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Top 7 Marketing Tools

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Being an Angus breeder gives you a direct connection to the *Certified Angus Beef*[®] (CAB[®]) brand that you own and consumers love, but only you can use that advantage to boost your business.

A marbling focus in your Angus genetic priorities aligns your herd with the brand. Now make the most of it by pointing out the benefits of targeting the brand to your customers and steak-loving consumers.

Here are some of the top marketing tools available:

1. ***The Best Practices Manual***

This is the owner's guide to those Angus genetics your customers have already invested in – put this piece in their hands so they have all the management tips to help them succeed.

2. **CAB[®] product and promotional items**

Treat sale guests to the premium beef brand. If CAB product is the only beef served, we'll send you the material you need to make it a class-act event for free, including CAB napkins, brochures, aprons and more.

3. ***Supplying the Brand***

An attractive, full-color report explains how the CAB program works from seedstock to licensed feedlots and packers, dialing down into all the factors that affect supply development. Hand it out at your next bull sale or use it as the key element in a customer mailing to tout the benefits of producing Angus cattle.

4. **CAB[®] Targeting the Brand logo**

This logo was created especially for producer use. It can be displayed by Angus producers and industry or business associates to call attention to any program that aims at the *Certified Angus Beef*[®] brand target or helps producers do so. Use it on signs, at events, sales, sale catalogs and even routine communications to show your commitment.

5. **Sale catalog inserts**

Show your customers that they get more than just cattle when they buy from you. Highlight the Angus advantage through research-related, print-ready inserts or underscore your commitment to aligning goals with the brand by using a CAB-focused ad. We customize.

6. **CAB[®] brand apparel and gift items**

From hats and steak knives to shirts and travel mugs, it's easy to show your brand loyalty. It's also simple to pass that on. Just visit the CAB Store at www.CABpartners.com to order promotional items for gifts and giveaways, or even for yourself.

7. **CAB[®] partner feedlots**

Sometimes the best way to serve your customers is to take a walk in their shoes. Perhaps feeding the bottom end of your calves is a way to do that – you could even work with those customers to make a semi-load. CAB-licensed feedlots have a history of aiming for quality, which makes them a good place to start exploring this option.

You can get more information or order any of these free marketing essentials by visiting our website, www.CABpartners.com, or by calling our Supply Development staff at 800-225-2333.

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