

# Selling Strategically

What are the trends occurring in advertising – and is print obsolete?

by *Kindra Gordon*

There is no denying digital is everywhere. In fact, recent statistics suggest the average consumer spends 33 percent of his or her time online and on social media.

That said, from a marketing perspective, Laurie Hoffman, vice president of client services for the Sioux Falls, S.D., based marketing agency

VistaComm, says, “I definitely feel the digital world is vital today because technology is integrated into everyone’s life. Effective digital marketing meets the consumer where they are.”

However, this perspective does not mean your marketing should be a one-and-done digital effort.

Hoffman offers another trend: Print is making a comeback. The U.S. Postal Service recently reported direct-mail marketing is on the uptick.

So the rumor print is obsolete – which Hoffman notes has been circulating for several years – has not yet rung true, because more marketing pieces are hitting mailboxes.

The best marketing strategy appears to be quite similar to genetic selection advice: Don’t follow fads or select for single traits. Rather, Hoffman shares, “We believe it’s a print and digital world – using print to drive digital.”

“We believe it’s a print and digital world – using print to drive digital.”

— Laurie Hoffman



Creating and maintaining a well-designed website can pay dividends when it comes to reaching new customers and legitimizing your business.

## Starting point

If you are re-evaluating marketing efforts for your cattle business – or need to hit the reset button completely – Hoffman suggests breeders keep this mantra in mind: “It takes money to make money and marketing helps with that.”

A good starting point is developing a strong website. “A website is a must to legitimize your business. People will check websites out first,” Hoffman says.

Additionally, she emphasizes content on your website – and across all marketing efforts – should tell your story. “It’s important to make sure you put personalization into your site so people understand who you are, what you offer and your culture,” she says. Additionally, working with a trained web designer may help ensure key words are tagged to enhance search engine optimization (SEO) – i.e. people can find you when they do a web search for certain key words.

To determine which marketing avenue to direct your budget toward next, Hoffman suggests

reviewing your target audience to determine which medium will be most effective. Consider the ages, geographic locations and types of cattle operations representing your audience. Then evaluate the best method to share your message: print, branded emails, radio, TV, texts, social media or a combination of a few of those.

Hoffman underscores that having a website alone is probably not an adequate marketing strategy. “Many businesses have a website, but the traffic is not there,” she points out. “Marketing creates that traffic. And, multi-channel marketing is vital to reach all age groups.”

### Tactics to consider

No two breeders will have identical marketing strategies. To determine an effective plan, Hoffman offers these insights:

**Include a call to action.** The call to action is what drives traffic and activity – this is as simple as suggesting the customer go to the website or pick up the phone and request a catalog.

**Print with visual appeal.** Of print pieces (ads or flyers), Hoffman says, “If they are visual they can be effective at catching any age group. Be sure to include your personalized messaging, your value proposition and call to action. Print should drive

**Churchill Cattle Company**  
**Tue Jan 22, 2019 1:00 PM Mountain**  
**Current Lot : 1 -- CHURCHILL PILGRIM 815F ET**



CEU: 3.8 BW: 3.1 WW: 80 YW: 96 MLK: 27 MARB: 0.11  
 REA: 0.51  
 Name: CHURCHILL PILGRIM 815F ET Sire: CHURCHILL PILGRIM 8320 ET  
 DOB: 1/10/2018  
 Comments: CHB: 11.5, Polled.  
 Previous Lot: | Next Lot

Videos resonate with consumers. One way to increase marketing power is to post videos on your own site, as well as through online auction services such as Superior Livestock Auction.

traffic to your website or social media for people to get more information.”

**Videos are big.** Lots of consumers across all age groups are consuming video. Hoffman reports 80 percent of consumers will remember a video ad they viewed in the past 30 days.

*continued on page 100...*

# World Class

## BULL SALE

TUESDAY, JANUARY 22, 2019





**8171F KICKSTART**  
 BW:3.7 WW:67 YW:108 MM:23 TEAT:1.5 CHB:124



**858F YORK**  
 BW:0.9 WW:69 YW:110 MM:23 TEAT:1.4 CHB:125



**883F KICKSTART**  
 BW:1.5 WW:61 YW:105 MM:25 TEAT:1.5 CHB:131



**825F DOMINO**  
 BW:3.7 WW:71 YW:108 MM:34 TEAT:1.3 CHB:127



**8308F "RED BARON"**  
 BW:1.0 WW:65 YW:116 MM:23 TEAT:1.4 CHB:126



**840F GALLATIN**  
 BW:3.8 WW:55 YW:90 MM:29 TEAT:1.3 CHB:110



**7424E WILDCAT**  
 BW:5.4 WW:62 YW:105 MM:33 TEAT:1.30 CHB:134



**8123F DOMINO**  
 BW:3.5 WW:62 YW:100 MM:29 TEAT:1.2 CHB:116



**785E GALLATIN HEIFER**  
 BW:3.4 WW:53 YW:86 MM:29 TEAT:1.3 CHB:107

**HOME TO THREE OF THE TOP SIX Sires BY REGISTRATION IN 2017**



FIND US ON FACEBOOK OR VISIT  
[WWW.CHURCHILLCATTLE.COM](http://WWW.CHURCHILLCATTLE.COM)

**DALE & NANCY YENHUIZEN**  
 DALE CELL: 406-580-6421 • OFFICE/HOME: 406-284-6421  
 DALE@CHURCHILLCATTLE.COM • 1862 YADON RD. MANHATTAN, MT 59741

CATALOGS AVAILABLE UPON REQUEST

The power of a visually appealing advertisement is in no way obsolete, as they can be a great avenue to drive traffic to online resources.

...Selling Strategically continued from page 99

**Email marketing works.** Research shows people will open an email sent from a reputable source. Still, Hoffman advises, “Keep it simple with a quick introduction with links, push info and drive to website for calls to action.”

Keep in mind, **content can be repurposed.** Hoffman acknowledges it can cost money to generate content but recommends utilizing a single content piece in multiple places — on the website, in direct-mail flyers and in print ads. “The repetition gives a consistent message and repurposing content saves your budget,” she says.

**Seek opportunities to be featured in articles.** This exposure helps share your story so customers or potential customers develop a connection and level of trust with your business.

**Consider frequency.** “Staying top-of-mind is important — not just at sale time. Use your marketing efforts to create brand awareness and name recognition for your business on a consistent basis,” Hoffman says. “That’s where multi-channel marketing comes in, so you can stay in front of your audience.” **HW**

## COW HERD BUILDERS!



**CHURCHILL ROUGH RIDER 719E** (DLF,HYF,IEF)  
CE 8.6 | BW 17 | WW 70 | YW 115 | SC 1.5 | MM 33 | REA 0.70 | MARB 0.20  
| BHMS 338 | CHS 127  
BW 80 lb. | WW 878 lb. | YW 1,427 | SC 38 cm.

**Semen:** 10 straws and 5 certificates for \$1,200  
25 straws and 12 certificates for \$2,500

- Tremendous curve bender with powerful maternal!
- He weaned 71% of his dam's body weight. She has an ideal udder!
- Top 8% CE with top 1% WW and YW!
- Top 3% UDDR and TEAT
- Ideal structure with very good feet and legs.
- Beautiful color, markings, pigment and very good hooded eye.
- Powerful straight horned genetics!
- Owned with Sommers Herefords, Three Hills Ranch, Providence Hills Farm & Ranch and J Bar E Ranch.

**Semen:** 10 straws and 5 certificates for \$1,200  
25 straws and 12 certificates for \$2,500

- Amazing power in a calving ease curve bender!
- The proven maternal of his sire Sensation and the leading NJW cows 118 and 792 makes him so special!
- Top 5% of the breed in 14 traits! Top 3% in all profit indexes!
- Unbelievable carcass: 16.35 REA, 4.74 IMF, with only .24 FAT
- Ideal color, pigment and eye setting.
- Massive in his rib and hind quarter, yet is a -2 on BW.
- Owned with The Berry's, Lerwick Bros., and NJW Herefords.



**NJW LONG HAUL 36E ET** (DLF,HYF,IEF)  
CE 11.3 | BW -2.0 | WW 58 | YW 84 | SC 1.6 | MM 38 | M&G 67 | REA 0.75  
| MARB 0.34 | BHMS 438 | CHS 134  
BW 82 lb. | WW 726 lb. | YW 1,293 lb. | SC 40 cm.



**CHURCHILL CATTLE COMPANY**  
1862 YADON RD. MANHATTAN, MT 59741  
DALE & NANCY VENHUIZEN • DALE CELL: 406-580-6421 • OFFICE/HOME: 406-284-6421 • DALE@CHURCHILLCATTLE.COM

FIND US ON FACEBOOK OR VISIT  
[WWW.CHURCHILLCATTLE.COM](http://WWW.CHURCHILLCATTLE.COM)

Reaching your target audience, establishing trust and staying top-of-mind year-round is critical in building brand awareness and name recognition.

## Take your marketing to the next level

During the 2019 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in New Orleans, Ranch House Designs founder and owner Rachel Cutrer and Chief Marketing Officer Ashley Grant shared their marketing advice for cattle operations in a Cattlemen's College session.

The duo said a website should serve as a centralized “home base” for any business — all print, social media, email and broadcasting efforts should drive traffic back to the website for more detailed information.

Surveys conducted by Cutrer's Texas-based marketing agency have gleaned livestock industry members prefer a strong website — even more so than a Facebook-only presence. More than 80 percent of 1,000 people surveyed indicated they visit a website before making a purchase.

Results also reinforced the claim that print is not dead. “Print media is still huge in agriculture,” Cutrer shares. “People love their catalogs, breed publications and state ag publications.”

Additionally, she says communicating with customers via email blasts can be beneficial, noting, “Building an e-mail list [to target customers] is worth it.”

For those wanting to evaluate or revamp their marketing efforts, Cutrer and Grant suggest reviewing the ranch name and brand and then incorporating your values into the slogan, logo, photography and colors used in marketing pieces.

Each of these factors should be used consistently to market your ranch

business. Cutrer notes photography can often be everyday images you take with professional photography done on occasion. Images can be placed on your website, on social media platforms and in print.

Lastly, regarding budget, Cutrer and Grant recommend producers invest 1-3 percent of gross sales into marketing. They also stressed the importance of consistently marketing to customers throughout the year, rather than the month or two prior to a sale offering. **HW**



Ranch House Designs representatives offered valuable marketing advice to cattle producers during the 2019 Cattlemen's College at the Cattle Industry Convention and NCBA Trade Show.