

# Mastering Marketing: The Introduction

*Authenticity is key when developing your brand.*

*by Megan Silveira, assistant editor*

“You want to create a strong positive perception of your operation and your offering in your customer’s mind.”

Mackenzie Brewer, digital specialist for Angus Media, spends her days in Saint Joseph, Mo., working to help members of the American Angus Association make that statement their business’s truth.

*The Business Breed* is a competitive industry, so developing a brand and knowing how to successfully market yourself and your cattle operation is more important than ever. A strong, consistent brand leads to customer interest, and effective marketing strategies help secure those business relationships.

Brewer reminds producers “marketing” is a broad term, and it’s a process that happens year-round. From face-to-face interactions to having an online presence, there’s a variety of paths to reach current and new customers.

“The key is to be authentic in all that you do and your messaging,” she says. “We want the way you identify yourself as a brand to match the image others have of you.”

Brewer lists the following steps as necessary to building a brand identity:

- ➔ **Creating a brand foundation;**
- ➔ **Understanding your audience;**
- ➔ **Developing clear, concise messaging;**



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- ➔ **Building a strong presence; and**
- ➔ **Consistently evaluating.**


The nitty-gritty of these steps, detailed explanations of Angus Media services and examples of current Angus breeders excelling at marketing themselves will all be featured in an upcoming marketing series.

Articles in the “Mastering Marketing” series will be published throughout 2023 in the *Angus Journal*.

The articles will feature stories from Angus cattlemen, industry professionals, potential customers and Angus Media staff — all to help you better understand how to design a marketing plan that will work for your operation.

For a more personalized experience, mark your calendar to attend the next Angus Media Marketing Summit (AMMS). The event

is set for Feb. 26, 2023, in Columbia, Mo. Registration opened Dec. 1, 2023, and will help breeders to better understand services offered by Angus Media and simplify the marketing process.

More information is available at [www.angusmediamarketingsummit.com](http://www.angusmediamarketingsummit.com). The next installment in “Mastering Marketing” is set to be published in the January issue. 

2023  
**ANGUS MEDIA**<sup>COM</sup>  
**MARKETING SUMMIT**  
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Angus Media Marketing Summit

**FEB. 26, 2023, COLUMBIA, MO.**

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