

08/15/22 FHANA Marketing Committee Meeting

AGENDA

FHANA Marketing Committee Meeting
Monday, August 15, 2022, 8:30PM EST

Committee Members: Jackie Robbins (chair), Allison Thomas (board representative), Marchelle Valenchi (acting Chair), Katie Wenger, Mark Muilwijk, Pam Groom, Kendall Habermehl, Andrew Pearman
Guest: Chad Young

1. Call to order

2. Roll Call

- a. Introduction of New Staff Member Chad Young

3. Approval of Minutes

- a. Marketing Committee Meeting Minutes July 11, 2022

4. 2022 Marketing Committee Goals

- a. 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 update (Katie and Kendall)
- 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 (Marchelle)
- d. Brand Guide & Logo Use Policy (Allison and Mark)

6. New Business

- a. Logo Usage Policy Process
- b.

7. Other Business

- a.

8. Adjourn

