

Marketing Plan for the State Horse Council Advisory Committee

Spring 2001

Marketing and Promotion
Sub-Committee

Agenda

- Vision
- Positioning
- Goals and Objectives
- Business Tactics
- Situation Analysis
- Financials
- Summary
- Q&A

Mission/Vision

Mission is to promote the value of State Horse Council Advisory Committee and AHC to State Horse Councils.

Vision is to increase awareness of SHCAC and to serve as a more effective resource for state horse councils.

Positioning

- Current status— State horse council leaders meet bi-annually
- Initial positioning—Strong central committee with resources available to help individual state horse councils
- Marketing efforts in concert with the Horse Industry Alliance

Goals and Objectives

- Educate horse enthusiasts and owners about the value of state horse councils to serve as a voice for the horse industry on federal, state, and local levels
- Increase awareness of the general public about the equine industry
- Promote the “generic horse” in cooperation with HIA

Business Tactics

- SHCAC Website
- Direct Mail
- AHC Newsletter
- Publicity
- Advertising

Situation Analysis

- History and trends
- Implications of trends
- What are the opportunities?
- What are the risks?
- What are the desired outcomes?

Financials

- Establish Budget
- Allocation of potential funding
- What if we had \$5,000.?
- Fund-raising efforts of state horse councils for success of E-generosity

Summary

Since our mission is to promote the value of State Horse Council Advisory Committee and AHC to State

Horse Councils, it is time to move forward with a specific marketing plan and budget. Our vision is to increase awareness of the SHCAC and to serve as a more effective resource for state horse councils.

Questions and Answers

■ Any questions?