

2018 COMPREHENSIVE COMMUNICATION PLAN



SEILER DAIRY

SEILER DAIRY
by Jill Seiler

INTRODUCTION

GOALS and OBJECTIVES

- Produce quality cattle that customers are happy with
- Market genetics better. Sell 5-10 females annually and sell more embryos
- Be profitable and economically sustainable



MISSION STATEMENT

Seiler Dairy is committed to our faith, family and producing high quality genetics for the future of show and milk.

Kansas is one of the fastest growing dairy states in the nation. Spurred by growth in western Kansas, there are over 150,000 cows milked by 290 operations and producing \$532 million of milk in 2016.¹ These western Kansas dairies are large commercial operations and many of them require genetics to continue improving and increasing milk yield. Kansas is also part of a dairy region that is fairly isolated from breeders in the Upper Midwest.

Seiler Dairy is a third generation 150-cow Registered Holstein breeder in south central Kansas. Realizing its need to capture more value from the money spent on genetics and its ideal location in the central U.S., Seiler Dairy has embarked on selling more animals for dairy use. A three time Premier Breeder at the Kansas State Fair and the 2013 Premier Breeder at the Southern National Dairy Show, Seiler Dairy breeds high type show cows that also know how to put milk in the tank as the dairy has a RHA over 30,000 lbs. After careful analysis of the target market, the following is a comprehensive communication plan to further the dairy's goals and objectives.

MARKET ANALYSIS

Industry Trends

- Heifer calves and young lactating cows have the highest average at auction at between \$4,900-\$5,100²
- Prices for heifers and cows are 50% less than they were 8-10 years ago
- The cycle is about 8-10 years, so the market should soon increase
- Seiler Dairy currently sells approximately 2 animals for dairy each year to young 4-Hers to show
- Target audience is looking for foundational females, show heifers and breeding bulls

Consumer Profiles



Bill – age 55, dairy farmer

- Operates 3,000 cow dairy in Holcomb
- Buys replacement heifers and thinking about expansion
- Graduate of K-State
- Uses Facebook to buy equipment
- Motivated to stay financially sustainable

Abby – age 32, Mom

- Lives in Oklahoma on a few acres but not a farm
- Kids involved in 4-H
- Grew up showing, wants to share with family
- Uses Facebook and Instagram and checks businesses out online



¹Kansas Farmer (2017)

²Canadian Dairy Information Centre

ISSUE IDENTIFICATION

1. Lack of awareness of genetics and need to sell more animals to stay sustainable.
2. Lack of digital infrastructure to connect with potential buyers online.

COMPETITIVE LANDSCAPE

With the advent of genomics and its widespread use in the dairy industry a decade ago, the dairy sales competitive landscape has rapidly changed. While there are many breeders in the U.S., there are few that have Seiler Dairy's unique characteristics.

Three prominent breeders exist in the Midwest region: Rokeyroad Holsteins, Lin-Crest Farms and Seiler Dairy. Rokeyroad sells genomic animals as well as other niche animals like red-and-white polled Holsteins. Lin-Crest sells Jerseys and high quality show heifers. Seiler Dairy is uniquely positioned for producing genetics that are high type and milk. Seiler Dairy is also priced for a different clientele than both Rokeyroad and Lin-Crest.



SWOT ANALYSIS

Strengths

- High quality show genetics from high type families
- Show genetics that also produce a high volume of milk
- Genetic lines that are relatively new and can be bred to most popular bulls without inbreeding

Weaknesses

- No genomic lines
- Few connections

Opportunities

- Few competitors in this region
- Demand for show calves that are reasonably priced
- Large demand for replacement heifers in large western Kansas dairies that are high genetic value

Threats

- Lin-Crest farm has greater name recognition



STRATEGIES & OBJECTIVES

To reach the objectives of growing online presence and increasing engagement with potential buyers Seiler Dairy will use the strategies of advertising, public relations, brand marketing and direct marketing.

Advertising

- For Seiler Dairy's target audience that is 45-55 years of age, regional print magazines are an excellent way to spread brand awareness
- The median age of print readers is 54.8¹
- This will increase brand awareness and engagement with potential buyers

Public Relations

- Public relations are the most effective form of marketing
- Increase awareness with dairy industry

Brand Marketing

- For a relatively new breeder, it is important to increase awareness
- Social media is a key way to connect with Seiler Dairy's audience as 79% of internet users log in to Facebook each day²
- Will grow online presence and increase engagement

Direct Marketing

- An effective way to reach a specific target market
- 78% of 30-64 year olds use Facebook³
- Increase engagement

1 Statista (2012)
2 SproutSocial
3 Sproutsocial



TACTICS

Advertising

- Advertise in the Mid-States Holstein News twice a year
- The Mid-States publishes four times a year and we will place ads in the March and June issues
- The circulation of the Mid-States is 400 with additional pick-up rates of the March and June issues at the National Holstein Convention.
- Advertisements expected to be seen by over 600 people
- *Sample advertisement to right*

Welcome to the

400,000 POUND CLUB

Paulann Durham Ghost 135
EX-91 EEEV 4E

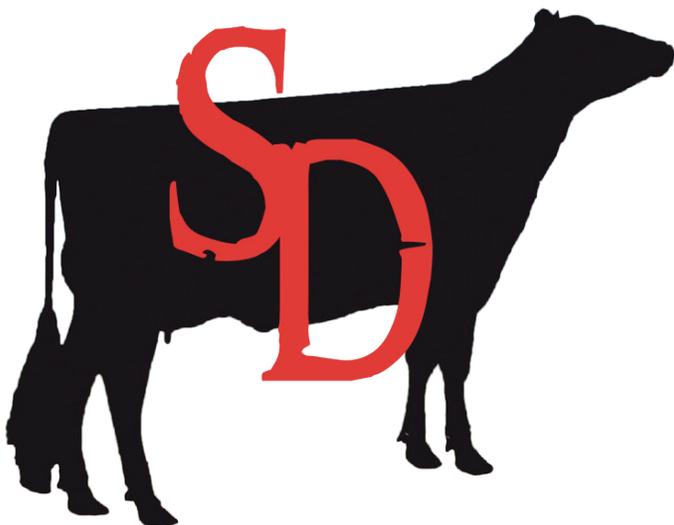
Age	X	Days	Milk	%	Fat	%	Protein
2-00	3	320	23,510	2.5	596	3.3	767
3-00	3	365	33,140	2.8	938	3.3	1,083
4-02	3	399	30,580	2.6	793	3.2	977
5-02	3	365	41,670	2.6	1,095	3.1	1,297
6-06	3	365	39,210	2.7	1,040	3.4	1,320
7-10	3	365	41,940	2.8	1,154	3.2	1,362
9-00	3	365	45,340	2.6	1,185	3.2	1,440
10-08	3	365	39,580	3.1	1,215	3.2	1,283
11-11	3	365	43,990	2.7	1,188	2.8	1,252
13-7	3	234	15,970	3.4	538	2.9	459
LIFE			400,351 M		11,158 F		12,770 P



With three daughters in the herd, we can't wait to watch her progeny develop!

Seiler Dairy
 Valley Center, KS
 Bob: 316-644-2238
 Maggie: 316-249-1207
 seicows@gmail.com

Picture by Sarah Damrow



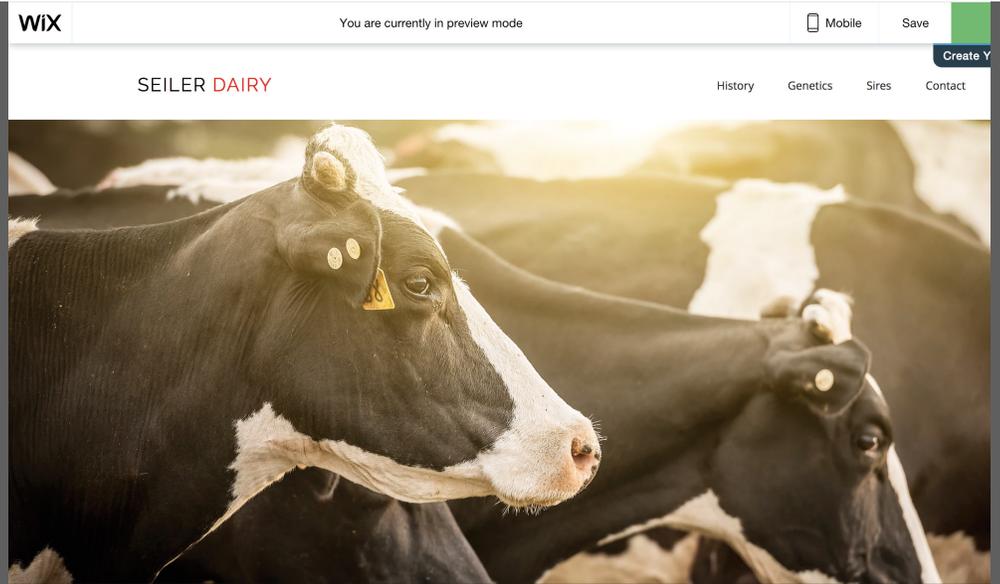
SEILER DAIRY

Public Relations

- Sponsor the Dairy Agenda Today coverage of the Kansas State Fair Holstein Show in early September
- Logo will be placed alongside class results and pictures of winners on Dairy Agenda Today website
- Dairy Agenda Today is a national website for news about the dairy industry and registered breed shows
- Logo will be seen by 200 people
- Additional benefit of Seiler Dairy's show results being published for a national audience
- Sponsor award at the Kansas All-Breeds Junior Dairy Show in August
- 4-H members from across the state show there
- Name will be listed in showbook and announced during the show

Brand Marketing

- Join Facebook groups surrounding dairy cattle and selling dairy cattle
- Increase Facebook interaction by posting once a week on business page
- Post about individual cows, classification results, show results and other timely activities happening on farm
- Launch website
- Website will have cow family information and information about animals for sale
- Push traffic to website from social media
- Website to right



Direct Marketing

- Buy Facebook advertisements each month for \$10
- Advertise cows for sale, general farm information and results
- A sample advertisement below



MEASUREMENTS

Monitoring and Measurements

- Will evaluate online presence by measuring Facebook presence through online analytics. Want to see 300 like increase and 50% engagement increase after a year. Will check analytics each week to ensure on target to reach goal.

- Examine buyer engagement by the interest in cattle at sales and prices for them increasing. Want to see a \$1500 increase in cattle prices after a year.

TIMELINE



BUDGET

Seiler Dairy Promotional Budget

2018-2019

Expenses

Advertisements	\$400
Public Relations	\$400
Brand Marketing (labor)	\$1,500
Direct Marketing	\$180

Total Expenses \$2,480

Expected Revenue Dairy Sales \$15,000

Net Income \$12,520.00

