Strategic Marketing of EHC

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Why is Marketing & Effective Communication Important?

Mission of EHC:
Empower individuals and families to improve their quality of living through continuing education, leadership development, and community service
Why did you choose to become an Extension Homemaker?
What have been the most important benefits you have gained through EHC?
Why is Marketing & Effective Communication about EHC Important?
The Elevator Test
Your Elevator Speech

• WHO – What’s your name?
• WHAT – What kind of organization are you?
• FOR WHOM – Whom do you serve?
• NEED – What pressing social problem do you address?
• WHAT’S DIFFERENT – What makes you unique?
• SO WHAT – Why should they care?
Practice Your Elevator Speech
Marketing Strategy Basics

• Goals
• Audience
• Message
• Vehicle
Marketing Goals

• What are you hoping to achieve as a result of your EHC marketing efforts?
  – Do you more members?
  – Do you want financial support for your efforts?
  – Do you want to promote an activity or event?
  – Do you want to build support for your county extension office?
  – Do you want something else?
Marketing Audience, Message & Vehicle

- Identify for each marketing goal:
  - Be specific
  - Be strategic
  - Refine and revise as appropriate
Marketing Action Plan and Results

• Action plan
  – Who?
  – What?
  – When?

• Results - How will you know if you are successful?
Conclusion

• Effective marketing & communication requires:
  – Reflecting on why EHC is important.
  – Being able to articulate what EHC is and why it is important.
  – Thoughtful and strategic action by EHC members.
For more info, contact:

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