



the **Ag**riculturist

**“COLLABORATION
IN
COTTON”**
CAMPAIGN PLAN

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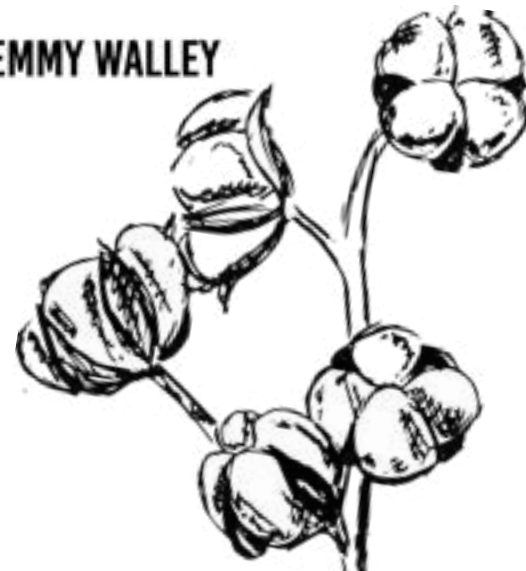


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◀◀◀◀◀◀EXECUTIVE SUMMARY

The client for our campaign plan is The Agriculturist. We are working to address the lack of readership from cotton farmers, cotton industry professionals and cotton researchers. Our main goal is to increase readership in these areas by 5% by September 1. We will accomplish this by conducting a public relations event, featuring our story on Texas Tech websites, mailing postcards to subscribers and purchasing advertising time on the “All Ag All Day” radio station. In preparation for these events, we will create handouts, flyers, postcards, media pitches and radio advertisements. Along with these efforts, we will also be conducting a social media campaign to promote our story and the magazine. We will evaluate the effectiveness of our campaign plan by adding a pop-up question to The Agriculturist website asking visitors what their job is. By comparing the answers to this question in May to the answers in September, after the completion of our campaign plan, we can determine if we were effective or not.

◀◀◀◀◀◀CLIENT DESCRIPTION

The Agriculturist is a student magazine in the Department of Agricultural Education and Communications at Texas Tech University, created in the ACOM 4410 class. In addition to the print publication, The Agriculturist also has Instagram, Facebook, LinkedIn and YouTube profiles and a website where the stories are published. As a non-profit publication, The Agriculturist is funded solely by advertisers and sponsors.

“Collaboration in Cotton” is a single 6-page spread in The Agriculturist. The story covers the cotton research being done at and how it is solving real-world, industry problems. More specifically, this story will highlight Tech’s cotton research (cotton genomics, seed breeding, epigenetics, fiber quality, water use, harvest, and use afterwards), the individuals who conduct this research, the producers who benefit from this research, and the institutes where the research is conducted.



SWOT ANALYSIS >>>>>>>

STRENGTHS

The brand of The Agriculturist serves as a key strength of the publication. Standing under the prowess of the top agricultural communications program in the nation, the in-house student publication has an established name in the current alumni subscriber list who continue their loyal support of the program. The image of The Agriculturist is recognizable and has the ability to continue the connection between the school and alumni, especially those of the Davis College of Agricultural Sciences and Natural Resources. With brand recognizability and an audience that will consistently back the publication, there is a baseline to be able to expand magazine readership numbers and value to the agricultural magazine industry.

The current direction of the magazine, with stories and imagery being people focused, serves as a strength to the ability of The Agriculturist to bring in new readers and subscribers. People are most interested in other people, so maintaining features that revolve around individuals and their stories will always be a strong connecting point for alumni and secondary audiences.

The talent and dedication of students enrolled in the agricultural communications classes at Texas Tech University serves as another strength of the publication. Under the guidance of experienced and knowledgeable professors in the Department of Agricultural Education & Communications, the students consistently produce a high-quality publication every year. This dedication to the program has directly resulted in The Agriculturist becoming an award-winning magazine. Its achievements tie into the brand of the department and mark as an excellent testimony to the talent of the students who create it.

WEAKNESSES

Online efforts may be the largest weakness for The Agriculturist to grow in readership volume. Social media efforts of the past are not representative of a publication produced by the top agricultural communications program in the nation. Currently, there is little engagement on the magazines associated Facebook, Instagram, Twitter, LinkedIn and YouTube. In a world that is moving more digital, the magazine hurts itself by not maintaining a consistently high, engaging social media presence.

The website is another area of weakness for The Agriculturist as it is outdated and contains information that is no longer relevant, such as an outdated staff page. Another issue on the website is structure as the articles posted to the site are overlapping each other. As a supplemental addition to the print magazine, the website should serve a greater purpose as an ease of access hub for all things related to the magazine and the current status of the site does not allow the website to serve this purpose.

Another weakness of The Agriculturist is the size of the target audience. Davis College alumni are a specific audience and the increase of readership for the magazine is barred by focusing on only this group as its target audience. It is important to tailor the magazine to a broader set of audience segments for the overall value and quality of the magazine production and to broaden the spaces where The Agriculturist has impact. The hope is that promotional campaigns do not limit the overall reach of who could find interest in this agriculturally centric publication.

SWOT ANALYSIS

OPPORTUNITIES

Opportunities for The Agriculturist include the loyal following it has accrued over the years. Texas Tech alumni have a personal interest in the university and the magazine offers a gateway to connect these alumni back with their alma mater. This audience is broader than only alumni of the Davis College and can be targeted to increase readership and subscription numbers as Texas Tech alumni still desire to be connected to the university whether it is related to the department they studied in or not.

There also lies opportunities to increase readership through current students and faculty on the Texas Tech campus. The desire to support people they know who are involved in the production of The Agriculturist or a desire to read about a familiar individual who is featured in the magazine can serve as a strong motivator that increases readership at the university.

The same goes for the opportunity to gain potential readers outside of the college as families of students, story subjects, their admirers and current advertisers in the magazine all have a personal provocation to read the magazine. These secondary audiences can prove to be beneficial to the reach of The Agriculturist and provide expansive opportunity beyond the industry scope the magazine currently has.

THREATS

A primary threat to The Agriculturist is other competing agricultural publications, student and non-student produced. When potential or current subscribers are searching for The Agriculturist, it is imperative that Texas Tech's publication is the first one found. Those searching for the magazine directly or people searching for a topic covered in the magazine may not discover the magazine due to other publications or resources being ahead of The Agriculturist.

Another threat for the magazine is the decline of the traditional print publications and economic conditions. The demand for print magazines has seen a decline as digital media has seen an influx of relevance and online publications offer more ease to some consumers. As a non-profit, the magazine depends on advertisements to afford the cost of printing, further complicated by an inflating economy. Advertisers, also affected by economic conditions, may be less inclined to advertise on a printed space with the decline of print publications decreasing advertisement profitability.

Public perception of agriculture is also a threat the magazine as people do not desire content on a topic if they perceive it negatively. This threat is sourced to policies, news and organizations that operate to regulate or defame the agriculture industry for a variety of reasons. A seemingly everlasting tightrope is present that every individual or business in the agriculture industry has to tread lightly to avoid controversy.

APPLICATION OF THE SWOT ANALYSIS

The ascribed meaning of the strengths, weaknesses, opportunities and threats for The Agriculturist can be utilized to improve the reach and readership of the magazine by addressing the things within the publication's control. Addressing the issues on the digital content and platforms that support the magazine would yield strong results in favor of forward progress. Continuing the practices that built the magazine's current brand recognition and being observant of economic conditions and trends will allow the magazine more ability to maintain its base and expand it. These elements are important to the development and application of the campaign plan as the information provides a gateway into understanding what the focal points of the campaign should be.

TARGET AUDIENCES >>>>>>>

“Collaboration in Cotton” has three audience segments: cotton producers, non-producer cotton industry professionals, and cotton adjacent researchers in the south plains region. Each of these segments are important stakeholders in the South Plains cotton industry, though they are not all on the farm. By segmenting these audiences, we can focus our online marketing on the most effective audiences.

SEGMENT #1 - COTTON PRODUCERS

The first of these is Texas High Plains Cotton Growers. The High Plains Cotton Growers audience segment is a group of individuals who are actively involved in growing cotton in the High Plains region of Texas. This segment includes farmers and growers who are committed to producing high-quality cotton crops and maximizing yields.

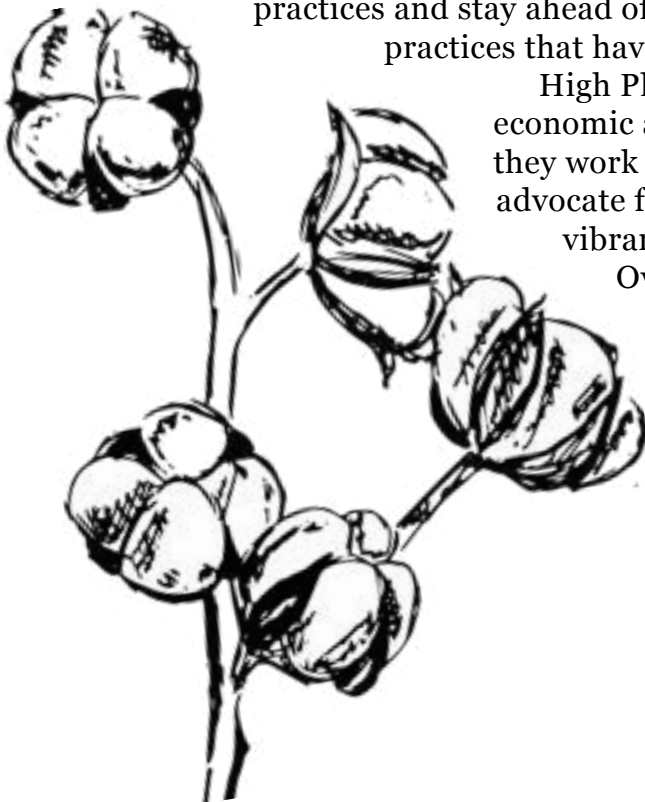
Members of this audience segment are highly knowledgeable about cotton farming practices, crop management techniques, and pest control methods. They are constantly seeking to improve their farming practices with the latest research and industry trends to ensure they are producing the most profitable cotton crops possible.

High Plains Cotton Growers are driven by a strong work ethic and a deep sense of pride in their work and traditional practices that span back generations. They understand the importance of sustainable farming practices and are committed to using environmentally friendly techniques to grow their crops.

This audience segment is engaged and active in industry events and trade shows where they can network with other cotton producers and industry experts. They are always looking for new partnerships, tools, and resources to help them improve their farming practices and stay ahead of the competition but adhere to the technologies and practices that have worked over the years.

High Plains Cotton Growers are also highly attuned to the economic and political factors that impact the cotton industry, and they work closely with industry organizations and policymakers to advocate for their interests and ensure that the industry remains vibrant and sustainable.

Overall, the High Plains Cotton Growers audience segment is a highly motivated, knowledgeable, and passionate group of individuals who are committed to producing high-quality cotton crops and advancing the industry while maintaining the traditions they know so dearly.



◀◀◀◀◀ TARGET AUDIENCES

SEGMENT #2 - COTTON INDUSTRY PROFESSIONALS

The next audience segment is non-producer cotton industry professionals. This audience segment is a group of individuals who are involved in the cotton industry in the Texas High Plains region, but do not directly produce cotton crops. This segment includes ginning and warehousing professionals, cotton brokers, textile manufacturers, marketing and advertising professionals, and other stakeholders who play a critical role in the cotton supply chain.

Members of this audience segment are highly knowledgeable about the cotton industry, including the production process, market trends, and regulatory environment. They are dedicated to ensuring that the cotton industry remains vibrant and profitable and are constantly seeking new opportunities and partnerships to drive growth and innovation.

These professionals work closely with cotton producers, industry organizations and policymakers to advocate for their interests and ensure that the industry remains sustainable and profitable. They are also highly attuned to the economic and political factors that impact the cotton industry and are constantly analyzing market trends and data to make informed business decisions.

This audience segment is highly engaged and active in industry events, trade shows, and online communities where they can network with other industry professionals and stay up to date with the latest trends and developments. They are always looking for new opportunities to grow their businesses and expand their reach in the industry.

SEGMENT #3 - COTTON RESEARCHERS

The final audience segment is cotton adjacent researchers. The High Plains cotton researchers audience segment is a group of individuals who are actively involved in conducting research related to cotton production on the High Plains region of Texas. This segment includes scientists, academics, researchers and other professionals who are dedicated to advancing the knowledge and understanding of cotton farming practices as well as advancing knowledge in related fields such as textile engineering, biotechnology, genetics and environmental science.

Members of this audience segment are highly educated and specialized in their field, with expertise in agronomy, plant pathology, entomology, soil science and other related disciplines. They are passionate about advancing the science of cotton production and developing new technologies and practices to improve yields, reduce inputs and increase sustainability.

High Plains cotton researchers are committed to advancing technologies and industry trends, and they collaborate closely with other researchers, industry experts and growers to ensure that their work is relevant and impactful. They are constantly seeking funding opportunities and partnerships to support their research projects and bring their findings to the wider cotton community.

This audience segment is highly engaged and active in industry events, conferences and academic forums, where they can share their research findings and exchange knowledge with other researchers and stakeholders. They are also active in publishing their work in academic journals and presenting their research at international conferences.

AUDIENCE PERSONAS >>>>>>>>

PERSONA #1 - COTTON PRODUCERS



John, 57, is a cotton farmer in Slaton, TX. John grew up on the farm he now runs, which has stayed in his family for four generations. He became a farmer after graduating Texas Tech University, when he came back to the family farm and began working for his father. Once his father retired, John became the sole operator. With his wife of 25 years, Sheila, he has raised four children, all proud Red Raiders and has what he calls a “truckload” of grandkids. In the community, John is an active member of St. Elizabeth’s Catholic Church and is a member of the school board.

John gets most of his news from local news stations, local talk radio, and the Slatonite, Slaton’s local newspaper. He refuses to get a Facebook account, but does not mind when his wife keeps him up to date on what she sees on the app. In fact, the closest thing he has to a social media app is the KCBD weather app.

When it comes to his farming, he likes to keep his practices simple. If certain management choices have worked for four generations, he is apprehensive to change them. At the same time, he understands that some things have to change eventually, so he is willing to listen to the experts even if he does not change his practices.

PERSONA #2 - COTTON INDUSTRY PROFESSIONALS



Kaytlynn, 25, is a communications coordinator for Plains Cotton Growers in Lubbock, TX. Kaytlynn grew up in Idalou, outside of Lubbock. While her family did not farm, her uncle grows cotton and Kaytlynn and her family would often help on the farm during planting, harvest, and other busy times. With a love for agriculture fostered through 4-H and FFA, Kaytlynn attended Texas Tech University and earned a degree in agricultural communications. There, she met her now husband, Scott. She worked at the university for a few years after graduation, until PCG opened her current position. Kaytlynn enjoys hitting up the local bar scene with her friends, supporting the Idalou Wildcats sports teams, and freelancing for agricultural organizations as her time permits.

Typical of an early Gen Zer, Kaytlynn is savvy with social media. Most of her time online is spent on Instagram, BeReal and TikTok. With her being young in her career, she spends about an hour a week on LinkedIn. Online sources keep her up to date, so she rarely uses traditional media channels outside of her job.

As a communicator, Kaytlynn is always seeking out information about cotton to help her team communicate relevant information to their growers. She seeks to be innovative and pursue big ideas while still respecting the traditions and values of the industry she loves.

◀◀◀◀◀ AUDIENCE PERSONAS

PERSONA #3 - COTTON RESEARCHERS



Ben, 40, is an extension specialist for Texas A & M Agrilife Extension based out of Lubbock, TX. His appointment is most research with some outreach capacity. He grew up on a cow calf operation in Canadian, Texas. It was when he took a plant and soil science class at Texas A & M that he chose to switch from animals to plants. Ben has worked in extension across Texas. When his younger sister began having kids, he moved to Lubbock to be closer to family. He travels at least twice a month so he can continue being his nieces and nephews' favorite uncle.

As an academic, Ben's information sources come from a combination of traditional and online media channels. He is most active on Facebook and LinkedIn because he finds that cotton publications are most active there and stays up to date on podcasts about cotton, agronomy and management practices. Ben also enjoys watching local news channels for their weather and agriculture segments.

Ben considers himself a logical thinker who likes to focus on facts. He is mostly introverted, but makes an exception for farmers and ranchers, who seem to be the mostly likely to listen to him. He has learned to balance being personable while providing enough technical information to help those individuals his job serves.



CAMPAIGN RESEARCH >>>>>>>

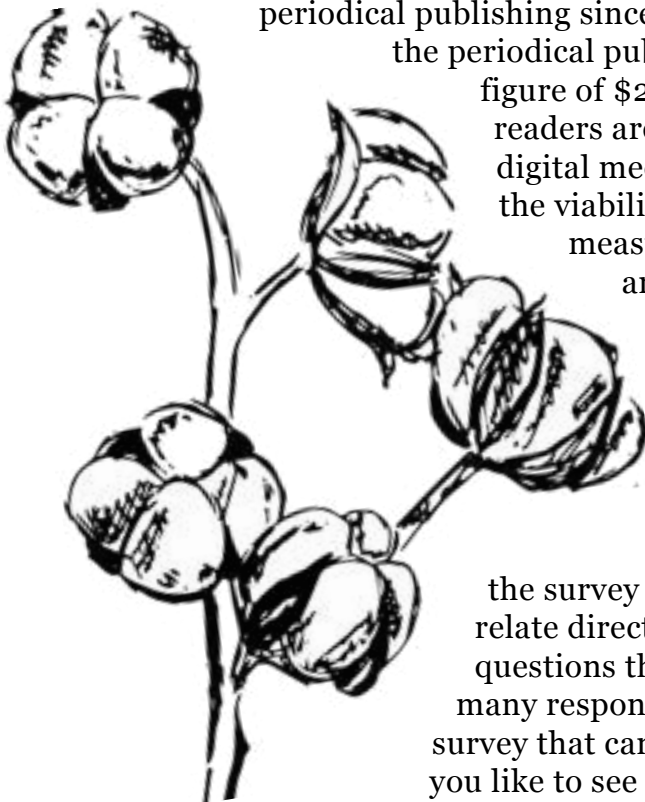
BACKGROUND INFORMATION

Before writing the survey questions, each teammate completed individual research about magazine readership. This helped the team better understand what factors affected print magazine readership and what factors influenced people to read and look at their online versions. One article titled, 5 Questions to Save Your Readership Survey, focuses on what questions you should ask yourself before creating your magazine readership survey. The main goal of the article was to inform the reader of the importance of knowing the type of information needed, which is the first step recommended by the article. Similar to the first point, different teams and their purposes have different needs. Finally, it is essential to develop questions relevant to those who are providing information in the survey. Some potential audiences include current magazine readers and prior magazine readers.

Another article over magazine readership by Roy Morgan performed research in Australia to determine how magazine readership has changed over the past year. They wanted to see if people there were consuming more or less print media than the year before, and if they were consuming magazine information online, in print or both. The results stated, “Six magazine categories enjoy growth over the last year led by Health & Family, Food & Entertainment, Women’s Lifestyle, and Motoring - all with readership up in 2021.” The results of the research showed that while six categories did enjoy growth over the past year, overall magazine readership in Australia was down.

A 2022 report published by the United States Census Bureau provided data related to the decline of print publishing revenue in the last two decades for newspapers and periodicals, which includes print magazines. Digital media consumption has been cited as the primary reason for the decline. The data provided in the article shows a 40.5% decrease in revenue for periodical publishing since 2002. The difference between the \$40.2 billion revenue the periodical publishing industry generated in 2002 and the most recent figure of \$23.9 billion shows a decline in the industry. This suggests readers are accepting their material from other sources, namely digital media. Revenue generation can be used as an indicator for the viability of a particular industry. However, it is not the only measurement that should be used to determine its relevancy and importance.

Along with these articles, we also examined the summary findings of the 2022 Communications Magazine. In this study, a random sample of 5,000 people from the communication society were chosen to fill out the survey. The article displayed the questions that were asked, and the respondents’ feedback. This was helpful to see the questions asked in the survey and their feedback even though the questions did not relate directly to The Agriculturalist. For example, the open-ended questions that were asked on the survey did not receive nearly as many responses as other questions. One of the questions asked in the survey that can be used for The Agriculturalist was, “what topics would you like to see in the next publication?”



◀◀◀◀◀◀ CAMPAIGN RESEARCH

METHODOLOGY

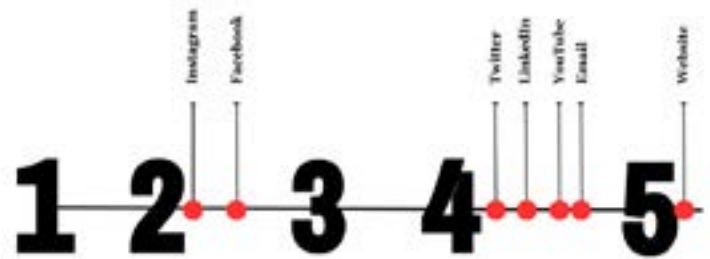
When writing the survey questions, the articles used for the background information were referenced by each team member. Duplicate questions then were deleted. Common themes across the questions were identified. The questions best suited for The Agriculturist's audience were chosen and adjusted for appropriate wording. Demographic questions were drafted to be included at the end of the survey.

Each question was reviewed to choose an appropriate answer method. Answer methods included multiple choice, open ended, choose multiple and scale questions. Methods were selected based on what method would allow the most insight to be gained from each of our survey respondents. Once the survey questions were finalized, Qualtrics was used to design and publish the survey.

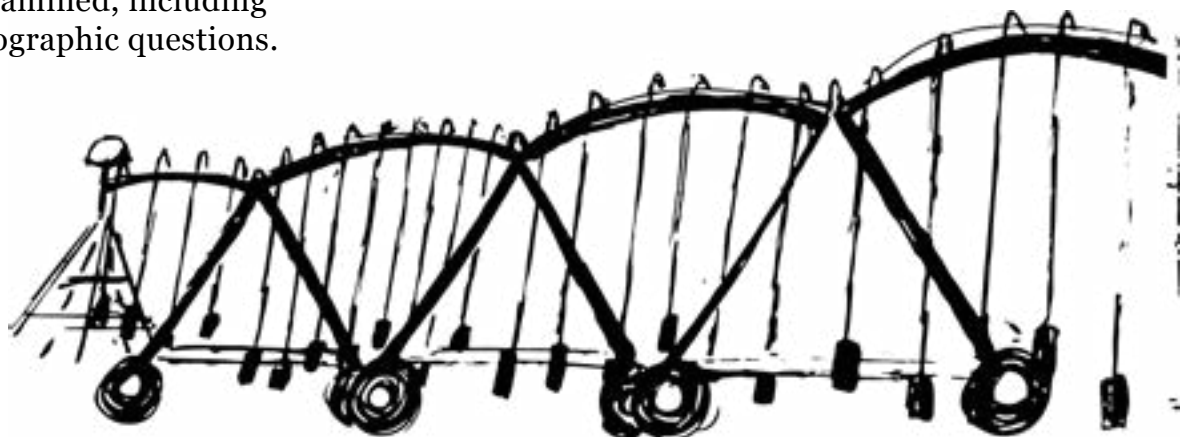
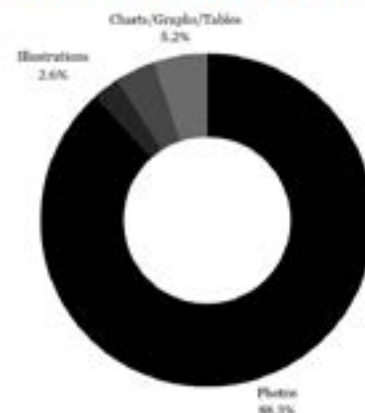
The survey was sent over the alumni email listserv maintained by the Davis College Office of Development and was also shared on The Agriculturist's Facebook page. Both tools were utilized since some readers respond better to email, and some spend more time on social media. The results of the survey were exported to an excel document where individual question responses were examined, including responses to demographic questions.

FINDINGS

WHAT DO YOU THINK WOULD BE THE MOST EFFECTIVE WAY FOR THE AGRICULTURIST TO SHARE ITS CONTENT OUTSIDE OF THE PRINTED MAGAZINE? (SELECT ONE)



IN MAGAZINES, WHAT KIND OF VISUALS DO YOU PREFER MOST? (SELECT ONE)



CAMPAIGN RESEARCH >>>>>>>

INTERPRETATION

When the findings of the survey were examined, the findings revealed new information about The Agriculturist's readership and the content factors that encourage and engage them. The majority of readers said they read the magazine all the way through or at least 75% of it. Readers also ranked photographs and graphics as the most important items included in a story. When asked about story topics, respondents said student success stories were the most important, followed closely by agricultural industry issues and alumni profiles.

Readers also rated the quality of elements within the magazine. They said the paper quality and photographs were the two highest quality elements within previous issues of the magazine. Respondents were asked to rate the importance of online only content. They ranked additional story content the highest. This was followed by additional graphics, podcast episodes, photo galleries, QR codes to online content and videos respectively. Another question asked which type of visuals readers preferred most which found photographs most important. This information again points to the importance of capturing high quality images and making sure they are showcased within all stories. By focusing on the images, the attention of magazine readers can be caught and kept.

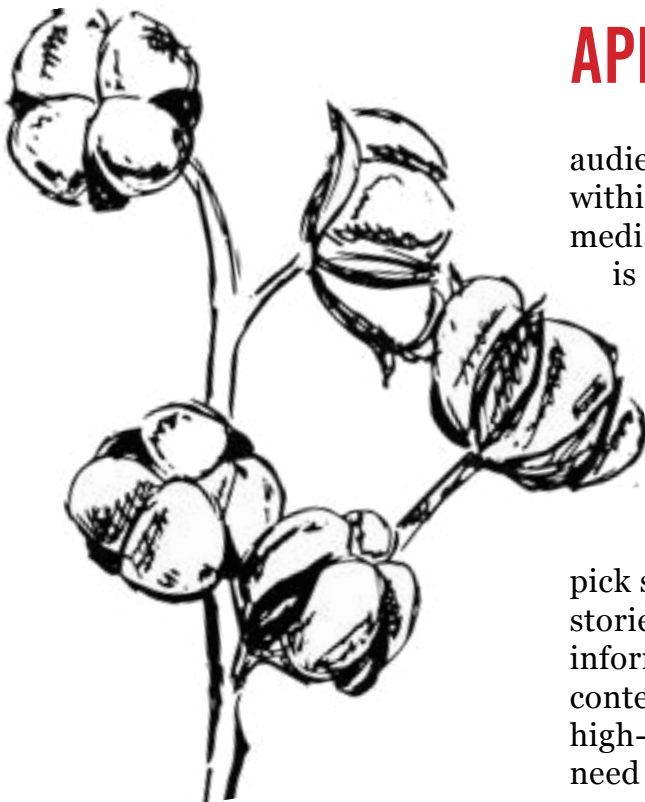
Respondents were asked which factor most influences them to subscribe to a publication, to which they answered the content of the stories with the publication. Most respondents said they had been readers for six or more years, followed by the range of 4-6 years and 1-3 years both selected by 18.9% of respondents. Finally, respondents were asked what they thought would be the most effective way for our magazine to share content outside of just the printed version. The

Agriculturist's Instagram was the highest ranked answer. This was followed by Facebook, Twitter, LinkedIn, YouTube and The Agriculturist website.

APPLICATION

An overview of these research findings reports our audiences value print publications and the content offered within the physical boundaries of a physical magazine. Digital media and external content are welcomed by the audience if it is in addition to the print version. However, the platforms used to deliver online content need to be appropriate and consistent with the desires of the audience to be beneficial. Content is a key component to the application of these findings as the data supports specific types of content and methods of content delivery the audience prefers for both print and digital.

The Agriculturist staff can use this information to help pick story topics for upcoming years and which pieces of stories go into the magazine at the end of the semester. This information can also be used to guide the creation of magazine content. Since the audience values photos and graphics, taking high-quality photographs and creating eye-catching graphics need to be prioritized.



◀◀◀◀◀◀ KEY MESSAGE

Our story, “Collaboration in Cotton,” has three audience segments: cotton producers, non-producer cotton industry professionals, and cotton-adjacent researchers in the South Plains region. Each of these segments are important stakeholders in the South Plains cotton industry, though they are not all on the farm. By segmenting these audiences, we can focus our campaign plan on the most effective audiences while still appealing to the broader audiences of The Agriculturist in general.

We want our target audiences to understand the breadth of the cotton research done at Texas Tech, as well as its importance to producers. We want them all to believe, as we do, that cotton is an essential part of life in West Texas, and therefore an important topic for Texas Tech to continue to invest in and learn more about. As we reach our target audiences through this campaign, we want them to seek out more information about cotton with their first step being reading our story in The Agriculturist.

◀◀◀◀◀◀ CAMPAIGN GOAL

AS OF SEPTEMBER 1, 2023, INCREASE THE NUMBER OF COTTON FARMERS, COTTON INDUSTRY PROFESSIONALS AND COTTON RESEARCHERS THAT READ THE 2023 EDITION OF THE AGRICULTURIST BY 5%.

The campaign for “Collaboration in Cotton” focuses on our three audience segments: cotton producers, non-producer industry professionals, and cotton researchers in the South Plains. These audience segments are what our campaign goal is built around. Overall, our goal is to drive our audience to read our article in The Agriculturist and in turn, read the 2023 edition.



OBJECTIVE #1 >>>>>>>>

CONDUCT A PUBLIC RELATIONS CAMPAIGN IN COOPERATION WITH PLAINS COTTON GROWERS (PCG) DURING TWO PCG ADVISORY MEETINGS DURING THE MONTH OF MAY.

Every two weeks, PCG, hosts an advisory meeting. These meetings are open to everyone including producers, researchers, PCG members and cotton industry professionals. They call these meetings their “Friday Morning Meetings,” and at them, they discuss all things cotton: prices, market trends, diseases, pests, politics, growing challenges, potential for the year and anything else happening in the cotton industry. Since these meetings are a place where a lot of conversation and collaboration in the cotton industry already occurs, we see this as a place that brings our audience segments together where they will be willing to participate in our campaign. We plan to attend two meetings in the month before the release of the magazine to conduct our public relations campaign.

STRATEGIES FOR OBJECTIVE #1

- Create a flyer advertising our story in the Agriculturist. The flyer will explain why it is important for our audience segments to read our article: cotton researchers who are completing the research, producers who are using the research to better their crops and yields, and the industry professionals who rely on the crops and producers to market their various products.
- Create cards with QR code links to the Agriculturist’s website on hand so that those in attendance can have direct access to our published material.
- Prepare copies of our two Davis College profiles on hand so that we can help producers and industry professionals put faces to the idea of research.
- Utilize a screen to play a short video that highlights some of the researchers we interviewed for this project.

TACTICS FOR OBJECTIVE #1

- Email Kara Bishop, PCG’s director of communications and public affairs. Explain who we are, what we are doing, and why we believe it is important for those at their meetings to know about our story.
- Obtain approval from Kara to run the campaign at their advisory meetings.
- Design handout repurposed from “Faces of Cotton” social media post.
- Include photos, graphics and story excerpts
- Find the most cost-effective printing option and print copies.
- Get an estimated head count from PCG to know how many copies to make.
- Use same printer to print research profiles.
- Once print orders are received, organize handouts in folders.
- Compare prices to make pens with The Agriculturist logo.
- Order enough pens to hand out at both meetings based on estimate from PCG.
- Create a research overview video using interview footage from interviews.



OBJECTIVE #2

PITCH THE “COLLABORATION IN COTTON” STORY TO THE DAVIS COLLEGE AND OFFICE OF RESEARCH & INNOVATION NEWS PAGES IN MAY USING A PRESS RELEASE.

We plan to create a news release for media publication on the Texas Tech University Office of Research and Innovation webpage. We chose this outlet because our story is research driven, and this department correlates extremely well with the purpose of our story. Since this is where most of the university’s research news is published, this will be a great place to reach researchers where they already consume media. We hope to highlight the research aspect of our story in the news release to relate to this chosen audience. We also plan to pitch a news release to the Davis College of Agriculture and Natural Resources’ news page to take advantage of our college’s owned media. This news release will also be used for media publication on the department’s webpage. We chose this platform to showcase our article to Davis College faculty, staff, students and alumni and drive their traffic to our publication as well.

STRATEGIES FOR OBJECTIVE #2

- Write and send a media pitch to Texas Tech’s Office of Research & Innovation.
- Write and send a media pitch to Texas Tech’s Davis College of Agricultural Sciences & Natural Resources.

TACTICS FOR OBJECTIVE #2

- Establish a point of contact at the Office of Research & Innovation.
- Establish a point of contact at the Davis College.
- Outline information for each news release.
- Draft news releases.
- Choose a send date for the news releases.
- Create document letterhead including The Agriculturist logo.
- Story team review and edit copy and layout of the news release.
- Submit news releases to points of contact.
- Points of contact to post news release to their respective news sites.



OBJECTIVE #3 >>>>>>>

DIRECT THE AGRICULTURIST'S SUBSCRIBERS TOWARD THE WEBSITE AND ONLINE VERSION OF THE MAGAZINE THROUGH A DIRECT MAILING CAMPAIGN.

This objective will be complimentary to the digital and the print editions of the magazine as the targeted marketing material will directly encourage subscribers to view the website while indirectly reminding them of the upcoming issue of the magazine. This objective serves all current subscribers of the magazine and is important to the success of this campaign as it should produce a positive affect for online readership numbers of The Agriculturist.

STRATEGIES FOR OBJECTIVE #3

- Create a flyer advertising our story in the Agriculturist. The flyer will explain why it is important for pour audience segments to read our article: cotton researchers who are completing the research, producers who are using the research to better their crops and yields, and the industry professionals who rely on the crops and producers to market their various products.
- Create cards with QR code links to the Agriculturist's website on hand so that those in attendance can have direct access to our published material.
- Prepare copies of our two Davis College profiles on hand so that we can help producers and industry professionals put faces to the idea of research.
- Utilize a screen to play a short video that highlights some of the researchers we interviewed for this project.

TACTICS FOR OBJECTIVE #3

- Develop outline for postcard and email.
- Design the postcard.
- Design the email.
- Poof the postcard.
- Print the postcard.
- Create emailing list.
- Create postcard mailing list.
- Proof the email.
- Send the postcard.
- Send the email to all recipients on the emailing list.



OBJECTIVE #4

PURCHASE ADVERTISING TIME ON THE “ALL AG ALL DAY” RADIO STATION DURING THE MONTHS OF MAY AND JUNE.

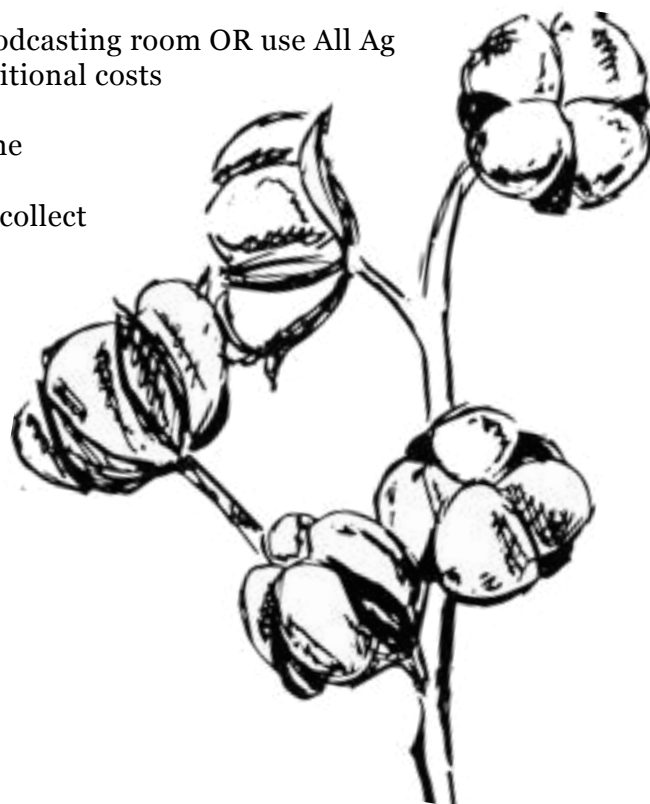
May and June are going to be a busy planting season for cotton farmers. This strategy will capitalize on all of the extra time they will be spending listening to the radio in their tractors and pickup trucks as they are getting things done in the field. It is our intention that after hearing about our publication through the radio, once planting is over, they will pick up the 2023 edition of The Agriculturist or visit our website to read the articles.

STRATEGIES FOR OBJECTIVE #4

- Contact Pam Sweeten, All Ag All Day’s advertising sales representative expressing our interest to advertise on their station.
- Produce our radio advertisement in cooperation with All Ag All Day.
- Develop a plan to measure the effectiveness of the radio ads.

TACTICS FOR OBJECTIVE #4

- Call Pam Sweeten at (209) 606-1418 to establish initial contact.
- It is ideal to obtain two 30 second advertisement slots at a 15-25 frequency. This may be adjusted at the suggestion of the sales representative or our advising professors.
- Obtain quote from Pam and gain approval from The Agriculturist advising professors.
- Sign contract for advertising and submit payment to All Ag All Day.
- Draft a script for the advertisement.
- Either produce advertisement in house using the ACOM podcasting room OR use All Ag All Day’s services to produce the advertisement. Some additional costs may occur if using the second option.
- (if produced in house) choose a person to be the voice of the advertisement
- (if produced in house) record all advertisement audio and collect additional sound effects
- (if produced in house) edit audio together using Premiere Pro
- Collaborate with sales representative to develop a way to report the reach of our advertisements.



OBJECTIVE #5 >>>>>>>>

PRODUCE AND PROMOTE AN EPISODE FOR THE AGRICULTURAL PODCAST THAT FEATURES THE COTTON RESEARCH AND INNOVATION STORY.

We will be creating a podcast episode for streaming in The Agriculturist podcast. Our podcast episode will be focusing on behind the scenes content of the story, the cotton teams' experience in the block and advice to future agricultural communications block students. By taking advantage of this method of owned media, the podcast episode will reach several audiences spanning from future students, alumni, and supporters of cotton research.

STRATEGIES FOR OBJECTIVE #5

- Produce the podcast using facilities in the Department of Agricultural Education & Communications.
- Integrate podcast promotion into handouts created for the public relations campaign in objective one.
- Plan and design a section advertising the podcast to add to The Agriculturist website.
- Integrate podcast promotion into the email and postcards created for objective three.

TACTICS FOR OBJECTIVE #5

- Create a podcast script for reference while recording the podcast episode.
- Record the podcast episode in the agricultural communications recording studio.
- Export recorded audio from recording session to two hard drives for backup.
- Edit podcast audio using Premiere Pro, including podcast intro, outro and advertisement break.
- Export podcast audio and materials to complete the podcast episode.
- Submit the podcast for review and edits before it is posted.
- Apply any edits suggested.
- Post podcast to hosting platform.
- Create a QR code to put on physical copy marketing materials from objectives one and three.
- Update marketing materials from objectives one and three by adding podcast QR code.
- Create a website section to advertise the podcast on the homepage of The Agriculturist website.
- Add podcast link to media release.



PLATFORMS & CONTENT

The online marketing plan for “Collaboration in Cotton” will focus its efforts on three social media platforms: Facebook, Instagram and LinkedIn. Across all three platforms, we will prioritize creating posts that people want to share by creating posts that are catered to each platform.

FACEBOOK

Facebook will be used to target the older demographic of our audience. To create sharable posts on Facebook, we will focus on the people we highlighted in our article and the stories behind them. The information shared on Facebook will focus on personal stories and easily digestible infographics. Horizontal videos of the subjects sharing their story and high-quality images of the subjects will be incorporated into the posts to make them more engaging to the viewer.

We will post four times on Facebook, once a week between April 10 – May 19. We will gain followers and likes by tagging the subjects whenever possible. We will encourage our audience to participate by clicking the link to the story.

INSTAGRAM

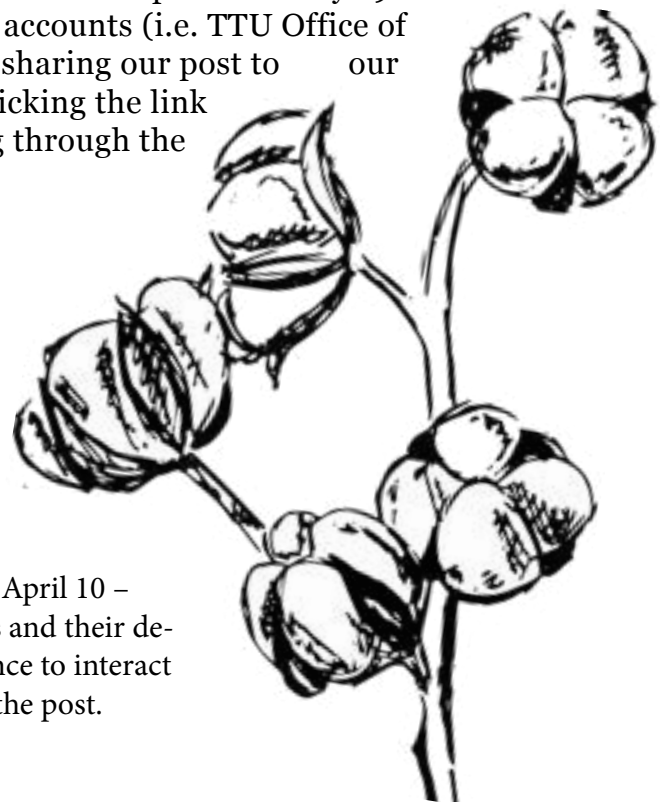
Instagram will be used to target the younger demographic of our audience, especially those who advocate for agriculture. To create sharable posts on Instagram, we will create eye-catching graphics with impact statements. If our posts are visibly appealing, more individuals will share them to their story, increasing the reach of our posts.

We will post four times on Instagram, once a week between April 10 – May 19. We will gain followers and likes by tagging other relevant accounts (i.e. TTU Office of Research and Innovation, The Davis College, etc.) and by sharing our post to our story. We will encourage our audience to participate by clicking the link in our story to take them to the main post, and by swiping through the slides of our carousel posts.

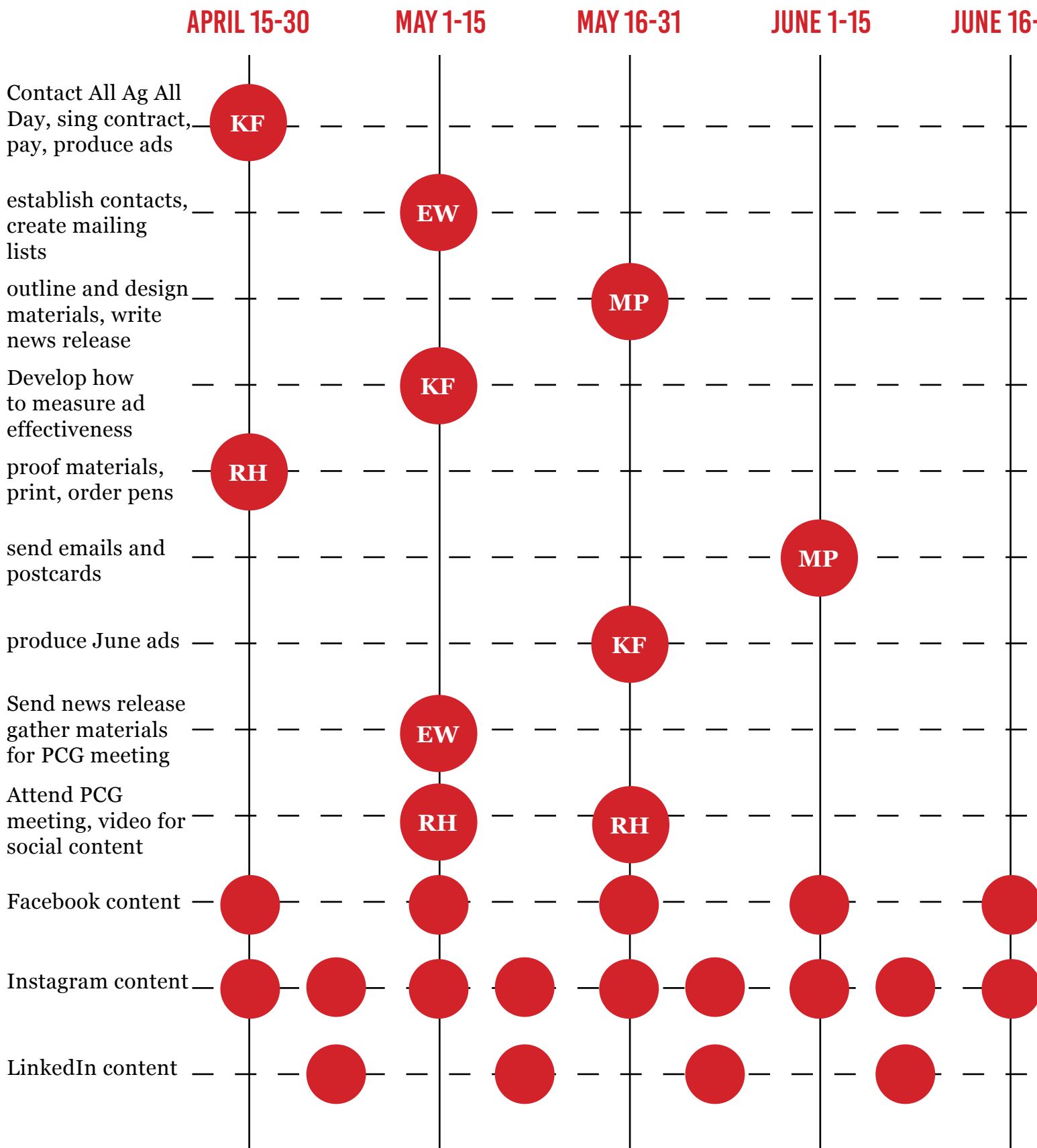
LINKEDIN

LinkedIn will be used to target the professional and academic demographic of our audience, especially those in cotton research. To create sharable posts on LinkedIn, we will tag the professionals we highlight and encourage their peers to like and comment. By highlighting and tagging more researchers and research institutes, our posts will be exposed to their networks.

We will post four times on LinkedIn, once a week between April 10 – May 19. We will gain followers and likes by tagging the individuals and their department, company and/or institute. We will encourage our audience to interact with the posts by clicking the link to the full story and reacting to the post.



TIMELINE >>>>>>>



30

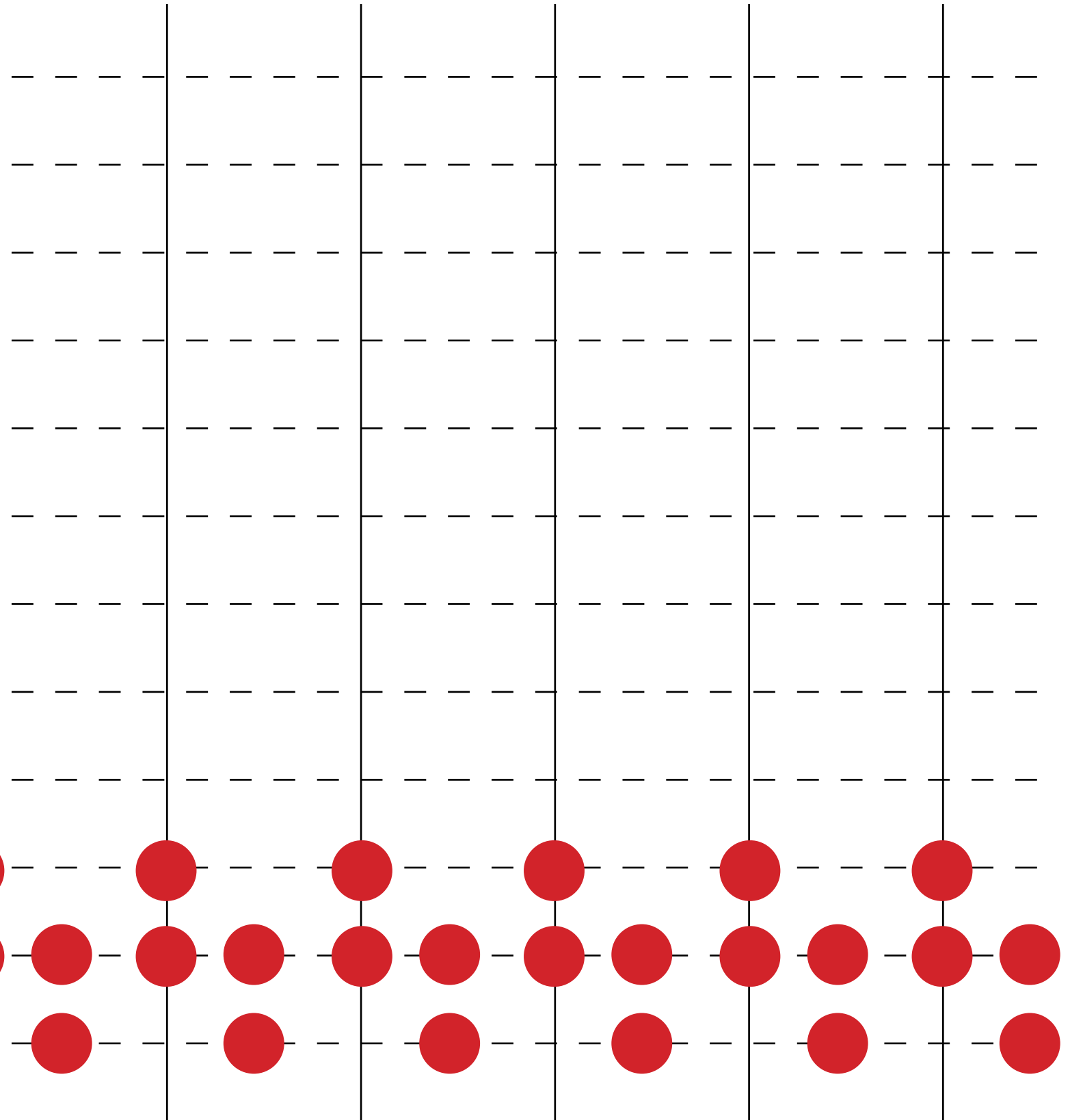
JULY 1-15

JULY 16-31

AUGUST 1-15

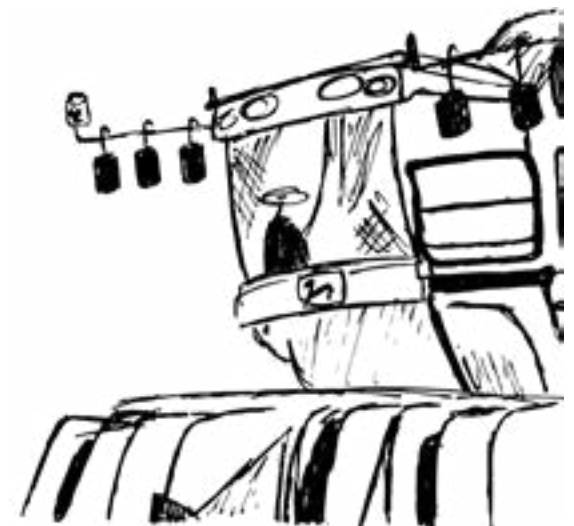
AUGUST 16-31

SEPT.1-15



BUDGET >>>>>>>

MATERIAL	QUANTITY	PRICE PER UNIT	MATERIAL COST
POSTCARD	5,000	\$0.16	\$579
POSTAGE	5,000	\$0.48	\$2,400
RESEARCH HANDOUT	300	\$0.44	\$133
RADIO ADVERTISEMENT	4	\$349	\$1,396
		TOTAL:	\$4,508



◀◀◀◀◀◀ EVALUATION

TRADITIONAL MEDIA

As the efforts of the campaign revolve around increasing readership of cotton growers, non-producer cotton industry professionals and cotton adjacent researchers, the evaluation methods will directly measure these audience segments. With special efforts included in the campaign to direct readers to The Agriculturist's website, the website will operate as a tool to determine the overall effectiveness through the usage of a pop-up. This pop-up will be a quick prompt with the following series of questions:

Is your profession directly related to the cotton industry? (Yes or No)

Pop-up closes if No is selected

What is your profession? (Select Most Closely Related)

1. Cotton Grower
2. Non-Producer Cotton Industry Professional
3. Cotton Adjacent Researcher

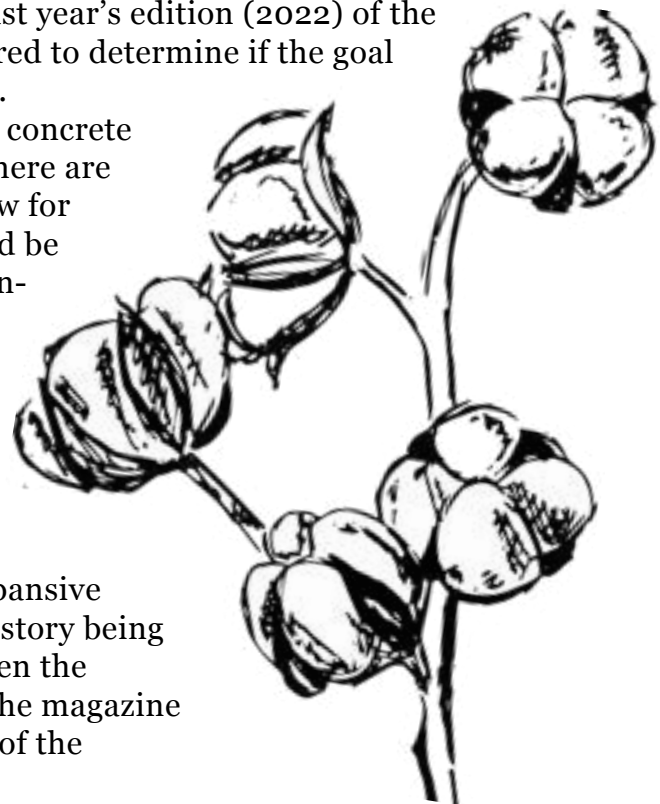
Did you read last year's edition (2022) of The Agriculturist? (Yes or No)

Thank You!

From June 1, 2023, through September 1, 2023, the pop-up will appear on the homepage within 5 seconds of the webpage being accessed by a visitor. Any response to the pop-up will be logged and will not pop-up for that visitor on any following webpage views. Making it a one-time pop-up will maintain accuracy, preventing a single visitor from logging multiple entries and preventing visitors from being bothered by a pop-up on every instance they visit the page. It will be assumed that all visitors to the website are a reader of the 2023 magazine. Utilizing the respondents' answers to the "Did you read last year's edition (2022) of the Agriculturist? (Yes or No)," the differences will be compared to determine if the goal of a 5% increase of the target audience readership was hit.

While the aforementioned method will serve as the concrete and measurable evaluation technique for the campaign, there are other, less quantitative and more qualitative points to view for the overall effect of the campaign plan. One of these would be hits and views on The Agriculturist's website. Using the on-platform analytics provided by WordPress, the amount of traffic to the website can be viewed as a result of the campaign's objective to direct traffic to the website.

Other intangible results of the campaign would include an increase of conversation about The Agriculturist by cotton growers, non-producer industry professionals and cotton adjacent researchers. This increase in awareness by the target audience can yield expansive opportunity for future editions. With the emphasis of the story being on collaboration in cotton, producing conversation between the different sectors of cotton industry that revolves around the magazine would be an anecdotal but valuable testament to the goal of the campaign and tie into the theme of the story.



EVALUATION >>>>>>

SOCIAL MEDIA

To effectively monitor and evaluate the reach, engagement, and the accuracy of the plan's objectives, prescribed evaluation methods are included in this plan. Our methods of evaluation will revolve around the usage of quantitative data and numerical representations of our audience provided by the in-house analytic tools provided by each platform. These tools are specifically created to be convenient and accurate. Unidentified outliers of qualitative returns or other recordable data may be considered at the time of evaluation if still within the parameters of the purpose and objectives but for the sake of concision in this plan they will remain unaddressed.

The monitoring and evaluation process is crucial to this plan as it will provide reliable information on the effectiveness of our online communication efforts. The data analyzed will be used to determine whether content being posted is producing results correlative to the objectives of this plan. Success will be determined by appropriate comparison to engagement on previous posts and the measurable difference between follower counts before and after the timeline of this online marketing plan. As stated before, the analytic tools provided by each platform will be used for the collection and comparison of pertinent engagements. This section will detail specific analytic tools provided by each platform that will be referred to in the monitoring and evaluation period.



◀◀◀◀◀◀ EVALUATION

SOCIAL MEDIA PLATFORM EVALUATION

FACEBOOK

Insights Overview: This tool provides a high-level view of your Facebook Page's performance, including the number of likes, reach, engagement, and more. You can use this tool to quickly assess your Page's overall health and identify any areas that need improvement.

Post Analysis: This tool allows you to analyze individual posts to see how well they performed in terms of reach, engagement, and other metrics. You can use this tool to identify which types of content perform best on your Page and adjust your content strategy accordingly.

Audience Insights: This tool provides demographic data about your Facebook Page's audience, such as age, gender, location, and interests. You can use this tool to better understand your audience and create content that resonates with them.

Competitor Analysis: This tool allows you to compare your Facebook Page's performance to that of your competitors. You can use this tool to identify areas where your competitors are outperforming you and adjust your strategy accordingly.

INSTAGRAM

Recent Highlights: This section announces any notable increases in account performance in your selected preset or custom timeframe within the past 90 days.

Overview: This section showcases the number of accounts reached, accounts engaged, total followers and approximate earnings (if applicable) for your selected preset or custom timeframe within the past 90 days.

Accounts reached: Number of unique accounts that have seen your content on screen at least once and demographic information on the accounts you've reached, including top countries, top cities, top age ranges and gender breakdown.

Accounts engaged: Number of unique accounts that have interacted with your content and demographic information on the accounts you've engaged, including top countries, top cities, top age ranges and gender breakdown.

Total followers: View trends across your followers when you have at least 100 followers. These insights include: Growth (number of followers you've gained or lost), top locations of your followers, age range, times they're most active on Instagram.

Content interactions: Actions people take when they engage with your content, such as likes, comments, saves, shares and replies.

LINKEDIN

Impressions: Shows the number of times each post is visible for at least 300 milliseconds with at least 50 percent in view on a (signed in) member's device screen or browser window.

Unique impressions: Shows the number of times your posts were shown to unique (signed in) members.

Clicks: Shows the number of clicks on your content, company name, or logo by a (signed in) member. This doesn't include interactions (shares, reactions, and comments).

Reactions, Comments, and Shares: Shows the number of reactions, comments, and times your content was shared by members, including Direct Sponsored Content and video posts.

Engagement rate: Shows the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions.

Follows: Shows the number of follow clicks on your sponsored content.

MARKETING MATERIALS >>>>

EMAIL



Visit Our Website for:



Current Stories

Our website is the source to read the inspiring, captivating, and educational stories our students have written and photographed.



Past Issues

You can revisit favorite stories or dig deep into the previous issues of The Agriculturist to satisfy all your agriculture related reading needs.



About Us

Learn about our staff, students, and the people behind the pages.



Accessible

Everything on our website is easy to access anywhere you are. Visit it on your desktop, laptop, or mobile device.

A footer banner with a dark background showing a building at night. A large white quote mark is on the left. In the center, white text reads: 'The Agriculturist is a non-profit student publication of the Davis College of Agricultural Sciences and Natural Resources Department of Agricultural Education and Communications at Texas Tech University. The Agriculturist is funded solely by advertisements and sponsorships.'



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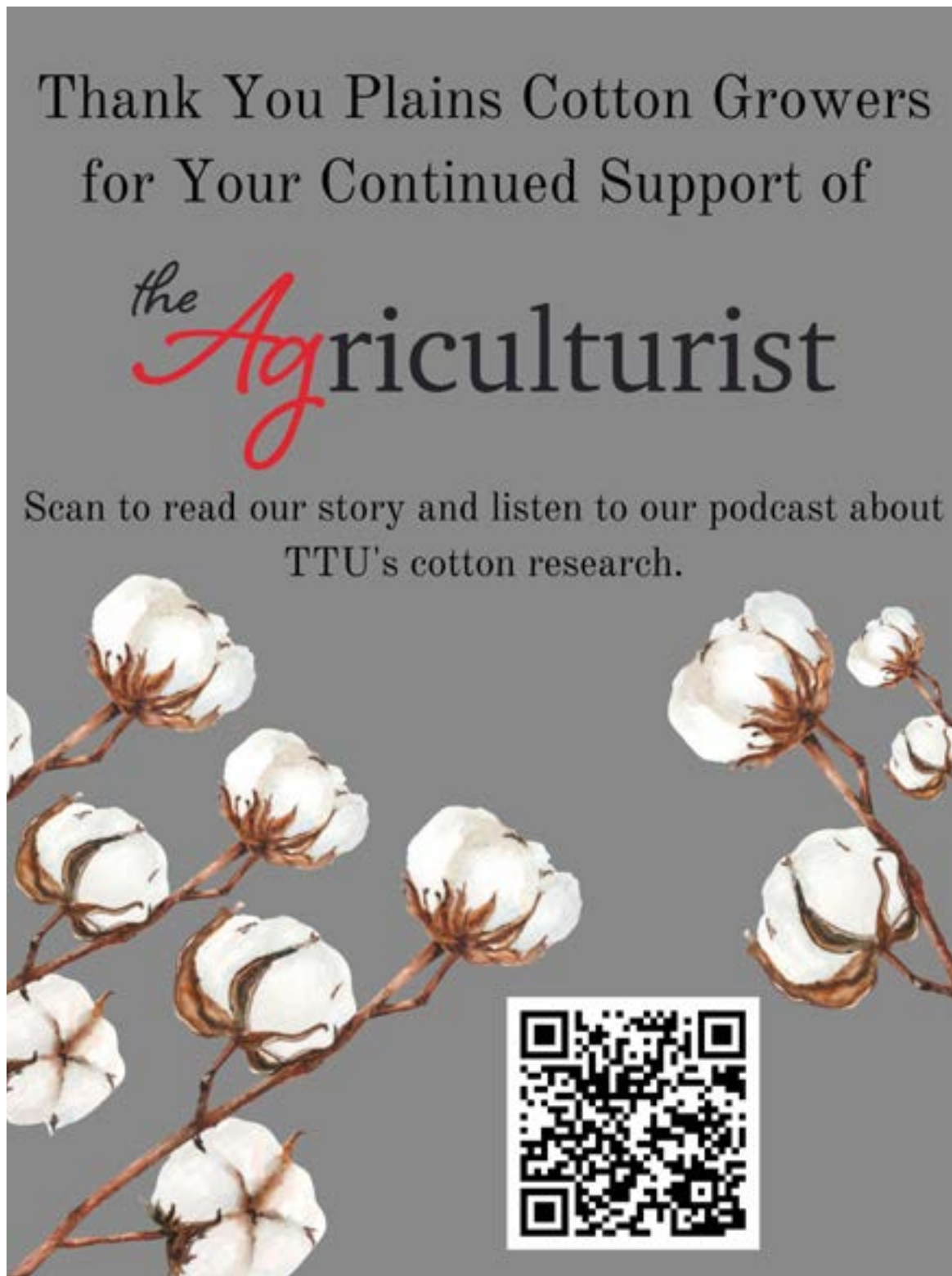
MARKETING MATERIALS

POSTCARD



MARKETING MATERIALS>>>>

THE AGRICULTURIST HANDOUT



◀◀◀◀ MARKETING MATERIALS

“COLLABORATION IN COTTON” HANDOUT

TTU Cotton Research: It's All About Collaboration



Researchers at Texas Tech work hand in hand with producers in the South Plains.



All of their research is done to solve problems producers are facing in their fields.



Read more in this year's issue of

the **Agriculturist**

MARKETING MATERIALS >>>>

MEDIA RELEASE

**Contact:**

The Agriculturist, Cotton
Team Farmer
903-530-8213
ewalley@ttu.edu

**Media Advisory
FOR IMMEDIATE RELEASE
April 12, 2023**

Collaboration In Cotton at Texas Tech University

LUBBOCK, Texas (April 12, 2023) --- In 2023 *The Agriculturist* will be spotlighting several current topics and issues in agriculture.

In January of 2023, the seventh Agricultural Communications Block class met for the first time. Fifty-five students have split into 13 groups to create this year's edition of *The Agriculturist*. Team Farmer includes Kylie Farmer, Rylie Hoyle, Micah Perry, and Emmy Walley.

The [Southwest Collection/Special Collections Library](#) dates 1968 to be the start of cotton research at Texas Tech University. Texas Tech Universities cotton research and extension to help real farmers in the field today, has grown exponentially over the last 55 years. Team Farmer has interviewed over 10 industry professionals to highlight all aspects of the industry.

This story highlights the importance of Texas Tech Universities deep history in cotton and the growth the department of research has experienced. Professors and students explain their work and how it aids farmers' yields. Cotton farmers partnered with Texas Tech University share their experience of relations to research being done on campus.

-more-

◀◀◀◀ MARKETING MATERIALS



Texas Tech University cotton research is providing solutions to real problems. To learn more about the innovative cotton research taking place at Texas Tech University, visit *The Agriculturist* webpage today.

-###-

MARKETING MATERIALS >>>>

AUDIO FILES

[CLICK HERE TO LISTEN TO THE PODCAST AD](#)

[CLICK HERE TO LISTEN TO THE PODCAST JINGLE](#)



◀◀◀◀SOCIAL MEDIA CONTENT

INSTAGRAM



SOCIAL MEDIA CONTENT >>>>>

INSTAGRAM



◀◀◀◀SOCIAL MEDIA CONTENT



LINKEDIN



SOCIAL MEDIA CONTENT >>>>

FACEBOOK



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