

MARKETING AND COMMUNICATIONS NEWS

Marketing Toolkit | Summer Sampler Style

Utilize our seasonal marketing toolkit with resources and guidance to help elevate your outreach this summer.



Homegrown is an NC State Extension video series created to raise awareness of Extension's people and programs – and our value to folks in their everyday lives – among new audiences.

Best of all, Homegrown is a valuable marketing tool available to YOU! Find a selection of seasonal videos, web posts, recipe cards and other resources that can enhance your local outreach this summer.

FIVE FAST TIPS

I Play Homegrown videos or digital slides on event displays or **local screens** (where possible). You can **create YouTube playlists** from videos on other channels as well.

II Augment your newsletter or web posts with video clips, web features,

recipes or timely tips and "did-you-know" info.

III Post videos or share interesting seasonal tidbits on your social channels (e.g. **strawberry picking tips** in spring or **Christmas tree facts** in December).

IV Recipe cards may be available for local events, particularly cooking or nutrition related occasions (e.g. recipe cards have been included in Vacationer Supported Agriculture baskets in several counties).

V Enhance your workshops or activities by pointing participants to Homegrown videos or resources that complement the experience.

SEASONAL VIDEOS

In the Kitchen

- **Backyard BBQ Series**
- **Sourdough Bread Series**
- **Healthy Snacks for Kids**

In the Garden

- **Managing Mosquitoes**
- **How to Identify Poison Ivy**
- **Worms Can Recycle Your Garbage**

On the Farm

- **This Spud's for You: N.C. Potatoes**
- **Moo-ving Milk from Farms to Families**
- **How Ice Cream is Made**

MORE RESOURCES

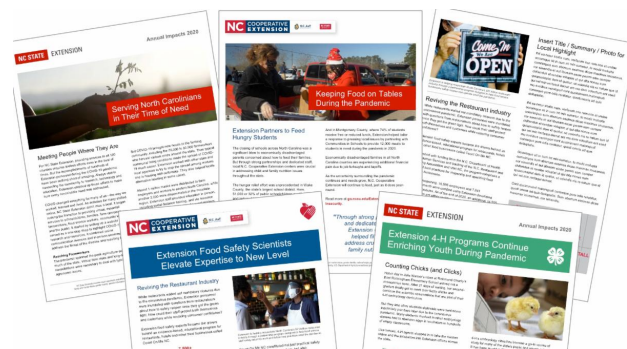
Find Recipe Cards, Digital Slides, Promo Cards and a "What's In Season?" Handout on the **Homegrown site**.

*Have ideas? **Share topics or request resources here!***

WHAT IS THE **GOAL?**



What are you trying to accomplish?
What should happen as a result?



Create a Local Marketing Plan

Convey Your Impact + Value

It's a new fiscal year and a prime time

Find local handouts and resources

to create (or revisit) your local marketing plan.

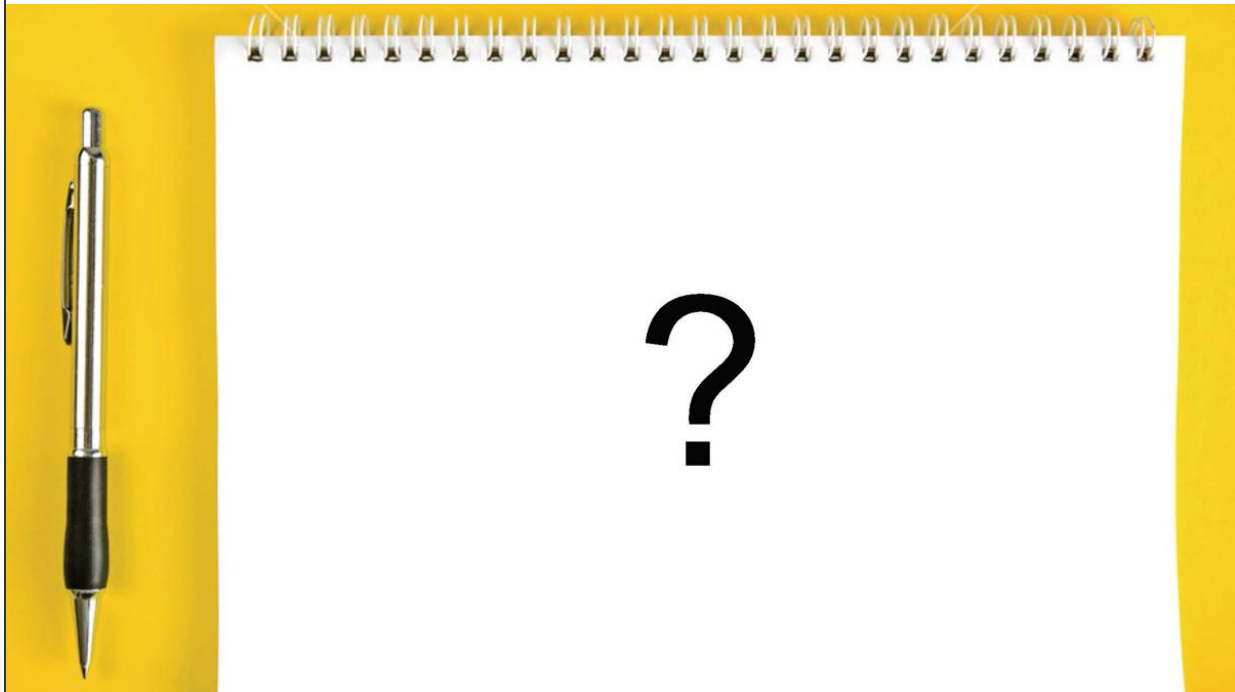
Our "Building an Effective Marketing Plan" workbook offers simple step-by-step guidance to help you identify your customers' needs, prioritize your time and resources, and communicate more effectively.

[Start Your Marketing Planning »](#)

you can use to promote your programs and Extension's impact.

Localize and promote the materials on your sites, social channels and newsletters; share with county commissioners; add links in your email signature; or use them however is most helpful.

[Find Extension Impact Resources »](#)



Post Popular, Timely Topics On Your Sites

It's not always easy to come up with fresh ideas for content. Fortunately, EIT put together a "Hottest Extension Topics" series to help get you started.

Looking at data across all Extension sites, they identified topics that consistently drew the most traffic during July and August. Find your inspiration!

[Discover Hot Topics for July / August »](#)



The Main Event | Tips and Tools for F2F Occasions

Regardless of the event, there are some tried and true tactics that will help you engage your audience and leave a lasting impression.

- Know your audience and plan your presence to entice them.
- Give them an appropriate item that includes a call to action (e.g. recipe card with a link to sign up for your nutrition newsletter).
- Capture their information (event registration, iPad sign-up for newsletter, enter-to-win drawing, etc.).
- Incorporate videos (like Homegrown or local how-to videos) or interactive games / activities to attract attention.
- Staff event booths with outgoing, friendly people who aren't afraid to talk to folks.
- Be well branded – both apparel and signage – so they attribute their experience to Extension!

[Visit the Online Store](#) and [Event Signage and Displays](#) »

Extension Marketing and Communications offers a variety of resources to help you connect with audiences, demonstrate impact and grow our brand. Find a variety of tips, tools and templates on our Extension brand site

News and Updates



Help Us Feature Your Local Reports

Extension MarComm is creating an online repository to feature county center and local program annual reports. Help us elevate visibility for your impacts by sharing your 2020-2021 report (or most recent edition) using the brief form below.

[Share your local annual reports »](#)



Branding and Marketing Training Videos Available

Extension MarComm delivered several training sessions during the pandemic, from branding 101 and marketing resources to storytelling and video series planning. Zoom recordings are available with video shortcuts to help you access info quickly.

[View the training videos and tools »](#)

ActiveCampaign ➤

Email Marketing Templates Available

EIT has migrated county centers' Constant Contact accounts to **ActiveCampaign** (campus accounts will migrate by August 15). Fortunately, our branded email templates made the trip!

We're also developing guidance with EIT to help you optimize your new email marketing capabilities.

[Find updated ActiveCampaign details and templates »](#)

We often get questions about PDFs, especially how to convert them into a web-friendly format.

While digital publishing platforms like [Issuu](#) ([pricing](#)) are viable options at times, you're still left needing to post another doc that is accessible ([learn about digital accessibility requirements](#)).

We're exploring solutions to address your needs – stay tuned! – but it's best to begin with the basics.



Read [When You Should or Shouldn't Use a PDF](#) from EIT »

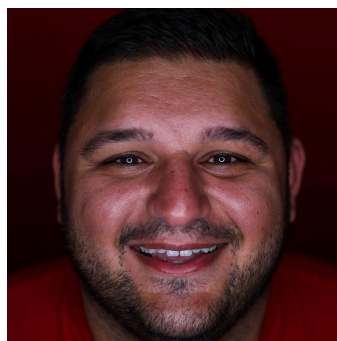
New Faces in the Crowd

CALS Communications welcomed several new colleagues during the pandemic. Meet the newest members of the Pack, who are here to help support your efforts.

Find more information about the full team at [CALS Comm](#) and how you can [submit a project request](#) to work with us.



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COMING SOON:

Extension Writer and Content Marketer

We're in the process of posting a new **Extension writer and content marketing position**. Created specifically to craft timely stories of impact highlighting your efforts statewide, this position will primarily focus on Extension county centers and programs. Stay tuned for more details!

[View Extension MarComm Newsletter Archive »](#)

*Contact **Extension MarComm** anytime with questions or requests.*



NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension.

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