

## Digital Marketing Committee Report Annual Meeting February, 2026

Committee membership:

Randi Johnson, Chair, Paul Hartwig, Josh Krenz, Tony LeTourneau, Maureen Matt, Becky Meyer, Cherie Mewes, Jose Rodrigues, Julie Schaar, Ken Schaar, Bruce Schmitz, Jamie Schulz, Jessie Webb

### **Committee activities in 2025:**

#### **Website traffic:**

Traffic on the NCHCA.org website has started to decrease. Unique visits dropped from 22,600 in 2024, to 20,300 in 2025. Referrals come mainly from Google searches. The sale website (highlandsale.org) dropped this year to 7,600 visits with traffic being mainly active in the months around the sale dates. This likely is the result of increased social media presence.

#### **Website changes:**

In 2025, the membership information on the website was changed from by state membership pages to a member map that provides locations and contact information for members as well as identifying beef producers. The intent was to make it easier to find members in addition to simplifying maintenance of the website.

#### **Social media:**

The committee uses social media for promoting the association. Maureen Matt and Cherie Mewes lead the efforts managing the Facebook group and posting on the Facebook page. The page has grown to 4800 followers and Facebook group now has over 1400 members.

#### **Classified advertising:**

This member benefit drives traffic to the website from Facebook and email. The volume of classified ads has maintained at 80-90 ads submitted each year. 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 2026:**

1. Significant redesign of 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.