

NZ Herefords

MARKETING 101

Nick France & Georgia Moody



SOCIAL MEDIA 101

Marketing within NZ Herefords.

How does Social Media work?

Defining your audience.

Improving your page engagement.

Tools that can help.

Engagement → Results.

1

MARKETING WITHIN NZ Herefords


- Four years ago, NZ Herefords committed to improving breed marketing.
- We entered a development phase to answer key questions:
 - Who are we, and how are we currently perceived?
 - How can we shift perceptions and better communicate our strengths?
 - Why have we lost market share to Angus over 30 years, and how can marketing influence this?
- A marketing strategy was developed — and continues to evolve as the industry and board direction changes.

1

MARKETING WITHIN NZ Herefords

- We need to take control of the narrative — as a breed and as breeders.
- Rather than letting agents, competitors, or others define Herefords, we've taken that power back.
- Traditionally, many breeders were strong producers but less comfortable promoting themselves and the breed.
- So the focus became:
 - How do we use social media and digital tools to share our story?
 - How do we build a community and stay front of mind?
- By leveraging social media, we can communicate in real time and shape how Herefords are seen.



NZ Herefords 

NZ Herefords

Hereford X

Find out how Tim Waghorn from Gawler Downs utilises Hereford bulls to capture hybrid vigour, maximising production and profitability in the Canterbury hill country. 🙌 🎬

The best of breeds



MARKETING TEAM

Currently Nick France (Beef), Paul Shepherd (Dairy), Georgie Moody (Hereford Youth, Social Media) and Suzanne Kennedy.

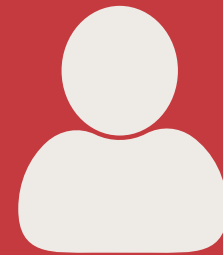
- Feed back is continually appreciated and content even more so. (pictures, videos, sales reports, client stories)
- Marketing is an area we as a group need to be passionate about. Be proud and tell your story!
- North Island Videos start filming next week.
- Georgie will now talk you through Social Media and how you could implement into your business.

2

HOW DOES SOCIAL MEDIA WORK?

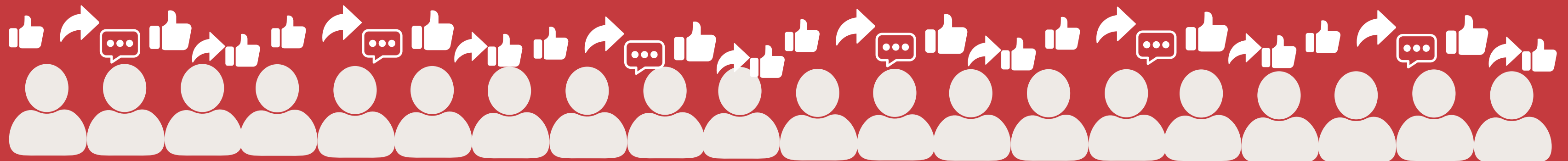
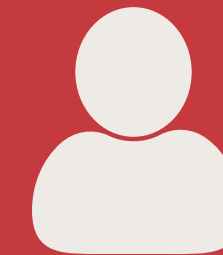
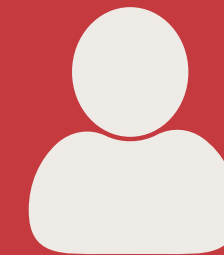
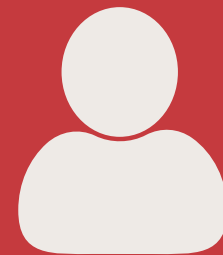
Sample of audience

Social media will test your content with 1% of your audience



Extended audience

Content will spread due to engagement



Content rewarded if valuable

Content that gets engagement is pushed into more peoples feed. **So how do we make our posts engaging?**

3

DEFINING OUR TARGET AUDIENCE

WHO WE'RE TARGETING

Determines where we post.

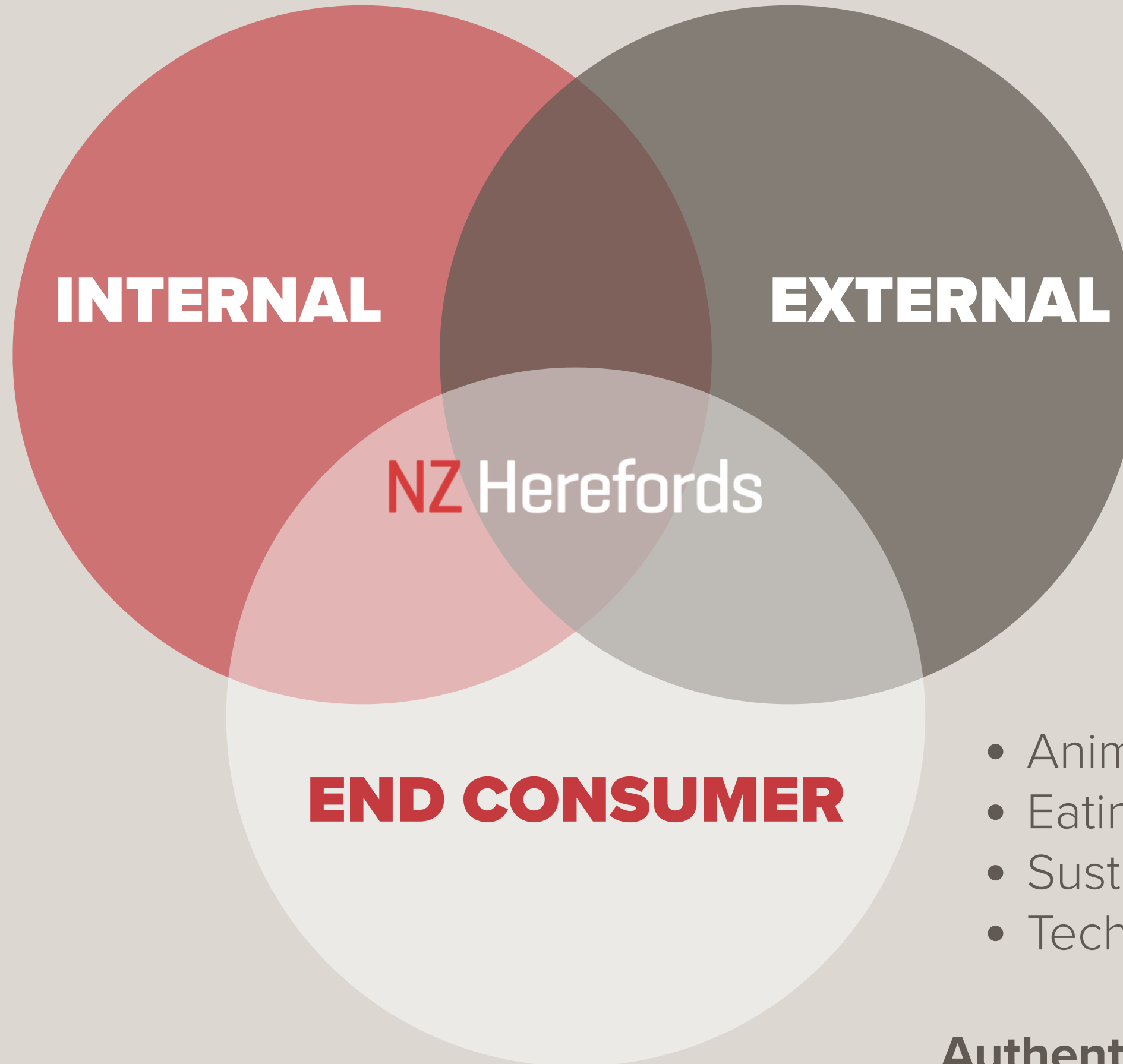
Determines what time we post.

Determines what language we use.

Marketing internally to breeders

- Events
- Reminders
- Tips & Tricks
- Bull Sales

Dates, registrations, magazine requirements.



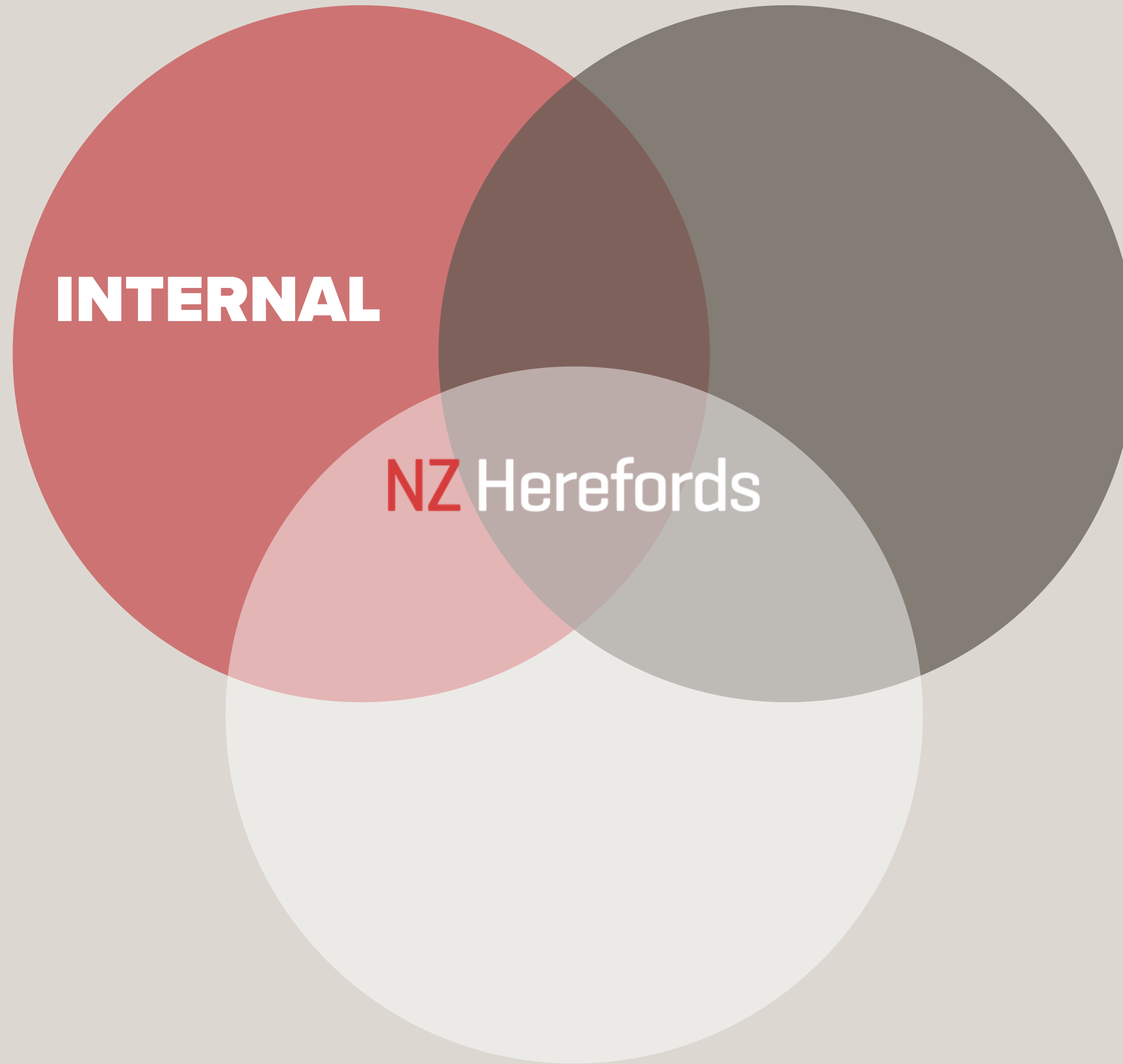
Marketing externally to commercial & dairy systems

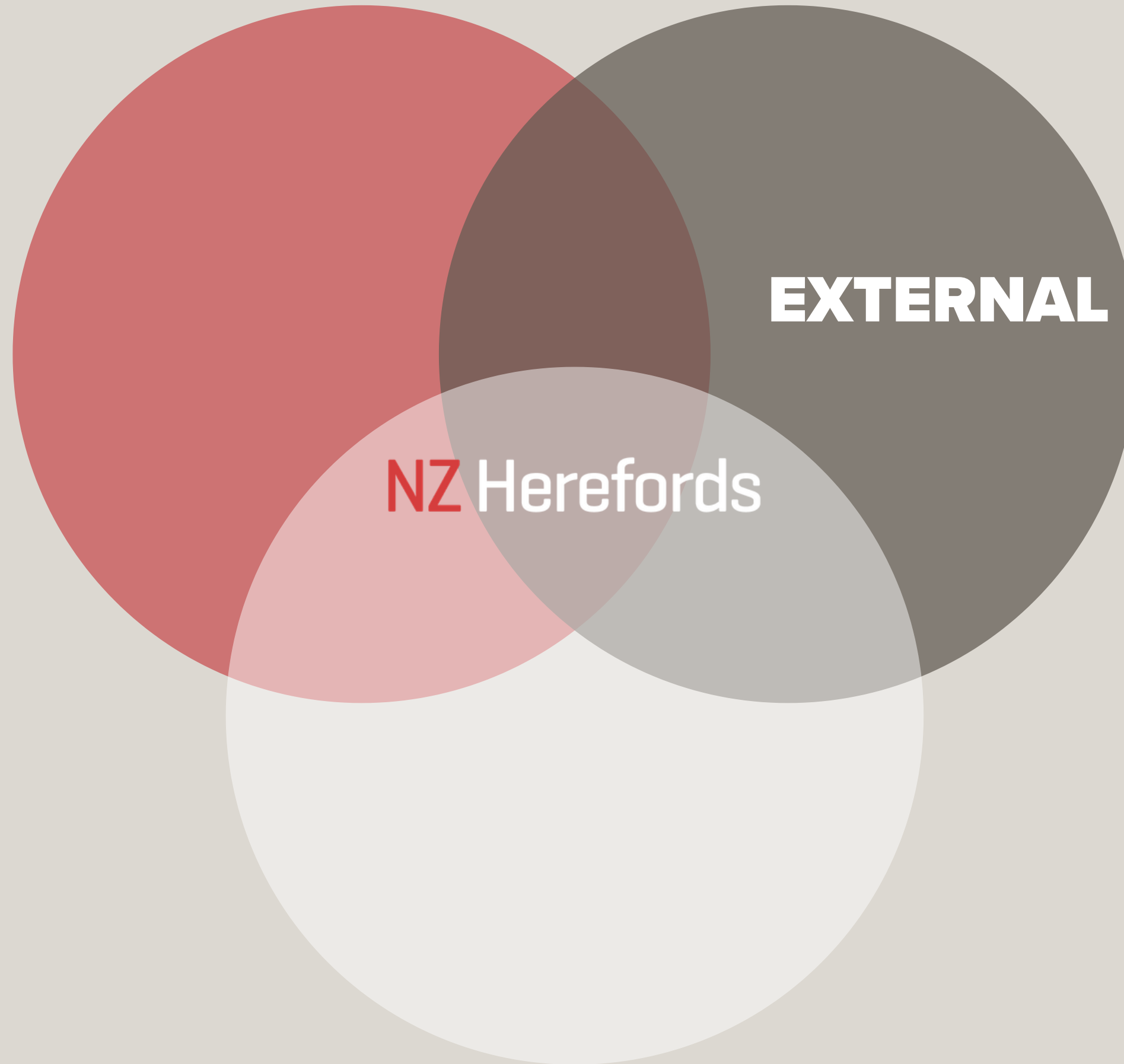
- Traits
- Bull sale dates
- Calf sale reports
- Trial data

Temperament, profitability performance.

- Animal welfare
- Eating quality
- Sustainability
- Technology on farm

Authenticity, story telling educating.







NZ Herefords

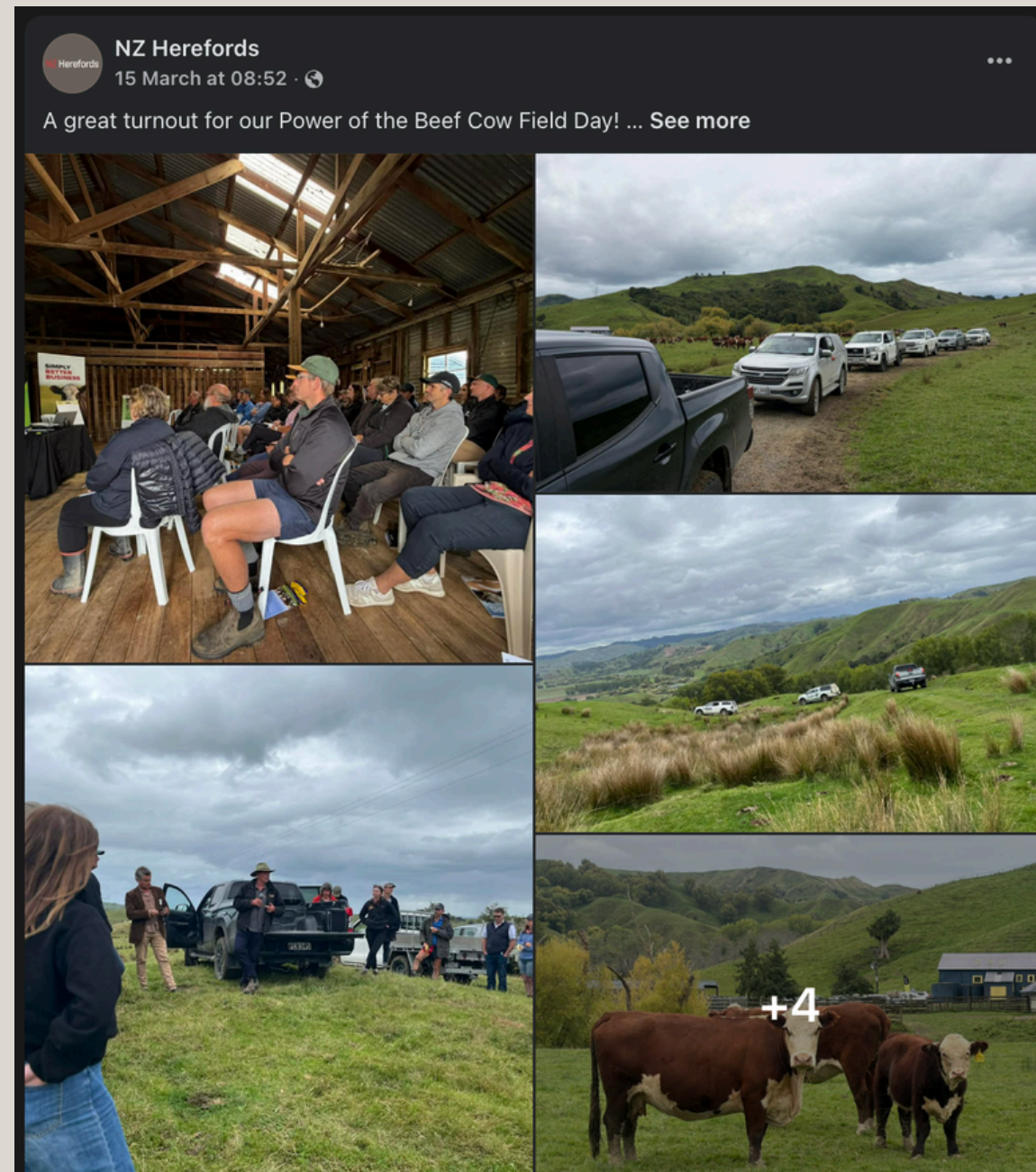
END CONSUMER



4

HOW TO IMPROVE ENGAGEMENT

Posting multiple photos at once encourages people to click & engage on the post so that they can see the content better.



NZ Herefords

4

HOW TO IMPROVE ENGAGEMENT

Build a personality!

NZ Herefords
1 April 2025 · 🌐

After much consideration of the forecasted beef market, NZ Herefords are looking to make further genetic gains. As a result we've made the strategic decision to diversify into managing and marketing the genetics of Hereford pigs 🐷

Hereford hogs are extremely efficient converters of energy into meat products and will add great value to your current income stream. Don't be afraid to break free from the status quo and take your Hereford breeding operation to new levels! ✅

More details around registering pig pedigree to come, but in the mean time, we are extremely excited to introduce our first official registered NZ Hereford Hog - NZHH April Fools born 1/04/2023 🐷

[#NZHerefords](#) [#NZHerefordHogs](#)

INTRODUCING...
NZ Hereford HOGS




46 comments 14 shares

You, Laura Curtis, Emily Poole and 306 others

Okawa Poll Herefords
17 October 2025 · 🌐

Well it worked!! Looks a bit funny with the blue heads in the paddock!!

We painted the udders of all the Lumina bred single ewes the day before tailing and got a great result getting them identified. They will be taken through on chicory and clover mix and be harvested at weaning. They'll end up on some of the finest restaurant tables around the world with the exclusive Lumina brand. Pretty extraordinary premium on the table for this exclusive value added product.



135 comments 254 shares 1.1M views


Andrew Russo, Sarah O'Connell and 15K others

4

HOW TO IMPROVE ENGAGEMENT

Videos, videos, videos.

Views ⓘ	Reach ⓘ	Interactions ⓘ	Link clicks ⓘ
53,324	38,272	500	71


 **NZ Herefords**
Published by [Georgia Moody](#) · 18 May 2025

At Muzzle Station — New Zealand's most remote rural property — Guy Redfern backs Herefords for their:

- ✓ Quiet nature
- ✓ Hybrid vigour
- ✓ Resilience in tough seasons
- ✓ Exceptional cow longevity

Check out the Hereford bull sale calendar now — your next sire could be the game-changer ✓

<https://www.herefords.co.nz/bull-sale-calendar.html>



Views ⓘ	Reach ⓘ	Interactions ⓘ
28,861	19,449	200

 **NZ Herefords**
Published by [Georgia Moody](#) · 15 May 2025

Find out how Tim Waghorn from Gawler Downs utilises Hereford bulls to capture hybrid vigour, maximising production and profitability in the Canterbury hill country. 🌄 🎬



NZ Herefords **Hereford X**
The best of breeds

4

HOW TO IMPROVE ENGAGEMENT

Including Emojis can boost engagement by more than 30%



4

HOW TO IMPROVE ENGAGEMENT

Tag any related businesses or people.

YOUTH TEAM RAFFLE
WE'RE GOING TO KANSAS...

1ST PLACE **SCAN ME FOR TICKETS:** **2ND PLACE**

The Shepherd Plier Pouch with Knipex Pliers + Mercator Knife (\$335)

H&S Heritage Clothing Voucher (\$200)

ANZCO Ribeye Pack (x2)

2.5L Eclipse Pour On Drench (\$650)

Rebecca Williams Farming Print (80x80cm, framed)

Speedrite Extreme Geared Fencing Reel \$129

ANZCO Ribeye Pack (x2)

2.5L Eclipse Pour On Drench (\$650)

3RD PLACE

Speedrite Remote with Fault Finder (\$399)

Shepherdess Magazine Subscription (2 Years, \$115)

ANZCO Ribeye Pack (x1)

2.6K · View insights Boost post

13 1 3

Liked by hcooper765 and others

nzhereforyouth LAST CHANCE TO ENTER!

Our NZ Hereford Youth Raffle closes this Sunday... more

21 May 2025

In this photo

- boehringer_igelheim (Boehringer Ingelheim) Follow
- joel_steele02 (Joel Steele) Following
- lauraa.curtis (Laura Curtis) Following
- georgieeee_moody (Georgia Moody) Following
- shepherdess.nz (Magazine, Events, Podca...) Follow
- handsheritage (H&S Heritage) Follow
- rebeccawilliams_rwp (Rebecca Williams Photo...) Follow
- niamh.barnett (Niamh Barnett) Follow
- datamars_livestock_nz (Datamars Livestock NZ) Follow
- e_ll_a935 (Ella) Following

Tag @followers.
Tag us @nzherefords!

4

HOW TO IMPROVE ENGAGEMENT

Boost your post so more people see it.

NZ Herefords
Published by Georgia Moody · 4 September 2025

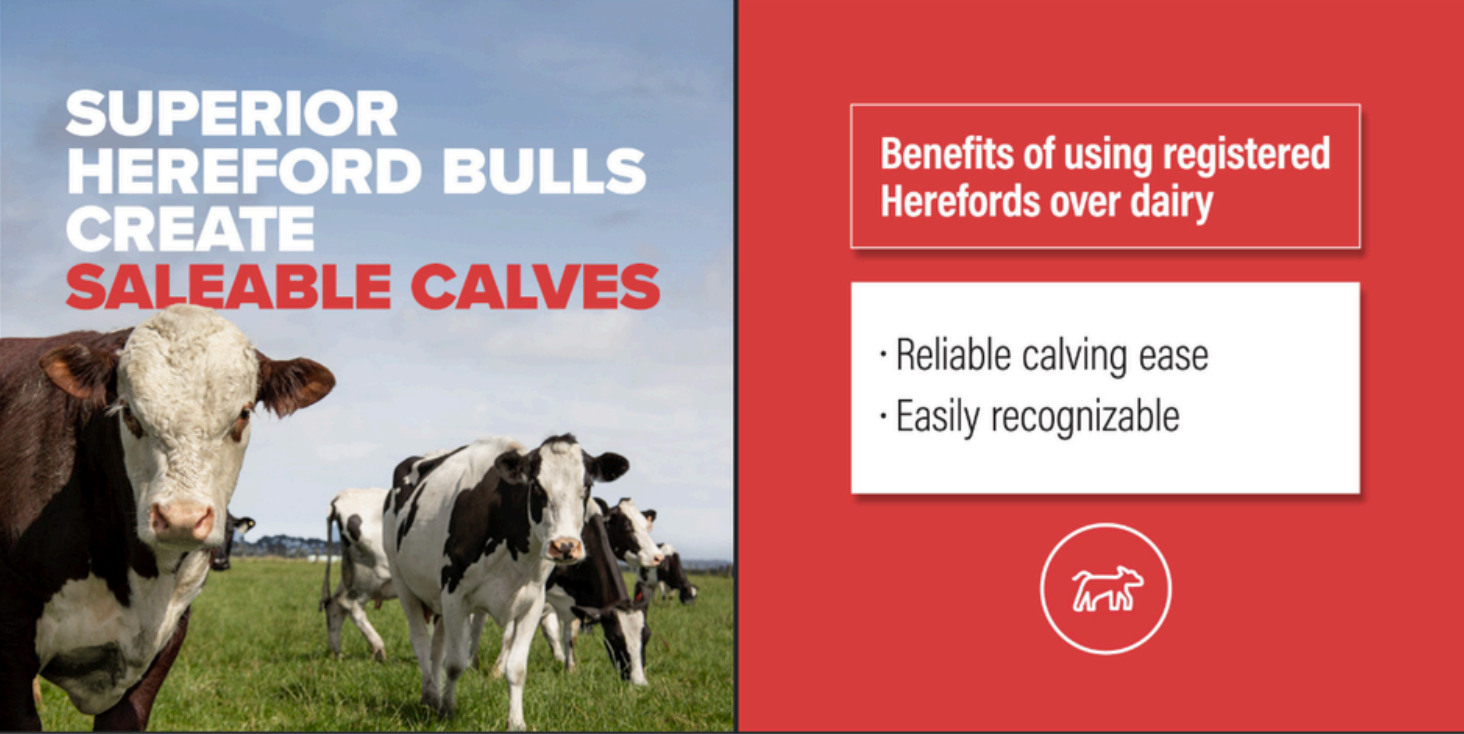
Superior Hereford bulls create saleable calves

Back your dairy system with proven genetics that deliver:

- ✓ Reliable calving ease
- ✓ Easily recognisable calves

It's smarter to capture the HerefordX advantage this spring.

Check out the registered bull sales calendar: <https://bit.ly/3JX0eEn>



SUPERIOR HEREFORD BULLS CREATE SALEABLE CALVES

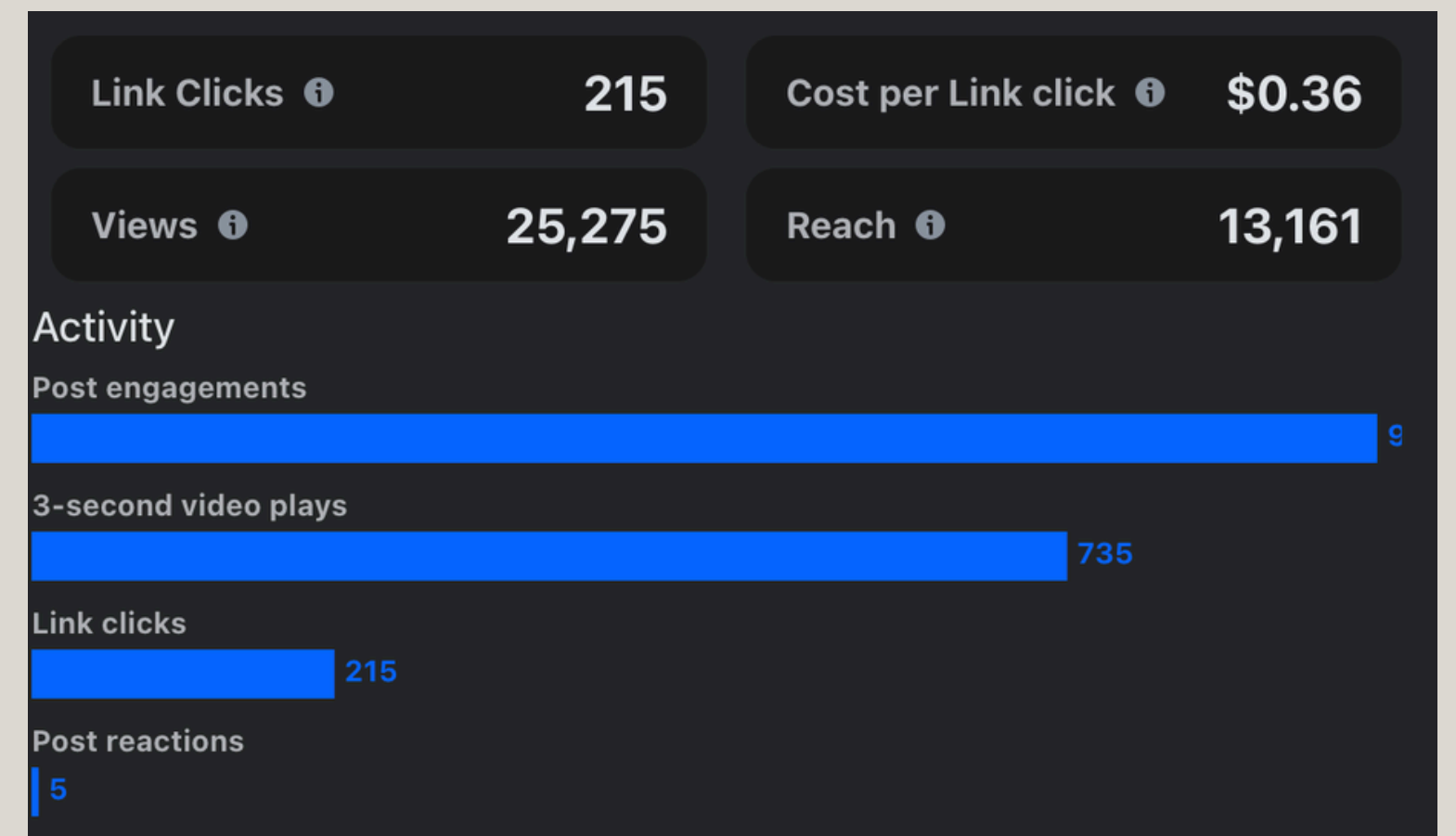
Benefits of using registered Herefords over dairy

- Reliable calving ease
- Easily recognizable

See insights and ads Boost post

Craigmore Polled Herefords and 3 others

Boosted:

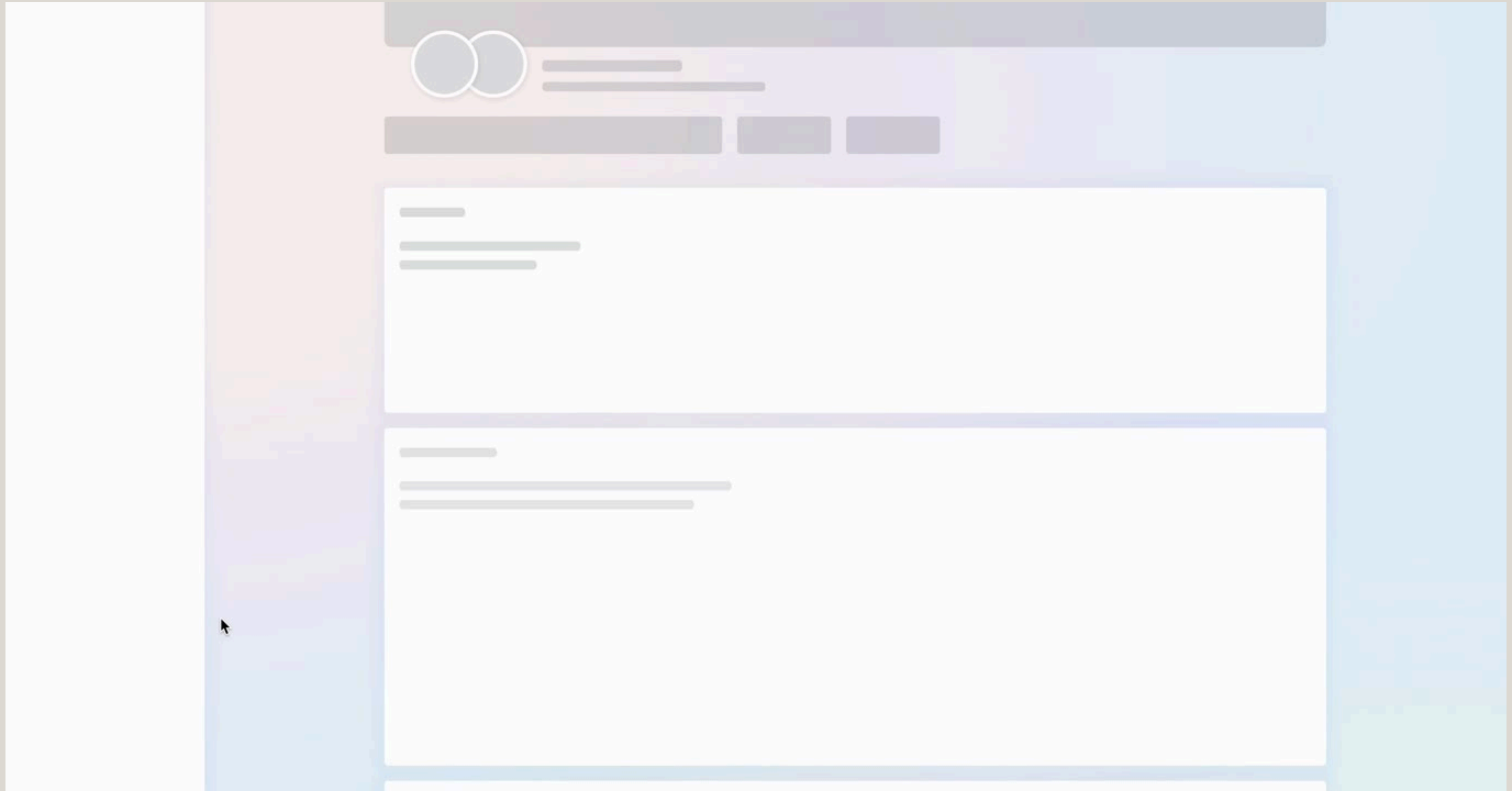




TOOLS THAT CAN HELP

Facebook - Meta Business Suite

- Schedule posts ahead of time.
- Discover times when your viewer are most active - and on what platform.



5

TOOLS THAT CAN HELP

Ai - chatGPT or Copilot

- Great for helping write engaging captions
- Ensure you input all of the correct information.
- Edit & proofread!
- There is such a thing as sounding too artificial.

AI Caption Prompt

"Write a short Facebook caption promoting my Hereford cattle. Keep it friendly and authentic. Highlight docility, fertility, and performance. Include a call to action. Max 50 words.

Details:

- Stud: [Name]
- Location: [Place]
- Offering: [e.g. bulls, heifers, auction lots]
- Key traits: [e.g. quiet, growth, structure]
- Date (if relevant): [Details]"

Example

"Quiet, reliable and built to perform 🐮

Our Hereford bulls are bred for fertility, structure and docility — cattle that work for you.

📍 Feilding

📅 Available now

Get in touch to secure yours."

COVERTING ENGAGEMENT INTO RESULTS

NZ Herefords



WHAT IS A RESULT?

People coming to your sale?

Someone buying a bull?

People interested in your genetics?



RESULTS

Make the next step obvious - Include a call to action for your viewers.

- Register here: <https://forms.gle/hqFMD33tieA7Vbib7>
- Read the full BREEDPLAN factsheet here:
<https://breedplan.une.edu.au/.../recording-docility...>
- Find catalogues and more at <https://www.herefords.co.nz/bull-sale-calendar.html>



RESULTS

Make viewing the important information easy.

- Bullet point important information so it's not lost in the caption.
- Include your catalogue link in your bio.
- Include any direct links to bidr.
- Give them a completion date.... **3 DAYS UNTIL OUR BULL SALE.**

NZ Herefords
Published by Georgia Moody · 18 March at 16:00 · 🌐

The New Zealand Herefords Central Districts Club Field Trip, Members Day, AGM, Breed Dinner & Youth Auction are just around the corner – happening 24–25 March.

It's shaping up to be a great couple of days with:

- 📍 Field Trip – Tuesday 24 March
- 📍 Members Day – Wednesday 25 March featuring guest speakers
- 📍 AGM – Wednesday afternoon
- 📍 Breed Dinner & Youth Auction – Wednesday evening

Check out the tiles for the full programme and speaker lineup.

🔗 Register here: <https://forms.gle/hqFMD33tieA7Vbib7>



RESULTS

Build trust in your product.

- Authenticity is key. Followers want to see and hear about what you're doing. Whether its going successfully or not!
- Show the people. Faces build trust — buyers like knowing who they're dealing with.
- Don't over promise or over sell. Reputation is everything.
- Share EBV's, on farm performance (e.g. weaning weights out of a particular bull), pictures of your favourite cattle.

SIMPLY BETTER BUSINESS

NZ Herefords

**SIMPLY
BETTER
BUSINESS**

Are you missing out
on the benefits of
Hybrid Vigour?

FIND YOUR NEAREST BULL SALE



It's smarter to capture the
HerefordX advantage

- Great temperament
- Powerful growth rates
and strong carcass quality



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