



*CAB Corner on Quality*  
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**June 2009**

## **How do you tell your story?**

*By Ryan Kiko, CAB Senior Software Developer*

You know your customer. Does your customer know you? Does he or she believe in the quality of your product?

We all have a story to tell and information to share. Before making decisions, buyers want to know they will get value for their money. And whether we're talking about a calf or a steak, our job as the seller is to ensure buyers have information they need to complete the sale with confidence.

### **Define and refine**

The first step is to identify your audience and define its wants and needs. Only then can you employ the best tools in your arsenal to communicate an effective message.

At Certified Angus Beef LLC (CAB), the consumer target demographic includes women age 34-55, with children, and a yearly income of \$50,000 or more. Having identified the customer, we use various methods to help tell our story – from traditional print media and advertising campaigns to Internet technology.

The ultimate goal is to position *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) as the brand experts trust. By refining our message to fit our audience, we effectively drive consumers to purchase the brand at our licensed restaurant and retail partners.

The brand's Web site, [certifiedangusbeef.com](http://certifiedangusbeef.com), is one of its most powerful tools. It provides recipes, cooking tips, preparation videos and basic beef information to consumers. A "Where to Buy" feature helps consumers find the brand's licensed partners via location search. These valuable tools combine to meet the needs of the brand's audience.

**Exude confidence. Build trust.**

To connect with potential buyers, you must be perceived as trustworthy and confident about the quality of your product.

Make health and vaccination records, pedigrees, expected progeny differences (EPDs) and nutritional data available. Show profit potential. Most importantly, build a relationship with your customers. The best way to do that is to tell your story – and no one is more qualified to talk about your business than you.

A Web site is a useful storytelling tool. It showcases your operation and displays your product. It paints a picture of your business and the quality of your cattle. It's a forum to discuss genetic selection practices, management systems and animals available for sale.

**Make yourself accessible.**

The key to Web site success is two-way communication. Offer contact information. Have an e-mail address and check it regularly. Investigate social media. Blogging – an online journal of sorts – has become wildly successful. Tools like Twitter allow frequent bursts of information to pass between people around the world. Representatives from Farm Bureau Federation, state beef councils and university Extension are taking advantage of this new technology – even hosting regularly scheduled ag chats and food chats to exchange information about current issues.

Use the tools available to tell your story. Investigate new avenues to reach potential buyers. And remember, customers don't want to deal with strangers. They want to buy from someone they trust. Show them why you have confidence in your product, and so will they.

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