

THE FARM

Audio Visual Technical Sales & Marketing





Our Mission

To encourage a culture of relationships and exchanging knowledge in the Audio, Video, and Musical Industry markets. Through dynamically focusing on solving the problems of our customers by being an expert source for education and real world knowledge of how to navigate solutions for each piece of the Pro AV and System Puzzle, we will provide an excellent user experience from beginning to end.

Our fearless exchange of goofiness makes our teams professional relationships effortless and provides a cultural image of humor and entertainment. Sales acceleration of products for our manufactures is our primary focus. Through continually positioning our service into an uncontested market space of B2B to include a B2C model we will engage a wider audience. By expanding our use of web based marketing technology we will increase sales efficiency to reach our goals.



Branding
Cultural Image of Humor & Entertainment

THE FARM = **PROVIDES SOLUTIONS**

Farmer = Product Manufacture

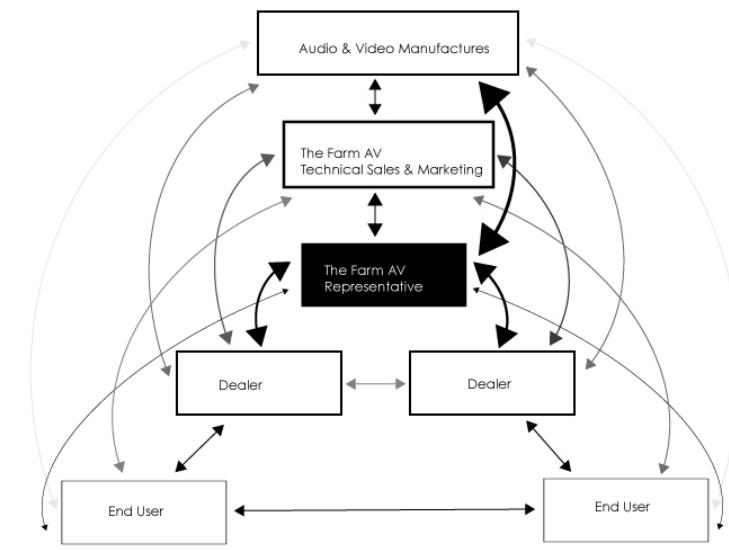
THE FARM = Product Connection & Knowledge

Farmers Market = Product Knowledge Event

Farm Hand = Manufactures Representative

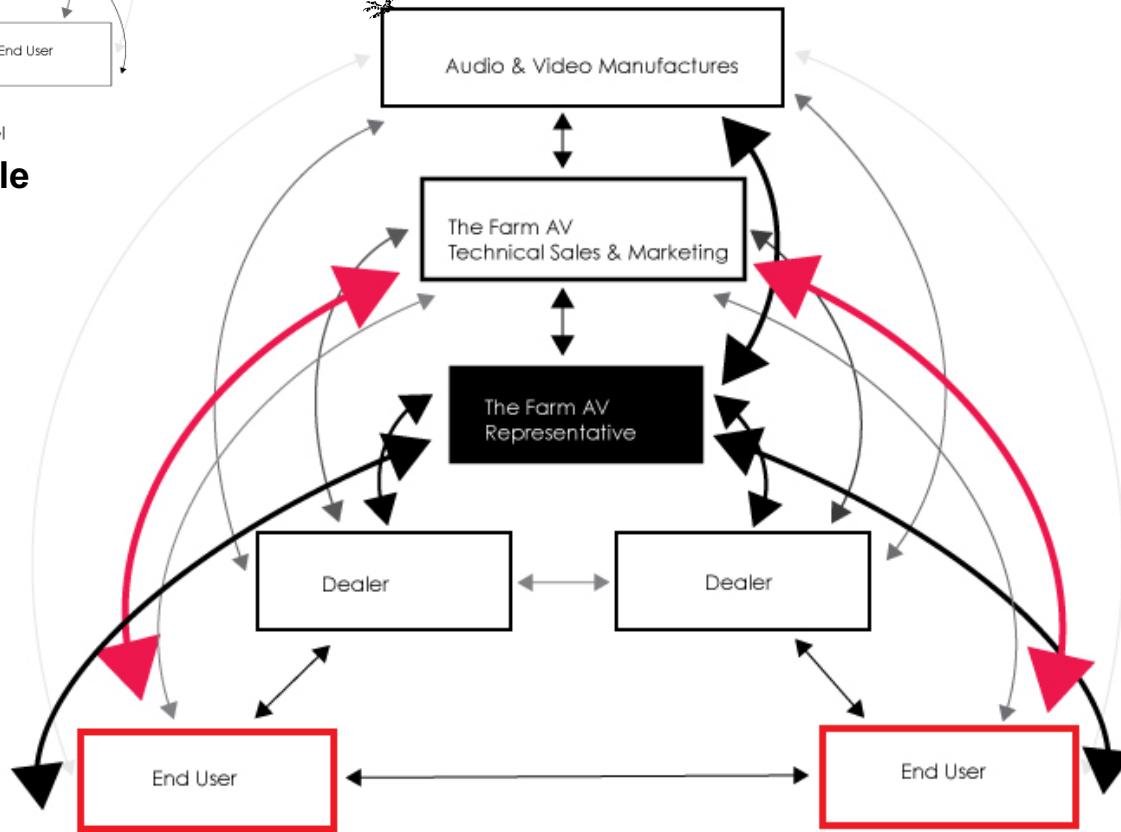
Farm Animals = Everyone

Farm Equipment = Product



Visual Representation of Communication Model

Old Communication Style



Visual Representation of Communication Model



Branding

Cultural Image of Humor & Entertainment

Website

Community for Audio, Video & Musical Industry

Blog

Expert Insights in Plain English

Social Media

Platforms for Building Leads

Category	B2C	B2B
Goals	Build Brand Attract Prospects Support Sales Aid SEO	Build Brand Attract Prospects Support Sales Aid SEO Position as Expert
Blog Audience	Prospects Customers Fans Public Media	Prospects Customers Fans Public Media
Content Focus	Offering Community Location	Offering Community
Content Format	Text Image/Photo Video/Audio Presentation / e-book	Text Image/Photo Video/Audio Presentation / e-book
Blogger(s)	Marketing / PR Product Executive Sales Customer Service Ghost Writers	Marketing / PR Product Executive Sales Customer Service Ghost Writers
Blog Support	Tech Support Copy Editor Outside Writers Creative	Tech Support Copy Editor Outside Writers Creative
Blog Promotion	Email/RSS Social Media Platforms Social Sharing Internal Media Use Third Party Media Use	Email/RSS Social Media Platforms Social Sharing Internal Media Use Third Party Media Use



[Website](#)

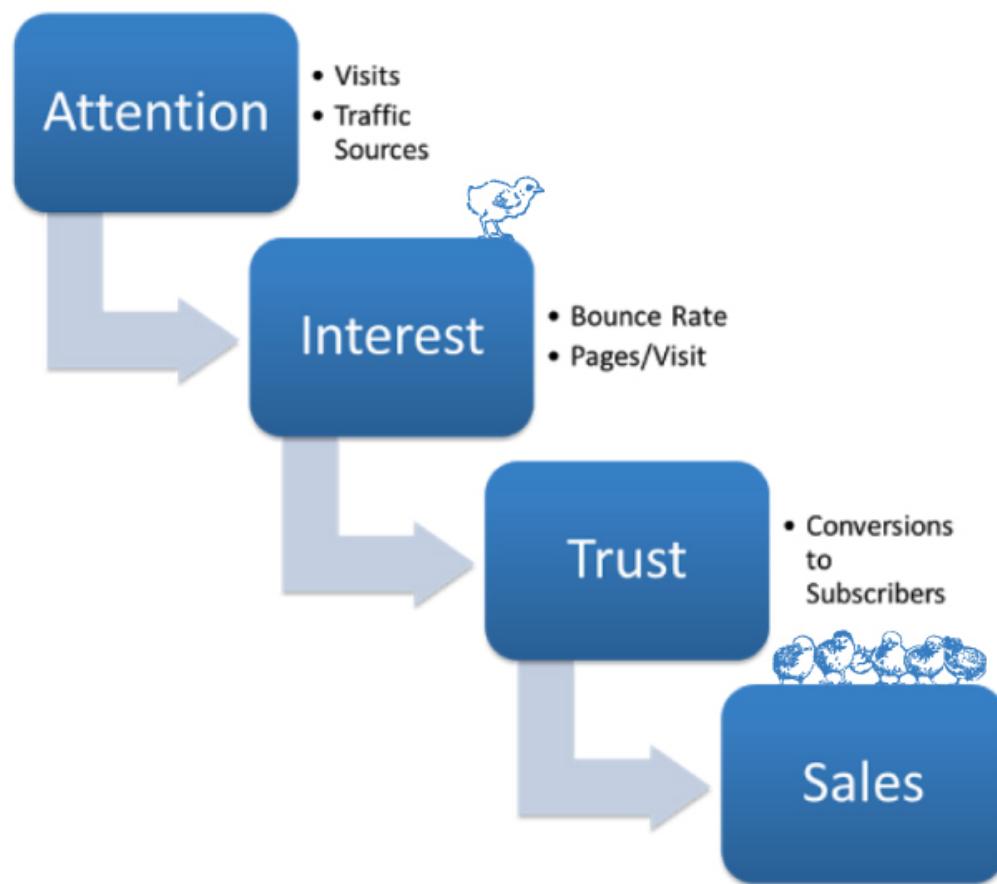
Community for Audio, Video & Musical Industry

LOCATION of industry and consumer wide **social network community** for the Pro AV, Systems, & Musical Instrument markets.

- ✓ A niche social network for your interest topic
- ✓ A focused social network for your product
- ✓ Connection to Reps
- ✓ Resource for Education & Information



Blog
Expert Insights in Plain English





Social Media Platforms for Building Leads

Marketing research has data showing the social media sites ranked as the most populated, which gender and ethnicity occupy - predominately, and ages.

1. Facebook – Women – 18 to 29 years of age
2. LinkedIn – Men – 30-39 years of age
3. Pinterest – Women – 18 to 55 years of age
4. Twitter – African American & Hispanic Men – 18 to 29 years of age
5. Instagram - African American & Hispanic Men – 18 to 29 years of age

The research data has indicated 99% of our customers are strongly Caucasian men, Hispanic and African American men are increasing, between the ages 18 and 55, who have no college to a Graduate degree, and make between 30k and 100k+ a year.



THE FARM
SOLUTIONS

End-users: **Create Community for EDUCATION & INFORMATION**

Dealers: **Communicate EXPERT Relationship Solutions**

Integrators: **Streamline DEMO Speed by Increasing Sales EFFICIENCY**

Manufacturers: **INSIGTHS to CUSTOMER RELATIONSHIP to PRODUCT**





Jim Loppnow | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

Jon Skinner | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

Mike Corvin | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

Phil Klinkenborg | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

Rhonda Ray | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

Sue Loppnow | Contributor

Contributes expert knowledge to the team to use as content for communication efforts.

THE FARM Team & Roles

John Hood | Editor-in-Chief

Publication's editorial leader, having final responsibility for all operations and policies.

Larry Lauzon | Editor

The editing process can involve correction, condensation, organization, and many other modifications performed with an intention of producing a correct, consistent, accurate and complete work.

Kisty Rose | Interactive Media & Web Communications Director

Responsible for determining the most effective ways to advance industry communications goals on the web, via social media and in other digital domains.

David Lawrence | Newsletter

Responsible for gathering, writing, and editing content and media for the Newsletter.

Justin Rose | Newsletter / Twitter

Responsible for organizing Newsletter content into email campaigns via Zoho. Monitors traffic, shares, follows, and generates leads. Becomes Expert.

George Astin | LinkedIn

Monitors traffic, shares, follows, and generates leads. Becomes Expert.

Marie Hood | Facebook

Monitors traffic, shares, follows, and generates leads. Becomes Expert.

THE FARM

Audio Visual Technical Sales & Marketing

COMMUNICATION PLAN



THE FARM

Team Workflow



Uncontested Market Space Leads to Increase in Profit Growth and Longevity of Company



The **Daily 15** is an internal communication provided to the team by email once a day, delivering information to the team on what the weekly and daily focus & goals will be in the roles assigned.

15 Minutes a Day

10 in the Project Management system

5 on Social Media

BRAIN DUMP & GO FAST

The Project Management System, PMS, is our place to discuss content.

FOCUS & GOALS Outlined

Clicking for follows, shares, reposting, and generating leads.

TIP As with anything new, be patient with the system... we are still working on development, once maintenance begins you won't remember what it was like before you started this new habit... habits take 2 weeks until you do something without thinking about it.



1. Customer Service – Check account for messages and follow up on any leads.
2. Follow & Share – Manufactures and share their promotions. *Follow* dealers, integrators, end-users & lateral partners.
3. Find lateral connections in the industry for generating leads.
4. Find end-user connections for generating leads.

THE FARM Social Media Responsibilities

LinkedIn 90% business, 10% fun

1. Customer Service
2. Follow & Share
3. Find Lateral Connections
4. Find End-user Connections

Twitter 80% business, 20% fun

1. Customer Service
2. A Sporting Event
3. Factory PR push
4. Product PR push

Facebook 90% fun, 10% business

1. Customer Service
2. Follow & Share
3. Find Lateral Connections
4. Find End-user Connections





THE FARM
NEWSLETTER

Issue GOALS

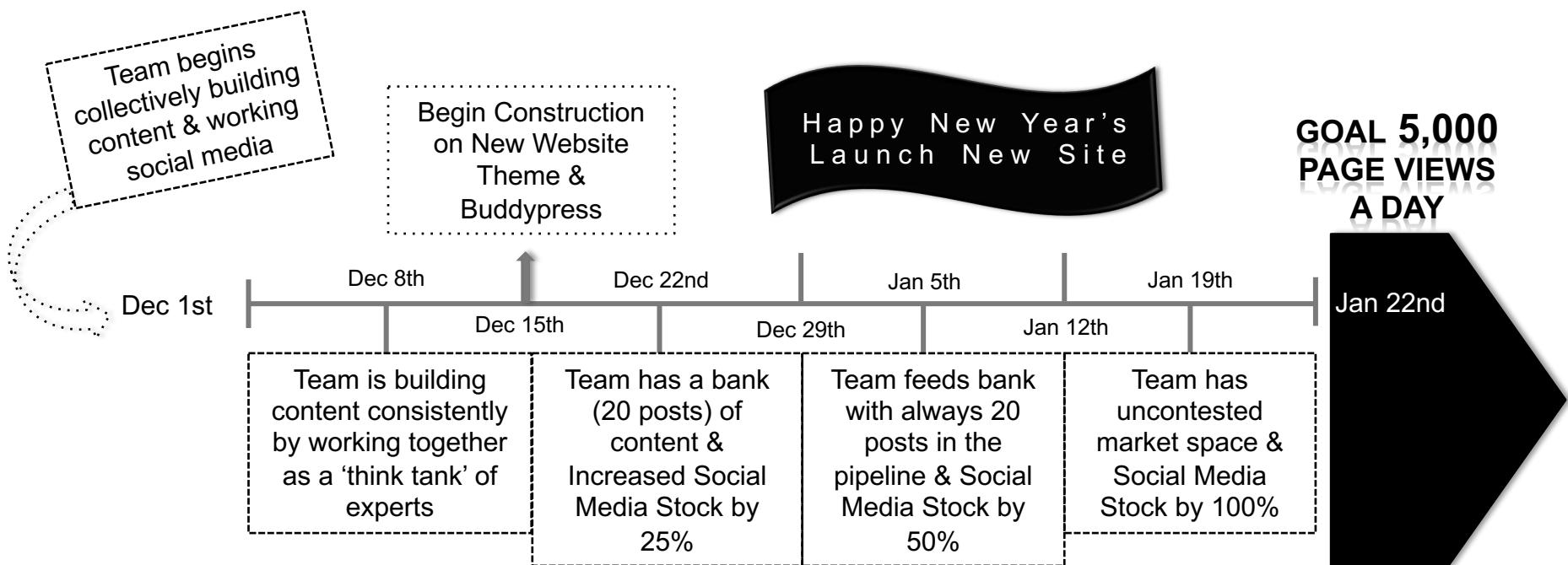
- Incorporate New Branding Styles
- Subject Lines are **Funny, Enticing & Mysterious**
- Requests for Social Media Connection
- Focused Content for Audience





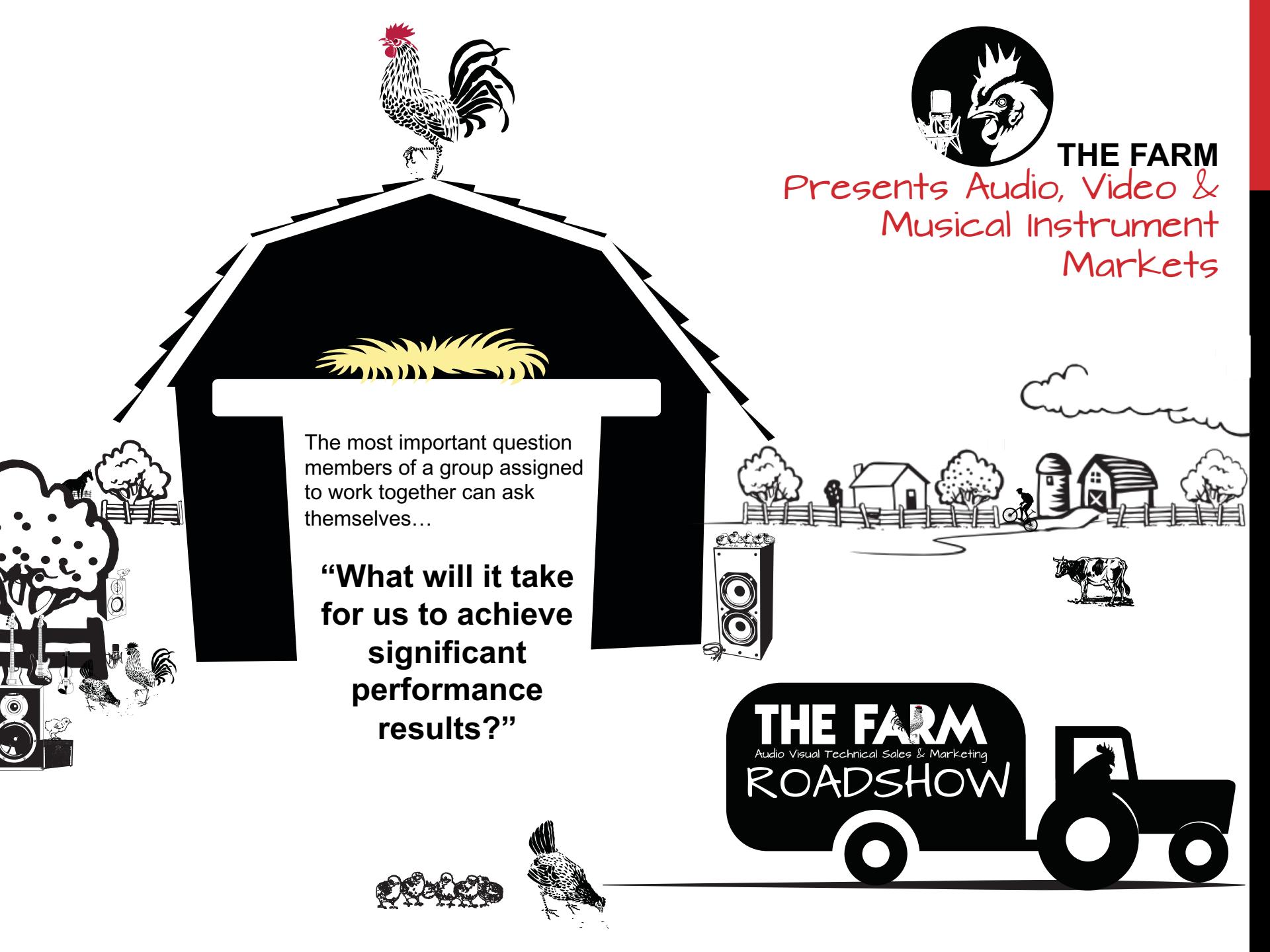
THE FARM Team GOALS

- ✓ Website Content
- ✓ Blog System
- ✓ Social Media System
- ✓ Communication Plan



Content Building Even if you have nothing to say... say that. Engagement is **KEY**

Social Media Stock Starting at 1% of possible SM stock in the industry... Major Increase is **KEY**



The most important question members of a group assigned to work together can ask themselves...

**“What will it take
for us to achieve
significant
performance
results?”**

THE FARM
Presents Audio, Video &
Musical Instrument
Markets

THE FARM
Audio Visual Technical Sales & Marketing
ROADSHOW

