

# MARKETING AND BRANDING

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# What do we want to achieve?

- Highlight importance of having a branding and communications strategy
- Practical skills to apply to your business
- Knowing that what you do in public reflects on your business

# What is 'marketing'?



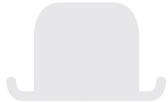



Marketing	
Branding	Communications
Your business identity	Engaging with your audience
Your image	Who?
Who you are	What?
What you look like	Where?
The feeling your brand evokes	Why?

# Why is branding & communications important?

- Size of business does not matter
- Industry and product you are selling does not matter
- Often missed in the agricultural industry, particularly at producer level
- Important to be telling your story



# Six Thinking Hats

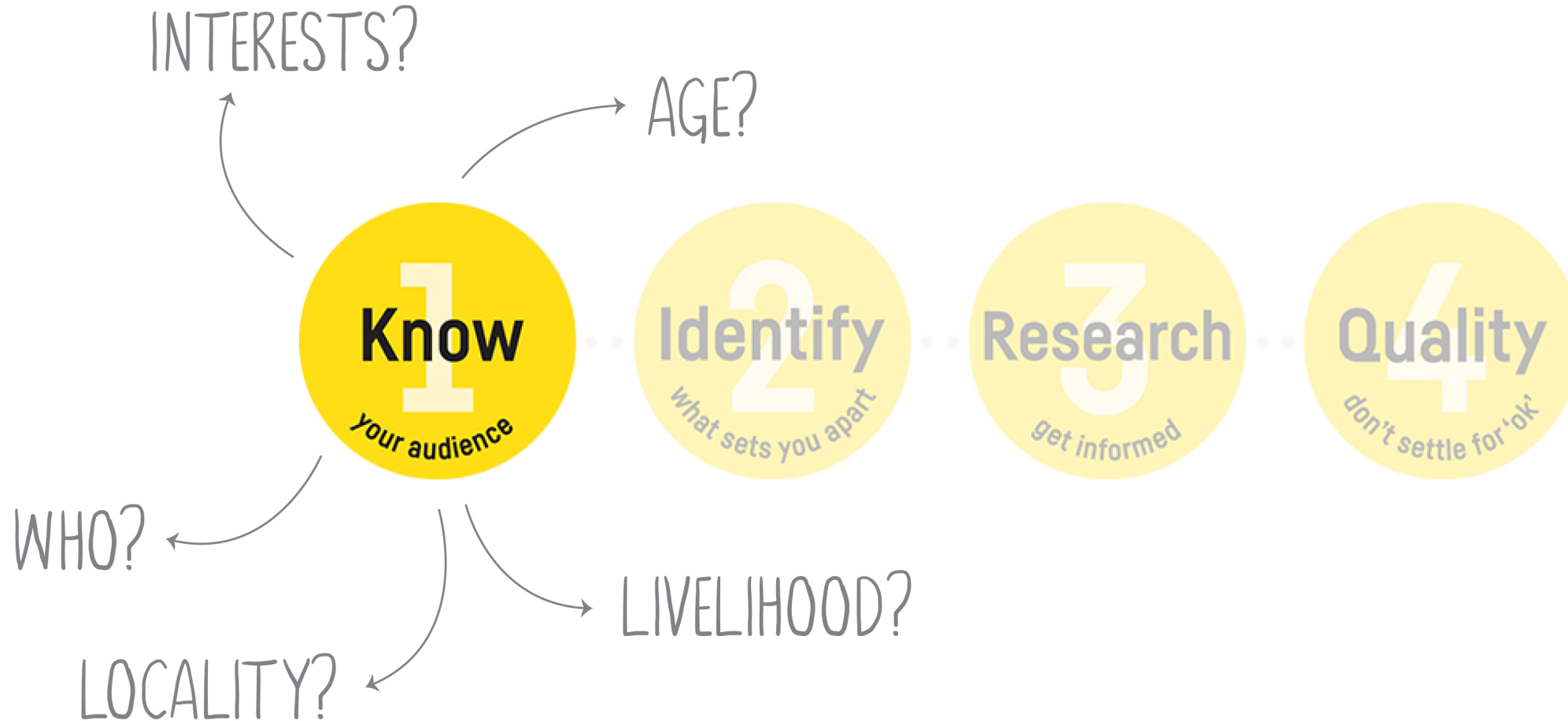
Hat	Role	Focus
	Logic	The Facts
	Optimism	The Value and the benefits
	Devil's Advocate	The difficulties and dangers
	Emotion	Feelings and intuitions
	Creativity	Possibilities and new ideas
	Management	Making sure the rules of the hats are observed

NB: This particular tool was invented by Edward de Bono, a psychologist, author, and consultant who pioneered the technique in his 1985 book Six Thinking Hats. The method involves breaking down ideas into six areas of thought

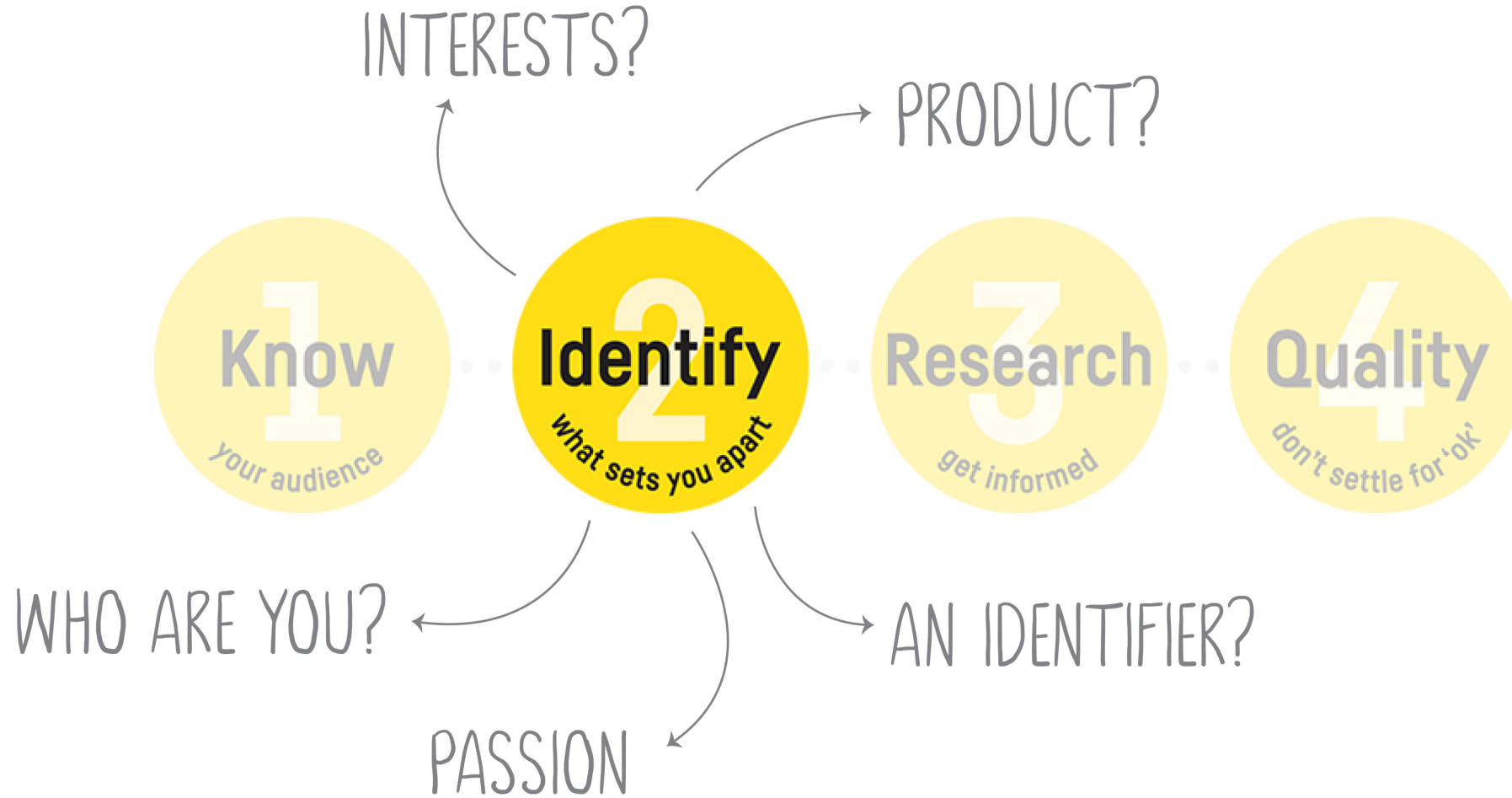
# Branding breakdown



# Branding breakdown 1 - KNOW Your audience



# Branding breakdown 2 – IDENTIFY what sets you apart





# Branding breakdown 3 – RESEARCH – get informed



# Branding breakdown 4 - QUALITY- don't settle for ok



# Examples of consistent branding

## • Angus Australia




# Examples of consistent branding

## • GenAngus



# Examples of consistent branding

## Te Mania Angus

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FEMALE SALE**

650 COWS  
FRI 8 MARCH  
AT 11AM

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168 BULLS | MORTLAKE  
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**TE MANIA ANGUS AUTUMN BULL SALE**  
WED 6 MARCH, 12NOON, MORTLAKE, VIC

**168 BULLS**



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**TEAM TE MANIA ONLINE  
COMMERCIAL FEMALE SALE**

650 COWS | FRI 8 MARCH AT 11AM



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# Business scenarios

**Scenario 1:** You are establishing an organic grass fed beef business, to sell beef direct to the consumer

**Scenario 2:** You are establishing an Angus Stud, with plans to offer 50 plus bulls at an on property bull sale each year

**Scenario 3:** You are establishing a business that provides a service to the rural industry

## SWOT Analysis

Strengths	How do we use these?
Weaknesses	Weaknesses - How do we overcome these?
Opportunities	Opportunities - How do we make the most of these?
Threats	Threats - How do we combat these?

# Communications – How will we engage with our audience?

- Digital v Print
- Consistent content
- Consistent branding across all mediums
- Quality content

# Social Media – A necessary evil?

- How you interact on social media personally is a reflection on you professionally



# Social Media – Statistics Australia – January 2018

- Facebook – 15,000,000\*
- YouTube – 15,000,000\*
- Instagram – 9,000,000\*
- WordPress.com – 5,700,000\*
- WhatsApp – 5,000,000\*
- LinkedIn – 4,200,000\*
- Snapchat – 4,000,000<sup>+</sup>
- Twitter – 3,000,000\*
- Pinterest – 290,000\*

\* MONTHLY Active Australian Users    <sup>+</sup> DAILY Active Australian Users

Stats Source: Vivid Social – Social Media Agency.

(All figures represent the number of Unique Australian Visitors [UAVs] to that website over the monthly period – unless otherwise stated above. Facebook Data includes users of desktop, mobile, application and messenger services). Statistics from Statista: The Statistics Portal (Monthly users), as at 12/12/18

# Where to from here?

- Use the concepts highlighted today to further develop your business
- Look at physical aspects of branding more closely
- Identify where you can access the services you need to further any strategies
- Writing a marketing and communications plan for your business
- Marketing articles on [www.angusaustralia.com.au](http://www.angusaustralia.com.au)



**For more information on Marketing and Branding  
visit the Angus Australia website**

**[www.angusaustralia.com.au](http://www.angusaustralia.com.au)**

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