



Branding Iron

► by **Eric Grant**, general manager

The tide is rising

Angus Media's new website is all about increasing traffic and interest in everything we do.

Features

There's an old saying that a rising tide lifts all boats.

The same is true for Angus Media's new website, which we launched earlier this year. Our goal has been to reorganize and consolidate our web-based assets into a single, easy-to-use platform that increases traffic for everything we do and ultimately generates greater reach and exposure for our customers.

If you haven't visited it yet, we invite you to take a look.

The website is www.angus.media. There's no "dot com" or "dot org," just "angus dot media."

Here's a sample of what you can find there:

- Top news stories written by our talented communications team. The lead-off story is updated on the hour, including selected articles from the *Angus Journal* and the *Angus Beef Bulletin*.

- All segments of the *The Angus Report*.
- Hundreds of breeder sale books, featuring most of the registered-Angus sales in the business.
- Access to hundreds of breeder websites. Both the sale books and the breeder websites can be searched by name or location for quick and efficient information about what's happening in the Angus business.
- Information on Angus Media services and advertising opportunities for customers, including rates and fees for all the things we provide the industry.
- Information about the 2016 Annual Convention, which will be in Indianapolis this fall.
- Sales reports and an Angus calendar.
- Links to our various social media platforms, including everything from Facebook to Twitter.

From September 2015 to March 2016, traffic on digital sale books increased significantly compared to the same period the year prior: users (visits) increased by more than 23,000 (23%) and pageviews increased by more than 3 million (60%).

- We are also creating new and improved digital advertising opportunities on the website, so if you're interested in shifting some of your advertising resources into the digital arena, please give us a call.

Benefits apparent

Much of what we've done from a digital standpoint is already driving increased exposure for our customers. From September 2015 to March 2016, traffic on digital sale books increased significantly compared to the same period the year prior: users (visits) increased by more than 23,000 (23%) and pageviews increased by more than 3 million (60%).

The same trends can be seen in Angus Media-produced breeder websites. In 2015, all breeder websites saw an increase of more than a half million sessions (visits) compared to 2014, an increase of 50% activity on the websites.

Those kinds of trends are significant, and point to profound shifts in the way Angus people obtain information about what's happening in the Angus industry. The trends also point to expanding competitive advantages for Angus Media customers.

Moving forward, we're excited that Angus Media's new website will continue to facilitate this growth. The tide is rising, making it easier for people to find the kinds of information they need to remain strong in the business and more efficient for our customers to reach the marketplace with the cattle and genetics they have to sell.

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