

LIVESTOCK



MARKETING

/// LIKE A CHAMPION

For five weeks during October and November, the Kansas Department of Agriculture will be offering a webinar series designed to provide insight into marketing purebred livestock and genetics. During the series, livestock marketing professionals will share best practices as well as tips and tricks to improve marketing plans.

The five-part webinar series will be held once a week from October 6 - November 3, 2021

Wednesday Evenings • 7:00-8:00 p.m. CDT

Registration is required for these free events. Sessions will not be recorded, so be sure to save the dates and register now.



October 6 Stepping It Up as a Seedstock Producer

Rachel Cutrer,
Ranch House Designs, Inc.,
and B.R. Cutrer, Inc.



October 13 Growing International Markets and Hosting International Customers

Rachel Cutrer,
Ranch House Designs, Inc.,
and B.R. Cutrer, Inc.



October 20 Content Calendar and Content Marketing

Crystal Blin,
Hundred Acre Media



October 27 Optimizing Your Marketing Strategy and How to Transition From Marketing to Sales

Abram Mertz, Livestock Direct



November 3 Facebook Advertising and Growing Your Email List

Crystal Blin,
Hundred Acre Media