

# Promoting Demand One Click at a Time

Certified Hereford Beef (CHB<sup>®</sup>) revamps its website for 2018.

by *Kayla Jennings*

Consumers want their information, and they want it at their fingertips as quickly as possible. In today's culture, a strong online presence is beyond a want — it is an absolute need. In response to that trend, the Certified Hereford Beef (CHB<sup>®</sup>) team has launched a new website to reach consumers where they are.

On Feb. 1, 2018, *CertifiedHerefordBeef.com* underwent a major change. The new, fresh website design boasts captivating images and several innovative features not only to promote the CHB story but also to provide an educational hub for site visitors.

### Meeting a demand

In 2018 the CHB team is more dedicated than ever to reach consumers. Amari Seiferman, CHB chief operating officer, says that goal was at the forefront over the last several months of the redesign. Since consumers hold the buying power, CHB is targeting multiple platforms with the message that CHB is a premium choice at retail stores and restaurants.

“We have a new look, and we see this website as a way to introduce the new look to consumers across the United States and internationally,” she explains. “It is also a great way to promote the consumption of Certified Hereford Beef and inspire consumers to use Certified Hereford Beef in their daily lives.”

This website, as part of the strategic marketing plan, will hopefully entice consumers to purchase more pounds of beef. However, the website is only a small part in the overarching mission to create a premium for cattle in the CHB program.

CHB Director of Marketing and Communications Kaylen Alexander says, “We are working hard to market Hereford product and make Certified Hereford Beef a household name, which drives demand. When there is a high demand, there is a premium on that beef. Everything we are doing on the consumer side to move more pounds of beef is ultimately going to make it where our Hereford farmers and ranchers see premiums on their cattle.”

### Innovative features

The homepage provides visitors opportunities to order online, visit the blog, learn about the CHB story, view recipes, seek out purchasing locations, access the partner portal and contact program representatives.

When visitors hover over the “Our Story” link, they have the chance to view a timeline of the CHB program, meet the ranchers and address frequently asked questions. The featured families on the “Meet The Ranchers” page provide consumers a face for the CHB program, creating a farm to table connection. To further connect CHB producers and consumers, there is an interactive ranch map — indicating the number of Hereford ranchers in each state.

“These features really connect the pasture to the plate, and the consumer to who is growing their food,” Alexander notes. “It is another fun way



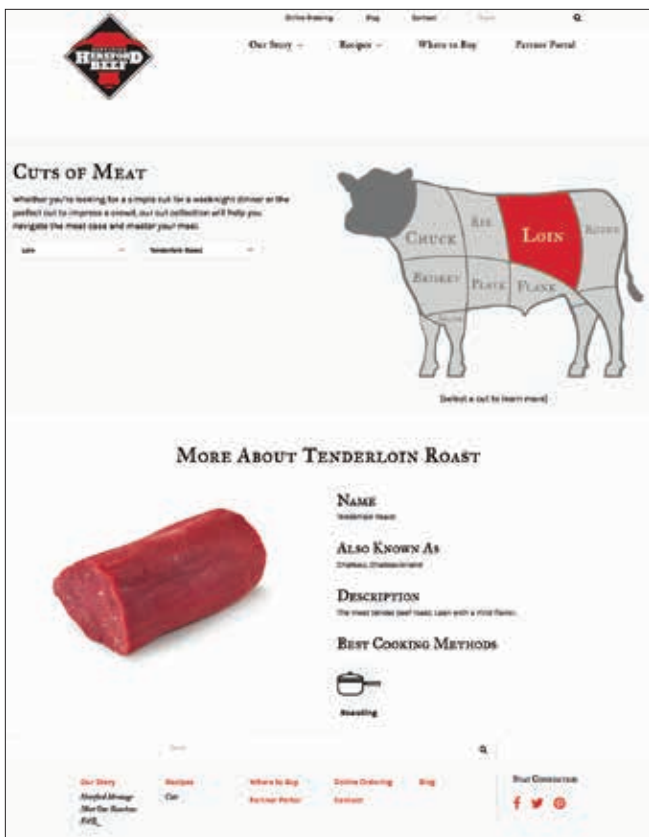
This interactive map on the new website enables visitors to see which farms or ranches are part of the CHB program near them.

for consumers to learn there are people around them producing their food.”

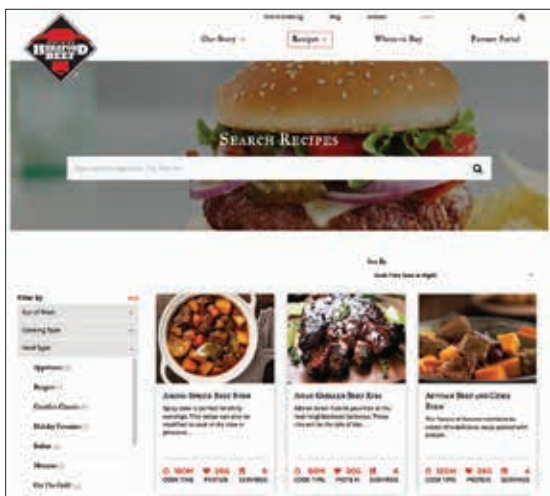
This interactive map and new blog fill a desire for consumers to understand where their food comes from. Further, these features promote a personal connection to the ranchers, as well as the CHB program.

Building those relationships with consumers is critical in increasing pounds purchased. Additionally, consumers are eager to learn more

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The interactive steer works as an educational tool for customers to understand cuts of meat and to learn best cooking methods.



Several new recipes are available for site visitors within the recipe section.



The website provides the opportunity for visitors to find CHB near them wherever they are.

about the processing procedure of their beef. The answer is an interactive steer featured on the “Cuts” section under “Recipes.” The steer exhibits eight common primal cuts of beef. Visitors can click on each primal to highlight it, and then more details about the cuts produced from each primal appear. Those details include other common names for that cut, a description of the cut, the best cooking method and a link to recipes.

“The new recipe section is very modern and allows visitors to filter by the cut of meat, the cooking method, and food type,” Alexander explains.

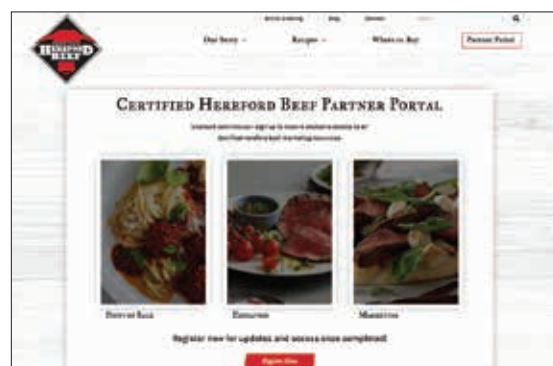
Once the recipe is selected, it also includes nutritional information, and the steer resurfaces to visually show the cut location. Even so, all this information would be worthless without a call-to-action. The webpage features a “Where to Buy” page, complete with a map of CHB restaurants and retail locations. Visitors can filter their search by zip code and distance.

While the website has many consumer-specific features, there is also a unique portal for CHB licensed partners. Until now CHB partners would contact a staff member to discuss and request marketing materials. The staff member then filled out a form, waited for approval and mailed the items to the partner. This new portal has expedited that process.

“Licensed partners will be able to login to the back side of this portal and access any marketing materials they need,” Alexander explains. “The point-of-sell sheets will be available for download, as well as banners, posters, educational trainings, and other marketing materials to promote the Certified Hereford Beef brand. This ultimately provides those partners the opportunity to view all the tools we have for them to effectively market the brand to consumers.”

At the end of the day, the CHB team is pleased with the website. It will serve as a key piece in the marketing effort to drive demand for CHB in the coming years.

“In the end, it is all about driving demand,” Alexander says. “We are hopeful this website will encourage more people to hop on, click around, get recipe ideas and eat more beef.” **HW**



The new partner portal provides licensed partners the opportunity to view various CHB resources available to them.