

North Central Highland Cattle Association
Digital Marketing Committee Report
Annual Meeting February, 2025

Committee membership:

Randi Johnson, Chair, Paul Hartwig, Josh Krenz, Tony LeTourneau, Maureen Matt, Becky Meyer, Julie Schaar, Ken Schaar, Bruce Schmitz, Jamie Schulz,

Committee activities in 2024:

Name change:

The work of the committee has changed over time to include more social media activity and digital communications. In response, the Board of Directors changed the committee's name from "Website" to "Digital Marketing".

Website traffic:

Traffic on the NCHCA.org website continues to increase. Unique visits continue to increase, though the rate is slowing. In 2024, there were over 22,600 visits. Referrals come mainly from Google searches. The sale website (highlandsale.org) increased this year to 10,000 visits with traffic being mainly active in the months around the sale dates.

Website changes:

With the growth in Association membership, managing the member information on the website has become more challenging. The committee is planning to change the website beginning with the 2025 membership listings to eliminate the state membership pages, individual farm profile pages and the beef producer page. These will be replaced with a member map that provides locations and contact information for members as well as identifying beef producers. The intent is to make members easier to find in addition to simplifying maintenance of the website.

Social media:

The committee uses social media for promoting the association. Maureen Matt leads the efforts managing the Facebook group and posting on the Facebook page. The page has grown to 4500 followers and Facebook group now has 1400 members. Both the page and group have seen more activity thanks to Maureen's effort.

Classified advertising:

This member benefit drives traffic to the website from Facebook and email. The volume of classified ads grew 50% in 2024 to 90 ads submitted. Many members using classified ads have reported success in sales. The classified ads are one of the highest traffic pages on the NCHCA website.

Semen directory:

The website has a semen directory with free listings for members. This continues to be an underutilized member benefit. Members with semen to sell are encouraged to take advantage by listing their available sires.

Goals for 2025:

1. Modify member listing on the website.
2. Explore Google Analytics.
3. Continue to expand use of social media for promotion
4. Continue to expand content for members.

Action plan: Discuss at the annual meeting, feature in future Hoofbeat articles, utilize social media and email to promote association benefits and expand membership.