

A Total Market Solution, A Total Success

Building a sales funnel in a highly competitive relationship-driven space can be daunting. But after an awareness campaign, consideration and conversion 3-stage funnel, one client achieved an 8% increase in awareness and exceeded their lead goal by 43%.

Challenge

The client was well established in the cattle genetics industry as a market leader, but needed to expand understanding and herd participation for their Beef x Dairy program for large dairy producers. They sought to increase awareness and drive lead generation in the dairy market to build a sales funnel for their sales team.



Solution

A total market solution was developed with relevant content to effectively move prospects through a 3-stage funnel focused on awareness, consideration and conversion. Farm Journal provided a turnkey solution including content planning and development, tactical execution, and lead monitoring and scoring. Through a series of short online articles educating on the Beef x Dairy topic, the campaign increased producer understanding of Beef x Dairy usage and strategy, while encouraging the client's genetic program as a solution for consideration.



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Outcome

The client was pleased with the market solution Farm Journal brought forward. Research showed those who tried Beef x Dairy rose from 59% to 67% post-campaign. Using a custom lead scoring system, leads were scored as warm, good, better and best to provide prioritization for the sales team. The client exceeded their lead goal by 43%, collecting emails and mobile phone numbers for all prospects.