

# MARKETING MATTERS

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## Customer pathways

*Have you ever considered the journey that a new customer takes to arrive at your doorstep? A well-organized marketing plan requires that you do.*

In today's hyper-connected world, we are faced with a bombardment of messages daily. This is just as true in the beef industry, which creates an interesting challenge for us to connect with potential customers as we promote our breeding program. It requires us to think critically about how someone can sort through the static, be guided into direct contact with us and understand our brand identity.

Targeted media will guide you to an audience who can benefit from your offering. The great thing about Angus Media is that every service we offer is in direct response to our members' needs, and our organization can deliver this valuable targeted audience.

If marketing bulls, the *Angus Beef Bulletin*® and its digital properties allow you to reach 64,000 proven buyers of Angus bulls while providing information solely focused on the needs of commercial cow-calf operators. If this publication matches your marketing goals, be sure to match your advertising messaging with the commercial segment. The message this audience wants to hear will differ from a conversation we would have with an Angus breeder. Advertising should speak to customer goals and needs. It would take investments in several beef publications to amass an equal

audience, so this presence is vital as is the messaging.

If we are seeking an audience of Angus breeders for our offering, the *Angus Journal* and its digital properties stand strong as the most powerful way to access the most valuable and active buying audience in the seedstock industry. Similar to the *Angus Beef Bulletin*, messaging must compel an Angus breeder to seek more information about your program. After 100 years, it's great to see this publication still successfully doing what it was designed to do — creating a connection to the Angus audience.


### The next step

For many, the next step is converting the long-standing influence and loyalty of print to digital interaction. Direct callouts with a reason to learn more about this message on a website, video or online sale book are a logical progression. That "next step" reason will pull a buyer deeper in your messaging, while answering their questions. The result is an informed buyer who understands the reasons they should make an investment in your operation.

Social media is an excellent third touch point for your buyer pathway. As we recruit new customers, consistent touch points mean a deeper connection with a targeted

audience, which ultimately drives sales. This third chapter in our pathway provides a quick-hitting opportunity to remind and reengage customers while directly tying them back to our website or online sale book. The upside in providing content through social media is its ability to be shared by friends and existing customers, amplifying its effect. Social media is not as powerful without print and digital advertising components, but when used correctly it's a great tool to fill gaps between other marketing touch points.

The final chapter in our customer pathway is our ultimate goal — direct contact with the customer. This may take place in person or via phone, text or email. It's important to predict what questions customers have. Being prepared with materials, information and answers to their questions is key to continuing to put your best foot forward. The result is an informed, motivated customer who is confident in the purchase they are about to make.

As always, our team at Angus Media stands ready to guide and support you through your marketing efforts. We look forward to hearing from you. 

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