

One Site, Three Targets

Redesigned CHB® Web site markets to consumers, customers and producers.



The *Herefordbeef.net* home page is designed to appeal to consumers, customers (retail/food service) and producers and provide easy navigation to sections of interest for each audience.

by **Teresa Oe**

To be a marketing master in this day and age, one cannot underestimate the value of a strategically designed, well-managed Web site. Certified Hereford Beef (CHB) LLC embraced this fact in 2008 by launching a redesigned site, *www.herefordbeef.net*, which speaks to three key audiences: consumers, customers (retail/food service) and producers.

"The Internet is such a predominant place of commerce," says Shonda Anderson, CHB LLC account manager and project lead. "We knew we needed to have a much stronger presence online."

Two sites existed prior to the redesign, one for CHB consumers and one for CHB producers. Arden

Gremmert, CHB LLC interim general manager, envisioned a more streamlined, effective approach whereby each of the program's audiences could find information specific to their needs and also have access to the bigger picture — the other "sides" of the business.

"We needed the CHB site as a tool to sell potential retail and food service customers while also promoting the program," he says. "I wanted to be able to direct prospects to the site with confidence and enthusiasm, knowing it would make a persuasive, lasting impression."

In August 2007, Gremmert and Anderson set out to find the designer who would transform their ideas into action. They evaluated six designers and selected

John Denton of Denton Designs LLC, Blue Rapids, Kan.

"It's all about the designer and the inspiration the designer takes from the client," Anderson says. "We gave John a content plan and an idea of what we wanted, and he made it into something amazing."

Redesign highlights

One priority for the new site was making use of the graphic resources already available. Staff gathered the best food and cattle photos on file and asked Denton to incorporate them into an attractive design with a striking first impression.

The resulting home page features a rotating collection of professional food photography with CHB® and all the fixings. The imagery intends to tantalize the



taste buds and also showcase a variety of CHB meal options. Each photo in the rotation is provided with a recipe so that consumers can easily learn how to prepare the delight of their eye.

Just to the right of each photo are two links: Where to Buy and Newsletter. These elements are strategically placed to immediately encourage the sale of product and to communicate program updates via the CHB LLC newsletter. Sales and communication are two of the site's primary goals.

Another goal is to provide marketing resources to CHB customers. The Ads and Press section of the site accomplishes this with a Consumer Ads page. The page offers customers examples of successful marketing tactics used by other customers and CHB LLC staff. Users can view television and Internet ads, listen to radio spots and read print materials to gather ideas for future marketing campaigns.

With a password granted by Anderson, customers are also able to download logos, photography and ad copy. Prior to online availability, staff had to recreate marketing CDs and mail them to customers each time new material became available. Now, Anderson can simply upload changes to the site, saving time and money for CHB LLC.

This efficiency is the most valuable aspect of the redesign in both Anderson's and Gremmert's estimations. The site features the most current programming software, which allows updates to be made in-house with the arrival of new information or graphics. "This gives us the ability to keep our audiences engaged by constantly adding new and exciting content to the site," Anderson says.

A carefully planned navigation system will also help with audience engagement. "We focused on the best ways to navigate with the fewest pages possible," Gremmert says. "This meant taking apart the site and putting it back together several times."

The current form consists of the home page and six sections of content: Where to Buy, Cook's Corner, Ads and Press, Commitment, Contact and Cattleman's Corner. Links from the home page titled as such guide users

to the information most relevant to them. More general Our Product and Producers areas on the home page also assist in directing traffic.

"It's a very useable and practical site," says Bill Cox, CHB board chair, "with a lot of good information for a lot of different people."

Section specifics

The section of the site specific to producers is the Cattleman's Corner. It replaces the former *Herefordbeef.org* and includes information about CHB program requirements, options for marketing feeder and fed cattle, links to *HerfNet* and Hereford Verified, and details of outreach programs.

Jim Williams, CHB LLC vice president of supply, encourages producers to direct their commercial customers to the Cattleman's Corner to get them excited about the opportunities that exist to market Hereford-influenced cattle at a premium price.

"Essentially, Cattleman's Corner gives the specifics of how to qualify and market Hereford and Hereford-influenced cattle into CHB," he says. "It then directs producers to the sites that help get that done."

Williams also explains the importance of Hereford producers utilizing other sections of the site. "Producers are the backbone, the supply of the CHB program," he says. "It's critical that they know what's happening on the meat side and that they use tools like the Web site to stay connected to the consumer."

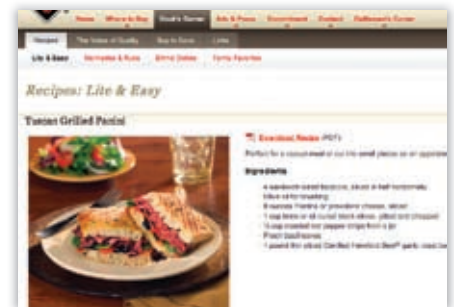
For consumers and customers, the site offers a search tool to find local businesses that sell CHB. Where to Buy asks users to select a type of business (food service distributors, retail distributors or retail supermarkets) and a state in order to produce a list of local CHB businesses complete with addresses and contact information. Another option for consumers is buying steaks on the spot from CHB LLC's exclusive mail-order supplier, Bell Creek Beef.



Cattleman's Corner is the place for Hereford producers and their commercial customers to learn about options for marketing Hereford-influenced cattle. It replaces the *Herefordbeef.org* site that previously existed for the producer end of the program.



Users can select a business type and state in order to produce a listing of local CHB sellers in the Where to Buy section.



Cook's Corner offers recipes for everyone: Lite and Easy, Marinades and Rubs, Ethnic Dishes and Family Favorites.

In the Cook's Corner are recipes, nutritional information and tips for getting the most bang for your buck in the meat market. Anderson says this part of the site is greatly improved from the previous version, containing more recipes that are easier to access and print.

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Mastering

Marketing



Marketing

Mastering

The Commitment section is of most value in teaching potential program partners and consumers about CHB LLC's motivation, history, events and producers. Various Hereford programs are also explained, including those related to CHB Ambassadors, the new Distinguished Chefs™ award, internships and youth.

If more information is desired or questions arise, users can simply jump over to the Contact page to access CHB LLC staff.

Finally, a Web site would not be complete without providing something for the media. These folks are hungry for new information to share with their audiences. Accordingly, a virtual



A simple Internet form in the Contact section allows users to provide feedback or ask questions of CHB staff without exiting the site.

Press Room is built into the Ads and Press section to offer the most recent news releases, as well as an archive of CHB LLC newsletters.

A work in progress

While the redesign phase is complete, users should still expect changes to *Herefordbeef.net*. "The site is not static," Anderson says. "We will constantly be working on updates to make it the very best, most useful, comprehensive Web site to promote CHB and the reason that CHB exists — the producers. This is just the tip of the iceberg."

Gremmert would like to eventually make CHB program reports available in the Cattleman's Corner.

His vision is to have a producer login that enables program participants to access up-to-date production and shipping statistics.

Anderson sees the Cook's Corner expanding, as well, with more recipes and possibly an online recipe contest.

These efforts are expected to draw new and repeat visitors, as is increased promotion of the site. When the initial redesign news release was distributed, tracking reports indicated a 26% increase in visits in only one day. To continue to drive up interest, online advertising in producer- and consumer-based markets is an anticipated next step.

In the meantime, Anderson says producers can help spread the word by talking to their customers and friends about the site. She also requests suggestions for improvement. Comments can be submitted on the Contact page at *Herefordbeef.net*. **HW**



The Commitment section provides background information about the CHB program. It can be used to convey the reasons that CHB excels to potential program partners or consumers.



CHB customers and CHB LLC staff share their proven television, radio, print and Internet advertising tactics on the Consumer Ads page of the Ads and Press section. Other customers can use this page as a resource for enhancing marketing efforts.

Web site feedback

"When I was directed to the CHB® Web site, I immediately noticed the ease of use and the combination of all the mediums. Print, video and even radio were incorporated into the mix. This is truly an impressive use of space, and whoever designed the site is to be congratulated! For years we have been seeking a balance in design that still depicts the relevant aspects of the billboarded business, and CHB has done that and more. Be it producer, consumer, buyer or purveyor, there is a great deal of information available for all who visit. For Hereford and CHB, this use of technology can only enhance visibility and credibility for those involved from pasture to plate. My congrats for a job well done!

Rick Haines, owner
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Twin Falls, Idaho