

05/09/22 FHANA Marketing Committee Meeting

AGENDA

FHANA Marketing Committee Meeting
Monday, May 9, 2022, 8PM EST

Committee Members: Marchelle Valenchi (acting Chair), Allison Thomas (board representative), Katie Wenger, Mark Muilwijk, Pam Groom, Kendall Habermehl, Andrew Pearman, Jason Tice

1. Call to order

2. Roll Call

- a. Introduction of New Members
 1. What are strengths/talents you possess that could be an asset to FHANA's marketing committee this year (Example: copywriting, reviewing analytics, design, content creation, content curation, communication, social media, planning, merchandising, etc.)?
 2. How much time are you comfortable committing to FHANA's marketing plan on a daily, weekly or monthly basis?
 3. How do you feel your talents can best serve the marketing committee this year?

3. Approval of Minutes

- a. Marketing Committee Meeting Minutes March 21, 2022

4. 2022 Marketing Committee Goals

- a. Marketing Strategy Subcommittee Meeting Minutes -
- b. Allison gave a rundown. Working with a company to get the statistics, and looking for someone to write the newsletter.
- c. Marchelle working with a designer to work on merchandise.
- d. Bullet Points (Goals to achieve by Feb. 2023)
 - o **Organic SEO** - Rank #1 in Google for "Friesian, Friesian Horse & Friesian Horses"
 - o **Facebook** - Increase 21.8K Page Likes to 24,000 (10% increase)
 - o **Instagram** - Increase 1.8K Followers to 3.6K Followers (100% increase) NOTE - This is a conservative goal, I believe with the right strategies, we can grow this 1000% to 17k
 - o **Pinterest** - Create presence and have a minimum of 1 fresh pin daily by Q.3
 - o **TikTok** - Create presence and find a youth member (or non-member) to manage
 - o **Newsletter** - Create non-member Friesian Enthusiast Newsletter by July, 2022 and aim for 185 subscribers by Feb. 2023 (10% of Membership)
 - o **Merchandise Sales** - Sell \$15,000 in Branded Merch. To Net \$3,000 by Feb. 2023

5. Old Business

- a. Content Creation subcommittee- call on other committees to give us content to post.
Need someone to organise and post content. Andrew volunteers. Katie volunteers
- b. Progress on Logo Trademark
 - i. (Marchelle) In process - Process is slow as governmental agencies are running with most employees still working from home so it will take longer than normal. I am in the process though and will keep you updated as we go
- c. Update on Merchandise Sales- no update, working on that.
- d. Brand guide'
 - Request for logo use, who decides. Mark and Marchelle to make form to be filled out.
 - Review who can use and how they can reform
 - Read brand guide and give feedback by MMay 16th
 - Discuss steps when trademark is violated. Consequences for violation
 - Finish form and brand identity before voting on whether to motion for committee to approve or the board
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6. New Business

- a. Social Media/Tailwind
- b. Allison brought forth a request from a photographer to post on fhana pages. Allison will email the photographer

Next meeting june 13th 8pm est

7. Adjourn

Katie motion to adjourn, Pam second