

Notes for presentation by Prof Johannes Froneman on a marketing plan for the Nguni Breeders' Society, 7 August 2017

This presentation is based on an audit done on 10 and 11 July 2017 as well as relevant documents.

Background

A strategic planning session was held during 2006, a strategic marketing report was produced in June 2008 by Xcellente Business Solutions and in November 2016 marketing was identified as “a problem area which needed a strategic solution” at a strategic planning session at Maselspoort. At the latter meeting the Nguni Breeders' Society also confirmed their vision and mission statements. The present report is the result of a decision by the Board that a marketing audit be done.

Present situation

It is common cause that the marketing effort of the NBS is not what it should or could be. A number of constraints can be identified:

- The absence of a detailed plan building on inter alia the document produced in 2008 by Xcellente and taking the latest market and media developments into consideration.
- The absence of an in-house or contracted communications professional who can develop and drive the marketing effort
- The absence of a realistic budget.
- The time pressures on the general manager and serious concerns regarding the corporate governance.
- The decline in membership numbers, which underlines the need for better marketing, but also implies a loss of income.

Proposed immediate steps

- Survey to be done among all members to ascertain their views on the society and the way forward.
- Discussion of the full audit report by Council.
- The appointment of an external practitioner to assist on a part-time yet continued basis with the marketing effort.
- Approval of a realistic marketing budget of at least R100 000 per annum.
- Identify advantages of membership and communicate to members.

Follow-up steps

- Take immediate steps to determine marketing opportunities for the rest of 2017 and start utilizing them. (Media releases, feedback to members, social media etc.)
- Determine core message of the NBS. This must be repeated consistently.
- Compile marketing plan (opportunities, venues, responsible persons, dates, budgets, outcomes) for rest of 2017.
- Confirmation of general manager's expertise and role as ambassador.

Marketing effort should include:

Creation of an environment conducive to the achievement of the NBS's mission through

- Interpersonal contact
- Good media relations
- Excellent Facebook and webpage content (including good photos)
- Updating of website to be responsive and fresh.
- Identification of sponsorship opportunities supportive of information days.
- Communication with members informing them of the reinvigorated marketing effort. This should include the use of all available media, including printed and electronic media.
- Encouraging and empowering members to be co-marketers (word-of-mouth, stickers on vehicles, branded clothing)
- Evaluation of all marketing projects for 2017.
- Start planning for 2018.