

Publish weekly radio, TV, or newspaper articles. Distribute a bilingual newsletter to insert in children's folders at schools to reach untapped audiences.

How about growing herbs and selling them at farmers' markets to raise awareness of 4-H, and then have the kids build a school garden with the proceeds? Have plant evaluation/testing for growers, then a sale.

TOOL NUMBER SEVEN: Product

What could you do right now to improve the quality of your products, programs, and services in the eye of your customer? What additional programs or service would your customers most likely want you to offer?

TOOL NUMBER EIGHT: Price

What can you do to cut costs without hurting quality? Can you change your strategy on promoting a program to make it more effective?

TOOL NUMBER NINE: Place

How can you reach new audiences? Is there a new place where you can put your marketing message? Or try a new approach to reach current audiences. How can your current distribution process work more effectively for your customers? Make a change to make the program more appealing.

TOOL NUMBER TEN: Promotion

What could you do right now to make your customer communications more clear and compelling? Think of new ways to communicate with your clientele, new ways to market your message.

TOOL NUMBER ELEVEN: People

How can you increase motivation and enthusiasm within your office or organization? Or within your community? People can make or break your marketing success. How can you make your people: volunteers, staff, or participants feel more appreciated?

TOOL NUMBER TWELVE: Cross the Line

You are creative. You and those around you have ideas. Talk with others. Find partners. Create win-win situations. Be willing to make mistakes. Challenge yourself to do something different.

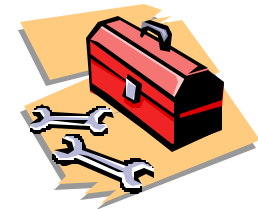
Keep Cooperative Extension in the public eye. When people know what Extension can do, it becomes easy to find willing partners to help us meet the needs of our communities with quality educational outreach.

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Fact Sheet O1-37

The Marketing Toolbox



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Great volunteers, faculty, and staff doing terrific things often go unnoticed because people in Cooperative Extension have long felt it was unseemly to toot their own horns.

What is marketing and why do you need to use it in Extension?

Marketing is cultivating an image. Marketing will determine what people think of when they hear "Cooperative Extension." It can get you support. It can determine your survivability. It is being accountable.

Many times the reputation of a well-known program, with wide community support, such as Master Gardeners or 4-H, has prevented funders from reducing or canceling funds.

Effective marketing reduces the "I didn't know you were there syndrome." In order to be an effective marketer, there are simple tools you can use to spread the word about Cooperative Extension.

TOOLS IN THE TOOLBOX

TOOL NUMBER ONE:

Know Your Market

Who your selected market is helps to determine which tool you pull out of your marketing toolbox. Ask yourself who pays the bills and who these programs serve: legislators; decision-makers; our university; the general public; consumers; schools; agriculture; industries; volunteers; youth; adults; and the communities we serve. It's important to know with whom you want to communicate.

TOOL NUMBER TWO:

Identify the WIIFM

What's In It For Me? Before your market: program participants, funders, and community leaders, will respond, they want to know what **they will gain from your efforts.**

Promote "home runs" - programs that reach the needy, meaningful volunteer opportunities, win-win educational programs, and successes. Good marketing begins with good programs. What programs do you have that should be promoted? What is the WIIFM for the target audience?

TOOL NUMBER THREE:

The Five W's

Who is putting on the program? **What** is the program? **Where** will it be held? **When** will it be held? **Why** are you doing what you are doing? And then add the **How** – how does someone find out more? Answer these questions first in every promotional endeavor to catch the reader's or listener's attention.

Use all three of these tools: **Know your market; identify the WIIFM; and answer the five W's** prior to developing any community relations program, public relations effort, or other marketing program.

TOOL NUMBER FOUR:

Listen Actively

In the world of Cooperative Extension your task is to support your community, to identify local needs, and to build educational programs that are relevant to your community. It's a lot easier to get things done when your community is already excited about it.

Rather than try to overcome your community's response to a new program that you think may work, or you would enjoy, use your community's momentum to achieve your purpose. Listen actively to members in the community to find out where that momentum is.

TOOL NUMBER FIVE:

Find the Bump in the Envelope

Have you ever received an envelope with a bump in it? Doesn't your curiosity get the better of you? You have to open it even though you know something is being sold. The "bump in the envelope" catches your attention. Instead of a typical press release, how creatively can you attract attention? Is there someone with a new product or an agency with a new promotional item with whom you can partner to give a free item to the media or public that gets them interested? Enhance your image by being creative.

One example is from Texas. Texas bluebonnets, native flowers, were given away at fairs to get people interested. The next year, the nursery industry sold over 500,000 bluebonnets. They appreciated the effort of Extension to make the public aware of the native plant. The industry became a strong financial supporter of Extension programs.