

by Julie Mais
Editor



Build your brand, today

I always look forward to seasons changing. It's a natural break — a time of reflection and anticipation of what's to come.

As we transition into summer, spring sale season is winding down. Angus sales year-to-date averages reported strong numbers. As of April 2021, Angus breeders sold 2,788 more bulls than in 2020, averaging \$5,552, up \$661 from last year. On the female side, 4,000 less females were reported selling as of April bringing, on average, \$1,133 more than last year at \$4,686.

When should Angus breeders start planning for marketing bulls and females next spring? Today. What about fall sales? It's not too late to develop a strategy to reach your target buyer.

It all starts with knowing your customer, tailoring your message and delivering that message how they want to receive it.

Market research was recently conducted by the *Angus Journal* to help Angus breeders better understand target audiences and how those potential customers consume information and shop for Angus genetics.

Power in purchasing decisions

When it comes to purchasing, what elements are most important to a registered Angus breeder? 63% of Angus breeder respondents said "value." When they make a purchase,

they want the best value for the dollar spent. Next is brand — more than 50% make purchasing decisions based on trust in a breeder's brand and reliability. Customer service also influences purchasing decisions, with more than 45% responding that customer service affects purchasing behavior. These items are key in recruiting customers who will remain loyal to your program.

Angus breeders are also research warriors — they want data and information to back their decisions. More than 71% of Angus breeders said they make their own decisions concerning the genetics of their herd. Registered Angus breeders want to understand breeding philosophies before purchasing an Angus bull or female, and often research these decisions for months or even years.


Reach them where they are

The next question to consider is where are Angus breeders looking for information? According to the survey, print remains strong with digital consumption supplementing print media — 94% of Angus breeders get their beef industry news and information from print publications, followed by websites and in-person meetings and events.

When asked about reading the *Angus Journal*, 45% responded that

half of their time is spent reading advertisements.

While print is still king to reach potential Angus customers, social media and digital play a key role. Of the 60% of Angus breeders using social media, the majority are on Facebook. *Angus.org* has a strong presence with more than 62 million page views annually. What we can conclude from this is an integrated marketing plan, utilizing print and digital together, is the most powerful way to reach potential customers with your message.

As we move into summer, consider taking some time to look at your marketing objectives and develop a plan for the next 12 months. Your regional manager and Angus Media staff are here to help you build your brand so you can "seal the deal." 

A handwritten signature in black ink that reads "Julie".

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Editor's note: To read more about the Angus Breeder market research compiled by the Angus Journal, visit www.angusjournal.com/salebooks/AJresearch/.