

WEEK 7



SUSTAIN YOUR PROGRESS

MAINTAINING NEW HABITS

This week's "workout" is designed to help you create a long term plan to continue the marketing efforts on your operation and share the Hereford story.

WEEKLY EXERCISE

Create a 90-day social media and marketing plan based on the skills you've gained throughout the challenge. Remember that you don't have to just focus on your operation, you can include information about CHB, relevant topics in the cattle industry, history of the breed, etc. This is your turn to get creative!

QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Send us your completed marketing calendar

**Send all screenshots/photos to outreach@hereford.org

EXTRAS

Looking for an extra challenge? Instead of just 90 days, create a year-long marketing strategy. You can assign responsibilities to individual people who help manage your operation. This is also a good time to re-evaluate your True North and check your progress.

Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 2 | Sept. 9-15

Buff Up Your Brand

Do the small things to improve your brand image

Week 3 | Sept. 16-22

Flexing Our Muscles

Band together to promote the Hereford breed

Week 4 | Sept. 23-Sept. 29

Beef Up the Brand

Promote the Certified Hereford Beef® brand in your local area

Week 5 | Sept. 30-Oct. 4

Build Your Endurance

Customer service is the best way to ensure long-term success

Week 6 | Oct. 6-12

Share Your Success

Tell your story and shed transparency on the beef industry

Week 8 | Oct. 21

Open Gym

Stretch your limits and play to your strengths

