

DROUGHTMASTER MARKETING

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

Volume 8

DEVELOPING YOUR MARKETING PLAN

(Examples included to assist you)

Step 1. Write your Positioning Statement (10 words or less)

- We breed balanced performance recorded bulls for commercial breeders supplying the B3 market.

Step 2. Write your Slogan

- “Droughtmaster that feedlots prefer”.

Step 3. Describe why customers should purchase from you rather than from your competitors (ie. what is your “competitive advantage”) ?

- Well described bulls from a herd with a commercial emphasis.
- We test our steers in this market and know what it takes to keep females productive and produce steers that grow, marble and are demanded.

Step 4. Describe your target customers

Current (existing) customers:

- 80% are located within 200km, 20% in Qld. Most demand performance records.
- Most are straight breeders using Droughtmaster to breed feeder steers and weaners.
- Some (20%) buy heifer bulls and some are grass fed heavy yearling steer breeders.

Potential (new) Customers:

- Commercial breeders using other breed bulls wanting to increase feedlot acceptance.
- Breeders wanting reduced calving problems.

Step 5. Define the geographical area of your target market

- Northern tablelands of NSW and southern Qld. Within 200km of Glen Innes.

Step 6. Define your sales goals (short, medium, long term)

- Short Term – Sell the 18 bulls remaining of this year’s draft
- Medium Term - Sell 45 bulls next year
- Long Term – Sell 100 bulls by the year 2010

Step 7. List the advertising/promotion options available to you

- Print media : Local Press, The Queensland Country Life, Droughtmaster Digest
- Direct mail of newsletter/bull sale information
- Participation in feeder steer grow-outs and marketing groups
- Phone call to customers, potential customers
- Field days
- Radio advertising

Step 8. Determine your annual advertising/promotional budget

Spend up to 7.5% of seedstock gross on advertising promotion. (\$7500)

- Direct mail to past buyers and contacts list twice / year – 2 x 250 people x 45cents = \$225 postage, plus \$500 production costs.
- A weekly advert in the local weekly magazine @ \$20/week x 52 weeks = \$1040
- A full page advert in the Droughtmaster Digest @ \$750
- 2 adverts in The Queensland Country Life newspaper @ \$335 each = \$670
- Phone calls 200 @ \$3 ea = \$600, plus time 100 hours @ \$20/hr = \$2,000
- One annual field day on property – 50 people @ \$5 = \$250, plus speaker costs \$400, plus casual labour \$200, plus time 3 days @ \$200/day = \$600
- 20 x 30-second radio advertisements to promote field day @ \$500

Total - \$7,735

Step 9. Outline your proposed advertising/promotional schedule

- Weekly advertisements in the magazine to create top of mind awareness
- Adverts in the Queensland Country Life and Droughtmaster Digest
- Field Day in June
- Direct mail April and June
- Phone calls to this years buyers Dec-Jan, May
- Phone calls to potential buyers and others June-July

Step 10. Define how and when you will evaluate the effectiveness of your marketing plan

- Discussions with buyers, where did they hear about my cattle?
- Sale results and advertising budget
- Revise costs of alternatives next year