

Synergy Marketing

Strategy Feedback ~ Brad Mason

Overall, the quality of the marketing summaries provided by Summer Synergy participants was stellar. The best marketing plans included multiple forms of advertising media and methods, supported by market research and the identification of the target audience. Many of the participants were adept at identifying the most effective means of marketing to their audience and were judged accordingly.

The most popular form of marketing was through social media, with Facebook leading the way in use. Some of the submissions included research supporting the use of Facebook and other social media platforms including Snapchat, YouTube and Twitter. Many also created a marketing plan that created suspense, with multiple and sequential posts leading up to a "reveal" or offered rewards in the form of gift cards for liking or sharing their social media posts. Some included video elements to increase the chances of viewing. Many participants promoted their projects on multiple social media platforms to expand their reach. This included livestock auctions, agricultural Facebook user groups, 4-H and breed association social media accounts, and community-based groups.

Some of the most successful marketing plans also included "e-blasts", or mass email broadcasts using friends, relatives, or customer email lists. Again many had scheduled multiple broadcasts leading up to the auction date. Others also used more traditional media, issuing press releases, using radio public service announcements or newspaper advertising.

Almost half of the participants took their project posters into the community, posting them in arenas, community centres, agri-business, and other high traffic community locations. Many also utilized personal contact, either face to face or by telephone or email messages. Most of those who did this created personalized messages and targeted those they knew who might have a specific interest in their project.

Overall, the submissions were very well done and of high quality. It is obvious that our participants took their project seriously and put in significant effort and creativity. I must also applaud all of the participants for the quality and originality of their auction items. It was plain to see many of their passions, which brought out the best in them and in their projects!

Poster Feedback ~ Sarah Buchanan

Overall, the marketing participants did a great job on their posters. My advice would be to have a great layout that maximizes space and looks pleasing to the eye. Keep things concise – for example, don't overwhelm the ad with a lot of text. Simple and basic is best. Finally, make sure to include these important pieces of information: where to buy the item, how to buy the item, who to contact for more information and lastly, what the proceeds are going towards.