

Dear Member,

ASBA have put together a suggested marketing plan for your upcoming sale. We recommend following the suggestions below, to optimise your success.

- ☐ Create your own flyer/advert, and share this on social media, in rural shops in your local area, post to agents and previous clients, etc.
- ☐ Contact your local and preferred agencies and make them aware of your entries. Ask them to please share the PDF Sale Catalogue, and any additional marketing material with their networks.
- ☐ Engage a livestock marketing company to both support and enhance your advertising.
- ☐ Phone any previous purchasers of your stock or people who have been underbidders/shown interest in your cattle, and ensure they are aware of your entries.
- ☐ Utilise the Simmental Society, and associated networks. A fee can be paid to email all Simmental members, adverts can be listed on the web page (at cost), and all states have their own Facebook page, where posts can be shared (no cost). Please contact [office@genetichub.com.au](mailto:office@genetichub.com.au) for further information.
- ☐ Ask your local agent, businesses you support (such as semen companies, feed companies) if they are willing to share your advertising material/PDF sale catalogue.
- ☐ Create an email contact list of previous purchasers, underbidders, known livestock contacts, and email the PDF catalogue to them.
- ☐ Share the PDF catalogue on your social media.
- ☐ Call, text or message on social media people you believe will be interested in purchasing your entry.
- ☐ Consider holding a field day, or showing your cattle at an event, such as a Show, for exposure.

If you have any questions or comments, please do not hesitate to contact your State ASBA Councillor(s).

Kind regards,

Federal Board of ASBA