

Creating Content People Care About

Communicate effectively with your customers.

by Megan Silveira, assistant editor


You can refresh your feed every minute, and there are new posts on Facebook. Magazines of all kinds are filled with pages of ads. Billboards are up on the sides of highways, and postcards are sent out to mailboxes across the country.

If you're a seedstock producer, you've likely heard about how important it is to market yourself and your herd. There's consistent chatter about goals of reaching new customers, keeping past clients in the loop, increasing profits on sale days.

But how do you make sure your brand and the money you're spending on marketing are helping you achieve those goals? How do you know the content you're creating is what your customers actually want to see?

In 2022, the *Angus Journal* completed breeder market research to help you figure out who your target audience is and what they want to see from you.

"When you review the Angus breeder survey results, you'll notice

breeders are shopping for genetics using print and digital," says Julie Mais, *Angus Journal* editor. "Finding ways to interact with your customers where they already are is the best way to market yourself and your operation. An integrated marketing plan can help you do just that." 

SCAN FOR MORE

and to view the *Angus Journal* survey results, or visit www.angusjournal.net.



mastering MARKETING

➔ Who are your customers?

More than 80% of the Angus industry is male. 48% of the Angus breeder audience is 61-75 years old. Breeders between the ages of 46-60 make up 21% of the audience, and have the means to make significant spending decisions. Individuals falling into the range of 26-45 years of age have been increasing their spend and shopping for Angus genetics.

➔ What do customers want from you?

The first thing your customers are looking at is value — how much are they getting for every dollar spent? Next, cattlemen factor in customer service, past experiences with your operation, information or research available, and your availability. The final consideration for buyers is company name and brand, including industry popularity and reliability.

➔ What are Angus breeders shopping for?

Seventy-one percent of Angus breeders are looking to purchase semen. Bull buyers come next in frequency, followed by bred cows, heifers, embryos and then donor cows.

➔ Where are your customers looking for information?

There's no denying we are in a digital age, but print is still king when it comes to the cattle industry. Angus breeders say they get 96% of their news and information from print publications, 36% from internet (specific websites), and 28% from in-person meetings and events. Digital publications, social media and podcasts are all still considered valuable sources amongst Angus cattlemen, but are popular with a much smaller audience.

Focusing in on the largest source — print — 45% of *Angus Journal* readers spend at least half their reading time looking at advertisements. Those ads then led to more than 50% of readers making plans to attend a sale in person or actually purchasing a bull or semen. Many breeders (42%) also contact sales representatives or visit an operation's website after seeing a print advertisement.

When it comes to social media, 66% of Angus breeders are active on at least one platform. Facebook is the most popular, followed by Instagram, Snapchat, LinkedIn and Twitter. TikTok also has a small following of Angus cattlemen.

Diving deeper into the digital space, 75% of Angus producers surveyed said they visit websites to stay informed. The www.Angus.org homepage has seen 1.1 million views, and 1 million visits have been recorded on the all sale books page.