



Marketing Basics:

Examining Different Strategies

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Mastering



“Marketing is not an event, but a process... It has a beginning, a middle, but never an end. You improve it, perfect it, change it, even pause it. But you never stop it completely.”

— Jay Conrad Levinson

It’s easy to get stuck in old routines of marketing cattle in the same way at the same time every year because it’s convenient, then complain because prices are so low it’s hard to make ends meet, let alone live prosperously. But, it doesn’t have to be that way. Marketing should be treated as a dynamic process that is always changing and re-evaluated every production cycle, based on specific circumstances for the individual.

Marketing should be approached this way because it is arguably the most important thing a producer does. It doesn’t matter what else is done — even with the best, most impressive cattle. If cattle aren’t marketed the right way or at the right time, the producer is no better off than the neighbor. Furthermore, one can spend money on extra inputs, but if he doesn’t have a market for the cattle that will reward that extra effort, it’s money down the drain.

That’s why we’ve dedicated this issue to helping you learn more about marketing.

Starting on Page 100 you’ll find information on marketing different types of cattle — from feeders to cull cows and more. We’ve also compiled a list of top

marketers from across the country and talked to them about their marketing programs and what makes them successful marketers. We picked the brains of the director of seedstock marketing and our fieldmen about innovative marketing strategies they've seen and ways they can help you improve your marketing skills. Another section takes a look at the different types of sales you can choose from — private treaty, auction, internet auction, consignment sale and video sale.

On this page you'll find an index to the stories in this issue as well as a resource of past *Hereford World* articles and other online marketing resources.

Hopefully, at the very least, this information will encourage you to treat marketing less like a yearly reflex and more like an organized plan that is flexible to the circumstances. **HW**

Previous *Hereford World* articles

- Attention to Signs Leads to Success** (bull tests), July 2006, Page 70
- Managing Replacements for Reproductive Success**, January 2005, Page 63
- Making the Sale** (private treaty) March 2005, Page 27
- Modern Marketing** (video and online auctions) March 2005, Page 75
- Step-by-Step Marketing** (sale managers perspective) March 2005, Page 84
- Online Catalogs Provide Options**, March 2007, Page 98
- What to Include in a Sale Book**, March 2006, Page 94
- Market Savvy: Tips to Beef Up Your Promotional Efforts**, March 2006, Page 114
- Marketing Feeder Cattle the Video Way**, July 2006, Page 74
- Hard Work that Pays** (cooperative feeder calf sales), July 2006, Page 76



Online resources

Feeder calf marketing:

Missouri Feeder Calf Marketing Guide at <http://agebb.missouri.edu/commag/beef/feedercafmarketing>

Cull cow marketing:

www.cattlenetwork.com. Search "cull cow marketing."

Texas Cooperative Extension's Master Marketer, <http://mastermarketer.tamu.edu/tbrm/confprotoc/MCC.pdf> **HW**

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