

A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



1 July 2020

Dear Nguni members,

In a world where we are bombarded with information every day, it is very important that our society stands out in all the “noise” through effective media use. For this reason, we are putting huge focus on leading the social media arena.

Already close to 6000 followers on our new Facebook page

More than 30 000 people viewed and shared our Facebook posts

A social media plan that sets us apart from the opposition

Expanding our current website to include important elements

Improved media liaison and advertising strategy



Facebook



We have taken big steps in our social media strategy. It has, however, not been without any hiccups. The council, working with our partner, put a social media plan in place a few months ago to revitalise our Facebook page. We hit a roadblock. One of the previous administrators changed the Facebook password and we could not access the page at all. We reported this to Facebook, who informed us that it could take months to unlock the page. We then made the decision to create a new Facebook page and put in a request to close the old Facebook page. We gained access to the old page at the beginning of April and are working hard to combine the viewers of the pages so that we only have one page.

This is one of our great success stories. The new page was developed and through dedicated focus, a sound media plan and professional, relevant and creative posts, we have managed to gain close to 6000 followers already! Even more importantly, we have a great demographic distribution of people interacting with the page ranging from the age of 13 to over 65 and who are spread throughout the various regions. We also have a fair representation of both men and women. On average, our posts have a reach of 30 664. This means that even though we have close to 6000 followers, the posts are shared and viewed by more than 30 000 people. This is exactly the kind of interaction with our page that we have envisaged. We have a monthly media planning meeting with our partner where we plan all Facebook posts for the next two months to support our strategic initiatives. I look forward to see how this page will continue to grow and deliver excellence.

Website



Regarding our website, we have made the decision not to create a new page, but rather to build further on the sound platform that is already in place. Some of the elements we have developed for the web include the 2020 calendar, an interactive map with all our members and a click-through to our Facebook page. We are also publishing all relevant communication on the web such as “A word from Oswald”. You will see that we are using our Facebook page to drive feet to visit the website. Also, you can visit our Facebook page straight from the website with one click. We understand the importance of all social media platforms to work together as one digital eco-system and we will continue to focus on this.

Traditional media



As added value to the society, our partner has offered to help us with “traditional” media planning and usage at no cost to us. I want to thank them for this gesture in the true spirit of a partnership. They have already done some great work in this regard. They are handling all media inquiries on behalf of the society in cooperation with the council. Furthermore, they are monitoring the effectiveness of advertising in the various publications and based on the findings, are advising us on the correct media to use for advertising purposes. In addition, they have managed to negotiate better rates for advertising of our auctions. Not only are we seeing a cost saving, we are also seeing improved placement of our advertisements. This resulted in an improved return on our advertising investment.

Interactive catalogue auction



Lastly, we were in a spot of trouble towards the end of last year with the outbreak of foot-and-mouth disease and the cancellation of all auctions. We had to think differently and create an alternative channel to host the auction in order to support our members with their business. The council and our partners worked tirelessly to create the right platform to host an interactive catalogue auction and to upload all animals in time for the auction. This was ground-breaking work and we will definitely make use of this in future.

Please feel free to contact me should you want to learn more about our media strategy or if you would like to make any suggestions. Together we are creating a leading media presence.

In my next communication we will talk more about the research we have done on the value proposition of the society. I look forward to talk to you again within the next two to three weeks.

Regards,
Oswald Jannasch