

# MARKETING MATTERS

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## Telling your story

*Imagine you are opening the gate to a fellow Angus breeder's sale pen. As you walk through the lot of bred heifers, you pull a sale book out of your back pocket and turn to the earmarked pages of the ones you want to get your eyes on.*

You might have gone home with a few, but following the event, that marked-up sale book is probably forgotten in your truck if it hasn't been tossed out.

That day, and in that moment, you are getting a snapshot of that Angus breeder's story. As a registered Angus breeder, it's important to tell your story throughout the year, not just at sale time.

Telling the story of the Angus breed, through editorial and by communicating on behalf of our customers to an active audience of Angus genetics, is what Angus Media does best. And we want to partner with you.

### Selling or marketing?

Have you considered the difference in selling and marketing? Selling is to give or hand over something in exchange for money. Marketing is the action or business of promoting and selling products or services, including market research and advertising.

How do we create the difference? With a plan, and it starts with answering a few questions.

#### Understand your identity

- What are your history, breeding philosophies and approach?
- What makes your operation unique?

- What are your competitive advantages compared to other Angus breeders, other breeds and other customer investments?

#### Know your target

- Past buyers
- Potential buyers

#### Understand how to reach your target audience

- Where do they live?
- How do they want to receive information?
- How do you reach them multiple times?

#### Understand your message

- What is important to your customers?
- When do they want to hear your message?

#### Understand your results

- Website analytics
- Word of mouth — ask
- Customer response
- What created results with either short-term or long-term return on investment?

How can this information be used to plan for next year?

### Did you know?

Angus Media is ready to help you answer these questions, and we have all communications outlets covered

to help you tell your story the way your customers want to hear it. Contact us today to learn more.

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