Marketing Strategy: 4/C Valley Cattle

Jewoong Jeong

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Executive Summary

4/C Valley Cattle is a family owned and operated registered Angus Farm located in Union Grove, Alabama offering genetically advanced seedstock and replacement cattle. This segment of the beef industry focuses on improving the genetic quality of the Angus breed as a whole. Within this segment, 4/C targets a highly specific niche market comprised of buyers who wish to purchase top of the line cattle but cannot afford an “elite” prize cow. 4/C offers a selection of premium cows, calves, heifers, and bulls to potential buyers. They differentiate their products from competitors at the core product level through the exceptional level of EPD performance evident in their herd and at the enhanced product level through the post-purchase service they offer their clients. Their pricing model is built on value-based pricing, using current calf prices as an indicator of the perceived value. 4/C Valley Cattle utilizes multiple distribution channels, with exclusive direct distribution being their primary channel. Personal selling plays a critical role in their promotion strategy since their exclusive distribution channel is based directly from their home and farm. The company has also relied on word of mouth as a core pillar of their promotion strategy.

Our situational analyses, most notably the PEST analysis, generated major insights into the macroenvironment 4/C Valley Cattle faces in the market. The PEST analysis revealed that the beef industry as a whole is growing as the market becomes more accessible to consumers. This can partially be attributed to technological advancements in the field such as improved EPD testing and advancements in AI breeding. Speaking from a sociocultural standpoint, Americans generally associate meat with desirable qualities such as power, wealth, security and status.
However, recent anti-beef trends in the media, climate change, and promises of tax increases on beef producers following the 2020 elections pose a potential threat to the growth of the beef market.
Introduction:

4/C Valley Cattle is a family owned and operated registered black Angus farm located in Union Grove, AL. The Childers family founded 4/C in the summer of 2012 with a herd of ten heifers. Prior to purchasing any cattle the Childers family spent numerous hours researching the Angus breed, looking for the right breeder from whom to purchase the founding cattle for their business, and preparing land for their future herd. Since then they have poured a phenomenal amount of time and resources into managing the unique nutritional needs, health and wellbeing, and genetic quality of their cattle- and their hard work is paying off. In just seven years their herd of ten heifers has grown to include over 100 heifers, cows, calves, and bulls.

The Angus breed, also known as Aberdeen Angus in other parts of the world, originated in Aberdeenshire and Angusshire, two counties in northern Scotland. While records of the Angus breed date back to 600 AD, farmers in Scotland did not begin keeping records of herd ancestry until approximately 1800. The first Herd Book of Angus was published in 1862 and all of the purebred registered Angus in the world today can be traced back to the cattle first recorded in the Scottish herd books (Angus.org). In addition to having the ability to trace the ancestry of Angus cattle back hundreds of years, cattlemen are also able to look ahead at future generations thanks to the development of expected progeny differences, or EPDs. EPDs are indicators of a particular cow’s ability to transfer specific traits to future generations, in comparison to the angus breed’s ability as a whole to pass on specific traits. Today, EPDs are backed by more data than ever before. Many registered angus breeders are using DNA testing to produce genomically-enhanced EPDs in cattle (Making Genetic Selections). In the beef industry there are four main segments;
seedstock producers, commercial cow/calf producers, yearling or stocker operations, and feedlot operations. Seedstock producers are focused on genetic improvement and are considered to be the genetic suppliers for the Angus breed. They can also produce replacement cattle for breeding purposes. Commercial cow/calf producers are farmers who maintain a permanent herd, with the goal of producing calves for sale each year. Yearling or stocker operations take calves that have been weaned from their mothers and continues to raise them for a few months in order to prepare them for the feedlot. Feedlot operations manage the final stages of growth and weight gain before a cow is sold for meat.
Situational Analysis

A PEST analysis was conducted in order to analyze the macro-environment. The findings from this analysis are outlined below:

Political: According to the United States Department of Agriculture, USDA, there are several requirements that cattle must meet in order to be considered Certified Angus Beef. First, cattle have to pass either phenotype or genotype requirements of the American Angus Association's (AAA) Live Animal Specification. Second, beef should be classed as Steer or Heifer carcasses only. Third, there are several other factors such as their weight, fat thickness, age, and marbling texture that are accounted for in the specifications. According to Beef magazine, some politicians vow to tax producers to make beef more expensive. Politicians say that cattle is one of the main causes that affect climate change, so they are trying to impose a higher tax on beef producers, resulting in a higher price for consumers. Making the consumption of beef more expensive may decrease its demand in the market. A potential issue is an estimate by Bradford in 1999 that stated by the year 2050, the caloric needs to keep cattle will eclipse the caloric needs to feed the equivalent of 3.5 billion people (USDA.gov.) Through this number alone, there is much political contention of what is morally right- especially given that nearly half of the world's population could be fed with the caloric numbers that would be going into feeding livestock. The phenomena known as “The Livestock Revolution” has begun to come into play as well- that is, consumers looking at the livestock industry as an inhumane and horrible condition (Bradford.) With the underlying implications of the livestock having sentience and almost being persons, there is much inevitable political discourse for the foreseeable future regarding livestock.
Economical: according to the American Angus Association’s annual report, 1.215 billion pounds of certified Angus beef was sold in 2018, with a total revenue of $36,610,902. In 2019, the “retail basis per capita disappearance number is projected to be a total of 221.4 pounds, the highest since 2007.” This number is produced by the volume of production that remains for domestic use after the subtraction of trade and changes in storage. In other words, this means that beef will be more available in the coming year than any year since 2007. Cattle prices throughout 2019 have thus far been lowered consistently, ultimately resulting in better availability for farmers and big beef corporations. Projections continue to lower cattle prices into 2020, ultimately resulting in a larger number than 221.4 likely for the next couple of years.

Social-cultural - According to BBC, the United States is one of the countries that consume meat the most, with chicken being the most commonly consumed and beef being the least (Index 1). According to a study in 1989 by the University of Pennsylvania, fictional tribal folk who ate boars were identified as having more hair and being faster than their counterparts (Meatonomics.) This suggests that meat consumption, especially beef, is ingrained in our culture subconsciously and outwardly. This can be seen in simple statements like “beef up” when one goes to the gym or when one is called a “vegetable” for doing nothing (Meatonomics.) These ideations of personification of meat and vegetables give us a deeper look at how our consumption comes down to culture as well. In a still masculinity-driven society, eating meat is seen as powerful and authoritative, especially so when one considers the strength and mass of a bull or cow.

Technological: expected progeny differences, or EPDs, are calculated using complex statistical equations and models. EPDs are then used to predict a wealth of information, namely a
particular animal's performance data. Blood samples are taken from each cow and sent for
genetic testing. Key characteristics are given scores that indicate how well an animal is expected
to perform in comparison to the rest of the breed. Birth weight, calving ease, and weaning weight
are examples of growth and maternal EPDs, while marbling, ribeye area, and fat thickness are
eamples of carcass EPDs. Farmers use EPDs to determine which cows are genetically
predisposed to parenthood and which are better for meat. Before EPDs, farmers had to rely
solely on physical measurements such as current weight, size, and foot scores to determine the
overall quality of a cow. EPDs helps farmers look beyond just the physical properties that can be
affected by external factors such as diet, climate, and diseases and understand the full potential
of each animal. Another important technology in the cattle industry is artificial insemination, or
AI breeding. AI breeding is a more effective and efficient way to manage the genetic quality of a
herd, especially when paired with the knowledge derived from EPDs. Building on the advances
of AI breeding, technological advances will soon allow farmers to choose sexed semen during AI
breeding, resulting in the desired gender from each mating. Livestock reproduction experts also
have the ability to hand pick embryos during in-vitro fertilization from a company called Vytelle.
All of these technological advances together have vastly improved the genetic quality of the
Angus breed as a whole, and drastically changed how cattlemen manage herds (Beef Magazine.)
Competitive Analysis

In order to conduct a Competitive Analysis, we will use Porter’s Five Competitive Forces Framework to examine the competitive environment of 4/C Valley Cattle. The tool is composed of five important elements- threat of new entrants, threat of substitutes, supplier power, buyer power, and competitive industry (industry rivalry.)

**Threat of new entrants:** This section will allow us to ask, “How secure would 4/C Valley Cattle be in a situation where the company is surrounded by competitors?” If a new company in the angus beef industry hit the market tomorrow in North Alabama, 4/C Valley Cattle most likely would not feel the effects of the competition for a period of time, given the fact that 4/C has a loyal customer base and a solid reputation as a trustworthy and dependable company that produces high quality cattle. However, in order to compete long term in a market with more competitors in close proximity, 4/C will have to adjust its advertising strategy.

**Threat of substitutes:** There is a difference between a substitute and a competitor. The threat of substitutes can occur in this situation when another business produces a product that could replace (substitute) the products that 4/C Valley Cattle produces. Here, we will research the different products and/or services that could substitute any products and/or services that 4/C Valley Cattle has to offer. 4/C Valley Cattle specializes in the production of seedstock and replacement cattle. Given that information, it seems that the greatest threat of substitute to 4/C is the growing popularity of AI breeding. Switching solely to AI breeding does entail a noticeable switching cost for buyers. In order to AI breed one must invest a great deal of time and money into expensive equipment and training. After conducting more research, we will be able to determine other potential substitutes and examine the threats they can accompany.
Supplier power: 4/C Valley Cattle has strong relationships with their suppliers. The company works closely with local veterinarians, co-op, and Select Sires, a company that provides the necessary supplies for AI breeding. The company also has access to raw materials and resources such as land, equipment and grains. In the event that a supplier went out of business or could no longer meet the needs of the company, 4/C does have other options.

Buyer power: In this element, we will conduct the research needed in order to figure out how much power 4/C Valley Cattle customers hold. Questions asked during section will include, but are not limited to the following:

- How many buyers/customers does 4/C Valley Cattle have?
- How big are their orders?
- Would customers save money by switching to a competitor?

4/C has a strong and loyal customer base with many repeat buyers. Their prices are also extremely competitive given the genetic quality of their cattle. Consumers will not save much money, if any at all, by switching to a competitor.

Industry competition: Here, we will name 4/C Valley Cattle’s biggest competitors and discuss how differently they do things regarding raising their cattle, their farms, prices, services they offer, etc. There are many other Angus farms located in North Alabama that 4/C Valley Cattle may consider to be competition including Trinity Farms, Roberts Angus Farms, Bonds Angus Farm, Adams Angus Farms, and Maples Stock Farm. We consider Bonds Angus Farms to be one of 4/C Valley Cattle’s biggest competitors as they are also a registered Angus seedstock producer and they are also located in Marshall County. However, 4/C Valley Cattle does have many loyal, returning customers that also send more customers through recommendations. With
that being said, 4/C Valley Cattle is successful within the Angus industry and competition isn’t necessarily a worry.
Internal Environment:

We analyzed the firm culture and capabilities of 4/C Valley Cattle in order to better understand the internal environment.

Firm Culture: As previously stated, 4/C Valley Cattle is a family owned and operated farm. With only four family members, the business has a very flat horizontal organizational structure and a teamwork oriented environment. Communication within the company is rather informal and each member is free to express ideas and opinions openly. Each person is also involved in planning and making decisions for the company, along with carrying out all the necessary work to keep the farm running smoothly. 4/C takes pride in establishing a sense of trust and building relationships with customers. They also place a huge emphasis on producing high quality genetically enhanced seedstock and replacement cattle.

Firm Capabilities and Resources: Thanks to prior business ventures, the Childers family has had ample access to raw materials such as land, equipment, and food sources, as well as a previously established strong supply network. Each of these resources are crucial to running a successful farm. 4/C is able to leverage their status as a family owned and operated farm, considering that local businesses like to support other local businesses. 4/C has relied on word of mouth as their primary source of promotion since their founding, thanks to their reputation as a trustworthy and dependable company. When asked how they became aware of 4/C Valley Cattle, the majority of customers learned about the company through the recommendation of someone else. This has been hugely beneficial to the company as a new and growing farm because it kept advertising costs at an absolute minimum. Looking to the future, however, 4/C Valley Cattle must consider the limitations that their current location places on their growth as a farm.
Additionally, they must weigh the value of remaining a family owned and operated farm against the potential value of having more available manpower as the company grows.
**SWOT Analysis:**

We conducted a SWOT analysis in order to better understand the internal environment of 4/C Valley Cattle and external environments of the beef industry as a whole.

### SWOT Analysis Table

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Family owned and operated</td>
<td>- Limited on expansion of herd size, due to lack of space</td>
</tr>
<tr>
<td>- Strong relationships with suppliers (veterinarians, co-op, Select Sires, etc)</td>
<td>- Currently limited on manpower (four family members)</td>
</tr>
<tr>
<td>- Access to raw materials and resources (land, equipment, grains)</td>
<td>- Very little advertising</td>
</tr>
<tr>
<td>- High genetic quality in herd</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Reputation as trustworthy and dependable company</td>
<td>- 2020 Presidential candidates discuss possible tax increases on beef producers</td>
</tr>
<tr>
<td>- Continued improvements in genetic testing</td>
<td>- Anti-beef marketing</td>
</tr>
<tr>
<td>- Advancements in AI breeding</td>
<td>- Competing seedstock companies</td>
</tr>
</tbody>
</table>
Market Research Design:

Both primary and secondary data were necessary for formulating a marketing plan for 4/C Valley Cattle. Scholarly business journals and journals specific to the beef industry were useful in collecting secondary data. The American Angus Association and USDA also provided a wealth of useful information. In-depth interviews provided our primary data. We interviewed Jim Childers, head of 4/C Valley Cattle, in order to gain a better insight into the inner workings of 4/C Valley Cattle and the angus beef industry as a whole. We discussed the strengths and weaknesses of the company, pricing strategy, and the areas in which Mr. Childers felt 4/C most needed to see improvement. He was also able to provide some valuable resources for collecting secondary data. A second in-depth interview was conducted with Johnny Burden, a loyal customer for 4/C to better understand the attitudes and needs of customers. During the interview we began by simply discussing his lifestyle, transitioned into what traits or qualities he looks for in when shopping for cattle, and lastly his personal experience with 4/C Valley Cattle. Through this interview we discovered that outside of price, proximity to Mr. Burden’s farm and an animal’s history (vaccinations, injuries, living conditions, etc.) were influential factors in the decision making process. We also identified the qualities about 4/C Valley Cattle that most appealed to Mr. Burden and played the biggest role in his becoming a repeat customer and recommending 4/C to his peers. Characteristics such as trustworthiness, honesty, and support as well as high performing cattle stood out the most through Mr. Burden’s experience with 4/C Valley Cattle.
Marketing Strategies:

Segmentation: Within the beef industry there are four core segments: seedstock producers, cow/calf operations, yearling or stocker operations, and feedlot finishing operations. Seedstock producers focus on the genetic advancement of the angus breed as a whole. A cow/calf operation is a permanent commercial (unregistered) herd whose primary goal is producing calves for later sale. This is a key segment in both the national and global beef industry. Yearling or stocker operations raise weaned calves until they meet the necessary specifications to be moved or sold to a feedlot finishing operation, which is the final stage of growth and preparation before cattle is sold for meat. Cow/calf, yearling, and feedlot finishing operations fall outside the scope of 4/C Valley Cattle’s area of expertise and focus. Within the segment of seedstock cattle, the market can be further segmented based on geographic location, income, usage pattern and desired benefits, as well as consumer lifestyle and values. Consumers within the seedstock segment can be further divided into two subcategories, one of which is searching for increased status, and the other which is looking strictly for genetic advancement. The core differences between the two subcategories are income, desired benefits, and consumer lifestyle and values.

Consumers who fall in the status seeking subcategory will most likely have a very large amount of disposable income in order to facilitate the purchase of a tens of thousands dollar “elite” prize cow. This consumer is looking to elevate their own farm’s brand or status within the registered angus community by becoming home to a prize cow from one of the industry’s top farms. Looking at consumer lifestyle and values, this consumer most likely highly values
personal image, recognition, and respect. They are likely to be affluent members of society who frequent social establishments like country clubs and participate in philanthropic events.

Consumers who fall into the second subcategory, are quite different from the status seekers. The second subcategory represents those who are strictly looking to enhance the genetic quality of their own herd. These quality seekers also have some disposable income, which is why they can afford to invest in the genetic improvement of their herd rather than purchasing from a stockyard. However, they do not have near the budget range that the status seekers do.

Consumers in this category most likely value loyalty, trust, and strong relationships with peers. They are most likely outdoor enthusiasts who are accustomed to the manual labor associated with a farm.

**Targeting:** 4/C Valley Cattle targets a highly specific niche market within the seedstock producer segment, the quality seekers. As previously stated, these customers are relatively limited in their budget when compared to status seekers and they value the genetic quality of a cow well above the name brand associated with it. This segment is the best fit for 4/C, given their current position in the market, core competencies, and firm capabilities.

**Positioning:** 4/C Valley Cattle positions on the premium genetic quality they offer in their cattle and the exceptional after sale support they offer to their clients. This creates a higher value offering than one would find at a sale barn or a competing seedstock farm, while keeping prices within the budget range of their target segment, the quality seekers.
Marketing Mix:

This marketing mix was developed from 4/C’s curr

Product: 4/C offers a selection of premium cows, calves, heifers, and bulls to potential buyers. They differentiate their products from competitors at the core product level through the exceptional level of genetic quality in their cattle, as evidenced by the EPD performances in their herd. They also differentiate at the enhanced product level through the post-purchase service they offer their clients. 4/C goes above and beyond by providing clients with not only all the necessary documentation of a cow’s registration after a purchase is made, but also making themselves available to customers to discuss the animal’s medical history and any other questions or concerns a customer may have. They stand behind the performance of their product and offer a warranty of sorts, in the event that a cow has an unforeseen medical issue and is not able to perform to the customer’s expectations.

Price: 4/C Valley Cattle follows a value-based pricing model in which they use current calf prices at the sale barn as an indicator of that value. For example, 4/C sets the price of a bull at three times the average price of a calf sold in the sale barn because generally speaking, consumers in the quality seeking segment will sell two or three calves in order to raise enough capital to purchase a new bull. This method of pricing best fits their target segment while maximizing profit for the firm. 4/C does negotiate prices slightly for consumers who are looking to purchase multiple animals in one transaction.

Place: 4/C utilizes a multiple distribution channel strategy with exclusive direct distribution serving as their main channel and selective indirect distribution serving as their secondary channel. They operate directly from their home and farm in Union Grove, AL and as
such, this is the only place for consumers to purchase their cattle. In regards to their secondary channel, 4/C utilizes local sale barns in Marshall and Cullman counties. This channel serves a dual purpose as it provides 4/C with an opportunity to gain some revenue from culling cattle, which improves the overall quality of their herd.

**Promotion:** Given that 4/C Valley Cattle’s main distribution channel is based from their home and farm, personal selling is a critical component of their promotion strategy. Customers are brought to the farm and are led around the grounds to look at the cattle by one of the four family members. During this time 4/C places an emphasis on establishing a relationship with the customer and communicating the value of the products they offer. In addition to personal selling 4/C has heavily relied on word of mouth as a core pillar in their promotion strategy. They also have a very little digital presence with Facebook being their only form of social media or digital marketing.
Marketing Goals and Objectives:

After conducting a situational analysis and interviewing Jim Childers, as well as defining the marketing strategies and marketing mix for 4/C Valley Cattle, we were able to identify three key marketing goals and objectives for 4/C Valley Cattle as well as our recommendations for how to reach these objectives. These are the areas that 4/C needs the most improvement in and also offers the greatest opportunity for growth.

**Objective 1 Product Development**: Since genetic quality is one of the product attributes that 4/C positions itself on, they must constantly work to improve the overall quality of their herd. We recommend that 4/C Valley Cattle seek improvement of their product by culling underperforming cattle, investing in the technological advancements in AI breeding and EPD testing, and continuing to carefully evaluate the pedigrees of each dam and sire throughout the breeding process.

**Objective 2 Sales**: Of the four types of cattle 4/C offers for sale- cows, calves, bulls, and heifers- heifers are the least profitable group. 4/C’s heifers bring approximately ½ of their estimated value. One possible explanation for this observation is that the price of commercial heifers sold in sale barns is serving as an inaccurate reference price for 4/C’s registered heifers in the minds of consumers. There are several ways to combat this. First, we recommend that 4/C better communicate the value of their products to consumers. This could be accomplished by improving their promotion strategy as we will discuss in greater detail in Objective 3. 4/C should also consider employing the decoy effect. Perhaps they could split the heifers into two groups, one of which is the target group and the other that is serving as a decoy. The decoy group outperforms the competitor (sale barn cattle) in the area of genetic quality. However, the decoy
group underperforms the target group both in price and in perceived quality. This will increase sales of the target group of heifers by providing a new reference point in the minds of consumers.

**Objective 3 Promotion Strategy:** The last area of improvement we identified for 4/C Valley Cattle is the implementation of a more effective promotion strategy. Word of mouth has served the firm well, but if they wish to increase the volume of total sales they must increase their exposure to their target market. We recommend that 4/C invest in the creation of research based and fantasy creation advertisements designed to better communicate the value of their product, especially compared to other farms, and increase desire for the product in the mind of the consumer by modeling what a person’s life could look like with a 4/C Valley Cow in it. These ads should be strategically placed in key sources such as the American Angus Association’s annual sale book, as well as other cattle magazines and journals. The advertisements could also be used in conjunction with supplemental information during personal selling on the farm to better communicate the value of 4/C’s cows and serve as a reminder of the firm’s offerings after the customer has left the farm. In the area of digital marketing we recommend that 4/C invest in the development of an official website and take advantage of SEO. While social media marketing has not been effective for the company in the past, given the slightly controversial nature of the beef industry, 4/C could also consider posting content intended to generate discussion, draw attention, and stimulate interest in the company as a whole. This would be fitting with the AIDA model, and could prove to be highly effective if the content aligns with 4/C Valley Cattle’s brand image.
Social Media Strategy

**Brand Archetype**- To succeed in social media marketing, first, we need to clear our business' identity and style. A symbol, a character, personality, or a category that is assigned to 4/C Valley Cattle is “caregiver”. “Caregiver” focuses on providing a high-quality service to its customers. Since 4/C Valley’s strength is maintaining a positive relationship with its customers and have a strong loyalty from its customers, “caregiver” would describe 4/C Valley Cattle’s brand personality.

**Goals**- One of the important goals that 4/C Valley Cattle needs to achieve would be maintaining the relationship with current customers who are loyal to its business by engaging with them through social media. Also, 4/C Valley Cattle possibly gets other types of customers such as restaurants or other commercial businesses through brand awareness and its conversion. 4/C Valley Cattle can retain its customers and expand its brand awareness through social media.

**Tools**- An industry of 4/C Cattle targets a niche, unlike the clothing or automobile industry. They specifically target businesses that need cattle or livestock. Thus, 4/C Cattle would not fit into social media such as Pinterest or Snapchat. Possible social media that would fit 4/C Cattle are Facebook, Twitter, and Blogs.

Facebook is one of the most powerful social platforms in the world. According to SproutSocial, Facebook has more than three-quarters of its users visit the page daily. Also, Facebook has relatively older users. Facebook is a great tool for a business like 4/C Valley Cattle to create its page or group and constantly update their page with new information or any relative news/pictures/videos. Doing this would help current customers to keep engaging with 4/C Valley Cattle and gain possible customers like local restaurants or bigger commercial businesses.
Twitter is well known as a social media for ongoing conversation, a conversation “at the moment”. It would be great for 4/C Cattle to say things frequently and wants to reach people directly. It would help them to create a community where all Angus farmers or its current customers to engage and expand their knowledge or ideas.

Since 4/C Cattle would target a niche market that is already committed to purchasing the products, it would be a great idea to start its blog. A committed customer would do their research about the cattle, and he/she will find the blog. Having a blog would help 4/C Valley Cattle to build its credibility and professionalism. Posing valuable resources or information would help customers to be educated in the way that 4/C Valley Cattle wants. Also, it would build authority. As 4/C Valley Cattle share the knowledge that they are most good at, people will start to recognize the business as an authority in this niche. This can lead customers to build even stronger trust and lead prospects to convert into customers. The blog can also have a subscription button where customers can subscribe. If they do, you can directly send emails about the products to customers hoping to purchase the products.

One useful tool to successfully and effectively reach out to more and correct audiences on social media is to use hashtags. Hashtags will allow 4/C Valley Cattle’s post to reach out to people who are relative and interested in the hashtags. Thus, marketing can be more efficient.

**Metrics** - Metrics that would measure the effectiveness of social media can be in various ways. First of all, 4/C Valley Cattle can measure by how many people did this post reach out to. More people they reach means there is a higher possibility to increase brand awareness. Another way to measure its effectiveness is to see the engagement such as likes, comments, and shares. If people like the posts or information that businesses shared, then there will be more likes,
comments, and shares. Based on the results, 4/C Valley Cattle can adjust their posts which can attract people’s attention.
Meat consumption by selected country
Average annual consumption per person

Meat consumption in the US
Average annual consumption per person, by type of meat

Source: UN Food and Agriculture Organization / Our World in Data
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