

by Kendra Davis

# Five Reasons to Attend 'The Brand' Marketing Summit

Big or small, new business or old, one of the most important things you must do to stay relevant in the industry is to be a marketer. Marketing can take many forms and do many things for an operation. It can inform your audience and potential customers what your business is about or be a way to engage with clients, or it can build your reputation and allow others to know what you stand for. Most importantly, it can grow your business and sell your product.

While most of us know how important marketing is, it seems to get pushed to the backburner because of other things taking precedence. Calves need vaccinations, cows need to be fed, fields need to be planted, etc. That is why the American Hereford Association (AHA) is hosting "The Brand" Marketing Summit — to help farmers and ranchers develop a streamlined marketing plan. The Brand will provide an opportunity to learn from fellow Hereford

breeders and industry experts. Just in case you need some more convincing, here are five reasons to be in Kansas City June 3-4 for The Brand.

- 1) Develop a better understanding of social media.** Participants are sure to learn something new in the Social Media 101 and 102 sessions. Participants will be put into groups based on their experience level while a team of social media gurus help them to gain a better understanding of the marketing platform and to establish a streamlined process for simple execution.
- 2) Gain insights into trends and marketing in the industry.** With more than 15 speakers from diverse parts of the industry, the event will be packed full of information from all segments of the industry. From cow-calf ranchers to sale barn managers to branded-beef company owners, there's a little bit of everything.

**3) Rejuvenate your current brand.**

Every once in a while, it is a good idea to sit back and analyze your current marketing strategy or to develop a new one completely. The Brand will offer insights on new and innovative ideas you can take back to your ranch and implement into your marketing plan.

**4) Make your mark at a low cost.** Big or small, your Hereford operation has a story to tell. The Brand will help you develop a strategy to tell your story at a very low cost.

**5) Network and idea share with other Hereford breeders.** Working for the common cause of promoting your brand while simultaneously promoting the breed we all love, The Brand will give participants the opportunity to analyze marketing stories from other ranches and business owners. **HW**

Kendra Davis is the American Hereford Association's director of marketing and communications. She can be reached at [kdavis@hereford.org](mailto:kdavis@hereford.org).

## 'THE BRAND' MARKETING SUMMIT SCHEDULE

### MONDAY, JUNE 3

- 1 P.M. WELCOME**
- 1:30 P.M. THE HEREFORD BRAND**  
An overview of where the Hereford breed has been and where it is now.
- 2 P.M. THE POWER OF MEAT**  
A perspective on the ever-changing wants and needs of the consumer in a one-size-fits-no-one world, presented by Anne-Marie Roerink of 201 Analytics.
- 3:15 P.M. OWN YOUR FRANCHISE**  
Own the Hereford brand and your own brand at the same time.
- 3:45 P.M. ESTABLISH YOUR TRUE NORTH**  
Find the distinguishable strength between yourself and others in the industry — then capitalize on that strength.
- 6:30 P.M. EVENING ACTIVITY**  
Head over to the American Hereford Association (AHA) headquarters for dinner, drinks and some evening activities.

### TUESDAY, JUNE 4

- 7:30 A.M. MORNING MOTIVATION**  
Join Mitch Holthus, the voice of the Kansas City Chiefs, in this morning session full of growth and motivation.
- 9 A.M. MAXIMIZE YOUR REVENUE AT SALE TIME**  
The days of depending on traditional avenues to sell cattle are coming to an end. Listen to real-world cattlemen discuss problematic situations and ways to overcome them.
- 10 A.M. TELLING YOUR STORY**  
Marketing is more than social media and advertising. This session will also go over "Herefords on Demand."
- 11:15 A.M. USING VIDEO TO YOUR ADVANTAGE**  
Case study with Hoffman Ranch and Paige Arnold.
- 12:30 P.M. SOCIAL MEDIA 101 & 102**
- 2:30 P.M. USING SOCIAL MEDIA TO YOUR ADVANTAGE**  
Case study with Ranch Wives Beef Co. and Kylee Deniz.