

Land Drain

Farmers - 14th August

- Free delivery, no MOV, via discount code
- Social media campaigns
 - 2x A/B ad sets for regions
 - Local groups
- Email campaigns
 - Mailchimp to "agri" tagged users
 - No portfolio users
- External Website
 - Which 3rd party websites can we advertise on?
- JDP Website
 - Increased spend on ads for land drain, ducting
 - MOV of £150(?) for free delivery
- Branch/RSO - override can be done by RSOS

Stockists

- 600 friendly targets(?)
- Same list as U3 — has this been sent?
 - Does Abbie have this list?
 - Email preferred
- Twinwall Duct & Land Drain Special Offer
 - While stock lasts, limited quantity
 - Pricing TBC - JU & RH to confirm range and prices
 - PDF of range to be ready for sales team, Naylor, ex-stock only

Twinwall Duct & Land Drain

Channel 3 & 4

- % off - JU & RH to confirm range and prices
- Email campaigns
 - To non-portfolio email addresses
- Contact campaign follow up, hot/med/cold leads
- While stocks last, limited quantity

Channel 2

- Contact campaign, additional discount to those not bought 07 products in last 3 months
- Pricing TBC - JU & RH to confirm range and prices
- PDF of range to be ready for sales team, Naylor, ex-stock only