1. Introduction
2. General Objective
3. Specific Objectives
4. Marketing Program Overview
5. Specific Plans
   a. Background Research
   b. Marketing Research
   c. Promotion
   d. Sales Support
6. Conclusions
7. Q&A
South Carolina Forestry Commission (SCFC)

Our mission is to protect and develop the forest resources of South Carolina.

Without adequate markets and a favorable return on their timber investment, landowners will not reinvest in establishing quality, well-stocked stands for future timber resources.

Markets created through forest products industrial development and export development create jobs and reduce the trade deficit.

These activities will enhance the economics of forestry within South Carolina and will provide the greatest potential for improving forest resource conditions in the region and the nation.
There are real marketing needs where the SCFC can fill a void and provide a viable service for the promotion and marketing of South Carolina forest products

- Develop current and new markets for the state’s forest resources
- Increase the volume of forest products exported

Scope:
SCFC Marketing Program | Specific Objectives

- Assess market needs/barriers
- Develop marketing information and trade contacts to improve demand for South Carolina forest products
- Provide company specific assistance for locating sources of raw materials or manufactured products from South Carolina Producers
- Disseminate database on primary and secondary processors market and promote South Carolina Forest Product commodities for international trade
SCFC Marketing Program | Overview

- Forest Products Industries
  - Marketing Planning: What is the market situation?
  - Marketing Strategy: Where are we headed? How will we get there?
  - Marketing Tactics: What will we do?

- SCFC Marketing Program
  - Background Research
  - Marketing Research
  - Promotion & Sales Support
SCFC Marketing Program | Overview

Marketing Program

- Background Research
- Marketing Research
- Promotion
- Sales Support
Focus Areas
- Trade Data: Exports, Imports
- Production Data
- Value and Volume
- State, region, country
- Main Commodities:
  - Wood-based Chemicals
  - Solid Wood Products
  - Wood Pulp
  - Paper Products
  - Wood Furniture
- Primary/Secondary Industry Directory

Examples
- SAF 2015 Summer Meeting
- SC Exports Report
- U.S. SYP Trade Statistics
- Newsletter

SCFC Marketing Program | Background Research
Focus Areas
- Current/New Markets
- Forest Resources
- Economy, Growth
- Housing Market
- Demographics
- Trade Data: Imports / Exports
- Forest Products Commodities:
  - Product Categories
  - Individual Products
  - Species

Examples

Marketing Report: India

Imports by Trading Partner

Imports by Commodity

Table: India’s Total Pulp Products Imports by Commodity: 2010 - 2014 (million USD)

SC Forest Products
Marketing Program Update

20/15 Forestry Summit
Awareness Campaign: domestic and international markets

- Forest Products Availability (FIA, TPO)
- Characteristics of primary and secondary products in the state
- Directory of Companies

Activities:

- Brand & Logo
- Marketing Materials
- Trade Missions
- Trade Fairs
- New Communication Channels
- Trade Leads System
- Education

- Reports
- Brochures
- Translation
- Domestic: IWF International: Asia, EU, Americas
- Direct Contact
- SCDOC
- US Commercial Service
- Matchmaking
- Trade Leads System
- Trade Missions
- Trade Fairs
- New Communication Channels
- Trade Leads System
- Education

- Inbound
- Outbound
- Email
- Webpage
- Social Media
- Export Conference Workshops
- Training Materials
SCFC Marketing Program | Promotion & Sales Assistance (cont.)

Logo: VA & NC’s examples

Logo: Web & Social Media Example
Partner with cooperating organizations where possible to leverage our efforts
Key Points

- SCFC Marketing Program:
  - Understand industry’s needs
  - Develop and manage specific plans to promote South Carolina products
  - Marketing Research and Analysis
  - Communication flow
  - Industry Assistance
  - Represent the agency and forest products industry on export-related committees
  - Attend trade shows and missions to promote South Carolina forest products
Thank you!

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