

Marketing Agenda for SM Summer 2018:

Ongoing:

Strong Microbials Website

Product Photos:

- **PHOTOS:** Take remainder of photos with various sized bags and labels. Need labels printed and/or correct bags detailed from Warehouse Ops
- **EDIT PROCESS:** Photoshop editing i.e. change Curves, improve Contrast and Sharpness, remove excess glare, Magic Wand Select and Layer Isolation, Feather and Mask, removal of Background, white Background + Transparent PNG file + editable .PSD file

Research Page:

- **Articles via Vera:** substantiating our product ingredients/choices/general knowledge
- Reference BeeScienceNews.Com

Education Page:

- Compile Education mini-articles from Slava: Careful consideration into appropriate claims has been made
- Style in article format wherein readers can preview text and also click on individual texts with images

Market Survey for PRINT ADS

- **Mail In & Email Surveys AWeber:** Survey Monkey online via email and Mail-In surveys with prepaid envelopes
- Create incentives/promotions as thanks
- Survey for engagement with *Bee Culture, American Beekeepers Journal, WAS, etc.

Deaton Nutrition

Deaton Specific:

- **Market Deaton sprayer:** inoculant portion of website
- **Deaton Nutrition 1 page brochure by Friday 13th:** Info and numbers, target cattle rangers, inoculants for beef cow feed = bigger production, no mold and thus not mycotoxins