

Quarterly Catch-Up with Marketing

Q2 2022 EDITION

Hello, everyone! I hope you all had a chance to read the Q1 Marketing Newsletter that I sent out a few months ago. If not, there's an option to go back and read past newsletters by clicking on the button in the top right corner of this page.

I want to begin this newsletter by telling you a little story about myself (*if you read the last newsletter, you may be seeing a trend*).

We can all relate to this question, "How did you get into (*insert occupation*)?" So, mine has been, "How did you get into Graphic Design?" It all began by submitting a 4-H project for the county fair. My project was a flyer for a Craft Fair that my group hosted. Apparently, it was pretty good because the project judge said, "You should be a Graphic Designer!" and by gosh, it stuck!

From 3rd to 12th grade, I participated in 4-H. I loved it! I met a lot of friends outside of my school, learned different skills that gave me a voice to express who I am and how I could make my community better, and most importantly taught me the importance of goals. Goal setting is an integral part of 4-H projects.

As Antoine de Saint-Exupéry said, "A goal without a plan is just a wish."

Rebecca Novotny



Rebecca at the 1994 Plymouth County Fair.

Setting Your Goals

Did you set goals for 2022 or were you too discouraged from past goal setting attempts to even try? Many people feel inspired around the New Year but, feel puzzled about how to set clear and attainable goals. If you haven't set your marketing goals this year or have no idea where to even begin, I get it! It can be intimidating. Before too many days pass, here are seven steps to setting and achieving goals:

1. Set written S.M.A.R.T. goals and post them where you will see them often.



Specific



Measurable



Actionable



Realistic



Time-bound

2. Plan for how you will meet your goals.
3. Schedule time when you will work your plan.
4. Decide on milestones toward meeting your goals.
5. Work your plan. Ask yourself, "What is the next step I need to take to accomplish my goal?"
6. Periodically review your progress to hold yourself accountable.
7. Celebrate that you achieved your goals – or reflect on why not.

Effective goal setting is a skill that will help your business succeed now and in the future.

If you need help setting your marketing goals for this year or next, give me a call. Like I said in the last newsletter, I have your back! We're here to help you one-on-one to grow your business and promote the Valley brand the best way we can. And the best way to start on the right foot is to set some goals!

Now I'm going to get all nostalgic here... Who knows the 4-H Pledge?

"I pledge my head to clearer thinking,
My heart to greater loyalty,
My hands to larger service,
and my health to better living,
for my club, my community, my country, and my world."

Top Ways to Market Your Business

The Marketing team is often asked, "What's the best type of advertising I should do?" There is no single answer because every region is different. Sending out direct mail to communicate with your customers may be best for you. On the other hand, some dealers have figured out that running radio ads does the trick for them.

Use this table to evaluate the cost of each marketing strategy and how much control you have over the results. To see examples of how to use each type of marketing for your business, access our full Marketing Guidebook [here](#).

So what should I be doing now?

Throughout the year, you'll be kept in the loop on new marketing materials we've created to fit every season. But did you know that there are things you can be doing on your own to enhance your localized marketing efforts? Below are some simple steps to help you market your business:

1. **Get organized.** Get clean data about your customers. This will help you in the future when it's time to map out your customer journey.
2. **Update your website.** In today's technology-based world, the first thing a potential customer or employee does is Google your business. Contact [DayCloud Studios](#) for website support.
3. **Leverage social media.** When you're out on a service call, take those pictures and post them to social media. Localized content sets your business apart from the competition.

These three examples are easily attainable projects that anyone on your team can be responsible for!

Cost ★★★★★
Highest Cost

Control ★★★★★
You have the most control over the outcome

Support ★★★★★
Requires the most maintenance

LEVEL 1 Connect With Your Current Customers Relationship-focused

SOCIAL MEDIA

Cost ★★★★★
Control ★★★★★
Support ★★★★★

GOOGLE REVIEWS & GOOGLE MY BUSINESS

Cost ★★★★★
Control ★★★★★
Support ★★★★★

SEARCH ENGINE OPTIMIZATION

Cost ★★★★★
Control ★★★★★
Support ★★★★★

LEVEL 2 Represent Your Business Brand-focused

WEBSITE

Cost ★★★★★
Control ★★★★★
Support ★★★★★

VIDEO MARKETING

Cost ★★★★★
Control ★★★★★
Support ★★★★★

LEVEL 3 Reach Customers Outside of Your Network Results-focused

GOOGLE ADS

Cost ★★★★★
Control ★★★★★
Support ★★★★★

FACEBOOK & INSTAGRAM ADS

Cost ★★★★★
Control ★★★★★
Support ★★★★★

PRINT MEDIA

Cost ★★★★★
Control ★★★★★
Support ★★★★★

DIRECT MAIL

Cost ★★★★★
Control ★★★★★
Support ★★★★★

OUTDOOR SIGNAGE

Cost ★★★★★
Control ★★★★★
Support ★★★★★

RADIO

Cost ★★★★★
Control ★★★★★
Support ★★★★★

ValleyStuff or Valley Store?

There are two sites that are common for Valley Dealers to use: www.valleystuff.net and www.shopvalley.net. Below is an easy comparison about both sites to help guide you:

ValleyStuff.net

(Rebecca Novotny – rebecca.novotny@valmont.com)

Download current Marketing material

Direct Mailers, Presentations, Print Ads, Radio Scripts, Photos, Videos, Logos, etc.

Order printed copies of Valley literature

Order items for your dealership

Decals, Signage, Statement Stuffers, In-Store Items, etc.

Valley Store

(Jayne Banghart – j.banghart@valmont.com)

Order Valley branded merchandise

Apparel, Drinkware, Caps, Promotional, etc.

Customize merchandise with Dealer logo

Dealerships may use co-op dollars for purchases from these sites.

What's New?

Below is a list of new Marketing assets now available on [ValleyStuff](#):

- Ag Solar – Print Ads, Postcards, Radio Spot, Radio Script, Billboards and Pull-Up Banners
- May Financing Program – Print Ad, Radio Script and Social Artwork
- PolySpan Radio Script
- Service Radio Script
- Sprinkler Updates Radio Script
- Valley Is Number One Radio Script
- Tech Brand Radio Spot and Script
- Valley Insights Promo Print Ad