

DROUGHTMASTER MARKETING

Several years ago the former marketing manager of the American Angus Association, Mr. Keith Evans published a book on marketing Angus stud cattle. The principles are basically the same for all breeds and are just applicable in Australia as they are in the USA. He very kindly allowed us to reprint some of the chapters of his book. We trust you will pick up a few ideas to help you with your marketing.

Neil Donaldson

INTRODUCTION

(Adapted and reprinted with the kind permission of Keith Evans)

Marketing – it is as essential to every business as product development, or in your case a successful breeding programme. Yet it is given short shrift by far too many registered beef cattle producers in Australia and around the world.

We will start with the basic principles, which are essential to the success of every business. These principles apply equally to an international company like Coca Cola or Sony, or to a small cattle breeder with ten bulls to sell each year., The cattle breeder with a marketing budget \$2,000 should use the same basic principles to attract customers as does the largest international corporation with an advertising budget of hundreds of millions of dollars.

These principles are:

1. **Positioning** – As a marketer you can't be all things to all people. It is essential to develop a position in the market that allows you to fill a specific niche. This requires knowing who your potential customers are, or should be, where they live and work and what kind of cattle they need and buy. Positioning allows you to produce what your customers want and need, and to market specifically to those in your predetermined audience.
2. **Understanding When Buying Decisions are Made** – Business buying decisions are made months, sometimes years in advance of an actual purchase. The advertising you do today, this month or this year will likely not sell many bulls tomorrow, next month, or maybe not even next year. Business-to-business advertising is a long-term investment. Its effectiveness builds with repetition in concert with other sound marketing efforts.
3. **Top-of-Mind Awareness** – This must be the goal of every successful marketing programme. Top-of-Mind Awareness means that when a potential customer thinks of registered seed stock, they think of you first and favourably. The advertiser who achieves top-of-mind awareness with an individual gets first chance at the person's business.
4. **Programming** – To market effectively requires that you develop a programme and stick with it year after year. You don't breed cows once, you breed them every year according to a well determined plan. Just because your breeding programme was successful last year doesn't mean that you can rest on your laurels this year, it is ongoing, never ending as long as you are in the registered cattle business. Advertising and marketing are no different, they must be part of a well defined programme.

