



# Marketing & Communications

By Hilary Underwood

# Overview

- Communication Tools
    - Research
    - Identify Details
    - Marketing Strategies
  - ROI & Budget
  - Diversity Conscious
  - Timeline
  - Q&A
-

# Communication Tools

# Research

- Primary Research
    - Sending surveys to campus emails (about awareness of program or what they'd like to see)
    - Emailing past attendees with survey about experiences
    - Focus groups based around biology department - what do they want in a conference experience?
  - Secondary Research
    - Research other successful Native Plant Conferences and compare data
    - Research other schools and their methods
    - Research online about latest trends involving conferences
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# Identify

- Strengths, Opportunities, Weaknesses, and Threats
  - Core Problems
  - Impact Objectives
    - Increase awareness of climate change
    - Solidifies Cullowhee as biodiverse habitat
    - Create monumental moments with the on-going scholarship program
    - Foster good vendor and sponsorship relations
  - Output Objectives
    - Higher Attendance
    - Social Media Buzz
    - High # of and Unique Vendors
    - Higher # of Scholarship Applications
  - Key Publics
  - Our Message
-

# Marketing Strategies

#CullowheeNP #CullowheeCares

## External Communications

- **Press Releases**  
WLOS 13, The Sylva Herald, The Mountaineer, Smoky Mountain News, The Laurel of Asheville, and more local news areas.
- **Creating Sponsorships**  
Sportsman's Warehouse, Black Balsam Outdoors, or Mast General Store.
- **Social Media**  
FB, Twitter, Tiktok, etc.  
Blogging and sharing event with influencers and brand ambassadors  
Go Live! Promote the event on-site to create buzz for next year.
- **Paper Marketing Materials & Distribution**  
Brochures, Flyers, etc.

## Internal Communications

- **Creating content on WCU website including blogs, news releases, and social media posts throughout groups on campus and own website.**
- **Email/Newsletter**
- **Working with the local departments on campus to create incentives for students to attend the program**

# Marketing Strategies

- Focus on scholarships, vendors, panels, and a wholesome experience with nature.
  - Use videos, photos, and content from previous years.
  - Have a few student submitted panels so their peers can come out and support them.
  - Create a buzz with a special #hashtag for the event.
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# Marketing Strategies - ROI

## ROI

- Attendance sign-up increase through reaching targeted outreach goals through an email blast
- Target goals that heighten conference's social media presence, thus overall attendance and online presence.
- Contribute credibility through interviewing educated and well-known figures in the field.
- Fostering good relationships with sponsorships to increase credibility, reputation, and revenue for more speakers and advertisements next year.

# Marketing Strategies - ROI

## Paid Advertisement Costs

- Free Press, unless paid spots ~\$2700 for full page in newspaper. Radio Ads ~\$2500 a week
- Creating Sponsorships ~\$1K to \$5K
- Social Media content is made in house. Paid advertisements range from \$5 a day.
- Flyers, Brochures, etc. ~\$2000 budget



## Cullowhee Native Plant Conference

Today at 6:00am · 🌐

Please welcome one of our new guests Robert Wyatt to the Cullowhee Native Plant Conference!

"Robert obtained his bachelor's degree from the University of North Carolina at Chapel Hill and his doctorate from Duke University, both in Botany. He taught at Texas A&M University before joining the faculty at the University of Georgia, where he was a Professor of Botany and Ecology for more than 20 years. From 1999 to 2005 Dr. Wyatt was the Executive Director of the Highlands Biological Station, an interinstitutional center of the University of North Carolina. He has won numerous awards for teaching and research, trained more than 40 graduate students, and published more than 170 scientific papers." ...[Read more here](#)

We are excited for his expertise and knowledge he will bring to our conference. Thank you, Robert!

### ANNOUNCING NEW GUEST



**Robert Wyatt**

- PhD in Botany
- Executive Director of Highlands Biological Station
- 170 scientific papers



REGISTER AT  
[www.cullowheepantconference.com](http://www.cullowheepantconference.com)



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#NativePlantsNC  
#NCNativePlants  
#CullowheePlantSociety

#biology #botany #wcuplants  
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#nativeplants

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**CULLOWHEE**  
Native Plant  
Conference

REGISTER AT

[www.cullowheepantconference.com](http://www.cullowheepantconference.com)

Flyer

# CULTIVATE OUR NATIVE PLANT STORY

JOIN OUR JOURNEY INTO NATIVE PLANTS



## CULLOWHEE

*Native Plant  
Conference*

[WWW.CULLOWHEENATIVEPLANTS.COM](http://WWW.CULLOWHEENATIVEPLANTS.COM)

\$145.00 REGISTRATION FEE (IN-PERSON OR VIRTUAL)

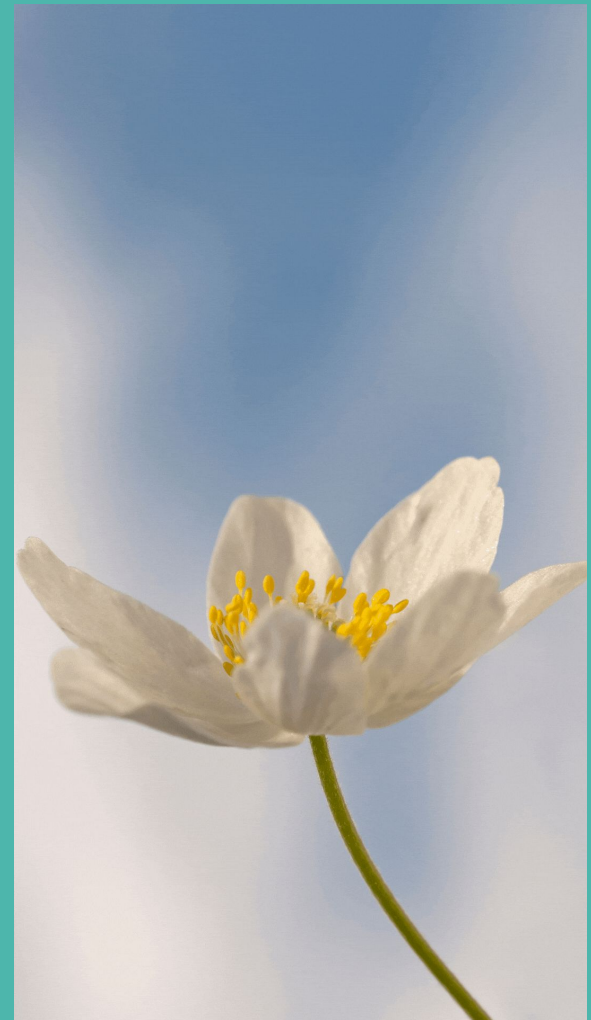
JULY 18-22  
WESTERN CAROLINA  
UNIVERSITY

Field Trips / Vendors / Food  
Hiking / Networking / Panels /  
Workshops / Virtual or In Person

Facebook or Instagram Post



Facebook or Instagram Post



# Diversity Initiatives

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## Target Audiences

- Women
- BIPOC
- LGBTQIA+
- Disabled (Virtual Event)
- Age

## Initiatives

- Hiring diverse speakers
- Program Inclusive Event Content
- Diversity Targets & Measure

# Diversity Groups

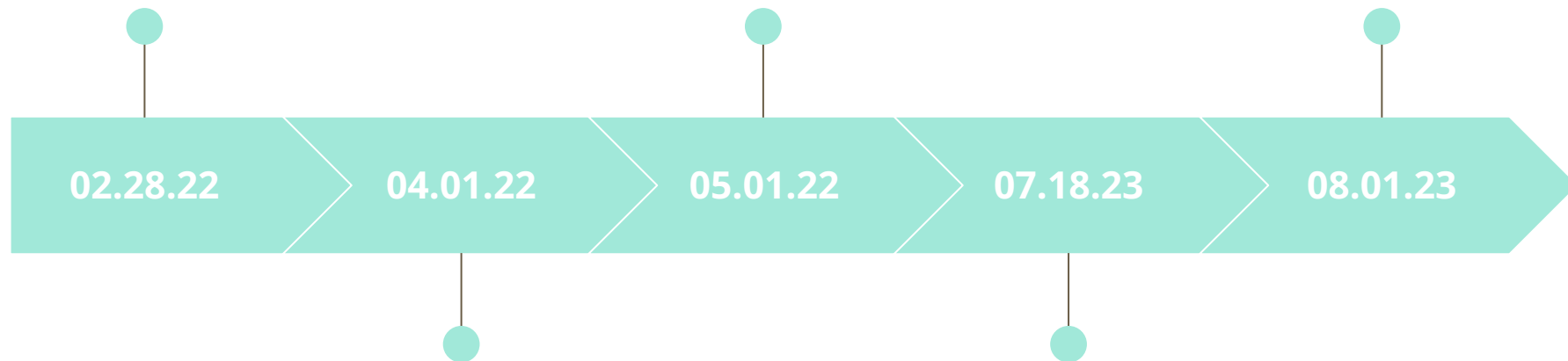
- Cherokee Hiking Club
  - Diversify Outdoors
  - Blue Ridge Pride
  - Asheville Women Outdoors
  - Gay Men's Travel Group
  - The Asheville Hiking group
  - BIPOC and LGBTQIA+ groups on campus
  - Since women account for 72% of yoga practitioners, we can reach more women by looking into local Yoga groups that might want to expand their touch with nature.
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# Deadlines & Timeline

Research &  
Objectives Deadline

Newsletter & Other  
Promotions Deadline

Evaluate preparation,  
implementation, and  
impact



Ordering materials  
and beginning  
marketing strategies

Day of Conference

# Next steps

- 1 - Research and Set Objectives
- 2 - Set Diversity Objectives
- 3 - Deadline Primary Research
- 4 - Begin Marketing Strategies in Priority
- 5 - Assess ¼ way of progress
- 6 - Continue Marketing Strategies after midway evaluation
- 7 - Promote until start of event
- 8 - Make content during event including live streams
- 9 - Evaluate after complete

# Questions to Further Campaign Objectives

1. How did we measure success last year?
  2. What methods of communication did we use last year?
  3. What was our purpose and mission last year when regarding this event? The outcome that we wanted?
  4. How many vendors and speakers did we end up with in 2022?
  5. How much was our budget last year?
  6. Did we meet diversity goals last year?
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Q&A