

Strategic Plan Marketing Case Study One

The breeders of case study one, say that getting the product right is the first step in successful stud marketing.

To achieve this they encourage young and new breeders to identify a stud that has similar goals to their own and align themselves with that stud and their genetics - their success will flow down.

“We got going by aligning ourselves to a stud and their genetics.”

They said as far as they are concerned it’s vital to get the product right and believe in your product.

For the process of breeding the right animals, this breeder believes breeders should back their own judgement in their breeding decisions, but acknowledges having the confidence to do so can be difficult. There is always plenty of advice out there (stock agents) and don’t be scared to ask questions of other breeders.

They advised when buying bulls or AI sires to use – aim for the best bulls you can buy. AI is a good tool for genetic gain and it’s an economic option.

If trying to grow the female herd and you have a good line of females, flush for embryos from those top females which will establish a strong female line quicker.

The job of promoting a stud or genetics comes down to personal preference. This breeder said they use the annual Hereford magazine coupled with other advertising outlets.

“Our number one is the Hereford magazine, we take a full page – it goes to a lot of people.” They reinforce this by targeting one other national publication and local farming papers/pages. Social media has a place and they see it as becoming more important in the future.

While this stud doesn’t exhibit cattle at shows, they felt new breeders should aim to take a suitable bull to the Hereford national show and sale when they had the right animal – this showcases your genetics on a national stage.

Client relationships are important too. They send out a small thank you gift to new purchasers following their sale and say this method can also be applied to private treaty sales. They also try to follow up once the bull is on farm.

They said hosting an on-farm sale if applicable is a good idea and if that occurs, look after clients and potential clients on sale day – make everyone welcome. There are many ways to do this but this family does it by providing plenty of food, hot coffee and refreshments on the day and they make a point of mixing with sale attendees. “It’s important to get around and talk to buyers.” This includes talking to all their clients in the lead up to sale day.

Networking is important too and they make the effort to attend any Hereford club activities or industry events (such as field days) where clients might be to maintain a relationship with them.

In summary: -

- To market your own stud have the right product and if you have good genetics/successes promote and celebrate those.
- Promote your key sires and genetics then people will keep an eye out for the progeny of those genetics.
- Decide on your market (beef or dairy) and breed for it.
- Photos are vital and having good strong photos is the key. Don't use any old photo. Use plenty of photos of your sale bulls in your sale catalogue. "If your bulls are good, be proud of them and they'll look good in a photo."
- When you sell a good bull, promote it, be proud of what you've done and what you are doing.
- Be persistent, it can take years to establish a stud and brand.
- Present your product well – for example have a minimum weight of 700kg (for sale bulls) and present the animals in good condition without overfeeding them but ensure they are tidy and in good working condition.
- Expose your product at every opportunity – showing or sending a bull to AgInnovation for example.
- Get involved in the local community – it might mean sponsoring a class at the dog trials.
- Have a very good sign at the gate (especially if you are located on a main road).

