

THE HERB SOCIETY OF AMERICA, INC.
MARKETING COMMITTEE
Approved October 2011, revised June 2013

The Marketing committee supports the executive director and headquarters staff in planning and producing marketing materials, surveys and campaigns in order to identify the needs of HSA members and increase public awareness of The Society. The development chair appoints the committee chair.

Responsibilities:

- Report to the development chair
- Assist the executive director in maintaining a consistent HSA brand across all internal and external materials
- With the board and executive director, develop a marketing plan that will capitalize on the strengths of HSA, directed at both HSA members and the public.
- Provide recommendations to identify potential target markets, marketing venues and strategies for promoting The Herb Society of America
- Evaluate various mechanisms for reaching the herbal consumer (e.g. social networking, print ads / articles)
- Assist the executive director in writing and placing targeted press releases (for example, conference, educational materials, member achievements, awards recipients, grant recipients)
- Assist the executive director in strengthening on-line revenue projects, i.e. Garden Gallery
- Work with the executive director and headquarters staff in using website statistics to identify current member opportunities and develop new member opportunities
 - Provide recommendations to the educational program committee regarding future program content
 - Identify and recommend potential search engine opportunities