Marketing and Distribution
Calendars

SEMI’s Marketing Module
Aline O’Connor
July 2012
### Example: Marketing and Distribution

**Main Calendar**

<table>
<thead>
<tr>
<th>Mar &amp; Apr</th>
<th>May</th>
<th>June &amp; July</th>
<th>Aug &amp; Sept</th>
<th>Oct</th>
</tr>
</thead>
</table>
| • Select demo sites  
• Review sales plans w/agrodealers (ADs)  
• Ship product to ADs  
• Deliver marketing materials to ADs | (Planting season)  
• Regularly review stock requests with ADs  
• Manage inventory  
• Restock key ADs  
• Monitor credit and payments  
• Oversee demo planting | • Monitor demos; coach demo farmers  
• Contact ADs re: leftover stock  
• Collect leftover stock (if it is your practice)  
• Collect feedback from ADs  
• Plan for field day activities | • Hold field day activities  
• Monitor customer perceptions (germination, etc.)  
• Meet with key ADs to review their sales season  
• Collect all monies from ADs  
• Hold some field days | (Harvest season)  
• Hold more field days  
• Take photos of customers with crops for use next year  
• Collect customer feedback |
Example: Marketing and Distribution
Main Calendar

<table>
<thead>
<tr>
<th>Oct</th>
<th>Nov &amp; Dec</th>
<th>Jan &amp; Feb</th>
</tr>
</thead>
</table>
| **(Harvest season)**  
• Hold more field days  
• Take photos of customers with crops for use next year  
• Collect customer feedback  
• Radio testimonials, “expert” radio programs | • Hold post-season planning meeting (review what worked, what didn’t work)  
• Develop appreciation plans  
• Hold customer feedback meetings (ADs and farmers)  
• Develop input for production department | • Develop marketing plan for coming year  
• Develop marketing materials for next year  
• Review AD performance  
• Determine distribution goals and plans for coming year  
• Review staffing needs, hire if necessary |

SEMIs UoN
Seed Enterprises Management Institute
University of Nairobi
Example: Sub-Plan (or Detailed Plan)

**Field Day Detailed Plan**

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
<th>Comment</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select site</td>
<td>Xx/xx</td>
<td>Improve on last year</td>
<td>EA</td>
</tr>
<tr>
<td>Lay out site, identify farmers,</td>
<td>Xx/xx</td>
<td>Mr. Mapani would be good</td>
<td>EA</td>
</tr>
<tr>
<td>Select date(s)</td>
<td>Xx/xx</td>
<td>Two days, back to back</td>
<td>EA</td>
</tr>
<tr>
<td>Identify “what you want to prove to farmers who attend”</td>
<td>Xx/xx</td>
<td>Include Duma, Pannar, landrace. Treat all entries equally. Taste, poundability, storage demos.</td>
<td>EA and RK</td>
</tr>
<tr>
<td>Identify groups to attend</td>
<td>Xx/xx</td>
<td>Invite 700 to get 600</td>
<td>RK</td>
</tr>
<tr>
<td>Plan publicity campaign</td>
<td>Xx/xx</td>
<td>Send notices, tape testimonials</td>
<td>MW</td>
</tr>
<tr>
<td>Plan program for the day</td>
<td>Xx/xx</td>
<td>Review feedback from last year</td>
<td>EA</td>
</tr>
<tr>
<td>Select technical support guests and entertainers</td>
<td>Xx/xx</td>
<td>Invite local extension team, NARS breeders, fertilizer specialist</td>
<td>RK</td>
</tr>
<tr>
<td>Invite groups</td>
<td>Xx/xx</td>
<td>Track responses</td>
<td>RK</td>
</tr>
<tr>
<td>Notify press &amp; radio, ETC</td>
<td>Xx/xx</td>
<td>Invite, and deliver press releases</td>
<td>MW</td>
</tr>
</tbody>
</table>