Ag Service Technician
Workforce Development
Dealer Media Kit

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How To Use This Kit

This Dealer Media Kit has been assembled for the benefit of dealerships in order to promote localized career building opportunities for Agricultural Service Technicians.

This Dealer Media Kit contains templates and descriptions to help local dealers promote the need for the hiring and training of qualified Ag Service Technicians.

Some sections contain customizable ad templates and layouts that can be customized to be consistent with dealers’ and manufacturers’ branding, while other sections refer to additional materials and campaign descriptions that are available on mobile, digital and social media platforms.

This kit has been prepared as part of a broader campaign that includes similar educational and awareness materials for teachers and students in order to help them develop the necessary skills and experience while in a scholastic environment.

Parents, teachers and students can find more information at the links below:

- equipmentdealer.org/workforce-development/teachers
- equipmentdealer.org/workforce-development/students
- equipmentdealer.org/workforce-development/parents

Educational materials available for teachers and students
Print Ad Templates

Print ad templates are available to provide dealers with an easy, professional-quality design that can be easily customized to accommodate their logo, address and contact information, and can even be color matched to any manufacturer’s color scheme that they wish to feature. Sizes are available in standardized dimensions for full, half and quarter-page layouts, with custom sizes available upon request.

Ad frame templates can be customized to suite specific manufacturer branding requirements, and contain ample space for local dealers to incorporate their own branding and location details.
Digital Banner Ads

Digital Banner Ads offer dealers a way to reach audiences directly on their computers and mobile phones. Like print ads, digital banner ads can be customized to reflect each dealer's own branding as well as with the colors and brand logos of the manufacturers they represent. Digital Banner Ads come in a wide range of sizes and orientations depending on the platform and location in which they appear; below are examples based on some of the most common sizes and their uses.

Horizontal “Ribbon Banner” ads appear in the browsers of mobile phones, usually at the top or bottom margin or within the text block of a scrolling article. Text and content must be kept to a minimum due to their small size.

“Square Tile” ads are popular sizes for use in social media platforms, as their square dimensions allow them to make the most of the narrow scrolling news feed boundaries.

These vertical “Skyscraper” ads appear in the left and right margins of websites on desktop and laptop browsers. They provide larger areas for additional details and imagery.
“Career Spotlight”
Online Videos

As part of their campaign to increase awareness and early workforce development efforts at the scholastic level, the Equipment Dealers Foundation produced a 4-minute Career Spotlight video that is available for public viewing and sharing. The video can be found on the YouTube — see the image description at right for a link.

Additionally, the EDF created four shorter, 1-minute-long video “snippets,” each focused on a different aspect of the main video. Both the full-length video and the shorter video snippets are available to be shared on any dealer’s website as a video blog, or on their social media profiles to help increase awareness of the Service Technician career.

The shorter snippet videos can be viewed in any order at the YouTube links listed below:

Q: What benefits come with being an Ag Service Technician?  https://youtu.be/xDvJKPK1L9A
Q: What qualities make for a great Ag Service Technician?  https://youtu.be/8PiG-6NnuMs
Q: How do you prepare for a career as an Ag Service Technician?  https://youtu.be/bEHIXKn2NNk
Q: How important are Ag Service Technicians to farmers and the ag industry?  https://youtu.be/fehsDSXOQ-8
Additional Social Media Promotion and Content

While it is possible to get attention through the use of organic content on social media platforms, it is often necessary to pair such efforts with a modest paid campaign for maximum exposure.

Paid campaigns have the benefit of broadcasting your content and messaging to a broader audience, allowing you to reach users outside of your existing social contacts. Utilizing dynamic video content for these campaigns can dramatically improve performance, thereby allowing you to maximize your budget.

Sample screengrabs of a square-formatted video in both desktop (left) and mobile (right) browsers.
Scripts can be presented to local radio stations who can then produce in-house with their own equipment and voice talents. Background music can be optional but should be upbeat and not overpower the message. Dealers can use both scripts interchangeably or choose the one that works best for them.

Script 1 – Full Announcer Read  Length = 30 sec. (+/- 70 words)

[ANNCR:] The need for skilled service technicians in the farm sector has never been greater. Service technicians in the agricultural industry enjoy competitive salaries and hours, and are offered a challenging and rewarding career that makes an enormous and positive impact in their local farming communities. Learn more by contacting [insert name + location of farm equipment dealership]. Put your career in gear as an ag service technician today!

Script 2 – Annocr intro w/ personal message by dealer  Length = 30 sec. (+/- 75 words)

[ANNCR w/ upbeat music:]

Today’s tractors are technological marvels, and it takes a special skill set to keep them running when farmers need them most. That’s why service technicians are in such high demand, and can enjoy competitive salaries and hours while having a big impact in their community.

[DEALER:]

Hi, I’m <name + name of company>. Talk to us and learn what it takes to become an ag service technician.

[end tag - can be cut to allow more time for dealer quote:]

Put your career in gear as an ag service technician today!
Workforce Development for Skilled Service Technicians Kicks Into High Gear

The diesel-powered farm tractor as we know it is less than a century old. During that time technology also evolved and become so integrated into the equipment that it now takes equal parts gearhead and computer egghead to really understand what is needed to repair and maintain modern agriculture machinery. Because of this specialized skill set, demand for qualified Ag Service Technicians has surged at equipment dealerships throughout the United States.

What Is An Ag Service Technician?

A Service Technician performs diagnostics, service repairs, and maintenance work on agricultural and turf equipment. Typically, they will work in an agricultural equipment dealership, but also often spend time in the field on service calls.

Service Technicians carry out repairs and maintenance on engines, transmissions, and agricultural implements — today, the work is increasingly technology-based, meaning performing diagnostics of equipment computer and telemetry systems, troubleshooting computer problems, and more.

Why Are Ag Service Technicians So Important?

In addition to being competent mechanics, today’s service technicians must also be literate and proficient with computers in order to properly maintain modern agricultural equipment.

Older generations of tractors and heavy machinery were relatively straight-forward to repair, provided that you had a solid understanding for mechanics. But modern heavy equipment is increasingly reliant on sophisticated computer technology to guide and manage its complex on-board systems. Those systems also rely on Internet and satellite remote technology to utilize GPS positioning and sending and receiving important data.

Because of these integrated systems, today’s qualified service technicians need to be as trained in how to perform the necessary diagnostic processes that are required to identify and troubleshoot computer issues as they are in how to diagnose and repair an engine or transmission. In either case, technicians also need to be able to read and understand the highly-detailed technical manuals that are essential for performing their duties.
Why Are Ag Service Technicians In Such High Demand?

Modern ag equipment has become increasingly complex over the past several years, due in large part to technological advances that improve efficiencies, reliability and compliance with environmental regulations. While the modern farmer has access to many of the diagnostic tools and materials needed to repair their equipment, many are not comfortable doing so themselves. Dealerships spend large amounts of time and money ensuring their technicians are trained to assess and repair issues on equipment that run the gamut from the mundane to the most intricate. A competent technician is invaluable to dealerships and the customers they serve.

How Are Ag Service Technicians Trained?

Many service technicians in the ag industry came into their positions with little to no prior experience, and receive much of their advanced training on the job and in service tech schools sponsored by major manufacturers. Once on the job, most service technicians will supplement their experience with periodic training programs and seminars that are designed and hosted by major manufacturers in the farm equipment industry. These programs are designed to help technicians to stay on top of the latest innovations, and may include comprehensive hands-on training.

However, it is also important to note that some earlier experiences, such as taking shop classes in high school and participating in local 4-H organizations, can be extremely helpful in shaping individuals for successful careers. Shop classes let students learn the basics and get comfortable working in an industrial setting, while 4–H participation allows future technicians to better understand the seasonal and environmental conditions in which farmers must operate.

To Learn More:

A series of resource kits are available online that designed to provide information about career opportunities available for service technicians. These materials are available to view and download for educators, students and parents.

Additionally, anyone who is interested to learn more can contact [insert dealer name and contact information, plus any additional details – email address, etc.]
Dealers are welcome to use and customize the material in this kit for their own local marketing programs. We hope we have provided a wide variety of creative that will help dealers to run their own local campaign for recruiting or for simply changing perceptions of what Service Techs do. Please feel free to use this material on your own, in conjunction with an existing marketing agency relationship, or however you see fit.

2Novas Inc. is a St. Louis, Missouri-based marketing agency that has developed the videos, images, and creative for the campaign, and is managing the national campaign on behalf of the Equipment Dealers Association and the Equipment Dealers Foundation. As part of the campaign, 2Novas is offering preferred rates to EDA-Member Dealers that need custom-made materials or ad management services.

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**Marketing Customization Services**

Addition of Dealer Logos/Info to Image-Based Ads: ................................................................. $75
Resizing of Newspaper Ad: ........................................................................................................ $75
Custom Newspaper Ad: .......................................................................................................... $250
Custom Digital Banner Ad Set (4 ad sizes): ............................................................................ $250
Custom Facebook image post: ................................................................................................ $150
Addition of Dealer Logos/Info to the 0:15 video in this Kit: ....................................................... $250
Custom 0:30 radio spot, produced and recorded with our voice talent: ..................................... $350
Setup and Management of Local Facebook Campaign, up to $1000/mo in spend: ............... $400/mo
Setup and Management of Local Google Ads Campaign, up to $1000/mo in spend: ........... $350/mo

*To invest more than $1000/mo in spend: contact Dan Novalis, dan@2novas.com*

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We can also offer a custom retargeting campaign, allowing you to advertise to people in your local area who have seen and engaged with the national EDA campaign. For example, we can target people within 30 miles of your dealership who have seen the national ad and watched the video.

For more information on this option, or for any questions, contact Dan Novalis at dan@2novas.com or 314.966.2430.