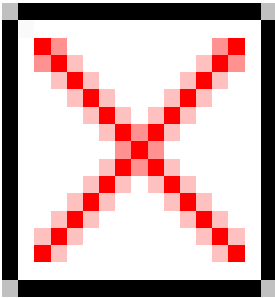


Targeted Marketing in Action

Efforts informed by TELE



[1]

Call Before You Cut (www.callb4ucut.com [2]) is a six-state campaign that encourages landowners to seek out the advice of a professional forester before making a new harvest. With the help of TELE, natural resource professionals in these six states developed a targeted marketing plan to reach working the land owners across the states.

[See the Case Study »](#) [3]

[See the CBYC sample plan »](#) [4]

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The Kennebec Woodland Partnership brings together a wide variety of organizations working to grow a "culture of conservation" in Maine's Kennebec County. The partnership's goal is to provide a range of tools and strategies to help landowners make informed decisions about their woodlands, with a goal of keeping woodlands as woodlands. Kennebec County is increasingly defined by the transition from a rural community to a more heavily populated urban area and the Kennebec Woodland Partnership aims to extend their reach to previously unengaged landowners. They used TELE's six-step planning process to develop a communications and outreach plan.

[See the Case Study »](#) [5]

Source URL: <http://www.engaginglandowners.org/new-outreach-approach/targeted-marketing-action>

Links:

[1] <http://engaginglandowners.org/sites/default/files/CBYC%20Case%20study%202%20pages.pdf>

[2] <http://www.callb4ucut.com>

[3] [http://www.engaginglandowners.org/sites/default/files/6 pg final CBYC dec 5 2011.pdf](http://www.engaginglandowners.org/sites/default/files/6%20pg%20final%20CBYC%20dec%205%202011.pdf)

[4] <http://engaginglandowners.org/sites/default/files/Call%20Before%20You%20Cut%20sample%20plan.pdf>

[5] <http://www.engaginglandowners.org/sites/default/files/FinalKWPCaseStudy.pdf>