

Operations Grassroots Campaign

- ❖ Starting with Kingdom FM
- ❖ BA radio
- ❖ After 2 FM
- ❖ Kingdom Sunyani
- ❖ BA TV
- ❖ Akafo TV
- ❖ All GBC outlets
- ❖ Public Announcements centres
- ❖ GBC Enchi
- ❖ All radio stations to be announced
- ❖ Techiman radio
- ❖ Techiman TV
- ❖ Kintampo radio
- ❖ Adom TV
- ❖ All major Agric TV networks

All radio station host who are our PRO's will be responsible and tasked in organizing all programs and creting weekly planning with the teams in question.

These programs are designated to be plug n play

Meaning all these designs are to be equally good and replicated in all areas across the country as our grassroots marketing campaign.

Participants in agro programs within the regions with all these radio and TV stations.

Designed and designated by the marketing team and supported by the rest of the team supervised by the CEO Mr Atta Apraku.

We also have to identify stakeholders such as William in Asante region with the rice farmers to replicate the designs and best support the execution of the designs as well as leading us to the farmers and softening the grounds due to their priceless knowledge and relationships with these farmers.

This design will be activated initiated and supervised by our CEO to make sure of its consistency and effectiveness

The importance of Testings

What is more important is setting up the date and time for the general testing on their farms with the Agric extension officer identified by Evans Antwi to assist us just like we are doing in other satellite Asante regional areas to create the awareness.

Also using public announcements centres

Hotspots

Looking for a satellite sales centre or our Apex10 Hotspot centre for sales and information centre in Konongo

Making sure sales are being redirected to u guys n mainly sales centre or Apex10 Hotspot.

You are to indulge all farming associations

Starting with all the rice farmers associations under William

We should have Williams rice farmers in the studios asap with Williams at kingdom

Our key stars to all programs

Making sure the stars to our radio shows are Mofa agronomist and the farmers and later brand ambassadors

Regional Mofa Agric extension officers agenda

We should have Evans and his assistant from the Kwadaso Agric municipality for their testimonials especially the assistant.

Name all our Agric extension officers in all regions

Sales agents

Brand ambassadors

Local stakeholders like Chiefs and Queens and senior states men and women or politicians such MPs and DCEs or MCEs etc who will support our local campaigns and marketing and educational advocacy such as seminars etc

Name all brand ambassadors

to be identified in all regions across country and named.

Sales agents or sales coordinators

All sales agents in all regions and their roles to be named and identified with all their leaders for each region district and municipalities.

Best farmers

All regional districts innovative municipal youthful best farmers.

All these best farmers should be named and identified and formally contracted.

Institutional Testings

Farming institutions and educational institution testing Apex10

For instances

Seedlings institution's such as those in Techiman and all over Ghana.

Seedlings institutions

Identify Seedlings institutions from both government and private sectors to be indulge

Both tree crops

And trees

Short term crops

Mid term crops

Long term crops

Especially cocoa, mangoes, cashews, coconut etc

Head Agronomist

Mr. Antwi should connect us to all necessary areas that we perform tests and to all major farming association's.

Identify best farmers

Which of the district and regional best farmers in Asante region have endorsed the product Apex10?

Have tested Apex10 to testify?

Which of these best farmers in Kumasi Asante regional areas is a brand ambassador to Apex10?

Targets

Sales and objectives targets and purpose and reasons for advertisements mainly radio and TV programs

What is you plans for sales for the month as your targets?

Follow ups and returns on investments

Have we calculated sales per week and the returns the radio station is giving us per week?

Let's work smart and not just hard.

What is the return of or on the investments per month?

The probationary period is 3 months for any radio or TV alliance to measure accountable attractive returns

If after 3 months we can't record any visible returns on investments then this approach on investments will be cut off.

Weekly Evaluations

Every week we have to evaluate and the team have to discuss the contents of the upcoming radio programs per week.

Guests for Weekly shows

Who are the guests

Subjects matters

Group of farmers

Who are these farmers and where are they from

What are our intended goals for this program

Who are our targeted audience

Teams importance

Our social media and IT team are to be informed about the planning of all our radio shows per week for proper advertisements of these programs on all our social media network.

PRO's

All the respective

Radio hosts

All our PROs should be identified

All our social media team

All our IT team

Are to join in forces and have a conference call to discuss upcoming radio and TV programs for best planning and best scheduling and above all marketing together

The importance of the marketing team

The marketing team are to join in this process critically

Organization and leadership

Mr Atta Apraku and the marketing manager will organize and lead these designs assisted by the PROs and key brand ambassadors and sales agents.

Leadership and designs

This design will be designated per leadership based on respective areas

Districts

Regions

Municipalities

Per radio stations

Public announcements

We are to solidify all public announcements centres to start advertising Apex10 in the local public announcements circles.

Our marketing manager

will be the key orchestrator oversee by our CEO and designated into satellites to be overseen by PRO's brand ambassadors and sales coordinators

Who will assist in weekly radio campaign designs and advocacies.

Coordinating Mofa

Coordinating the Regional and District Mofa officers with the Agric extension officers on behalf of KGV-Apex10



Weekly proper program planning

Weekly planning reports for all programs and designs for sales and advertisements to be made available to the CEO and later to be presented to the CEO for final approvals and execution

Leadership

Let's identify the leadership in each region

- ❖ Our PRO's
- ❖ Our brand ambassadors
- ❖ Our Agric extension officers for each region
- ❖ District
- ❖ Municipality

Regional sales agents identified

Sales agents for each region

Municipality

Districts

Apex10 Hotspots sales satellite Areas

Official sales numbers to call

Sales agents in each

Region

Municipal

District

We need to have a weekly plan

We need to have weekly planning conference calls

Orientations

We need to delegate these leaders and educate them best on their task and responsibilities headed by our marketing team

TV and radio stations* working with Apex10*

Who are these TV stations*

Who are these radio stations***

Who is leading the communications with these stations

The COO

The PRO's

Brand ambassadors

Mofa agents

Farmers

Sales agents

Blue print

Going forward these above are going to be our designated blue print plan to follow up and study to help orient and plan and select the right team to strategically in the best discipline to perform and deliver to encourage the best return for our money and time

Key brand faces

All our brand ambassadors, sales agents or sales coordinators and PROs are going to be very actively involve in these weekly designs going forward