

Let's Talk About Mint

**Cornerstones of Connection:
Building Your Outreach Plan**



Kara Rowe, CEO of Creative Strategy
Washington Mint Convention – December 2023

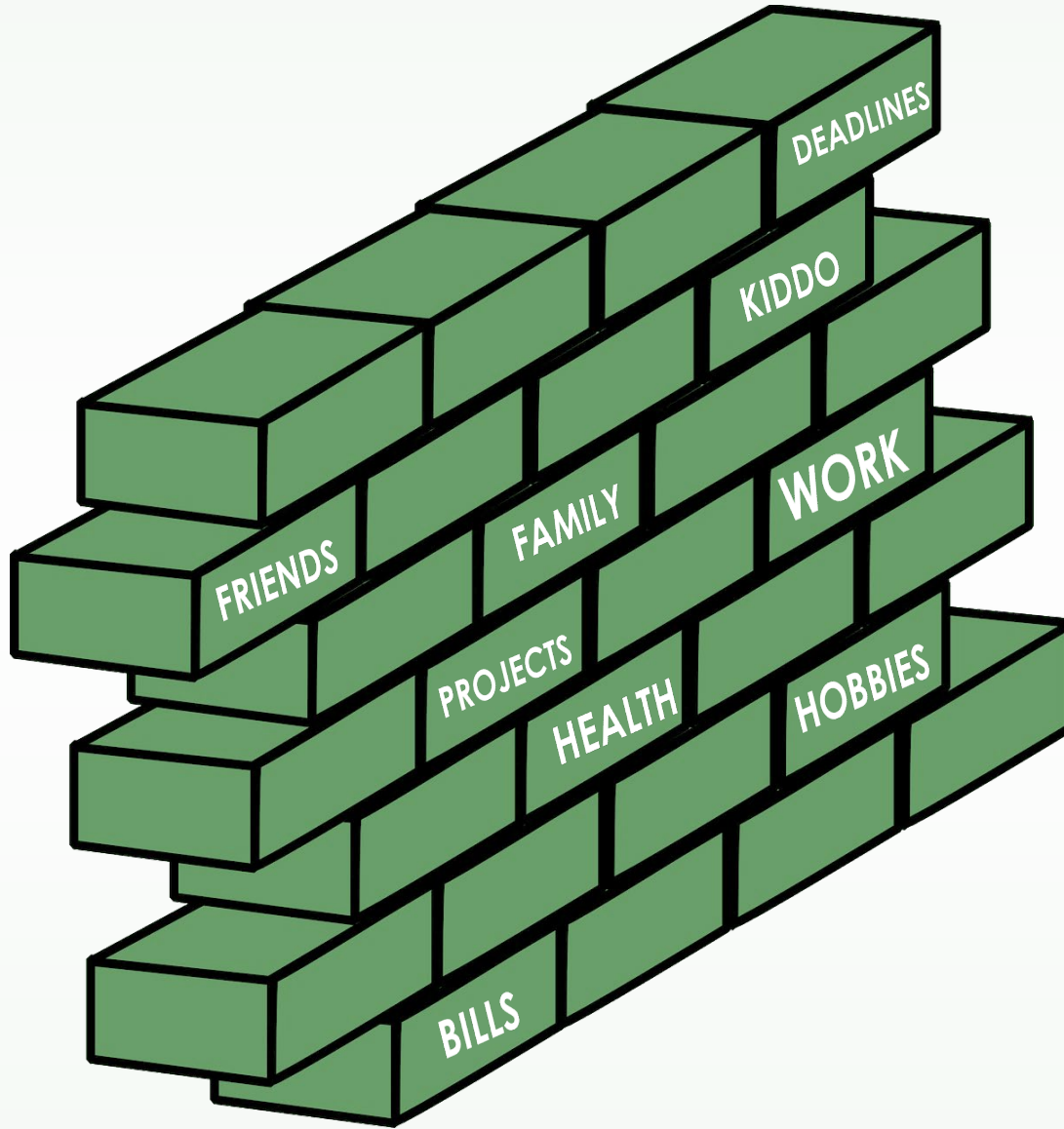


So, where are
you from in
Washington?









*Connection is the foundation
for effective outreach
and communication.*

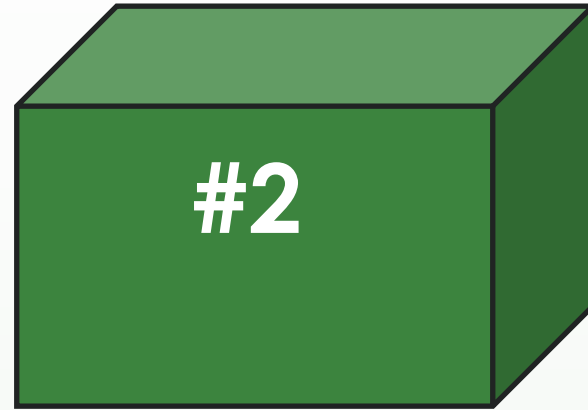
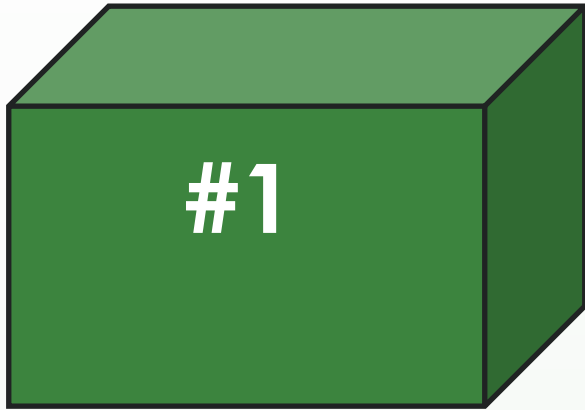
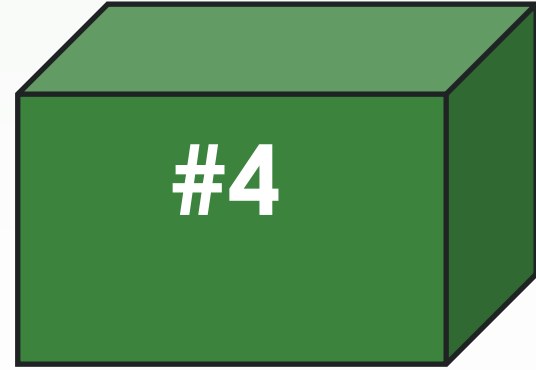
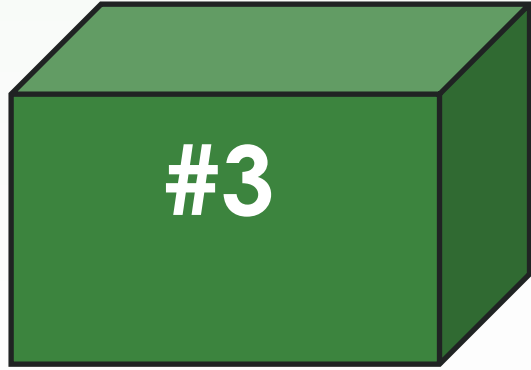


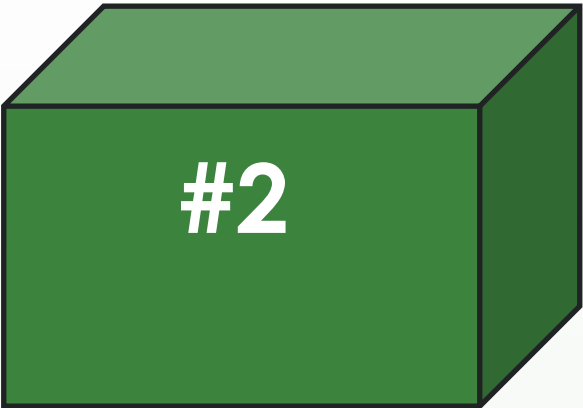
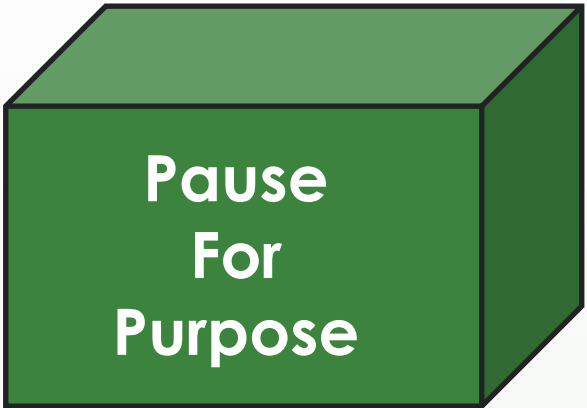
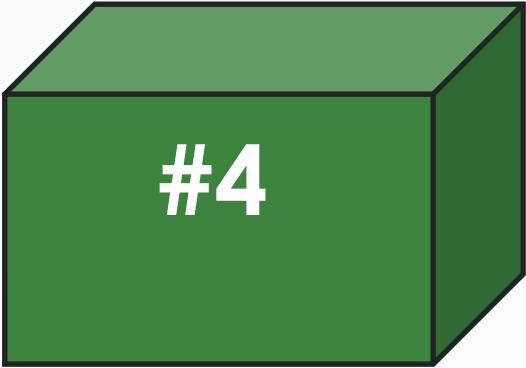
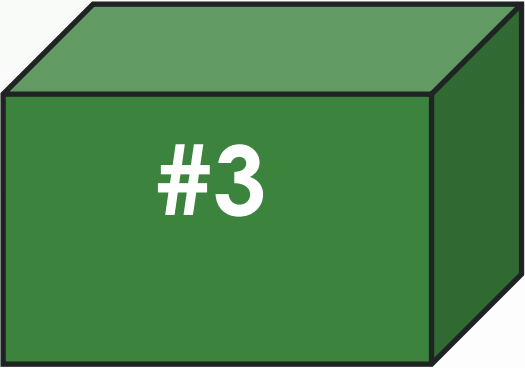
WHAT WE'RE DOING TODAY:

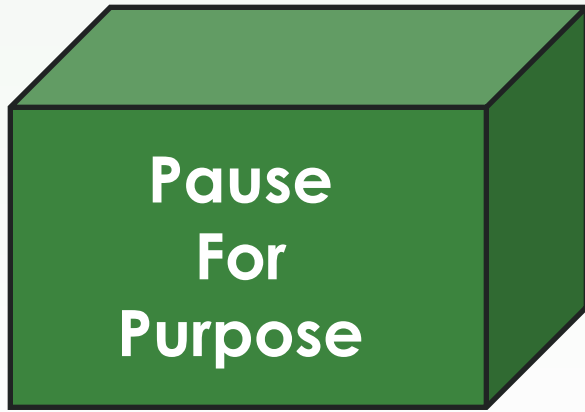
- Learn concise, **four-part strategy** to build connection-based outreach plans
- **Social Media Basics** – What do you mean I have half a second?
- Questions / discussion

*Connection is the foundation
for effective outreach
and communication.*









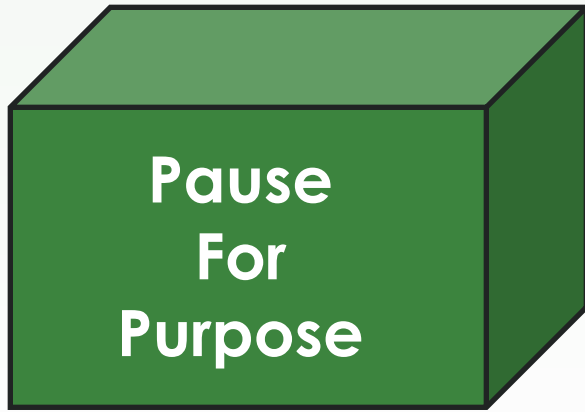
a) Set / identify goals

- What do you want to achieve?
- How does this relate to your strategic plan, grant objectives, etc.?



vs.

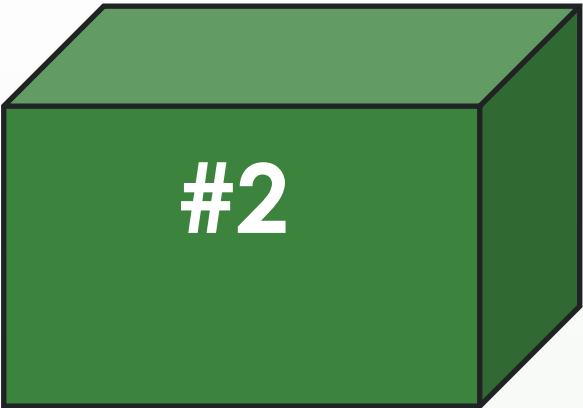
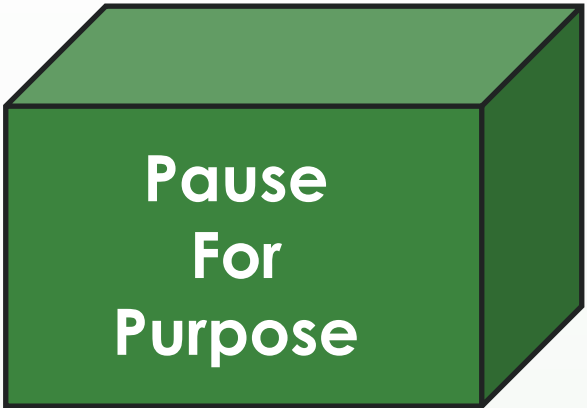
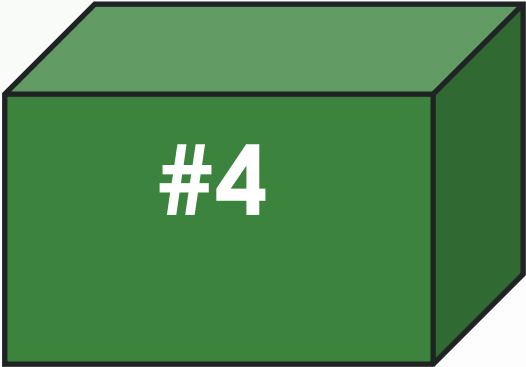
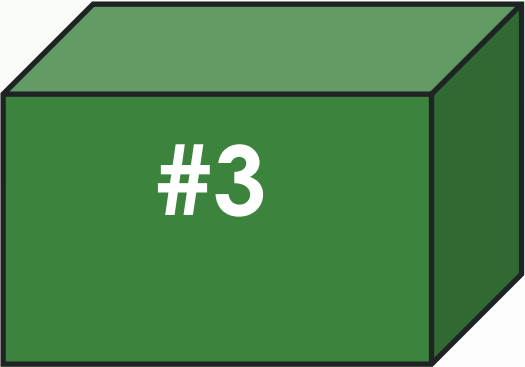


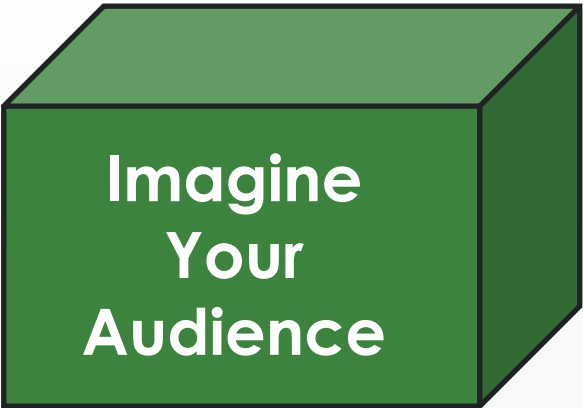
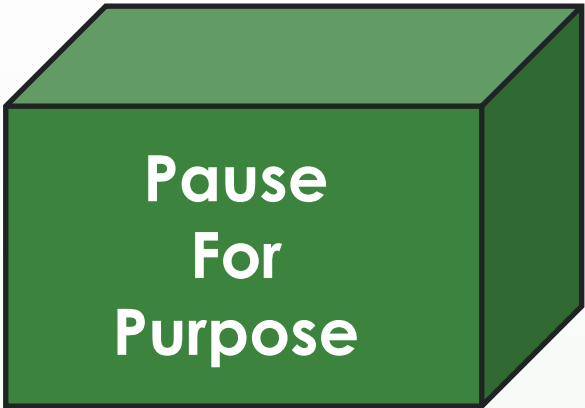
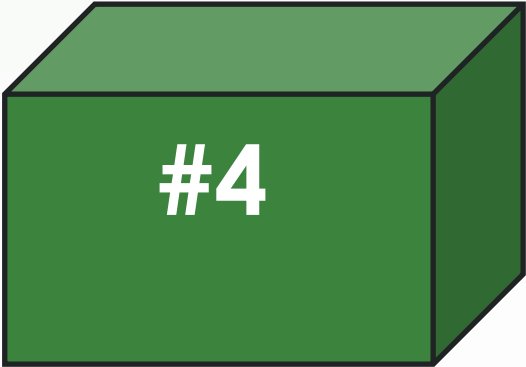
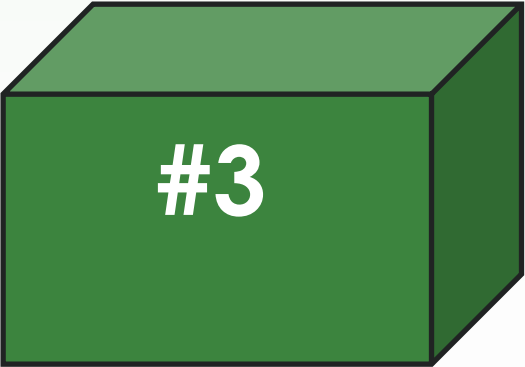


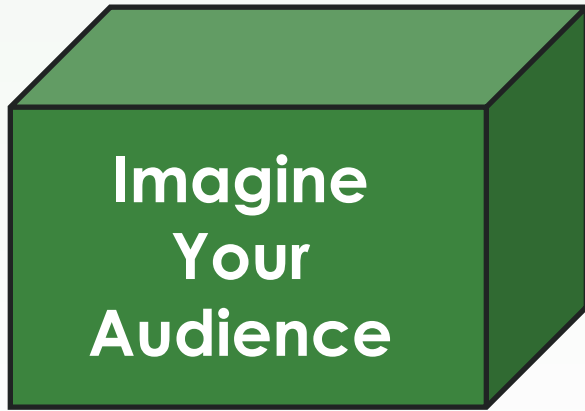
b) Call to action!

- What do you need your target audience to do?
- Clarify intent





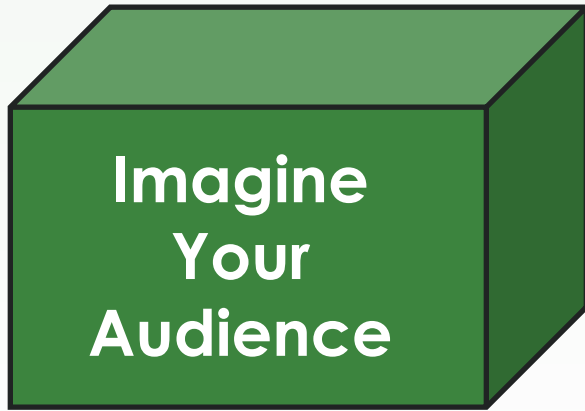




a) Research, research

- What do they value?
- What captures their attention?

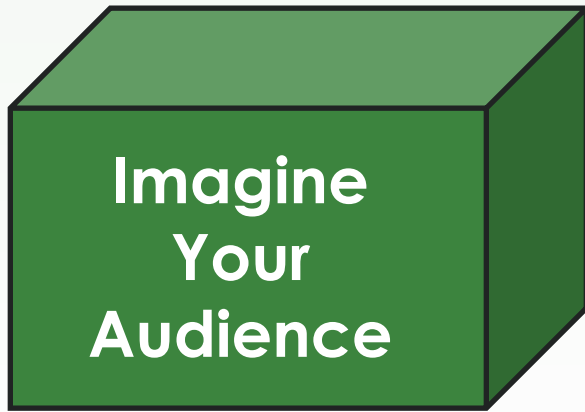




b) Who do they trust?

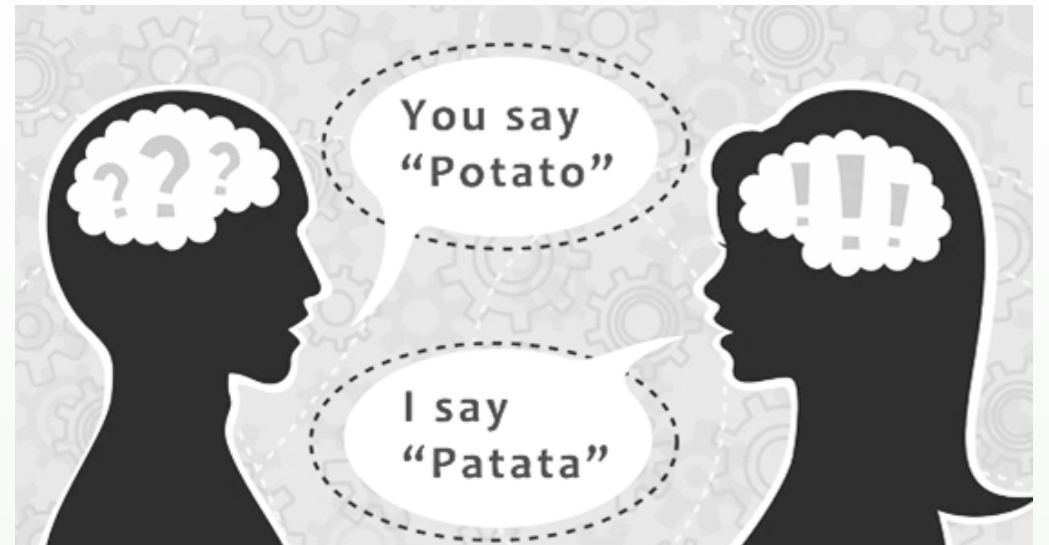
- Affiliations?
- Personal connections?





c) Speak the same language

- If they say potato, say potato
- Build trust and connection on common interests
- Think about your first impression





*You had me at
HELLO.*

*You lost me at
I HATE GOLF.*



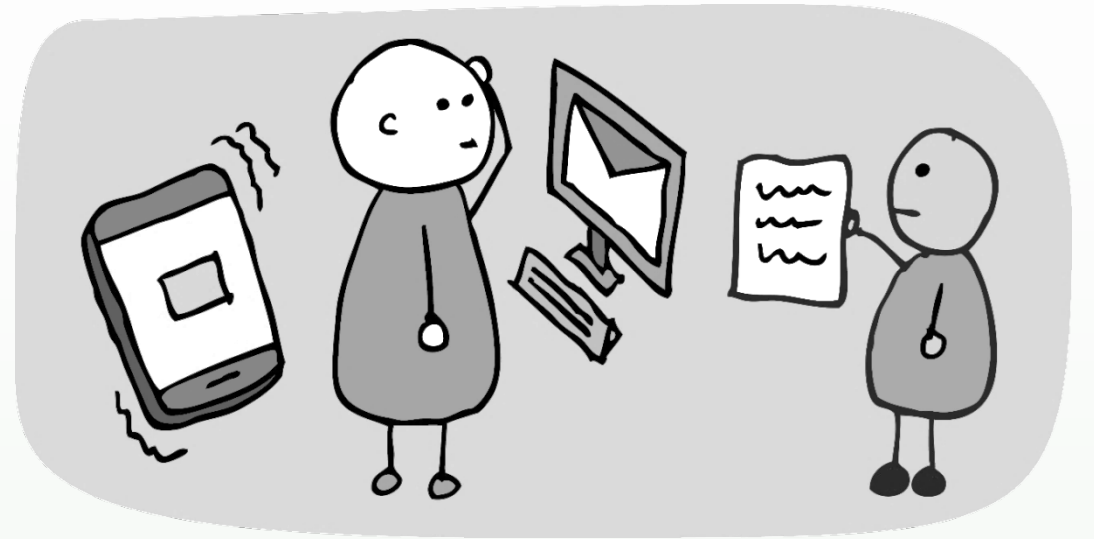
*You had me at
TOOTHPASTE.*

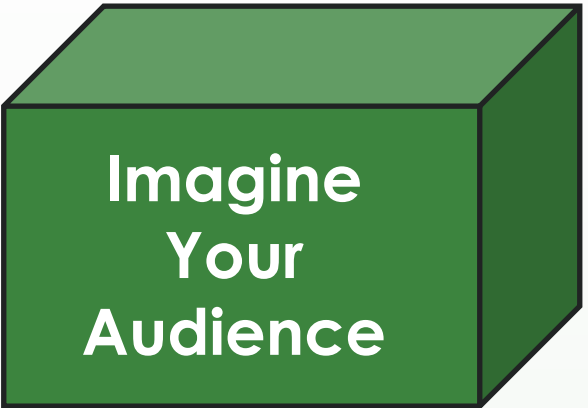
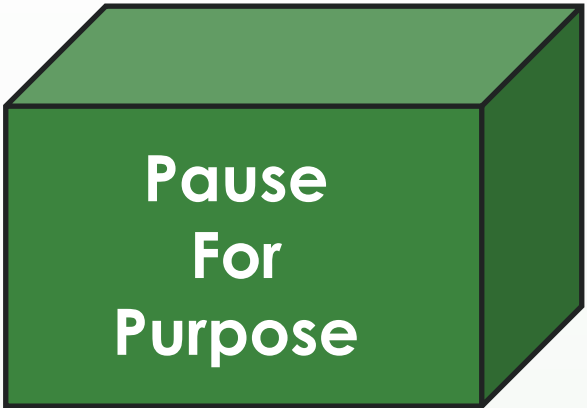
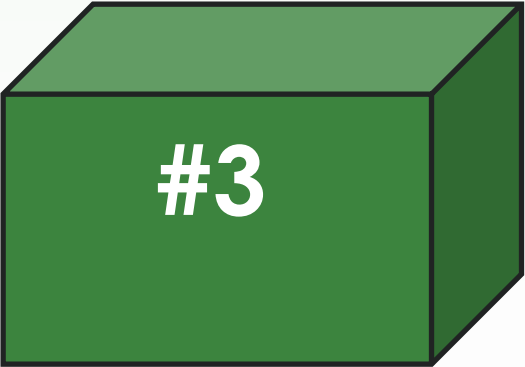
*You lost me at
IPMs, BMPs and
PESTICIDES.*

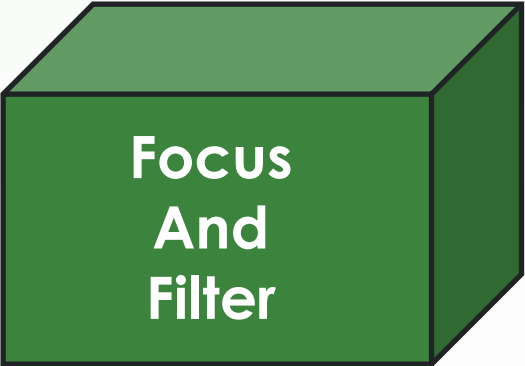
Imagine
Your
Audience

d) Use their channels

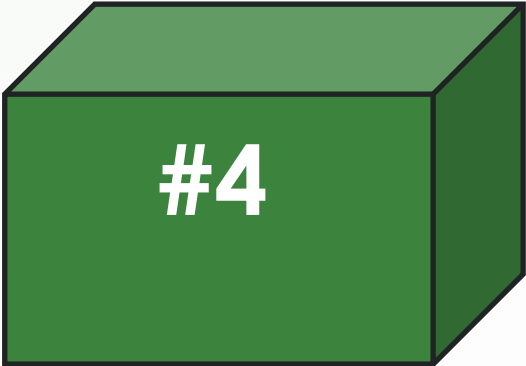
- Connect and share based on their preferred method



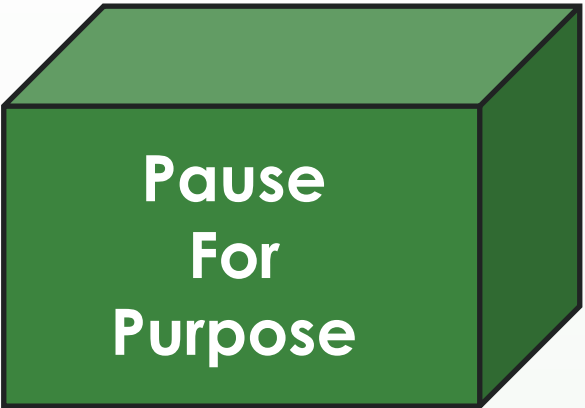




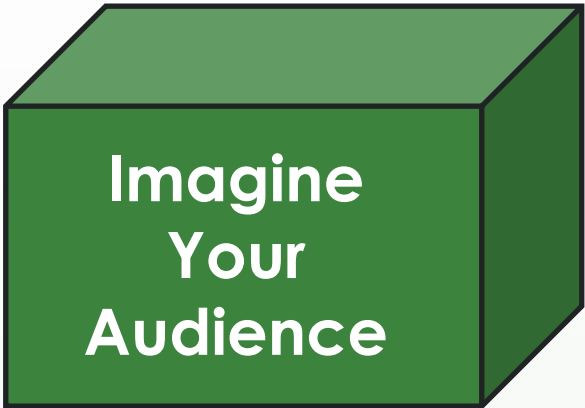
**Focus
And
Filter**



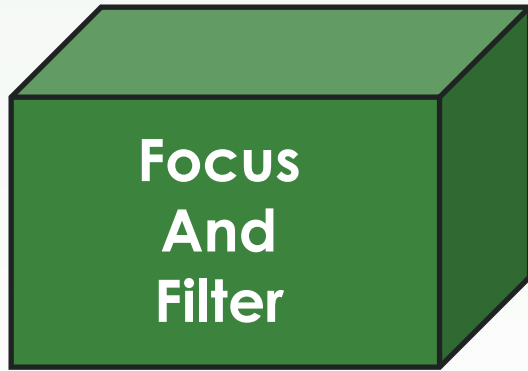
#4



**Pause
For
Purpose**



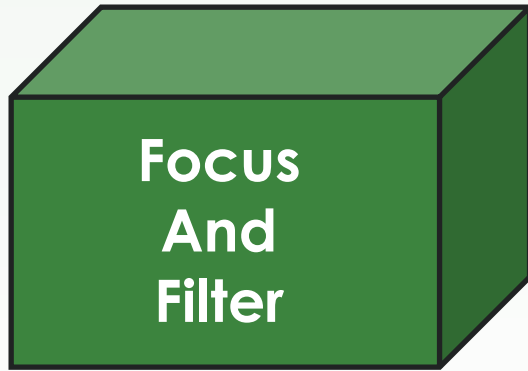
**Imagine
Your
Audience**



a) Set your reasons aside

- Make it about them
- Refer to research

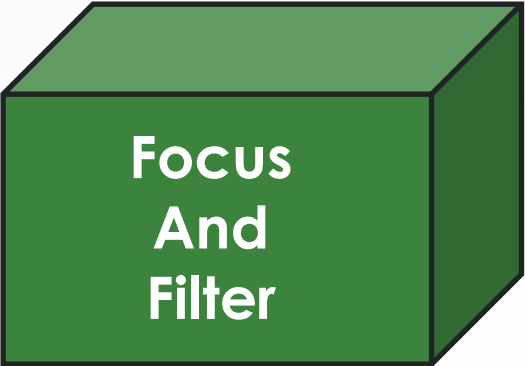




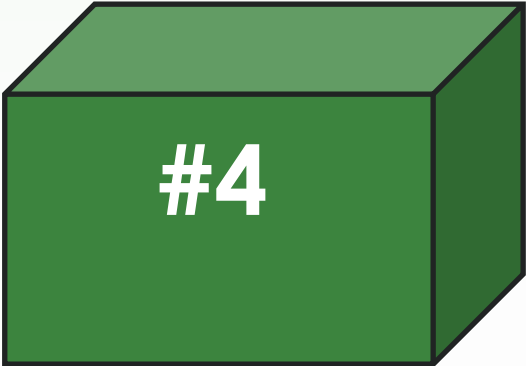
b) Identify hurdles

- What may prevent them from the desired action?
- Any triggering topics / language to avoid?
- Potential solutions?

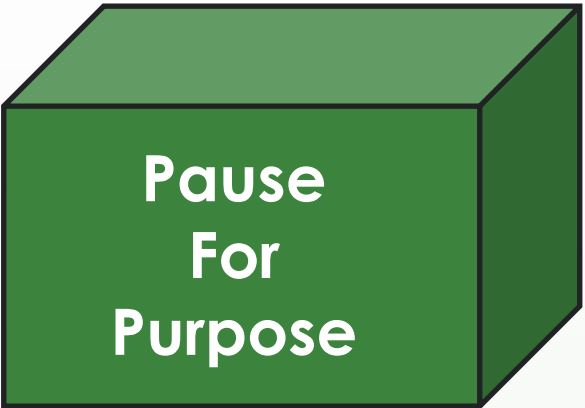




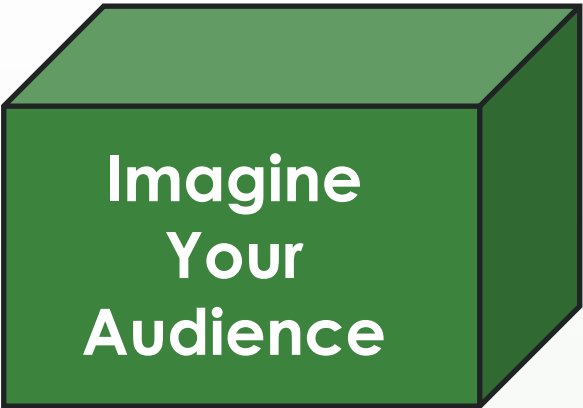
**Focus
And
Filter**



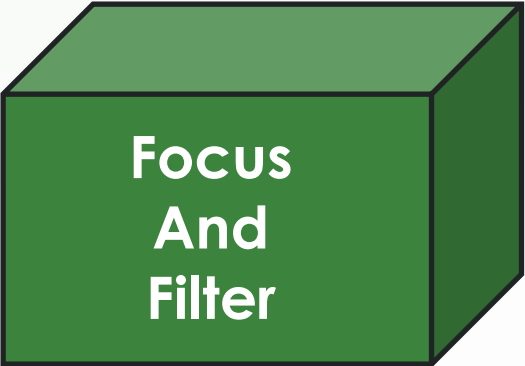
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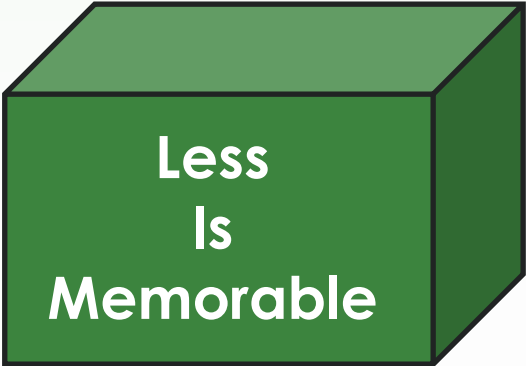
**Pause
For
Purpose**



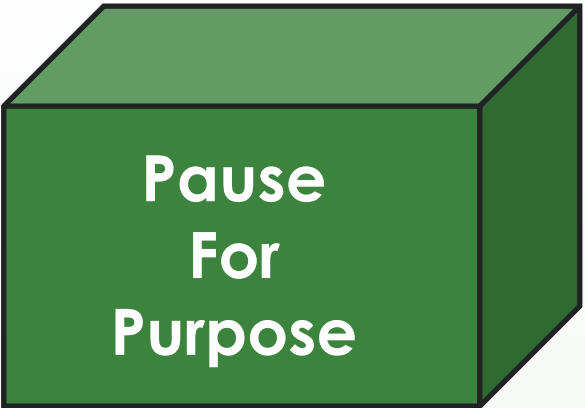
**Imagine
Your
Audience**



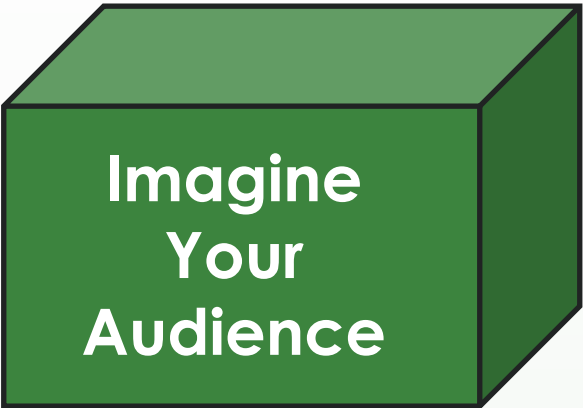
**Focus
And
Filter**



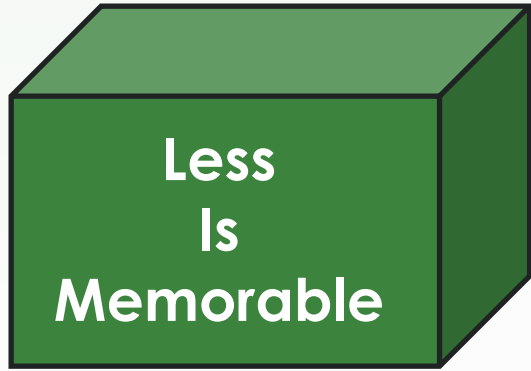
**Less
Is
Memorable**



**Pause
For
Purpose**



**Imagine
Your
Audience**



a) Keep it simple

- Simple writing / talk
- Simple data/facts
- Simple photos





telling your story on
SOCIAL MEDIA

krcreativestrategies.com



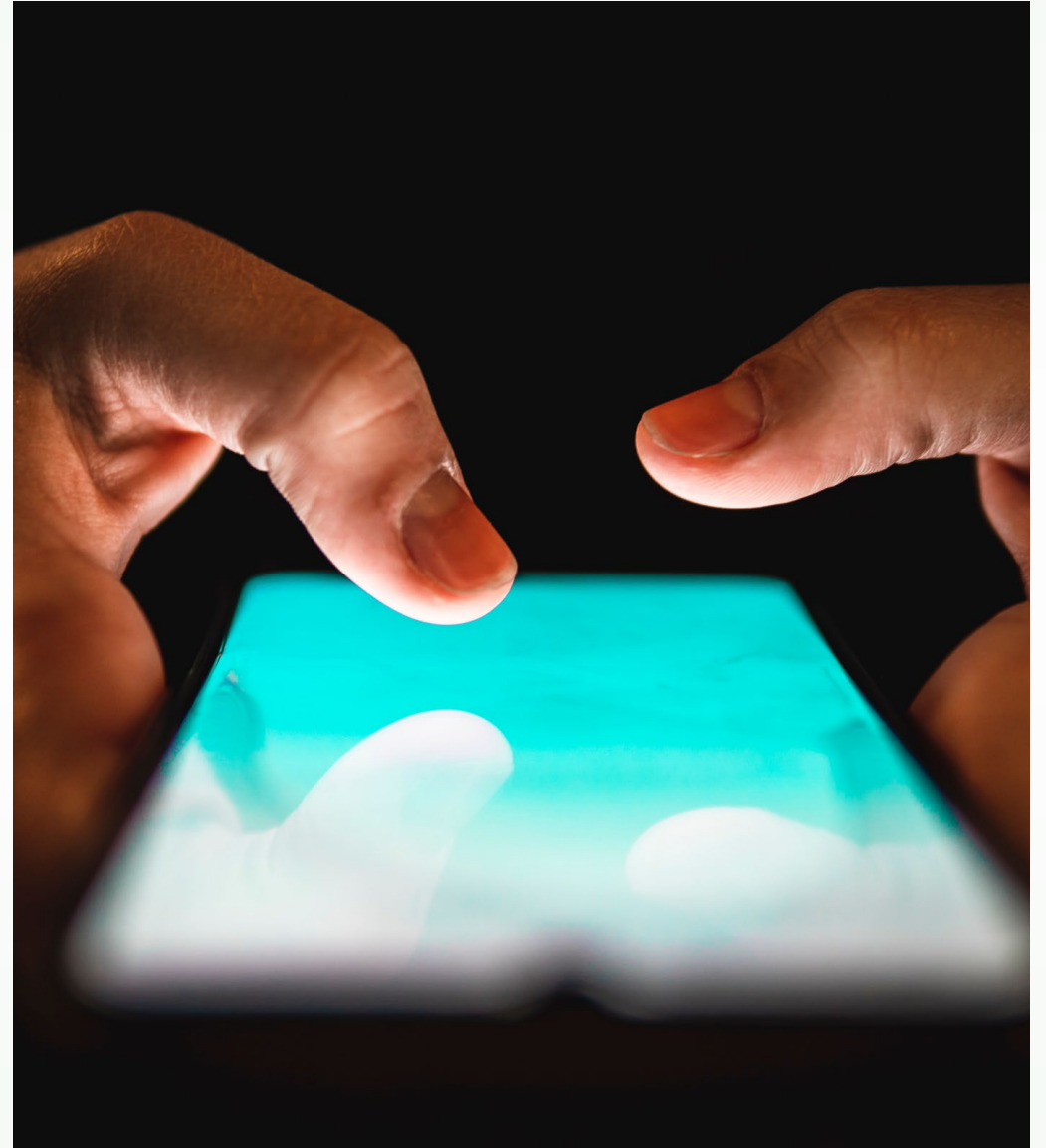


MEDICINE FIRST...

(followed by the sugar
chaser)

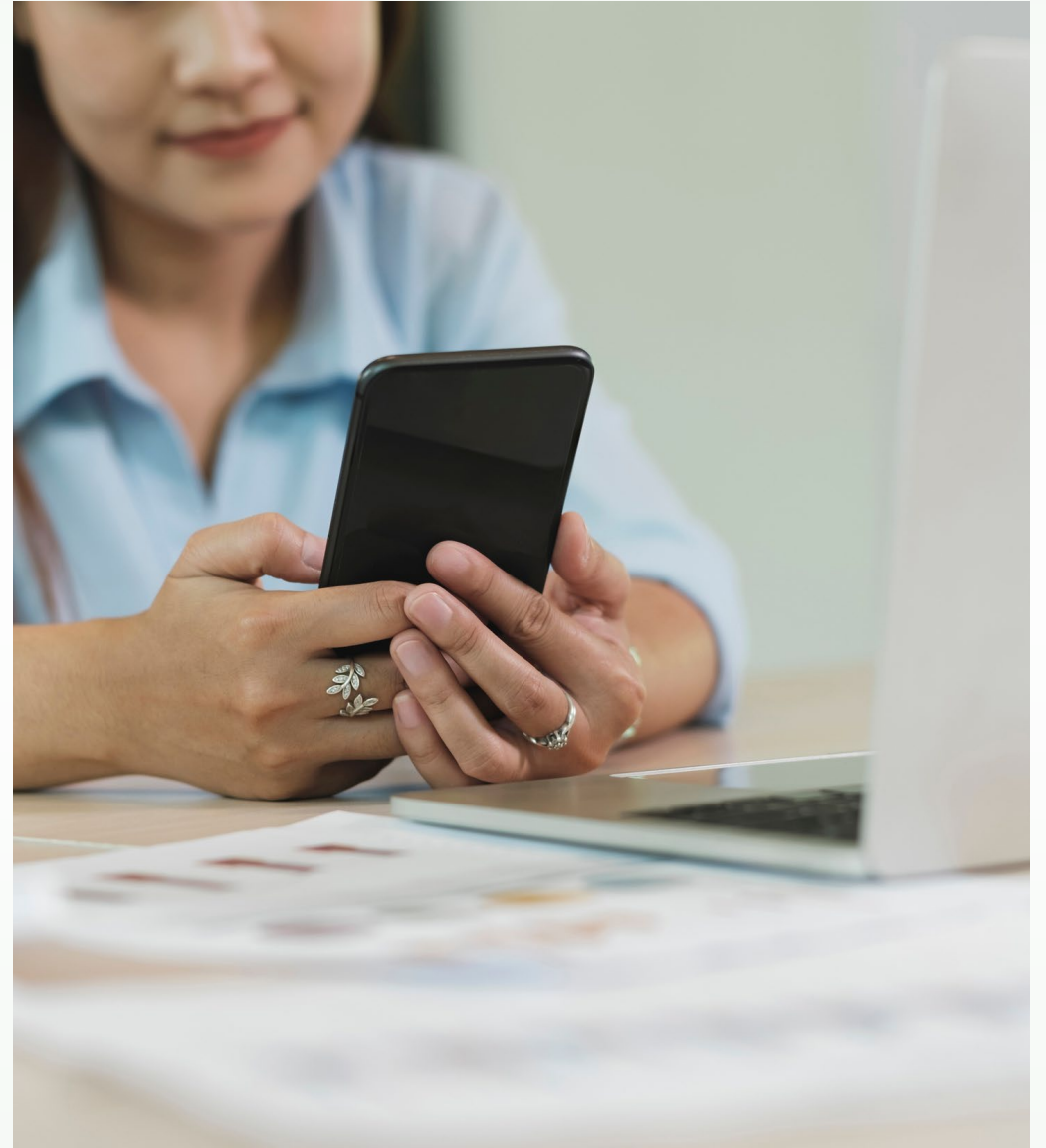
.5 SEC

to get attention



1-2 SEC

to keep attention



1 MESSAGE

per post / video



WHAT
YOU
WANT TO
SAY



WHAT
THEY
WANT TO
HEAR



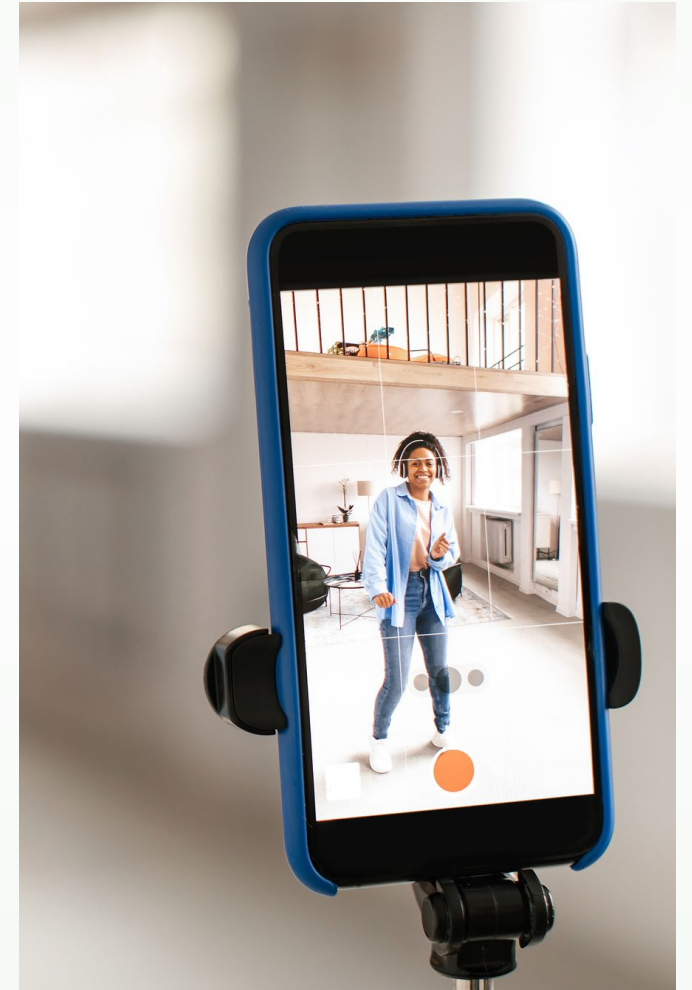
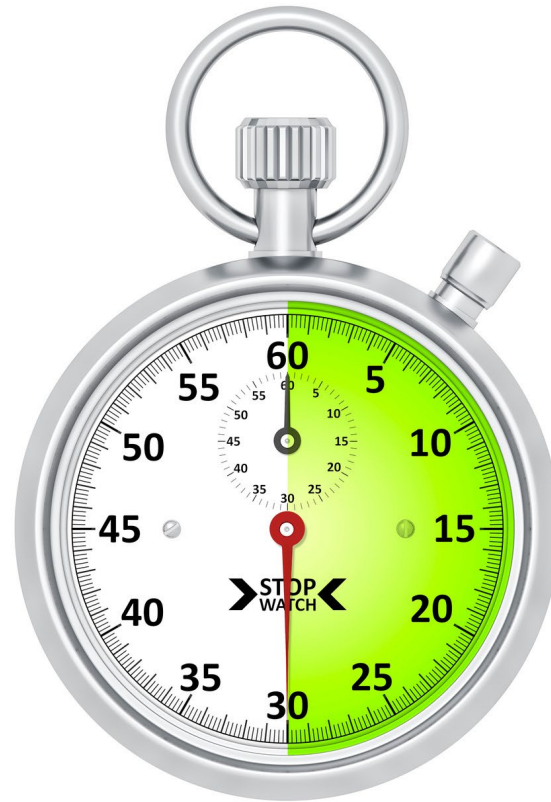


SUGAR CHASER...

(yay, the worst is over!)

BITE-SIZED, AUTHENTIC VIDEO

Shorter the better
No need for polish
Invite user content



LEVERAGE FARMERS,
AND HAVE FUN!



there's just nothing like it.



compared to other crops.

LEVERAGE THE CROP:
MINT IS UNIQUE!

LEVERAGE PARTNERS & EXISTING CONTENT



washington
grow'n

The logo consists of two lines of text. The top line reads "washington" in a dark green, lowercase, sans-serif font. The bottom line reads "grow'n" in a larger, bold, lowercase, sans-serif font. The letter "o" in "grow'n" is replaced by a stylized graphic of three overlapping leaves. The leaves are rendered in two shades of green: a lighter, lime green and a darker forest green. The background features a large, light yellow-green geometric shape that overlaps the text.



Washington Farmers & Ranchers

Washington Grown









120 videos 6,186 views Last updated on Sep 16, 2022



▶ Play all

↻ Shuffle

Meet the farmers and ranchers who are growing your food in Washington State

-  **Lopez Island Farm | Lopez Island, WA | Washington Grown**
Washington Grown • 352 views • 1 year ago
-  **Domex Superfresh Fruit | Yakima, WA | Washington Grown**
Washington Grown • 298 views • 1 year ago
-  **San Juan Islands Food Hub | Washington Grown**
Washington Grown • 200 views • 1 year ago
-  **Poe Family Wheat Farm | Hartline, WA | Washington Grown**
Washington Grown • 490 views • 1 year ago
-  **Kentucky Bluegrass Turfgrass Seed Farming | Washington Grown**
Washington Grown • 1.4K views • 1 year ago
-  **Old Friends Share Their Passion For Potatoes | Warden, WA | Washington Grown**
Washington Grown • 610 views • 1 year ago
-  **Curtis Cattle Company | Ritzville, WA | Washington Grown**
Washington Grown • 690 views • 1 year ago
-  **Royal Dairy | Royal City, WA | Washington Grown**
Washington Grown • 410 views • 1 year ago



You Tube : @WashingtonGrown
-Farmers & Recipe Playlist



Facebook, Instagram , X: /wagrown tv

TikTok: @washington.grown

Pinterest: @wagrown tv

Washington
keeps us
minty fresh
all year long!



Roughly 90% of our
mint is used for:



We are the country's
#1 producer of spearmint oil...



...and the #3 producer of
peppermint oil!

This refreshing
herb is really our
cup of tea.



In 2022,
Washington exported

\$8 BILLION

worth of food and
agricultural products.

Why?
Most nations cannot grow what we grow.
Because of our rich soil, mild climate and plentiful land, we have a surplus even after exporting to the rest of the United States.

We export roughly 90% of our wheat...

70% of our potatoes...
+4
(mostly in the form of French fries)

Facebook, Instagram , X: /wagrown tv
TikTok: @washington.grown
Pinterest: @wagrown tv

Washington is the nation's #1 producer of apples!

...apples

Five Washington apple varieties make up over 95% of all exports

Red Delicious Fuji
Granny Smith Gala Golden Delicious

The long days and cool nights during the growing season contribute to our high-quality apples.

+3
When it comes to apples, we're hard-core fans.



Washington Wheat Foundation · Follow

May 10 · 🌐

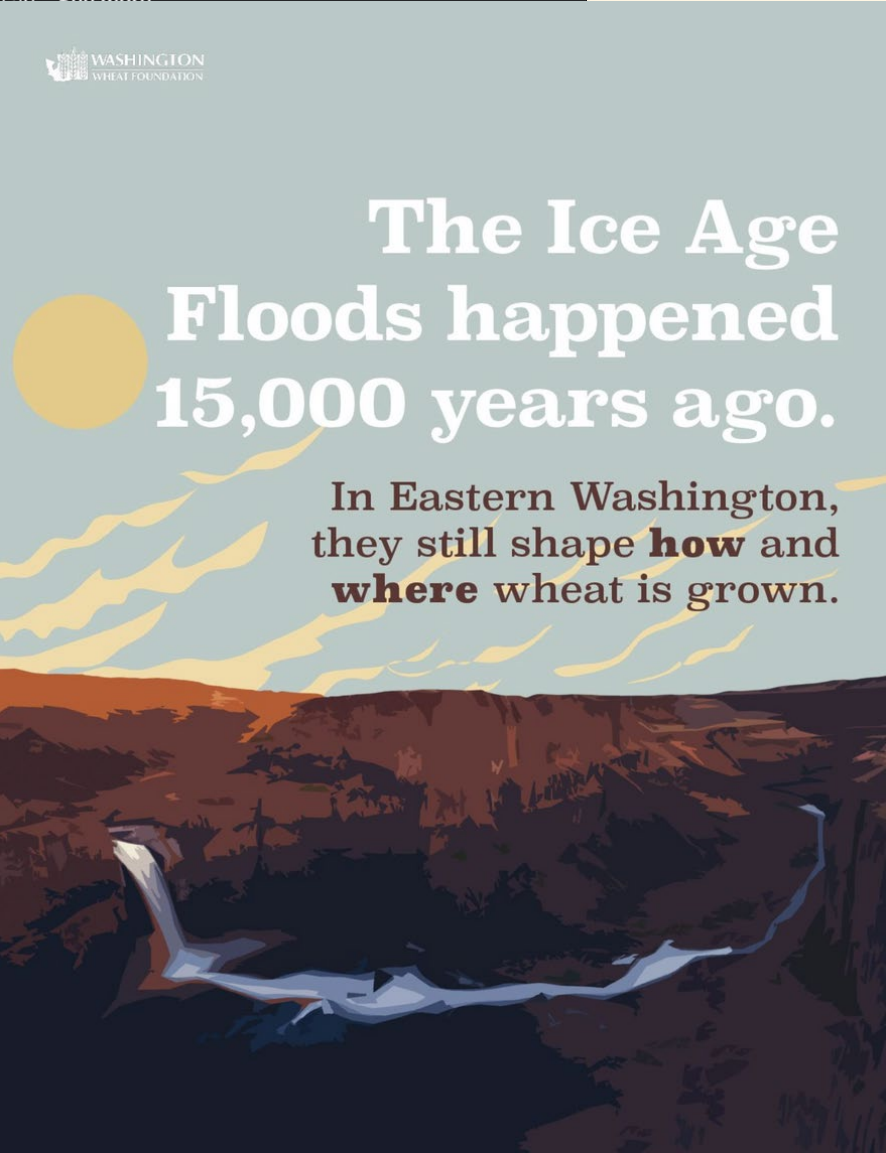
During #TeacherAppreciation week we'd like to thank all those who teach our students all things wheat during #WheatWeek! Each year our friends at the Franklin Conservation District and Wheat Week educators at conservation districts across Washington work with more than 20,000 4th and 5th graders through a series of lessons all centered around wheat!

The Wheat Week team dives into what wheat is, the water cycle, soils, the DNA of a wheat plant, and wheat energy. Learn more ab... See more



The Ice Age Floods happened 15,000 years ago.

In Eastern Washington,
they still shape **how** and
where wheat is grown.



Facebook, Instagram : /WAWheatFoundation

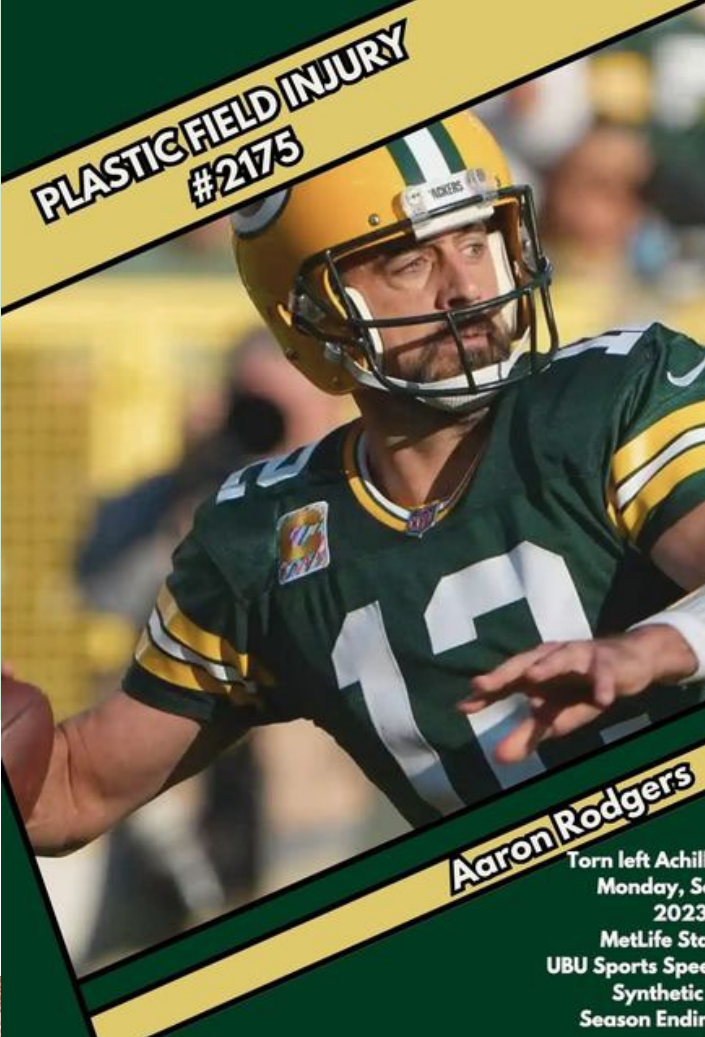
That 'finally Friday' feeling

For Everyone Else



For Farmers





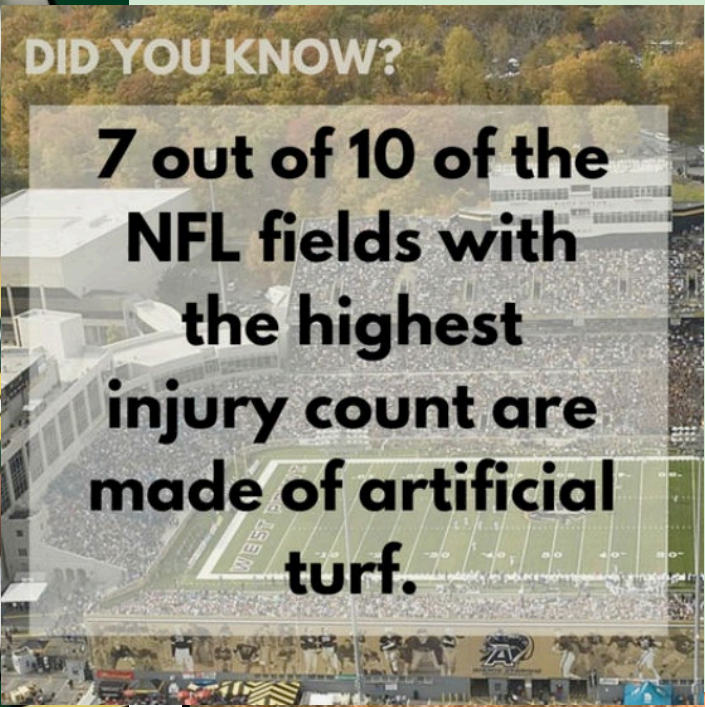
**PLASTIC FIELD INJURY
#2175**

Aaron Rodgers

Torn left Achilles tendon
Monday, Sept. 11,
2023
MetLife Stadium
UBU Sports Speed Series S5
Synthetic Turf
Season Ending Injury

DID YOU KNOW?

**7 out of 10 of the
NFL fields with
the highest
injury count are
made of artificial
turf.**



Grass is .

Facebook, Instagram : /GrassIsGood



Grass is good.



**Kentucky
Bluegrass
Used Here.**

MINT HAS A LOT
OF SUGAR TO
MAKE THE
SOCIAL MEDIA
MEDICINE GO
DOWN





It's our job
to make
people care.

Get in Touch!



krowe@krcreativestrategies.com



509-347-6771



krcreativestrategies.com