

For the Brand

Inaugural Angus Media Marketing Summit teaches breeders about branding their operation.

by Megan Silveira, assistant editor

In a town known for its ties to the beef industry and Western history, Angus cattle producers gathered together Aug. 23, 2022, for the inaugural Angus Media Marketing Summit (AMMS).

Fort Worth, Texas, served as the ideal, central

location for the summit. A team of Angus Media employees presented the ins and outs of marketing to more than 30 attendees.

“We’re here to help you understand what we offer and make it easier for you so that when it comes time to showcase your cattle, you are not overwhelmed,” said Radale Tiner, regional manager, as he welcomed breeders to the event.

Danny Richburg, Amarillo, Texas, first heard about the AMMS through a Facebook post shared by Tiner. Richburg describes his family business as a “relatively new” registered Angus operation and says AMMS seemed like the perfect opportunity to start building their legacy.

“We don’t really have a marketing plan,” he said of Richburg Angus. “Our short-term is to utilize artificial insemination (AI), *in-vitro* fertilization (IVF) and embryo transfer (ET) to retain and build a great herd of Angus females. But

in doing so, we need to improve the income we realize from selling the bull calves born during our buildup. We need to develop a brand and a

following of commercial customers who believe in what we are trying

to accomplish. Once our cow herd is all registered females, we would like to hold annual, on the ranch, production sales.”

Creating a marketing strategy to achieve those goals can be an overwhelming process, but the summit was designed to ease producers’ minds.

“We needed to understand what resources are out there to help us be able to build our brand,” Richburg said.

The chance to talk face-to-face with Angus Media staff did that and more. Richburg said from correct marketing terminology to putting together the bones of a functional, flexible, professional marketing strategy, this was the perfect event for him and his family.

Richburg’s new connection to Angus Media has already allowed him to make forward strides in the industry — the Angus team will be helping him design his first



advertisement for this upcoming season.

His excitement, reflective of other participants, was also echoed by the staff members at the event.

“Being a part of the first AMMS was exhilarating,” said Hannah Frobose, digital advertising coordinator and graphic artist and one of the Angus employees who attended the event. “I enjoyed getting to know breeders that I work with on a more personal level and understanding their background a bit better, so that we can structure their integrated marketing plans to cater to who they are and what their goals are.”

She and her teammates embraced this marketing summit as an



opportunity to meet breeders with diverse backgrounds. It was an experience Frobose described as both challenging and exciting — the perfect opportunity to design a personalized, integrated marketing plan capable of meeting each breeder's unique goals.

Topics of discussion included consistency, identification of customers' needs, traditional and nontraditional marketing channels, services offered by Angus Media, and market research results to better help participants understand their target audience.

The biggest “aha” for breeders at the AMMS? The chance to walk through their own brand story with Angus Media employees.

A brand story, Frobose says, breaks down what drives an operation's customer base, pinpoints specific

marketing goals and identifies which media channels best fit a brand. She explained a brand story is the integral first step to knowing how to sell an operation — not just its genetics — 365 days a year.

For any breeders ready to put their best foot forward with marketing efforts in the years to come, the next AMMS is set for Feb. 26, 2023, in Columbia, Mo. Registration for this event will open in December, and more summits will be set for future years. **AJ**

Editor's note: More information is available at www.angusmediamarketingsummit.com.



The Angus Media Marketing Summit provided breeders the opportunity to put together a functional and flexible marketing strategy.

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