

## FSM Dealer 2017 Customized Marketing Plan Worksheet

FSM Dealer: \_\_\_\_\_

Following are a number of marketing ideas for the 2017 marketing year (Dec 2016-Sept 2017). The purpose of this form is to tailor a marketing plan to your dealership that in your mind will generate sales in the short-term and build long-term, loyal customer relationships within our collective promotional budgets.

1. **Printed Literature:** Please indicate the number of each you need sent to you. Cost: postage.

a. **Preprinted product guides & brochures:** \*Also available for download from website.

- i. FSM 2017 Product Guide\* [ ]
- ii. FSM Product Tech Sheets\* (attach a list) [ ]
- iii. Barenbrug Forage Product Guide [ ]
- iv. Barenbrug Pinpoint Brochures [ ]
- v. Barenbrug Product Tech Sheets\* [ ]
- vi. Masters Choice 2017 Hybrid Guide [Hybrid Tech Sheets\*] [ ]
- vii. Masters Choice pocket guide [ ]
- viii. 2017 Gallagher Catalogs\* [ ]
- ix. Agri-Energy Product Labels\* (attach a list) [ ]

b. **FSM generated management articles:** \*Also available for download from website.

- i. Alfalfa – Successful Production in Ohio [ ]
- ii. Frost Seeding- Tips for Success [ ]
- iii. Hay-10 Tips for Successful Hay Establishment [ ]
- iv. Hay-Grasses for Mechanical Harvest [ ]
- v. Beef-Profitable Everyday Pasture for Commercial & Purebred Cow-Calf Producers [ ]
- vi. Beef-Basic Improvements for Difficult to Manage Permanent Pasture [ ]
- vii. Beef-High Quality Rotational Pasture for Stockers,  
Replacement Heifers & Cow-calf Pairs [ ]
- viii. Beef-Multi-purpose Pasture Options [ ]
- ix. Beef-Rotational Forages [ ]
- x. Beef-Summer Grazing & Winter Feed [ ]
- xi. Dairy-Growing High Quality Dairy Pasture [ ]
- xii. Dairy-High Quality Grass for Lactating Cows & Replacement Heifers [ ]
- xiii. Dairy-Rotational Forage Options for Storage & Grazing [ ]
- xiv. Horses-Producing Hay for Horses [ ]
- xv. Horses-Understanding Horse Pasture [ ]
- xvi. Sheep-Profitable Everyday Pasture for Commercial & Purebred Sheep Producers [ ]
- xvii. Sheep-Basic Improvements for Difficult to Manage Permanent Pasture [ ]
- xviii. Sheep-High Quality Pasture for Late Gestation, Lactation & Breeding [ ]
- xix. Sheep-Multi-purpose Pasture Options [ ]
- xx. Sheep-Summer Grazing, Flushing & Winter Feed [ ]
- xxi. Profitable “Tall” Grass Grazing [ ]

- c. **FSM generated mailing labels & customer list:** Please indicate if you would like us to provide you with mailing labels for your customer list. Remember to contact us with updates at least 2 weeks in advance of needing updated labels. Cost: \$1.00 per page of 30 labels.  
I need  sets of mailing labels by \_\_\_\_\_ (date). I need a printed customer list [Y/N]
2. **Wearables:** We have a limited supply of Barenbrug & Agri-Energy hats available at no charge.
- I would like  Barenbrug hats and  Agri-Energy hats, when available.
  - FSM Brand shirts, hats, hoodies & jackets are available per the 2016 FSM Brand Wearables Program. I would like  hats;  shirts;  hoodies;  3 season jackets; please call to discuss style, size, etc.
3. **FSM Signage:** Please indicate your interest in the following types of sign:
- 4' x 8' road sign-** I have read FSM Sign Program & have an approved location. [Y/N]
    - Pack on the Pounds with Grass (Beef picture);
    - High Quality Forage...The Profitable Cover Crop (Mixed grass/alfalfa picture)
    - Our Forages Make Milk (Cow Candy picture)
    - Our Forages Make Milk (Dairy Cow picture) [available later in 2016]
    - I need a treated wood frame [Y/N]; I want to attach the sign to a building [Y/N]
    - Here is the name & phone number as I want it on the sign: \_\_\_\_\_
  - FSM Brand 18"x 24" field signs:** \_\_\_\_\_
    - I would utilize  field signs;
    - I need stickers for the following FSM products:  HQ-O;  HQ-F;  HQ-R;  Mary ;  Snowbelt;  Leefee;  354-LHR;  414-BR;  417-ML;  421-BR;  535-HY;  362-ORG;  Wildcat;  Juliet;  Prosperity II;  FEAST;  Banquet;  OPTimum II;  Cow Candy II;  Silo Candy BMR;  Official Dealer.
4. **Print Advertising:** Please indicate if you plan to run ads in a local publication. [Y/N]
- I need FSM to provide ad slicks featuring the following products: \_\_\_\_\_ by \_\_\_\_\_ (date).
5. **Conferences & Trade Shows-** cost covered by FSM & vendors. Please indicate if you are willing to help.
- FSM sponsored display**
    - Ohio Farm Science Review [Y/N] I will help on the following days: M/T/W/R
    - Ohio Shepherd Symposium [Y/N] I will help on the following days: F/Sat
    - Ohio Sheep Day [Y/N] I will help on the following days: Sat
    - Ohio Beef Expo [Y/N] I will help on the following days: F/Sat
    - NE Ohio Dairy Grazing Conference [Y/N] I will help on the following days: R/F
    - Ohio Forage & Grassland Council [Y/N] I will help on the following days: F
    - Family Farm Field Day [Y/N] I will help on the following days: F/Sat
    - Ohio Organic Conference I will help on the following days: F
    - Other \_\_\_\_\_ [Y/N].
  - Local dealer sponsored events-** Please list meetings, field days, seed days, etc. that you plan to conduct, approximate dates and if you would like either an FSM representative and/or one of our vendor reps to attend. Also, indicate if you want us to conduct a presentation.  
Event: \_\_\_\_\_ Date or month: \_\_\_\_\_ Presentation [Y/N] by \_\_\_\_\_