponsors in an excel worksheet and examine after completion of event.

Situation Analysis



Key Publics

FEMALE
RANCHERS



Ages
25 - 50

Primary Message

Stay informed on agricultural issues, expand personal knowledge, participate in workshops.

Secondary Message

Provide educational workshops and symposiums, and teach attendees to implement these practices.

Strategies

Appeal to women through social media outlets, advertising and newsletters.

Tactics

Paid

- Facebook ads
- Newspaper ads

Owned

- Informational emails
- Mailed brochure
- Website page

Shared

- Facebook posts
- Twitter posts

FEMALE
RANCHERS



Ages
50 +

Primary Message

Network and be exposed to new ranching techniques.

Secondary Message

Provide networking opportunities with other female ranchers and attend hands-on workshops about common labor tasks.

Strategies

Appeal to women through social media outlets, advertising and newsletters.

Tactics

Paid

- Facebook ads
- Newspaper ads

Owned

- Informational emails
- Mailed brochure
- Newsletter
- Website page

FEMALES
INTERESTED IN
RANCHING



Ages
25 - 50

Primary Message

Understand basic ranching, participate in workshops and attend symposiums at any level.

Secondary Message

Introduce equipment and networking with other female ranchers

Strategies

Appeal to women through social media outlets, advertising and news releases.

Tactics

Paid

- Facebook ads
- Newspaper ads

Owned

- Instagram page
- Website page

Shared

- Flyer



5.

Strategies

Strategies



The Budget

✕ Social Media - ANCW Social Page

- Facebook advertisement promoting event
- Facebook advertisement informing potential sponsors
- Facebook post about the event
- Facebook post about different hands-on workshops
- Facebook post including link to the document listing different types of sponsorship levels
- Twitter post about the event
- Twitter post about different hands-on workshops
- Twitter post including link to the document listing different types of sponsorship levels

✕ Email

- Bulk email to ANCW members promoting event
- Reminder email to ANCW member to register
- Email update with all the details including sponsor details
- Email companies ANCW previously worked with asking them to sponsor

✕ Market Research

- Demographic questionnaire on registration form (Depending on attendees)
- Survey sent over email after workshop (Depending on attendees)

✕ Content Marketing

- Landing page on ANCW website
- High Plains Journal / Southern Plains (includes Texas, Oklahoma, Arkansas and parts of New Mexico)
- Pawhuska Journal-Capital

✕ Public Relations

- Mail newsletter about the event including sponsor details
- Cold call past companies ANCW previously worked with asking them to sponsor
- Face-to-face meetings with newsletter deliverables

Social Media- **\$150** | Email- **\$0** | Market Research- **\$0** | Content Marketing- **\$108** | Public Relations- **\$431** | Campaign Total- **\$698**

Strategies



The Timeline

Social Media

	1-Jan	15-Jan	30-Jan	1-Feb	15-Feb	30-Feb	1-Mar	15-Mar	30-Mar	1-Apr	15-Apr	30-Apr
Promoting Event												
Informing Potentials												
Post about Event												
Post about workshops												
Linking Sponsorship												
Tweet about event												
Tweet about workshop												
Tweet linking Sponsorships												

Email

Promoting event												
Register Email												
Update with details												
Previously worked with Sponsors												

Market Research

Demographics												
Email survey												
Excel record of Sponsorships												

Content Marketing

Landing Page												
High Plains Journal/ Southern Plains												
Pawhuska Journal												

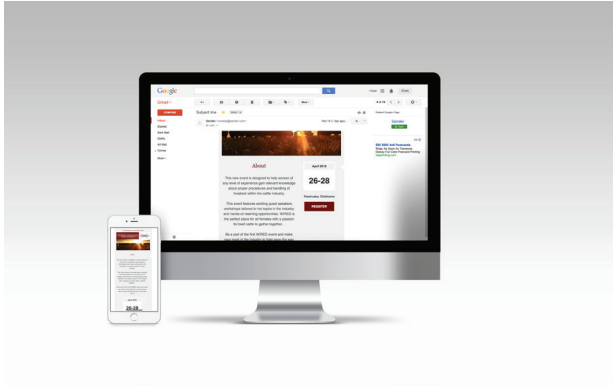
Public Relations

Mail Newsletter												
Cold call companies												
Face-to-face meetings												

Strategies



Strategy Mockups

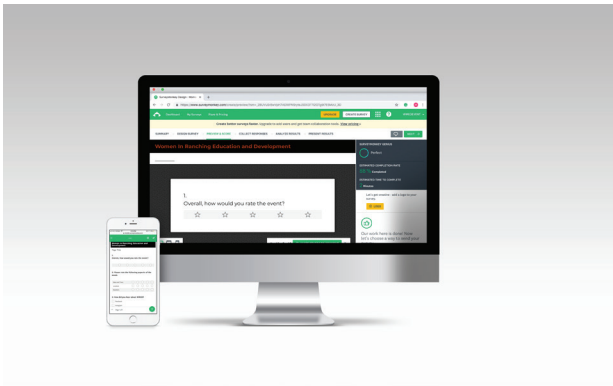
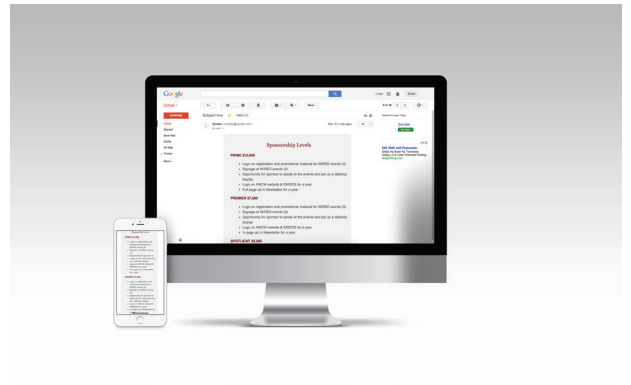


Attendee Email

Two of the three key publics are likely already familiar with and connected to the ANCW, so sending out emails through the organization is a simple way to spread information about the WIRED event and the benefits these women would receive by attending.

Sponsorship Email

Having been a powerful organization in the beef industry for the past 60 years, the ANCW has already established a following of members and sponsors. This email will be sent to all organization members and potential event sponsors as an easy way to reach large numbers of companies and individuals with the potential to support the event.



The Survey

After the event has concluded, a survey will be sent out via email to all event attendees to gather information about the attendees themselves (their age, home location and ranch experience) as well as their thoughts on the WIRED event itself. This information could be used to alter advertisements and plans for the next WIRED event.

Website Page

This method will reach all three key publics as a universal location for potential event attendees and event sponsors to access information about the WIRED event. All promoted and published advertisement about the WIRED event will include the link to this website page where an in depth explanation of the event and other various forms can be found.



Strategies



Social Media

Facebook



Hands-On Workshops



Hands-On Workshops



**Women In Ranching
Education and Development**



Twitter



Hands-On Workshops



**Women In Ranching
Education and Development**



**Women In Ranching
Education and Development**



A woman with short, wavy, light-colored hair and glasses is shown in profile, looking towards the right. She is wearing a patterned top. The entire image is overlaid with a semi-transparent dark red filter. A large, white, stylized number '9' is positioned in the center-left of the image, partially obscuring the woman's face and top.

9.

Handouts



WIRED
American National CattleWomen

WOMEN IN RANCHING

Education and Development

April 26 - 28
Pawhuska, Oklahoma

About **US**

Eager to learn about chute-side behavior or new herd management techniques? Then WIRED is the event for you! With exciting guest speakers, workshops tailored to hot topics in the industry and hands-on learning opportunities, WIRED is the perfect place for all females with a passion for beef cattle to gather together.

Join ANCW for an empowering chance to grow as an individual and advocate for the beef industry. Be a part of the first WIRED event and make your mark in the industry to help pave the way for future female figures in the cattle world.

Our **Mission**

The American National CattleWomen is a voice for women who share a passion for the U.S. beef industry. We promote and support by encouraging and equipping women in the community and related fields.

WIRED PROGRAM

Cattle Handling and Pen Design > Chute Side Manners > Calf Processing > Drought and Forage Management > Record Keeping > Marketing Options > DNA Testing > Leadership Training > Financing Options > Legal Issues



Follow us

f : American National CattleWomen
@AmericanCW



Registration

\$150 per/person: Online or paper registration is accepted.



Accommodation

Hotel accommodations will be at the Frontier Hotel in Pawhuska, OK.

Contact Us



tammididlot@gmail.com



Direct 405 . 409 . 7633 - Tammi



www.ancw.org

Contact Us



tammididlot@gmail.com



405 . 409 . 7633



www.ancw.org

WIRED
American National CattleWomen

WOMEN IN RANCHING EDUCATION AND DEVELOPMENT

Registration Form

Date:

PERSONAL INFORMATION

FIRST NAME

LAST NAME

DATE OF BIRTH (MONTH/DAY/YEAR)

HAVE YOU ATTENDED AN ANCW EVENT BEFORE?

☐

YES

☐

NO

IF YES, WHERE?

STATE RESIDENCE STATUS

CONTACT INFORMATION

ADDRESS

CITY

STATE

ZIP CODE

PHONE

E - MAIL

● Signature _____



WOMEN IN RANCHING EDUCATION AND DEVELOPMENT

Sponsorship Levels

Prime \$10,000

- Logo on registration and promotional materials for WIRED events (4)
- Signage at WIRED events (4)
- Opportunity for sponsor to speak at the events and setup a table top display
- Logo on ANCW website & EMOOS for a year
- Full page ad in newsletter for a year

Spotlight \$5,000

- Logo on registration and promotional materials for WIRED events (3)
- Signage at WIRED events (3)
- Opportunity for sponsor to speak at the events and setup a table top display
- Logo on ANCW website & EMOOS for a year
- 1/2 page ad in newsletter for a year

Premier \$7,500

- Logo on registration and promotional materials for WIRED events (2)
- Signage at WIRED events (2)
- Opportunity for sponsor to speak at the events and setup a table top display
- Logo on ANCW website & EMOOS for a year
- 1/4 page ad in newsletter for a year

Advocate \$2,500

- Logo on registration and promotional materials for WIRED events (1)
- Signage at WIRED events (1)
- Opportunity for sponsor to speak at the events and setup a table top display
- Logo on ANCW website for a year

Partner \$1,000

- Logo on registration and promotional materials for WIRED events (1)
- Signage at WIRED events (1)
- Logo on ANCW website for six months

Supporter \$500

- Logo on registration and promotional materials for WIRED events (1)
- Signage at WIRED events (1)



13.

References

References



Buffer Blog - Social Media Marketing. (n.d.). Retrieved November 7, 2018, from

<https://blog.bufferapp.com/>

Didlot, T. (2018, September 7). WIRED Interview [Personal interview].

Oklahoma Women in AG. (2017). Retrieved September 28, 2018, from

<https://www.usda.gov/sites/default/files/documents/Oklahoma-Womeninag.pdf>

Resources. (2017). Retrieved from <https://newfarmers.usda.gov/women-ag-resources>

Women in Ranching. (2017). Retrieved September 28, 2018, from

<https://ancw.org/programswomen-in-ranching/>

Palakamatathil, S. (n.d.). The Importance of Adult Education and Ways to Implement It By AnshuGoswami | April 2013 · Zoom

In · Zoom Out Page 1 of 3 ADULT EDUCATION AND WAYS TO IMPLEMENT IT Democracy. Retrieved from

http://www.academia.edu/7492329/The_Importance_of_Adult_Education_and_Ways_to_Implement_It_By_Anshu

Goswami_April_2013_Zoom_In_Zoom_Out_Page_1_of_3_ADULT_EDUCATION_AND_WAYS_TO_IMPLEMENT_IT_Democracy

