

Marketing Planner
Sugar Feather Farm
Version 1.0
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Planning Ahead:

- I. Public Relations (PR)
 - a. Press releases
 - i. We should do a few press releases. There are free sites who will publish these to all the news outlets online
 - 1. This includes Yahoo!, MSN, etc.
 - ii. It would be a good idea to do our first press release when your website is up and running
 - 1. It could be a press release announcing the new website and talking about the company and the missions
 - b. Image
 - i. We want Sugar Feather Farms to have a public image
 - 1. This should be a positive public image
 - ii. Staying relevant
 - iii. Staying updated
 - iv. Getting the word about who we are
- II. Marketing
 - a. There are a lot of ways to market this company. We can work on various types of marketing
 - b. Run a SWOT analysis
 - c. Do you have a business plan?
 - d. SEO & Keywords
 - i. We need to establish an online presence that pops up in the search engines on the 1st page
 - 1. This is with our SEO and keyword usage in blogs and other posts
- III. Social Media
 - a. Posting daily as individuals on social media talking about Sugar Feather Farms.
 - b. Posting in groups about Sugar Feather Farms.
 - i. I can announce this company in my “related groups” Facebook group.
 - c. We will tag Sugar Feather Farms in personal posts.
 - d. Posting as Sugar Feather Farms at least 3x a week.
 - 1. I believe you said this is being done. It should be done at least 3x a week. You need to stay relevant.
 - e. Facebook

- i. Goal: increase likes and followers
 - f. Instagram
 - i. Goal: increase likes and followers
 - g. X
 - i. Goal: increase likes and followers
 - h. LinkedIn
 - i. Goal: increase followers
 - i. TikTok
 - i. Goal: increase likes and followers
- IV. Research
 - a. SWOT
 - i. We want to see who offers the same types of services as The Sugar Feather Farms in your area
 - ii. Who offers the same types of digital services as The Sugar Feather Farms
 - b. What types of webinars, podcasts and classes are people looking for related to the subjects available to us
 - i. We need to see what people are after online and in your area
 - ii. Then we compare what you offer (or want to offer) with what you don't
- V. Networking
 - a. LinkedIn needs to be improved with a larger network
 - b. We can network with rescues, stores, suppliers, fun groups related to each type of fowl, etc.
- VI. Media
 - a. Podcasts
 - b. Newsletters
 - c. Press Releases
 - d. Blogs
 - e. Videos
 - f. Social media posts
 - g. Etc.
- VII. Content Creation
 - a. This is a good area to start earning money, even in small amounts
 - b. You can create ads for various events and ideas that you have

- c. We can create call to actions for various events and ideas you have
- d. Video creation is a key too
 - i. Interviews with professionals in the field would be great
 - 1. These could obviously be recorded as podcasts if you want

VIII. Webinars & Lectures

- a. Offer webinars
 - i. You can get volunteers to conduct webinars
 - 1. You can do this for free or charge a fee
- b. Lectures
 - i. We could be teaching people with video content about The Sugar Feather Farms and the services that we provide
 - ii. We can talk about subject matters that fit into the realm of what The Sugar Feather Farms does

IX. Commercials

- a. I have a TV network where we can do commercials for The Sugar Feather Farms if you want to
- b. This would be great for events (especially paid events) and getting followers on the social media platforms

Brainstorming Ideas:

I. Social Media Setup/Optimization Check-in:

- a. If I can have access to the following platforms I would like to post as the company at least 2 times per week on all platforms.
- b. I will also go into the groups and be sure you have the best setup. By optimizing the pages people can find you more easily.
 - i. This would include being sure you have a URL ending for the sites, instead of numbers. Oddly enough, a lot of people don't.
- c. Facebook
 - i. URL: <https://www.facebook.com/sugarfeatherfarm>
 - ii. Followers: 3.6 K
 - iii. Likes 3.1 K

1. We will compare these to see if they're overlapped to see how many followers you have.
 - iv. We will set a goal to increase the number of followers and likes on your page.
 - v. Last post: March 17: great job keeping relevant (as we talked about)
 - vi. I will create a group for Facebook so we can discuss chickens and do more chat, educational, discussion, etc., aside from the professional posts on the actual page. That way we get both professional and personal. (By we, I mean I'll post).
- d. Instagram
- i. URL: <https://www.instagram.com/sugarfeathervt/>
 - ii. Followers: 1,297
 - iii. Posts: 212
 - iv. We will work to increase the number of followers on this page as well.
 - v. Last post: December 18: I can work on this and post more often. This was a while ago.
- e. X
- i. URL: <https://www.instagram.com/sugarfeathervt/>
 - ii. Followers: 39
 - iii. I will work on getting this number up as well.
 - iv. Last post: December 4: I can work on this and post more often. This was a while ago.
- f. TikTok
- i. URL: <https://www.tiktok.com/@sugarfeatherfarm>
 - ii. Followers: 1011
 - iii. Likes: 5710
 - iv. Last post: 2 days ago
 1. I love it! Great job on the TikTok. This is amazing. It'll make it so much easier to grow the following.
 - v. I can post on here as well. I can make videos without necessarily taking videos from you. **I'll send you a sample of what I mean.**
- g. YouTube
- i. URL: <https://www.youtube.com/@SugarFeatherFarm>
 - ii. Subscribers: 608
 - iii. Videos: 85
 - iv. Last post: 9 months ago

- v. I would like to work on posting here more often. I can do a variety of videos for you.
- h. Pinterest
 - i. URL: <https://www.pinterest.com/sugarfeatherfarm/>
 - ii. Followers: 0
 - iii. Monthly views: 195
 - iv. Last post: 2 years ago
 - v. I would also work on posting here more often. There's a ton of types of posts I can do.

Goals for social media optimization:

1. Increase followers
2. Post more often
3. Create engaging content
4. Advertise the pages in groups and on each other
 - a. Aka, we advertise Facebook on all the other platforms and vice versa until all of them are on every platform
5. You did a great job with the URL's so that part is complete
 - a. I would just work on SEO to lead people to the pages via the URL's using SEO.
6. I would also like to do posting as I do myself. The posts that come from the company must be professional and aimed at specific target markets using the key elements you look for in that.
 - a. As the marketer I would like to post more personal and friendly posts, chatting posts, discussions, etc., about you and your company in groups and on pages.

II. Social Media Plans:

- a. Actions for current group linking:
 - i. Advertise Facebook's page in the Facebook Group and vice versa.
 - ii. Advertise Facebook on Instagram, X, TikTok, YouTube and Pinterest.
 - 1. This links them together better.
 - iii. Advertise Instagram on Facebook (both the page and group), X, TikTok, YouTube and Pinterest.

- iv. Advertise X on Facebook (both the page and group), Instagram, TikTok, YouTube and Pinterest.
 - v. Advertise TikTok on Facebook (both the page and group), Instagram, X, YouTube and Pinterest.
 - vi. Advertise YouTube on Facebook (both the page and group), Instagram, X, TikTok, and Pinterest.
 - vii. Advertise Pinterest on Facebook (both the page and group), Instagram, X, YouTube and TikTok.
- III. Post a blog on my pages about the company
 - i. I would like to write blogs about you and various topics that you cover on my blog and in my digital newspaper.
 - 1. I can use keywords to link the blog to your pages and redirect traffic to the company social media and website.
- IV. Start a Podcast
 - i. I would love to start your podcast, and I can cover various areas and topics.
 - 1. Educational subjects related to fowls.
 - 2. Interviews with professionals in the field
 - 3. Interviews with other people have to do with subject matter related to the company, website, and fowls.
 - 4. Talks about different breeds, types, and more.
 - 5. Discuss ownership of fowls and their care.
 - 6. The list goes on and on.
 - 7. Post at least 2 podcasts a month, but I'd like to do 1 per week of varying topics.
 - 8. Advertise the podcast on all the social media pages.
 - b. Talk about you on my podcast
 - i. I would like to talk about you on my podcast, introduce people to your company, tell them about your podcast, etc.
 - ii. I would like to talk about subjects related to fowl on my podcast and I'll give credit to you and your company.
 - 1. Aka, we can use hashtags on the posts themselves and verbal redirection to your page and encourage people to buy from you.
 - c. Get on other people's podcasts.
 - i. I can research contact information for various podcasts that have larger numbers.

1. Then I can contact those podcasters to talk about getting you on their show and/or getting them to talk about you at least.
 - a. I would actively follow up.
- d. Get influencers to talk about your company and the fowls.
 - i. I can research contact information for various influencers and find out what they would need to mention your farm on their videos
 1. They can wear a T-shirt with your name.
 2. They could film themselves with a chicken (maybe a chicken mom influencer)
 3. ETC.
 - ii. I would like to contact them and talk about getting you on their shows.
 1. I would follow up and actively monitor replies.
- e. Get you on the shows you mentioned
 - i. I would like to research contact information for any of the shows you mentioned you wanted to be on.
 - ii. I would like to contact them and talk about getting you on their shows.

V. Commercials

- a. I would like to create video commercials that I can put on my TV Channel.
- b. I would like to research other channels on the website that I work with (there is a channel guide) and reach out to them to ask about sharing your commercial on their channels too.
 - i. I could barter sharing about them on mine in return so that it won't cost money.

VI. Products & Other Items

- a. We can advertise your merchandise on social media and other sites. It would be up to you, but we could get these listed a store on the following sites:
 - i. Bonanza
 - ii. Etsy
 - iii. Shopify
 - iv. eBay
 - v. Amazon
 - vi. Walmart.com
 - vii. Facebook Marketplace
- b. We can place your items in apps for sale on places like:
 - i. Nextdoor
 - ii. OfferUp
 - iii. Poshmark

- iv. Craigslist
 - v. Mercari
 - vi. ThredUp
 - vii. 5miles
 - viii. Swappa Marketplace
 - ix. Depop
 - x. Letgo
 - xi. Vinted
 - xii. eCampus
- c. These can all be handled by me. I can be sure that most of them are setup as shipped items and not in person pickup. The only place that becomes more complicated is with is the apps. Some of them set it as local pickup or meeting. I think a lot of them offer shipping now though. Also, Facebook marketplace. I'd have to get in there as the company and see what they ask for to put shipping.
- d. Call-to-Action Events
- i. These are my favorite, because we can encourage community involvement in the company's mission by setting up goals. Some examples are:
 - 1. Offering to donate \$1 for every XXX sold during a specific time frame.
 - 2. Doing a contest for T-Shirt Designs or merchandise designs.
 - a. We want to talk about how you print your stuff, we could require pre-ordering before printing these special items.
 - b. That way you don't pay anything, and you can still sell.
 - ii. This encourages sales of your merchandise which can be a year-round income for you. If we do it right.
- e. My wife can create a mascot bird for the company, and we can do a "name the mascot" contest.
- i. Prizes can be various even like a free T-Shirt or hat. Or getting something with the mascot and name on it. This is up to you and what you'd like to do.
 - ii. This is to engage the target audience and get them to know your name, that you sell these various birds, and it gives us an in with groups on Facebook and other marketing sites.

VII. Networking

- a. We could talk to various markets and shops to see if they would like to partner with you for their fowl supplies.

- i. I'm not sure if you have done this before.
 - ii. But it can be a good way to get more of your fowl sold and get your name to be in more places.
- b. We can build a network on LinkedIn and set it up to where it's optimizing your viewership and connections at the same time.
- c. Merchandise partners: we can see if certain stores would sell your merchandise and partner with you.
 - i. This can be done in a way that values your favor in all of the discussion.
 - ii. This can be done by researching local places that sell these types of things and reaching out.
 - 1. Example: Big R & Tractor Supply Co.

VIII. Events

- a. There are two options for events, and it would have to be around your schedule and only if you want.
 - i. You could host "adoption" events at your farm. (I know you don't like people, so I was only adding this as an option, I'd like plan B better).
 - 1. You could sell merchandise and your fowls and feed there.
 - ii. I can research local places hosting events for farmers and sellers of fowl. We can get you signed up.
 - 1. Tractor Supply Co. hosts them every July.
 - 2. There are events at farmers markets and other places throughout the year.
- b. We could host a virtual event that I can host if you want. We can encourage "adoption" (with your normal fees and everything).
 - i. We can introduce the types of fowl there are, what type of pets they make, how eggs cost a lot, and fowl can give you eggs (as obvious as that is, some people don't think of it), etc.

IX. Graphic Design

- a. We can create visual advertisements for social media, print, and other outlets as you see fit.
 - i. Flyers
 - ii. Brochures including educational ones
 - 1. Like your care sheets for example
 - iii. Digital Ads and videos
 - iv. Other merchandise designs if you like

1. We did a crazy chicken one recently for a T-shirt and it says, "Did I do that?"
 2. Or those ones that say, "I may look fine but, in my mind, I've already pecked you three times."
 3. Etc.
- v. Whatever else you'd like, there's really no limits here since we can use Adobe. (By we, I mean my wife and I. She just helps me when I need it).
- X. Newsletter
- a. We could start a monthly newsletter that we hand out via email and online. You can decide if you add it to your site or not. But it can be fully digital. It can cover topics related to fowls and their care.
 - b. We could do an advice column in the newsletter once we have a following.

Breakdown:

- I can get your merchandise stores up and running on the platforms mentioned in the planner above.
- I can monitor the stores and work to get new items uploaded, old items taken off, inventory checks, etc.
- I can host events to get people involved and get them to know about Sugar Feather Farm.
- This can be t-shirt contest, mascot naming contest, another contest, etc.
- This can be events outside contests too.
- I can host lectures, webinars, and classes via videos, these can be paid off free.
- I can research and contact other people who could do lectures, webinars, and classes via video for us. (Like one time each or something, not ongoing). If they want to be paid, we can charge a ticket fee. You could include part of it for Sugar Feather Farms too. Such as charging \$25 per person if the host wants \$20.
- You can do fundraising efforts, which could honestly include just raising prices by \$1 per item. But the we will donate \$1 of every \$20 spent to XXX. It can be a fowl rescue or something relatable.
- I can write blogs both on your page as the company and as myself.

- I can write articles related to fowls and their care, types, breeds, etc. This can include submitting the proper ones to journals and magazines as they pop up on the SOS list.
- Otherwise, I have my own digital newspaper I created. We have nearly 600 followers and I started it mid-January. To be honest, I didn't work on it very much in March. But I can write articles with keywords and SEO to your site and social media pages.
- I can write newsletters and get subscribers.
- I can do an advice column in the newsletter for readers.
- I can do podcasts for you on your podcast platform and my own.
- I can do daily posts on all social media platforms and work to increase followers and likes, leading to more purchases of products and fowl on the site.
- I can go into Facebook groups and discuss various subjects and Sugar Feather Farms.
- I can optimize the website and work the SEO into the website. This is also done in podcasts, hash tagging, and my keyword hyperlinks in articles and blog posts.
- I can help type any documents you need and help with any virtual office assisting and computer work too.
- I can create marketing materials with my wife and set them up for the pages.