

# 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

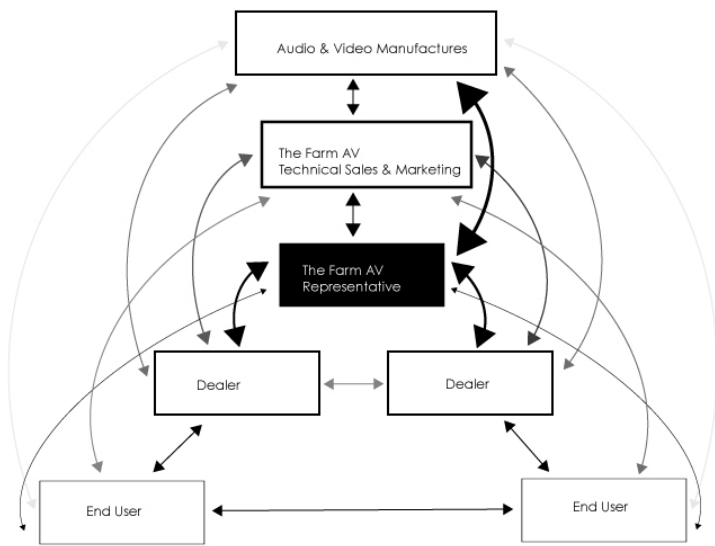
THE FARM = Product Connection & Knowledge

Farmers Market = Product Knowledge Event

Farm Hand = Manufactures Representative

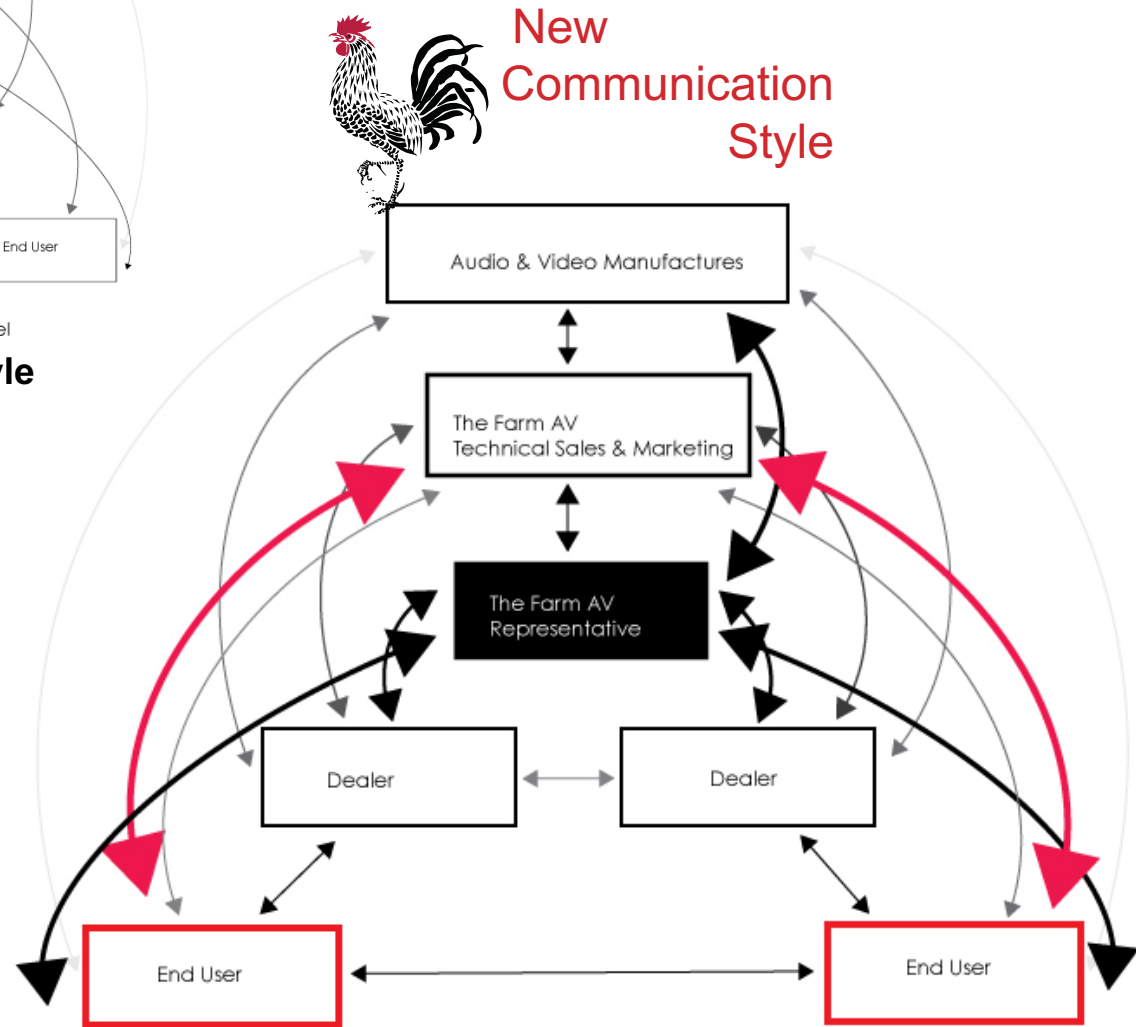
Farm Animals = Everyone

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

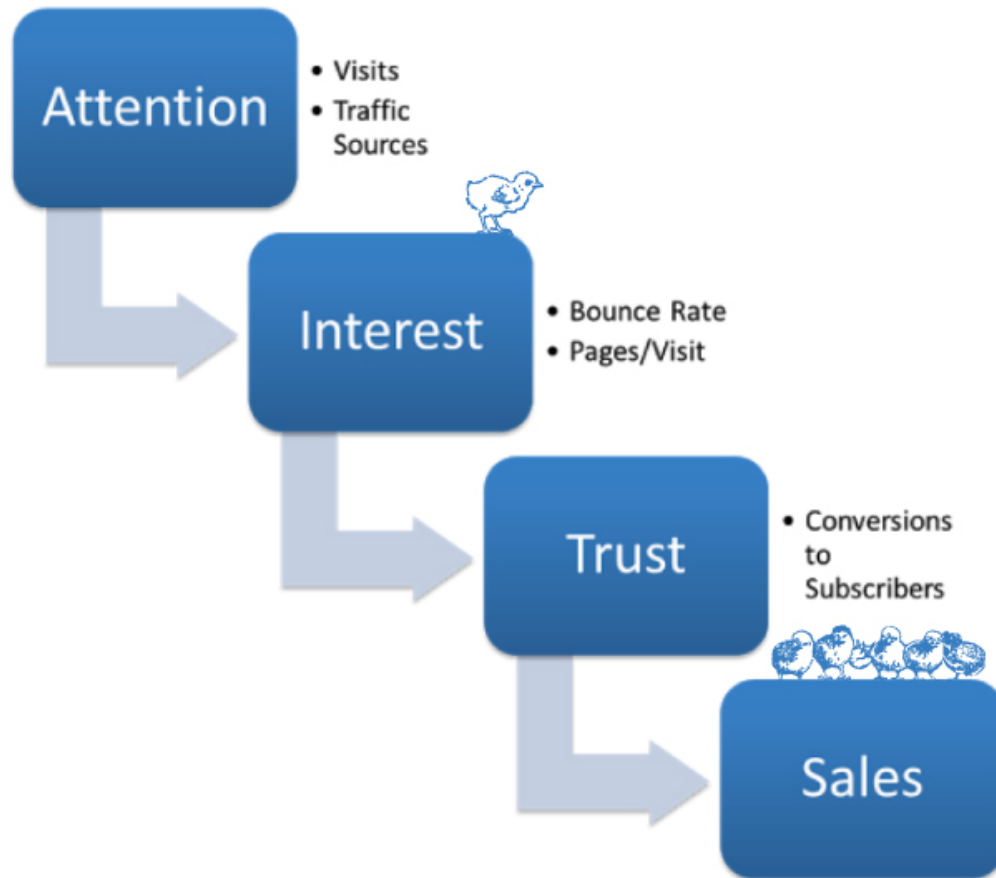
Community for Audio, Video &  
Musical Industry

**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: INSIGHTS 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 gather, 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

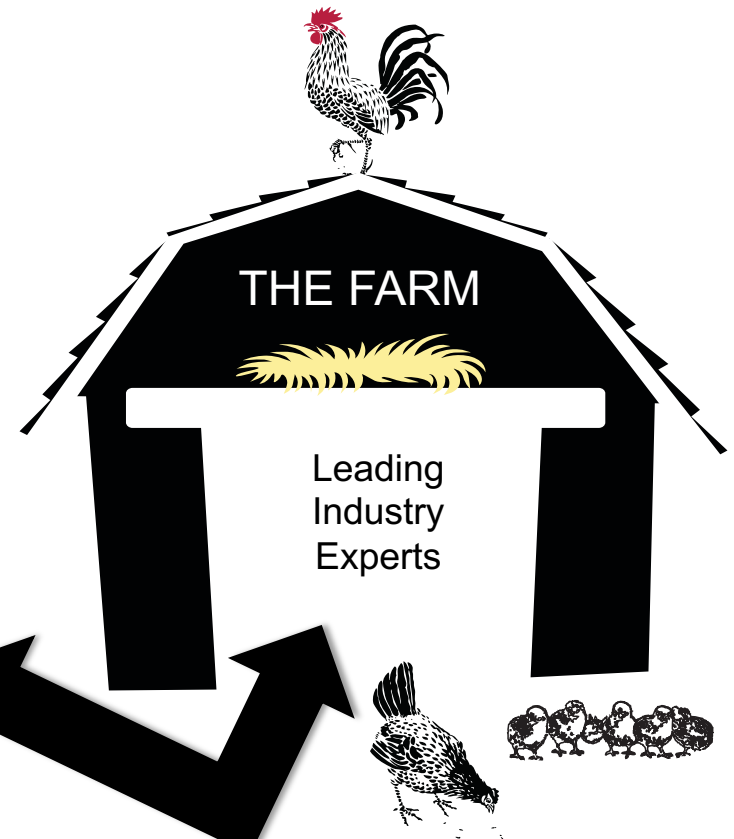
Monitors traffic, shares, follows, and generates leads. Becomes Expert.

**Marie Hood** | Facebook

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



## THE FARM Team Workflow



Contributing Content from the team is inputted into the Project Management System

Data Collected

Data Analyzed & Organized

Publications

Blog  
Newsletter  
Infographics

Social Media Stock

Linkedin

Twitter

Facebook

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



THE FARM *Daily 15* 



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



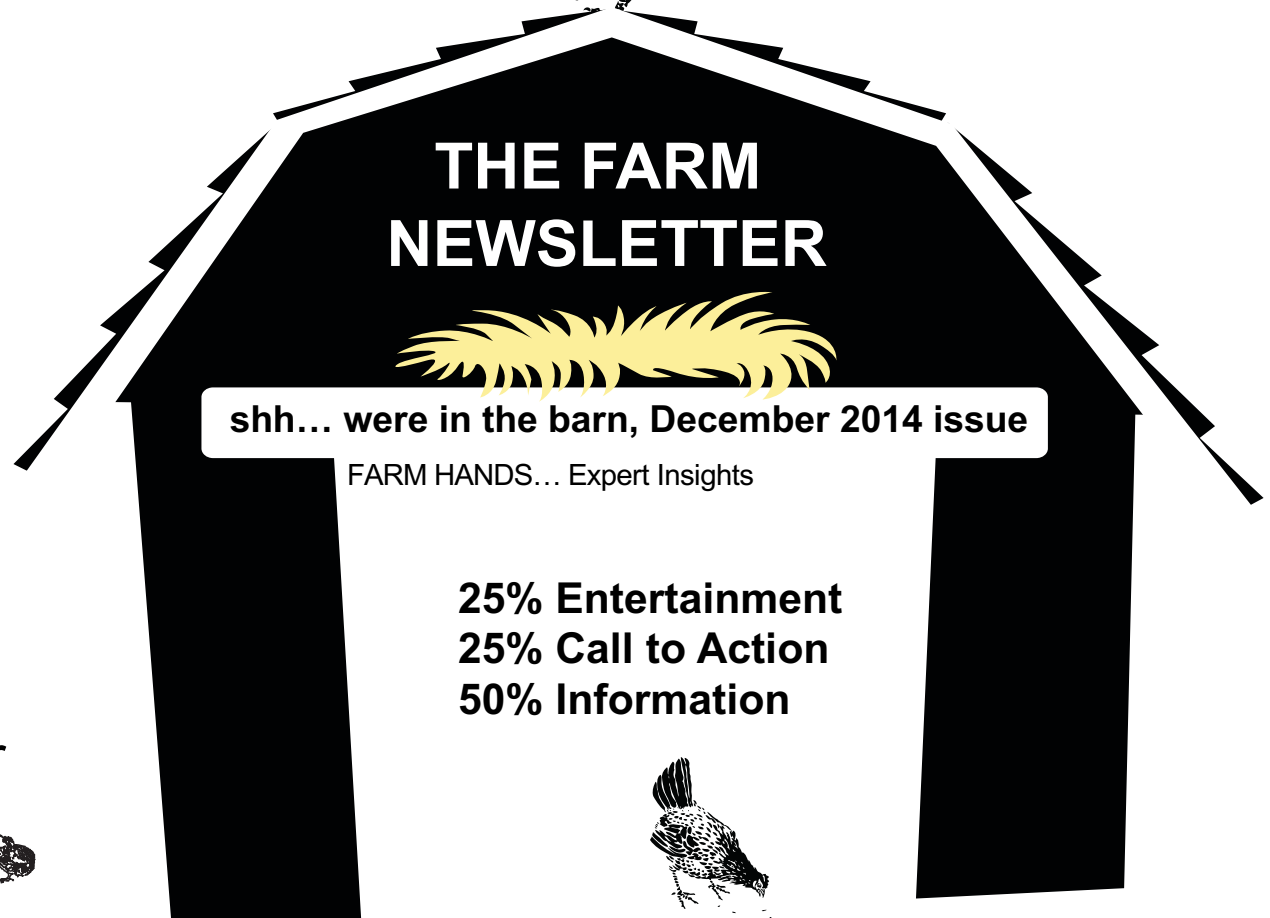


## THE FARM NEWSLETTER



### Issue GOALS

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

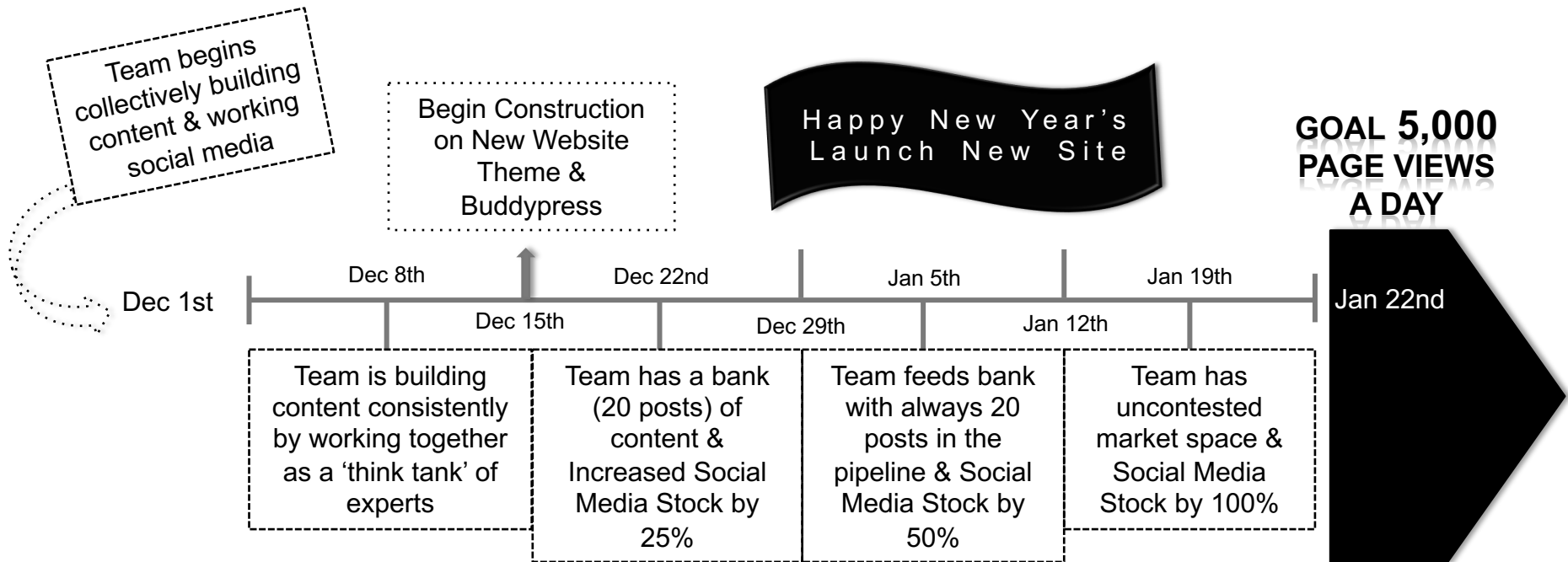


**25% Entertainment**  
**25% Call to Action**  
**50% Information**



## 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 FARM**  
Presents Audio, Video &  
Musical Instrument  
Markets

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?”**

