

CFA National Marketing Committee

Last June our CFA President created a new committee to generate some interest from the cat loving public in our association. We have focused our efforts in four specific areas: Interactive-website, Social Media, Customer Acquisition and Retention efforts and Promotional activities. Since it's been almost a year, it's time for a report on the committee's accomplishments.

INTERACTIVE

Website

CFA created a new look for its public website and the front page is now geared to the general public rather than to breeders/exhibitors. In order to keep this page fresh, every two weeks we add four or five new items to capture the attention of our target audience. We also create new graphics for the top of the home page which tie into those articles.

SOCIAL MEDIA

Facebook

CFA created a new Facebook page and every weekday we post something new which highlight subjects of interest to the visitors to our page. We have run a number of contests on this site, such as our Halloween cat costumes. Our most popular topic has been the support we generated to have the CAT be the new game piece for the popular Monopoly game.

Pinterest

CFA now has a presence on Pinterest. Our first efforts were 42 Boards, one for each of CFA's recognized breeds. Next we plan to add Boards with kitten photos and Show photos.

Twitter

CFA also revamped its Twitter page to further engage the public and interact with other animal enthusiasts and organizations.

You Tube

We now have an excellent library of You Tube videos that range from copies of our commercials to promotional and education videos.

Blog

We have a new blog aimed at the public. We post info about Cat Behavior, Cat Grooming, Cat Shows, Celebrities & Their Cats, and All Things Cat.

CUSTOMER ACQUISITION AND RETENTION (CAR)

Toll-Free Phone Number

Under the direction of Kathy Calhoun, CFA added a toll-free phone number where the public can ask questions about cat showing or cat shows in their area, and specific CFA breed questions.

PROMOTION

Videos

Under contract to CFA, a professional marketing firm created a 30-second video which can be used as a commercial for local cat shows. Free copies will be included in show packages mailed to each show and the clubs can purchase time on their local TV stations to run this commercial.

This same firm created a breed video which clubs can use at their shows or other events such as Pet Expos. This video uses the same photos and text used on our Pinterest site. The text was reviewed and approved by our Breed Council Secretaries and the photos were reviewed and approved by the co-chairs of the Breeds/Standards Committee.

As you can see, it's been a busy year for this committee and a great deal has been accomplished. Hopefully, these efforts will result in a greater awareness and appreciation of CFA, our hobby, our shows, and hopefully growth.