**AgGateway 2018 Communications Plan**

*Topline*

**Situation Analysis**

Two continuing priorities:

* Retain and energize the current membership to increase implementation activities.
* Attract new members to add to this energy and implementation.

**Strategic Approach**

* Provide case studies, messaging and other support materials – targeted by sector or topic area – to encourage further awareness (c-suite), engagement and membership.
  + Continue to promote achievements, such as creation of standards, field trials/pilots and implementations.
* For each sector, focus on various contact points (news media, conferences/trade shows, social media, trade associations) as a means to reach decision-makers.

**General (Corporate) Tactical Plan**

* + ***Case Studies:*** Develop a library of case studies (using the 2-page template we developed in 2017) to bolster our outreach efforts. Goal: Complete 8 case studies by MYM.
  + ***C-suite “Kits”:*** With case studies as the base, develop “kits” (housed on the website) that have key messages, case studies, testimonials and other materials that are sector-specific in helping carry our message. (e.g., crop protection, precision ag, etc.)
  + ***Other Materials****:* Produce annual report (fall), update/create other tools as needed.
  + ***Website:*** Continue to leverage site as our primary marketing tool, helping newcomers get connected, and promoting resources and activities.
  + ***Newsletter***: Continue mix of articles that demonstrate importance of our mission, successes/achievements, breadth of sectors covered, participation of major industry players.
  + ***Media Relations****:* At least 1 press release/month, columns/features on specific areas of achievement.
  + ***Social Media:*** Daily activity via Communications Committee.
  + ***Corporate Branding*:** Draft policy on global branding.
  + ***Trade Shows:*** Attend key meetings; arm members as ambassadors.
  + ***Meeting Promotion:*** Promote Mid-Year Meeting and Annual Conference.
  + ***Awards Program:*** Continue volunteer recognition.

**Tactical Plans by Sector**

Five key sectors/sub-groups: Ag Retail, Precision Ag, Crop Inputs, Grain & Feed, Specialty Chemical. Plus, working with Allied Providers on how to assist in key areas. For each group:

* Consider sector specific materials/resources needs, including flyers and updating website sections. Encourage groups to amplify message in their own corporate newsletters/ communications, and through social media.
* Work with Allied Providers Council on ways they can use their communications and marketing skills to help other councils with their goals of communicating with specific target audiences – especially company executives at current and potential member companies.

Additionally:

1. **Ag Retail:** Leverage Ag Retailers (ARA) Conference and outreach to state/regional retail groups; support barcoding efforts.
2. **Precision Ag:** Promote SPADE3 and PAIL deliverables as published, CART documents and proof-of-concept, other proof of concept activities (seed planting), and new SPADE4 goals. Assist in ADAPT implementation efforts. Leverage InfoAg (July 17-19). Place at least 2 guest columns or features in precision ag publications during 2018.
3. **Crop Inputs:** Promote standards work, implementations (case studies), and value calculators. Support barcoding promotion efforts. Promote ResponsibleAg Initiative.
4. **Grain & Feed:** Continue to promote CART proof-of-concept and implementation.
5. **Specialty Chemical:** Promote the new sales and inventory reporting standards, and successful pilot. Explore trade organization outreach and trade show strategies. Develop value flyer and possibly other materials for use at events.

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