

# Marketing and Distribution Calendars

SEMI's Marketing Module

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# Example: Marketing and Distribution

## Main Calendar

Mar & Apr	May	June & July	Aug& Sept	Oct
<ul style="list-style-type: none"> <li>•Select demo sites</li> <li>•Review sales plans w/agrodealers (ADs)</li> <li>•Ship product to ADs</li> <li>•Deliver marketing materials to ADs</li> </ul>	<p><b>(Planting season)</b></p> <ul style="list-style-type: none"> <li>•Regularly review stock requests with ADs</li> <li>•Manage inventory</li> <li>•Restock key ADs</li> <li>•Monitor credit and payments</li> <li>•Oversee demo planting</li> </ul>	<ul style="list-style-type: none"> <li>•Monitor demos; coach demo farmers</li> <li>•Contact ADs re: leftover stock</li> <li>•Collect leftover stock (if it is your practice)</li> <li>•Collect feedback from ADs</li> <li>•Plan for field day activities</li> </ul>	<ul style="list-style-type: none"> <li>•Hold field day activities</li> <li>•Monitor customer perceptions (germination, etc.)</li> <li>•Meet with key ADs to review their sales season</li> <li>•Collect all monies from ADs</li> <li>•Hold some field days</li> </ul>	<p><b>(Harvest season)</b></p> <ul style="list-style-type: none"> <li>•Hold more field days</li> <li>•Take photos of customers with crops for use next year</li> <li>•Collect customer feedback</li> <li>•Radio testimonials, “expert” radio programs</li> </ul>

# Example: Marketing and Distribution

## Main Calendar

Oct	Nov & Dec	Jan & Feb	
<p><b>(Harvest season)</b></p> <ul style="list-style-type: none"> <li>•Hold more field days</li> <li>•Take photos of customers with crops for use next year</li> <li>•Collect customer feedback</li> <li>•Radio testimonials, “expert” radio programs</li> </ul>	<ul style="list-style-type: none"> <li>•Hold post-season planning meeting (review what worked, what didn’t work)</li> <li>•Develop appreciation plans</li> <li>•Hold customer feedback meetings (ADs and farmers)</li> <li>•Develop input for production department</li> </ul>	<ul style="list-style-type: none"> <li>•Develop marketing plan for coming year</li> <li>•Develop marketing materials for next year</li> <li>•Review AD performance</li> <li>•Determine distribution goals and plans for coming year</li> <li>•Review staffing needs, hire if necessary</li> </ul>	

# Example: Sub-Plan (or Detailed Plan)

## *Field Day Detailed Plan*

Task	Date	Comment	Person
Select site	Xx/xx	Improve on last year	EA
Lay out site, identify farmers,	Xx/xx	Mr. Mapani would be good	EA
Select date(s)	Xx/xx	Two days, back to back	EA
Identify “what you want to prove to farmers who attend”	Xx/xx	Include Duma, Pannar, landrace. Treat all entries equally. Taste, poundability, storage demos.	EA and RK
Identify groups to attend	Xx/xx	Invite 700 to get 600	RK
Plan publicity campaign	Xx/xx	Send notices, tape testimonials	MW
Plan program for the day	Xx/xx	Review feedback from last year	EA
Select technical support guests and entertainers	Xx/xx	Invite local extension team, NARS breeders, fertilizer specialist	RK
Invite groups	Xx/xx	Track responses	RK
Notify press & radio, <b>ETC</b>	Xx/xx	Invite, and deliver press releases	MW