

Mastering Marketing: Branding Yourself

Establishing a brand, company values and a mission statement can help an operation thrive.

by Megan Silveira, assistant editor

Whether it's made with fire or ice, every cattleman takes pride in seeing his mark branded on the side of his cattle. In a marketing sense, an operation's brand can do the same.

"In the same way the brand on one of your donors makes you feel a sense of accomplishment and pride, a business's brand does much more than just a name or logo — it evokes a feeling," says Hannah Frobose, senior digital specialist at Angus Media. "It's the way a product, company or individual is perceived by those who experience it."

Frobose says a brand is "less about what you do" and "more of an introduction of who you are."

At the base of every good brand is a mission, Frobose explains. It identifies a target audience, the service provided and the factors that make an operation unique.

Branding also requires a producer to define company values. It might sound daunting, but Frobose says values are fundamental and basic — they shouldn't make a producer scratch their head for hours.

"Odds are, you already have your company values; you just haven't said them aloud," she advises. "Think about what drives the purpose of your business. What motivates you to wake up each morning and continue to do it?"

Tennessee business

For Ingram Angus, the "why" behind what they do is all about

making sure customers trust that the animals leaving their operation are consistently ready to perform.

Jason Upchurch and David Cagle, managing partners, alongside owner Orrin Ingram, have worked to grow their south-central Tennessee Angus herd since its inception in 2015.

"Our main focus is to produce cattle that would work in the commercial environment but are marketable on the highest level in the purebred world," Upchurch explains.

The trio stayed true to their preferences on phenotype as they've grown to the 1,000 head they manage today, even as they've embraced new genetics. The operation hosted its first sale in 2019, and Upchurch says that was when they truly learned the importance of a brand.

"We're the kind of people that believe in working hard, people trusting in what we say, providing a product that kind of proves what we're doing," Upchurch says. "When people see our brand, I want them to see trustworthiness and quality. I want to be somewhere where they can buy a quantity of quality."

Those core values serve as the foundation for communication and marketing.

"We believe in what we produce," he says. "When we tell somebody something, it's golden."

Upchurch loves that the beef industry is focused on families. He enjoys doing business with people,




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and those personal relationships hold a lot of weight. Phone calls, business decisions and friendships all add together to help build up trust.

For Upchurch, that brand and those core company values have always been apparent. Still, he sometimes struggles to map out the path needed to reach the final picture. Since he started working with Angus Media, he thinks Ingram Angus' brand has become stronger and more easily recognized.

For those interested in learning more about branding or those ready to dive deeper into new marketing efforts, the Angus Media team will host the second Angus Media Marketing Summit (AMMS) Feb. 26, 2023, in Columbia, Mo. 

Editor's note: Visit www.angusmediamarketingsummit.com for more information. More installments of the "Mastering Marketing" series will be published throughout the year.