

Strategic Marketing

BCCFA AGM 2011

Key factors in your Marketing Mix



How it all begins...

- Build a PLAN
- Do your RESEARCH
- Be PREPARED



The BCCFA

Mission:

- To promote and support the practice and expansion of sustainable community forest management in British Columbia.

Vision:

- A network of diverse community forest initiatives, where local people practice ecologically responsible forest management in perpetuity, fostering and supporting healthy and vibrant rural communities and economies.

BCCFA Purpose

- Work to ensure the viability of community forest initiatives in rural communities
- Provide education on community forestry issues
- Assist community forest practitioners in accessing resources required to succeed
- Promote community forest management as a strategy for community economic development

Organizational Goals

- Add Value to Community Forest Associations Products
- Develop Policy based on members needs
- Communicate effectively with our members
- Act as a liaison with First Nations

Objectives

Add Value to Community Forest Associations Products

- Create a strategic marketing plan by January 1, 2012
- Participate and ensure the *Bridges Project* website is implemented by September 28, 2012
- Advocate for CFAs to be granted rights to carbon offsets by December 31, 2013

Tactical Implementation Plan

Create a strategic marketing plan by January 1, 2012

Tactic	Champion	Due Date
Source funding to hire a marketing consultant	Susan	Jan. 2011
Submit a funding requests	Susan/Jenifer	TBA
Hire marketing consultant	Board	Sept. 2011

Now What...

With...

- clear goals and objectives
- &
- a business plan

Now Create Your Marketing Plan

Key factors in your Marketing Mix



Identify Your Target Market

Who is your...

- Primary Market
 - CFAs
- Secondary Market
 - Industry professional
 - CFA wood buyers

Identify for each:

- Demographics
- Psychographics

Products & Services

- What is currently offered by the BCCFA to its members
- What do members think is missing?

Why do you NEED to be a member of BCCFA?

- Policy setting
- AGM & Conference
- Advocates to Government
- Industry communication
- Program development
- Promotion of CF products and services to local communities

Price

- Membership Fees

These fees must:

1. Must provide enough revenue to support the services provided
2. Be in line with what the market will bare
3. Provide the appropriate perceived value

Is the BCCFA accomplishing this?

Place

- All of BC
- Targeting the current CFA locations



Promotion: Building your Brand

- What is a Brand & Why it is so important
 - Name
 - Logo (colours, Font, design)
 - Attributes associated with your brand
 - Promises are kept
 - Consistency



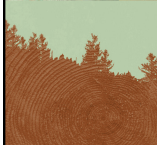
British Columbia
Community Forest
Association



British Columbia
Community Forest
Association

Community Forests

good for the forests,
good for the people
who live & work there,
good for the buyers
and users of wood



Forest bccfa.ca



local people
local forests
local decisions



bccfa.ca

Growing Sustainable Communities



Forest bccfa.ca

Key Message

- Identify 2 -3 messages for your target markets
- Each key message should:
 - Be clear and concise
 - Say exactly what you want them to do
 - Have your target market in mind
 - Be able to be backed with proof

Target: Local community of CFAs

Message: The BC Community Forests returned over 1.5 million back to their local communities.

- 1 million in 6 new community facilities
- 500,000 in the creation of 100 new jobs

Tactics

Identify the best tactics for your audience & message

- Materials
- Social Media
- Paid advertising
- Website
- Networking
- Trade Shows
- Credibility Building
- Word of Mouth





- What ARE the key messages?
- What SHOULD the key messages be?

- What tactics DO they use?
 - DVD
 - Brochure
 - Website
 - AGM
 - Trade Shows
 - Networking
- What tactics SHOULD they use?

Implement & Evaluate

- Create a tactical timeline
- Evaluate your tactics and make adjustments



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