

A person wearing blue jeans is holding a shovel with a wooden handle. The shovel is positioned as if about to dig into the sand. The background shows a beach with water and some debris. The text is overlaid on a white rectangular background.

**2022 ICCA
Marketing &
Communications Update**

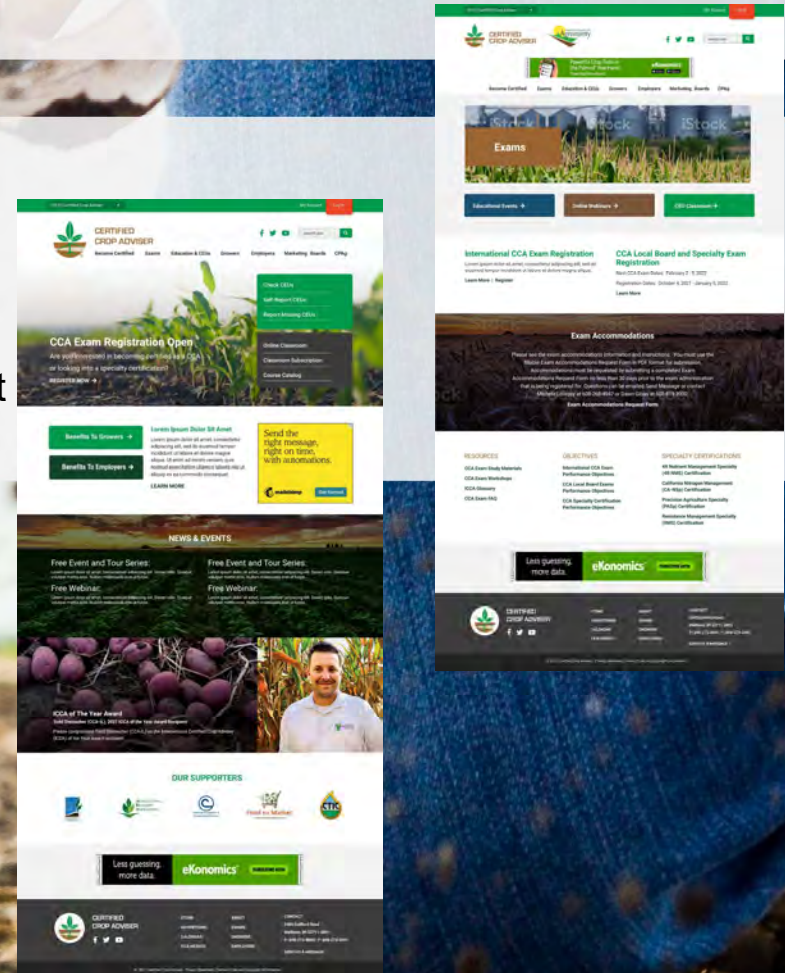


Key Objectives for 2022:

- Increasing Profile of CCA Program Among Growers & Employers
- Getting More Universities Involved in CCA Exams & CND Program
- Keeping People Certified

Website Redesign:

- Launched in February 2022
- Main Goals
 - Improve Navigation and CCA Experience
 - Reorganize Content and De-clutter
 - Search Engine Optimization
 - Identify Opportunities for Developing New Content
 - Add More Visuals vs. Copy





Marketing Initiatives:

- Focus more on connection with SASES affiliate student-clubs
 - Pizza Program
 - Student Posters
- Cost-Share Program for New Marketing Initiatives
 - Up to \$2,500 per year per board
- Need Marketing Materials? Brochures, posters, etc.
 - Can be customized with local board contact information
- Lapel Pins
 - Email Marta for details (\$1.50-1.90 per pin, depending on qty)

Marketing Initiatives (Cont.):

- Social Media (Facebook, Twitter, new--LinkedIn)
 - Created a dedicated CCA LinkedIn page
 - <https://www.linkedin.com/company/certified-crop-adviser/>
 - Increasing Activity, Posts, Shares
 - Amplify Locally—Tag the CCA!
 - Highlight a CCA





Employer Marketing Campaign

- Goal is to reach out to top employers in your areas (either your admin or us as ICCA) advocating the CCA program and supporting CCAs
 - Easy to use Toolkit
 - Social Media posts with graphics
 - Signs/images for posters, signs, etc. for businesses, individuals, etc.
 - Revamped Press Release



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COMMITMENT EDUCATION EXPERTISE EXPERIENCE



CCA: Your
Trusted Adviser



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**Proud to be a
CCA**



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Proud to hire a
CCA



Commitment Education Expertise Experience



Reduce your risk:
hire a **CCA**



Commitment Education Expertise Experience



Communications:

- The Adviser E-Newsletter (CCAs)
- In the Know (Administrator/Chair/Board Members)
- *Crops & Soils* E-Newsletter (Educational Content)



Awards:

- CCA Conservationist of the Year
 - Nominations open now through Oct 6
 - <https://www.agronomy.org/awards/view/214>
- ICCA of the Year
 - Nominations open now through Oct 27
 - <https://www.agronomy.org/awards/view/131/>

A person wearing blue jeans is holding a wooden handle tool, possibly a shovel or a similar agricultural tool, on a beach. The background shows the ocean and some driftwood on the shore.

Tradeshows:

- Commodity Classic (March 2022, 2023)
- Ag Retailers Association Conference (Dec. 2022)
- Any other conferences we should attend?



Partnership Development:

- Soil Health Institute – *Soil Health*
- Kellogg Company – *IPM*
- Pheasants Forever/Quail Forever - *Sustainable BMP's and Wildlife Habitat Conservation*
- Ag Employer Outreach – *CCA Program & Training*
 - Nutrien Ag Solutions
 - Simplot
 - Wilbur-Ellis
 - Helena Agri-Enterprises
 - Other CropLife 100 Retail



Local Board Marketing Discussion

What is your board doing marketing-wise/what is your main marketing focus?

What has worked? What hasn't?

We'll go around the room to each board.