



Ag Service Technician

Workforce Development

Dealer Media Kit

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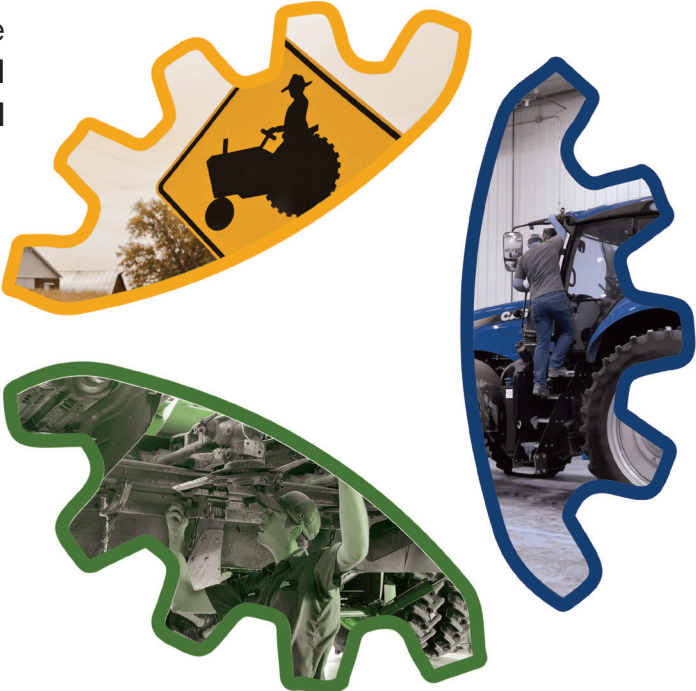


How To Use This Kit

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.



Educational materials available for teachers and students

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



Print Ad Templates

DEMAND

**for qualified
Ag Service
Technicians
is HUGE!**

- Earn A Competitive Salary
- Enjoy A Stable Work Schedule
- Make An Impact In Your Community

**Find out if you have what it takes for
a career as an Ag Service Technician!**

**DEALER NAME + LOGO
ADDRESS + CONTACT**

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.



**The Demand is
HUGE for qualified
Ag Service
Technicians!**

- Earn A Competitive Salary
- Enjoy A Stable Work Schedule
- Make An Impact In Your Community

**Find out if a career as an Ag
Service Technician is for you!**

**DEALER NAME + LOGO
ADDRESS + CONTACT**



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.

Teach your students about a career as an **Ag Service Technician.**



Learn more by downloading a **FREE** Teacher Resource Kit!

DEALER LOGO HERE

Did you know?

Ag Service Technicians enjoy good salaries and stable hours, and are in very high demand.

Mfg logo or feature product photo

Ag Service Technicians are in demand. **Learn more!**

DEALER LOGO HERE



Does your child have a future as an **Ag Service Technician?**



Do **YOU** have a future as an **Ag Service Technician?**

Mfg logo or feature product photo

Learn more!

DEALER LOGO HERE

“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.

Do you have what it takes to become an **Ag Service Technician?**

Find out!

Does your child have a future as an **Ag Service Technician?**

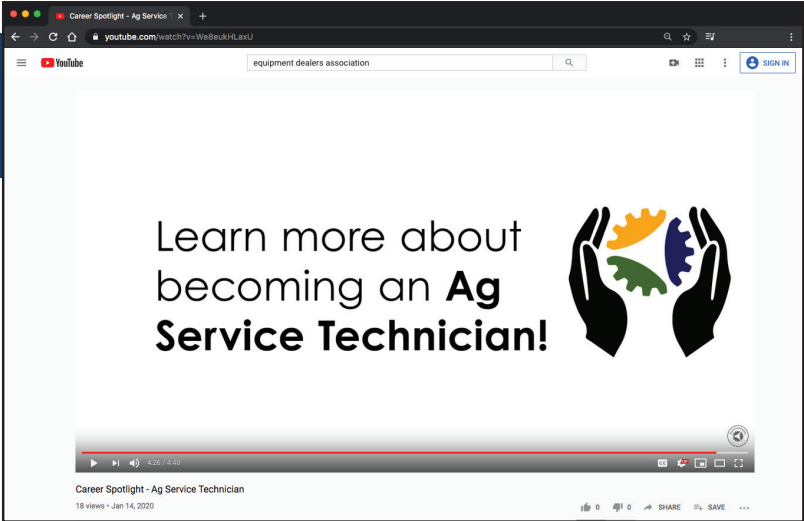
Learn more!

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.



“Career Spotlight” Online Videos

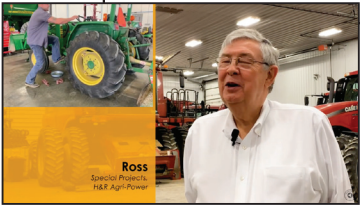
As part of their campaign to increase awareness and early workforce development efforts at the scholastic level, the Equipment Dealers Foundation produced a 4-minute Career Spotlight video that is available for public viewing and sharing. The video can be found on the YouTube – see the image description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



Service Technician Career Spotlight video published on YouTube:
<https://www.youtube.com/watch?v=We8eukHLaxU>

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:



Screen grabs from a shorter “snippet” video available on YouTube.

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>

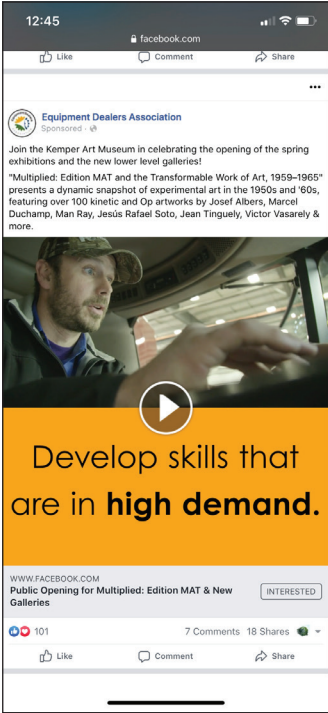
Q: How important are Ag Service Technicians to farmers and the ag industry? <https://youtu.be/fEhsDSXOQ-8>



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.



Ag Service Technician Recruitment – Radio Scripts

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 – Anncr 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!



Ag Service Technician – Blog Article

Note: We encourage you to make edits to this article to make it your own! Feel free to edit it for your dealer and goals. We also suggest sharing this on social media, and linking back to the EDA website or your own career page.

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.



Ag Service Technician – Blog Article (continued)

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.]



Networking With Teachers To Reach Young Talent

With the proper encouragement, resources and support, teachers can incorporate lessons on service technicians as part of their overall career unit plans. We encourage you to get creative and engage directly with educators in your area. Most will be happy to work with your organization, as it may help them to identify the kind of talent that can go on to become next great technician!



As part of the development of this campaign, we've spoken to several teachers across the country. Many of them are willing to participate in any number of ways in their classrooms.

Tips for Building Awareness Of Service Tech Careers:



- Reach out to local middle schools, high schools and/or technical schools and offer to be a **guest speaker** at career events, inquire about job fairs, offer a tour of the dealership to students, shadow days for those really interested.
- Look at EDF's list of **training programs** (<https://www.equipmentdealer.org/workforce-development/>) for post-secondary programs and contacts.
- Consider sponsoring **apprenticeship/internship programs** in conjunction with local trade schools, some of which may be able to offer school credit in lieu of wages; and have a trained person to hire at the end of the internship.
- Share **educational video content**, including EDF's vignettes as well as selfie videos from your own techs ("a day in the life") on your own Facebook pages.
- Run a **digital ad campaign**, especially on younger-trending platforms like Instagram, talking about the benefits of the career path – you can even borrow info from this kit and EDF's videos. However, be aware of Facebook's and Instagram's stipulations against recruitment videos and content.
- **Sponsor job listings** on Indeed, ZipRecruiter and other job boards.



TELL TEACHERS: This job is right for your students if:

- They were the type to tinker with toys and cars growing up – they just inherently understood and were curious about how they worked.
- They are not interested in, or not sure if, a four-year college (or the type of jobs that one prepares them for) is right for them.
- They'd like to remain close to home – many service technician jobs are right in your town!



Encourage teachers to share this **Career Interest Assessment Quiz** with their students. Download it here: <https://www.equipmentdealer.org/workforce-development/students>



Marketing Customization Services

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.



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

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.