

Not Your GrandDad (or Dads) Marketing

Rachel Cutrer





TIFFANY & Co.

Walmart





**HOBBY
LOBBY**



**Oriental
Trading®**



Kate Roberts

Credit:
Ingram Angus



Credit:
BR Cutrer



Hi, I'm Rachel



1999



**BRAHMAN
COUNTRY
GENETICS**

2018



CUTRER
INCORPORATED

2019



Cattle Bred by My Husband And I



Some of the over

2500 brands

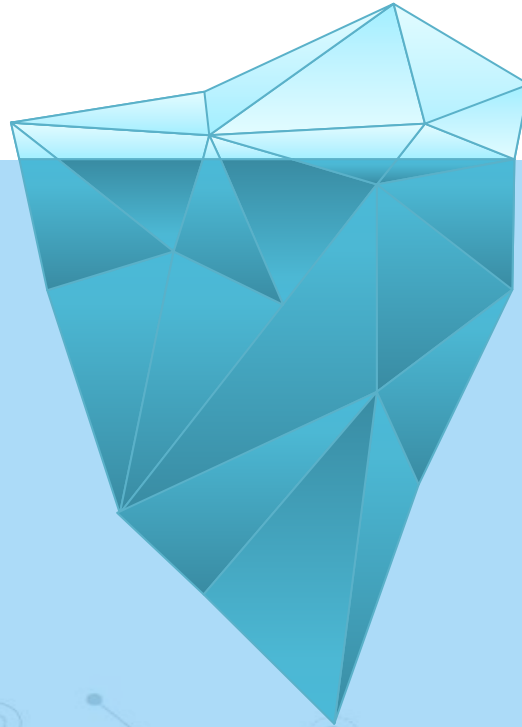
I have had the honor of working with in the last 22 years.





2019

It Was Like I'd Spent the Last 20 Years Preparing For This...



What we **DIDN'T** have:

- A name
- A brand
- A logo
- A time / fore warning to plan
- A transitional period
- Any social media (ZERO)

What we **DID** have:

- The ability to prioritize and make a plan
- The drive to be successful
- The Ranch House team
- Mental fortitude
- Experience
- A great network of friends
- Our faith

Oh, and we had

30 days

Until we also needed to host an online sale, sell our spring born heifers, and host a field day.

A decorative background featuring a network diagram of interconnected nodes and lines, primarily in shades of gray and blue, located in the top-left and bottom-right corners.

**Building a Brand is
Like Building a Set
of Working Pens...**

What Kind Of Pens Do You Have?



Old Set of Pens Still Works Great

A brand that's been around for decades, has a great brand presence, and your role is simply to maintain it.



Pens Already Built, Needs Some Improvements

You have a brand, but it's been a while since it's been updated, or you've tried something new.



New Pens You're Building

You have a new brand, or first generation business that you're building from the ground up.

It's Also Going to Take Work...

"One of the hardest days we've worked in years..." just happened today, pouring concrete for a new set of ... [See More](#)



Building your brand is going to be challenging. It's going to require constant work.

But it's going to be so worth it.



TUCKER BROWN *things*
SEEDSTOCK
Superpunchers
DON'T SAY...



R.A. Brown Ranch posted a video to playlist The Seedstock Superpunchers
November 7, 2020

*** THINGS SEEDSTOCK SUPERPUNCHERS DON'T SAY ***
He's back, folks! The Seedstock Superpuncher, and some guest stars, are sharing things Seedstock Sup...
See More

👍 126 10 Comments 7.9K Views

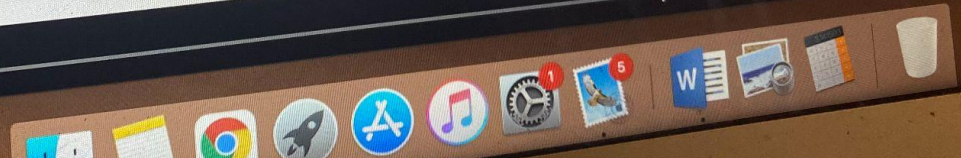
- Up Next
- How We Do It - Now United feat. Badsha...
Now United
3:48 24 weeks ago · 156K Views
 - I just need U...
TobyMac (Official...
TobyMac
3:56 48 weeks ago · 599.2K Views


Comments

Write a comment...

ould
nd?

0:33 / 5:05





**There's room for improvement
in every brand... no matter how
old or new your business is.**



So let's talk about 5 steps to build or improve your current brand.

Building a Brand
Step 1.

Have a Brand Worth Talking About



Who Can
Share a Story
Worth
Talking
About On
These
Brands?



amazon



Southwest®



Chick-fil-A®



HOBBY
LOBBY®

SUPER SAVINGS
EVERYDAY!
SUPER SELECTION®

What Makes People Think Favorably of a Brand?

Your Cattle

- a. Quality / Guarantees

Social Responsibility

- b. Supports good causes
- c. Civic / industry involvement
- d. Environmental sustainability / animal welfare

Emotional Appeal

- e. People with integrity and values
- f. Easy to work with

Workplace Quality

- a. Good place to work / good employees

Financial Performance

- b. Sale prices / averages / value
- c. Years in business / customer success

Vision and Leadership

(Past / present / future)

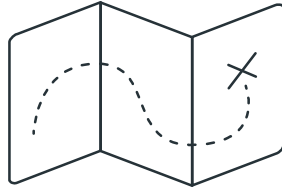
2.

What Is Your Brand Focus?



People Driven

Focused on a person and their connections / image / reputation. Example: “A 5th generation Kansas Angus Ranch”




The goal is to be a little of both.




Product Driven

Focused on the quality of the product. Example: Breeding High Performance Angus Cattle


A background graphic consisting of a network of interconnected nodes and lines, resembling a social media or organizational structure. The nodes are represented by circles of varying sizes and colors (grey, blue, white), connected by thin grey lines. The network is more dense on the left side and becomes sparser towards the right.

**Building a Brand
Step 2.**

**Target Your Tribe of
People Who
Actually Care About
Your Product.**



Most people think “everyone is my customer.” Truth is - everyone isn’t. And that’s okay.



BUILD PERSONAS

Semi-fictional
representation of your ideal
customer.

- Demographics
- Behavior patterns
- What motivates them?
- What are their goals?



The more detailed, the better!

Defining My Core Customer

	Amount Spent	Location	Age	Lifestyle	Other Interests
1.	\$341,160.00	Houston Area	40s	Family	Beach, Vacation
2.	\$242,500.00	New Mexico	50s	Family	Baseball, Sports
3.	\$200,500.00	North Texas	60s	Single	Hereford Cattle
4.	\$157,750.00	South Texas	40s	Family	Church activities
5.	\$131,506.40	North Texas	40s	Family	Sports
6.	\$128,430.00	Thailand	30s	Single	Very private
7.	\$113,500.00	New Mexico	50s	Family	Land, Outdoors
8.	\$108,297.70	Alabama	30s	Family	Sports
9.	\$107,500.00	Houston Area	50s	Single	Outdoors, Hunting
10.	\$94,135.00	Arkansas	Youth	Family	Dance, Sports



Most Ranches Have One to Four Personas

So how's the best way to reach them?

It's different for each business.

-If your target persona is a local bull buyer within 50 miles of your ranch, who comes to your bull sale every year, how do you reach him?

-If your target persona is a 4-H member looking for a show heifer, how do you reach him (or his parents?)



Who's Tribe Are YOU In?

Be in other's tribes and support their brand! We are all in this together and there is plenty of room for everyone to be a success.

A background network diagram consisting of interconnected nodes and lines, rendered in a light gray color. The nodes are represented by small circles, some of which are larger and have a double-circle effect, suggesting a central or more significant node in the network. The lines connecting the nodes form a complex web of relationships.

**Building a Brand
Step 3.**

**Tell The Story /
Share the Message
that Connects With
Your Tribe.**

**WHAT WOULD
BE IN YOUR
TOP 3 MESSAGES?**





IS YOUR CONTENT ACCURATE FOR YOUR BRAND & BRAND MESSAGE.



1. 5th generation Texas ranchers. Heritage is important.
2. Raise quality seedstock Hereford cattle.
3. Love sharing their way of life and day to day operations.
4. Have bulls for sale private treaty.

What Can You Tell Us About This Operation ?



**Bring your
brand to
life.**



BE TRANSPARENT.

Show your
values.



BE REAL.

Make a
human
connection.




What People Want to See from Ranches

- 73% of social media users want to see pictures about real life.
- 70% said they like to see what you have for sale
- 60% like to see industry breaking news

What People Don't Want to See from Ranches

- Only 21% like to see travel pictures
- Only 17% like to see recipes
- Only 11% like to see home decor or fashion



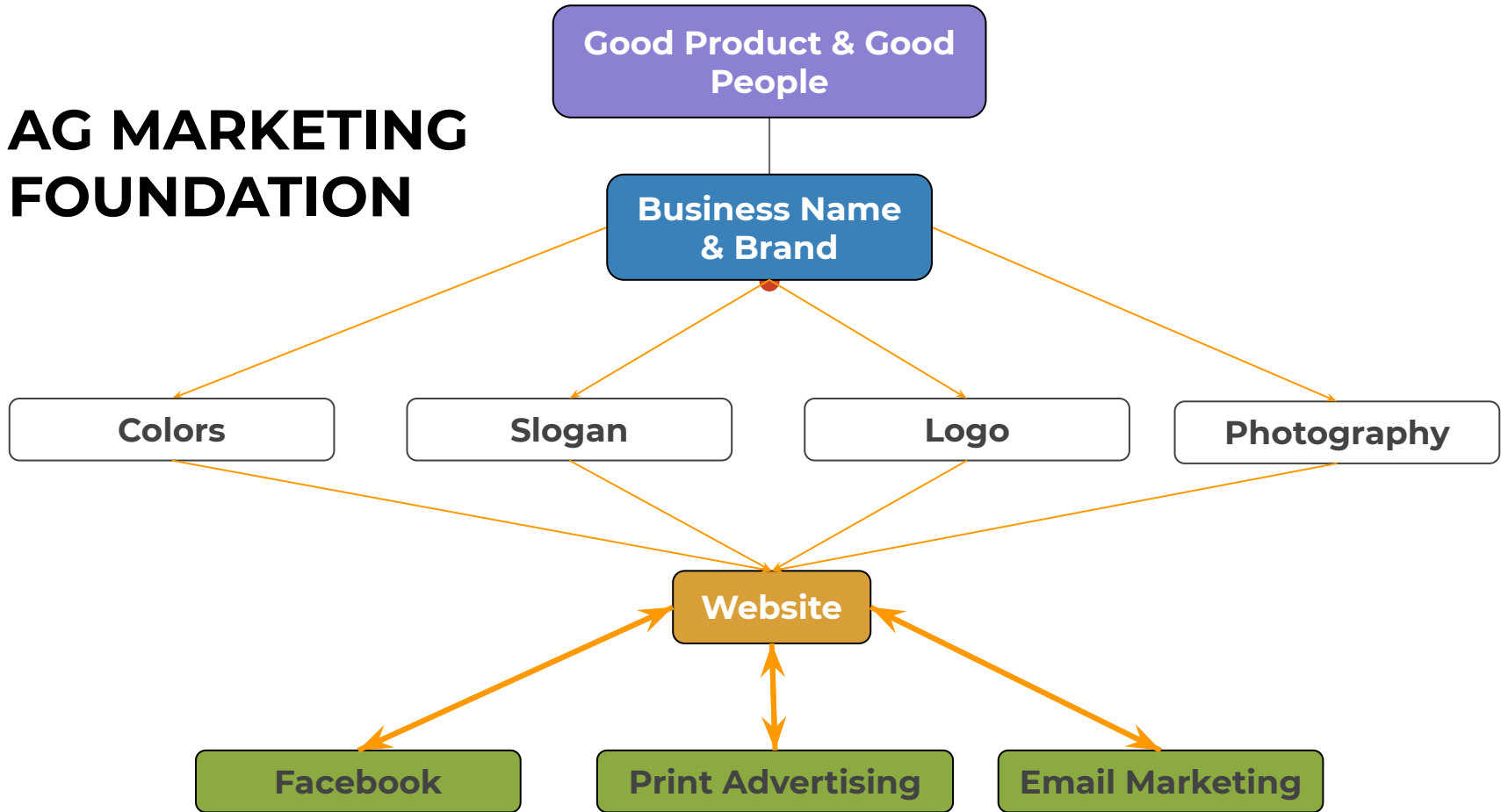
A decorative network diagram in the top-left corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The network is dense and irregular, extending from the top-left towards the center of the page.

Building a Brand
Step 4.

Spread the Word.
(Advertise).

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It features a cluster of nodes connected by lines, with some nodes being solid grey and others hollow. The diagram is positioned in the lower right quadrant of the slide.

AG MARKETING FOUNDATION





Tip: Build Your Brand in a Very Intentional Way

"If the CEO of HEB saw this would he want to carry our beef?"

"Talk like you're talking to the CEO of HEB...."



B.R. CUTRER, INC.
BRANDON & RACHEL CUTRER



BR

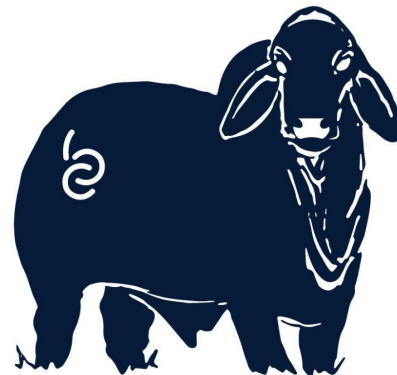


B. R. CUTREI
BRANDON & RACHEL CUTRER



B.R. CUTREE
BRANDON & RACHEL CUTRER

TIP: Don't be afraid to change on the fly until you get things the way you want.



B. R.

CUTRER

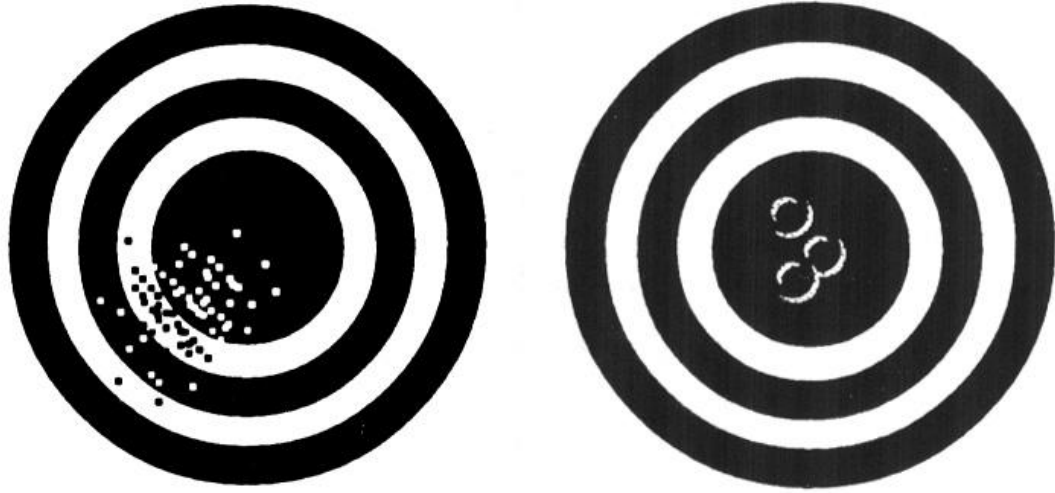
INCORPORATED

AMERICAN BRAHMAN EXCELLENCE

While Marketing is Very **Creative**, Marketing is Also Very **Strategic**.

You set goals for your production metrics in your ranch - you should also set marketing and sales metrics.

- ◎ Social media goals
- ◎ Sales inquiry / web form goals
- ◎ Email subscriber goals
- ◎ Website analytic goals
- ◎ Effect of print ads on Facebook / website hits

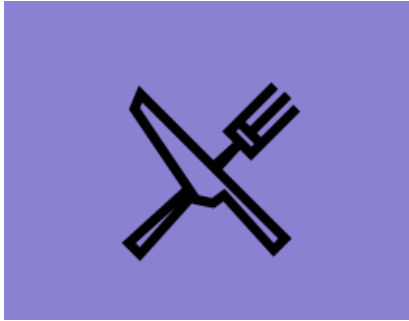


SHOTGUN VS RIFLE

TIP: FIND YOUR NICHE

- **Rifle** approach > Shotgun when it comes to marketing
- Narrow market = fewer competitors
- Focus on your strengths, then growth
- Remember the “Law of Duality”

DEFINE YOUR MARKET IN **AT LEAST 4 WORDS**



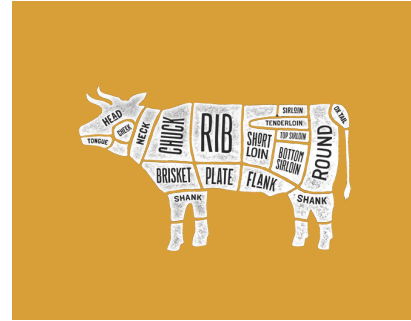
Farm-to-table

Invite customers out to the ranch. Farm-to-table dinner events.



Wagyu

Wagyu is the herd foundation. Crossed up to $\frac{1}{4}$ Angus.



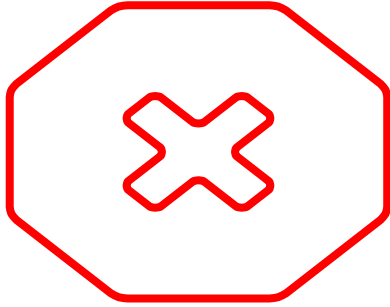
Freezer Beef

Only selling by $\frac{1}{2}$ and whole beef. Retail cuts are not the focus.



North Alabama

Birmingham, Huntsville, and surrounding communities.



“I want to be the #1 site on Google for Cattle.”



“I want to be the #1 site on Google for farm to table Wagyu beef in North Alabama.”

How much does it cost to build a brand?

Are you starting up?

Or have you been in business a while?

A new business is going to have 1-2 years of **“Brand Investment Years”**.

- Developing your branding foundations (logo, website)
- Growing Facebook page
- Building your name recognition.
- Establishing client base



Your initial investment is going to be at least \$5000.

Your advertising budget should include 1 to 3% of your gross sales.



BR CUTRER MARKETING

- Monthly Ad in The Brahman Journal - Back Cover
- Additional ads in The Brahman Journal - Centerfolds when available (approx 6)
- Excellent Website, updated weekly
- Two 40+ page sale catalogs
- One 100 page herd reference guide
- American Rancher Episode
- Excellent Facebook, daily posts
- Excellent Instagram, daily posts
- Billboards
- Trade Shows
- Industry Consultants
- Lots of merchandise like caps / t shirts
- Full time customer service / staff



CUTRER
INCORPORATED

As the USA's 4th largest Brahman breeder, here's how BRC is doing things different, and better.

VISUAL EXCELLENCE
We put the first priority on exceptional quality, sacrificing nothing in regards to structural correctness, muscling, efficiency, and eye appeal.

GENOMIC EPDS
BRC is the only Brahman breeder in the USA offering genomically enhanced EPDs through our collaboration with Zoetis. We believe in breeding to great cow families, while adding GE-EPDs to improve accuracy and consistency for our customers.

BRAHMAN BEEF
Our processed Brahman steers harvest data averages over 60% USDA Choice. We founded Brahman Country Beef - the USA's first 100% Brahman branded beef program, which has garnered national attention and increased demand for Brahman beef including the famous Brahman hump roast.

POLLED PROGRAM
We think polled cattle will have added value in the future, and have one of the strongest polled programs in the USA.

CUSTOMER SERVICE
We offer unmatched customer service through our annual Brahman Days workshop, the Brahman Academy, BRC's Buyer's Bonuses, cooperator program, marketing through Ranch House Designs, breeding guarantees and more!

TRADITION M
INNOVATION N
We want to be the seedstock partner program on the continent!

CUTRER
INCORPORATED
WWW.BRCUTRER.COM

Brandon, Rachel,
Mollie and Aimee Cutrer
Office: 879-532-9141
Franklin, Texas

LOS TOROS DE B

TODOS LOS TOROS SON CRUZADOS PROPRIEDAD DE CUTRER INCORPORATED

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WATKINS CATTLE COMPANY

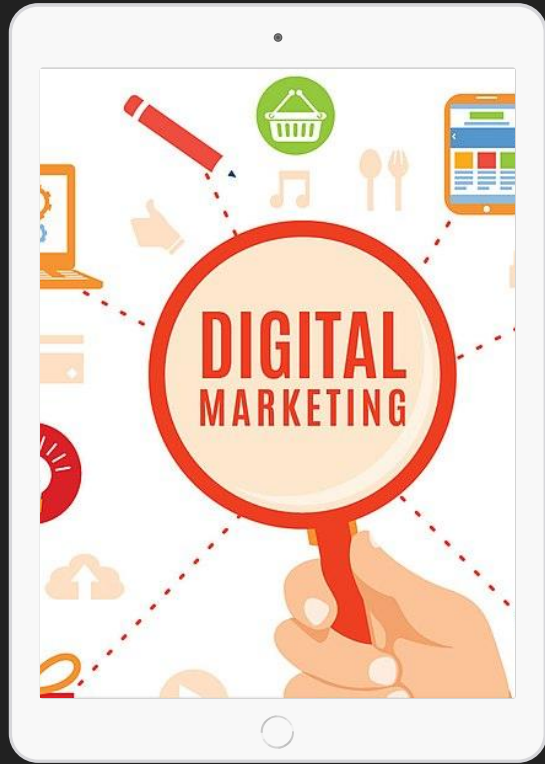
- Travel (both in the USA and international)
 - Visiting ranches, shows, sales
- Seasonal Ad in The Brahman Journal as needed (before/after shows, sales)
- No “Ranch” instagram, done through Stuart’s instagram (Personal contacts, quality over quantity)
 - Their best outlet
- Status Website, but not updated
- Digital sale catalog (emailed, not printed)
- Email blasts
- Facebook, updated weekly, with targeted marketing to specific countries in their demographic.
- Personal contacts and strong customer service

these
ARE BEEF-TYPE BRAHMANS.

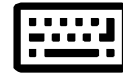
MR. WCC MAXIMUS ROJO 82/4
2020 National Champion Get of Sire
#1 PRODUCER OF CHAMPIONS OF 2020
SEMEN AVAILABLE AT BUSHY CREEK CUSTOM SIRE

WATKINS
CATTLE COMPANY

www.watkinscattlecompany.com
Carson: 337-275-6592 | Stuart: 512-460-7250



Digital is Now First.



Research is online.



Shopping is online.



NEW CUSTOMERS

New customers tend to shop online more, and research more..



LOCATION IS IMPORTANT

New customers are re-focusing to local and domestic buying.



BRAND LOYALTY IS GONE

New customers don't have brand loyalty and jump from brand to brand.

Social Media Also Makes The World Your Stage.



59% People
On
Facebook



54% of
People Use
WhatsApp



45% On
Instagram



70% Watch
Videos On
You Tube



39%



9%

The Two Outlets I Recommend:



Low Cost Option: Personal shares, friends sharing



Low Cost Option: Hashtags, Location

How often should you post on Facebook?

Depends on your audience:

Pull up your Facebook page and see how many followers you have....

- Less than 1k followers = 1 to 3 posts / week
- 1k to 10k followers = 3 to 7 posts / week
- 10k or more followers = 5 to 12 posts / week

52 to 156 content ideas

156 to 365 content ideas

260 to 624 content ideas



Like



Love



Haha



Yay



Wow



Sad



Angry




How often should you post on Instagram?

For business pages, it's recommended to post **one to three times** a day on your feed or your story.

However, the key to keeping your engagement rates up is to be consistent.


So, if you only post 4 times one week, don't post 30 times the next as your engagement will go way down.





Good photography drives sales and exposure. It's that simple.

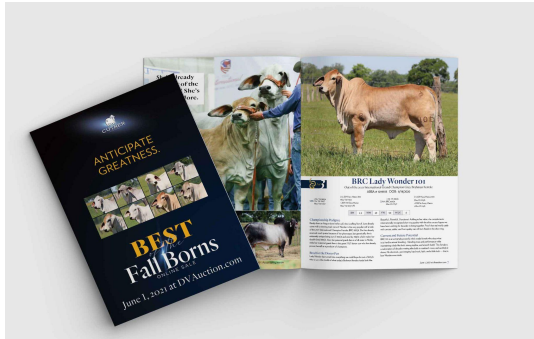


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Building a Brand
Step 5.

Show Up.
Consistently.
Regularly. Generously.
Frequently.

MEASURE YOUR BRAND SUCCESS



SALES FIGURES

Track your average sales prices.

Track # of items sold

Track conversion rate

Track inquiries.

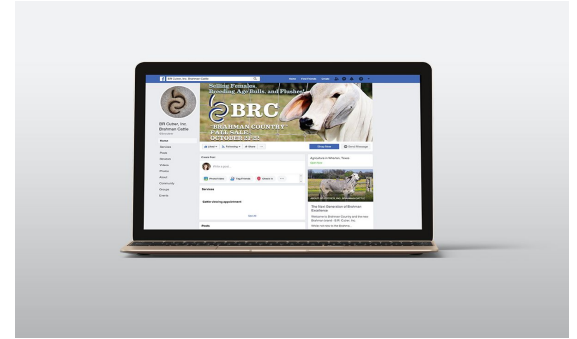


WEBSITE ANALYTICS

Are you tracking website hits?

Do you notice a spike when you post a blog or Facebook post?

What keywords are people using to find you?



FACEBOOK ANALYTICS

Does your Facebook demographics match your desired personas?

If yes, great!

If no, adjust.

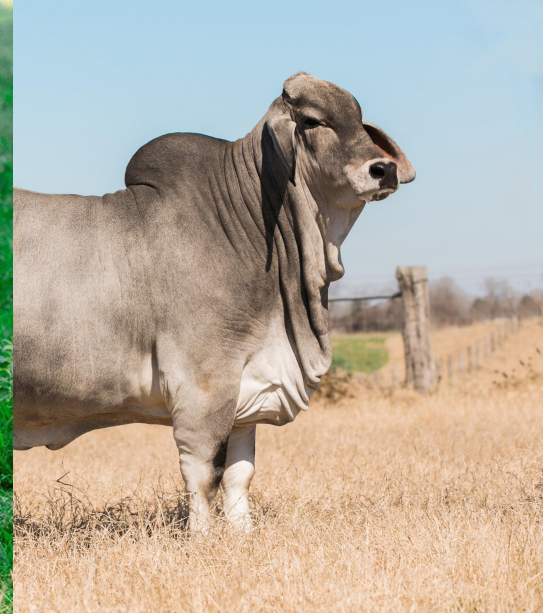
Are you missing any personas?



Nobody cares how much you know, until you show them how much you care.

The Secret is in the He

secret is in the Cows



**The Secret is in the PEOPLE.
The Secret is in YOU.**