

Oklahoma Beef Council News

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Reaching Consumers Through Digital Marketing



The Oklahoma Beef Council (OBC) kicked off a 10-month digital marketing campaign in November featuring YouTube and Google search advertising. The YouTube campaign showcased inspirational videos highlighting beef's nutrition, versatility and taste, and the people that raise beef and the Steven Adams

Academy of Smashing Steaks campaign. The Google Search campaign concentrated on driving consumers to its website, www.oklabeef.org, for information such as recipes and beef cooking tips.

At the mid-way point of the campaign, 136 days in, the OBC is thrilled with the results

as it has achieved more than 3.6 million engagements. What does this mean? It means that consumers either watched an inspirational beef video or clicked to our website for more information 3.6 million times. The campaign has resulted in 6.9 million impressions for beef, which is the number of times consumers were exposed to our content. The YouTube campaign had almost a 50 percent view rate meaning five in 10 viewers chose to watch and complete the entire video they were served. The campaign will finish in September, so the OBC looks forward to sharing final results.

In late March, with the NBA season closed down due to COVID-19, the OBC retargeted funds away from the Steven Adams campaign and towards a focus on inspirational beef videos on YouTube and Google search. These videos focused on beef recipes and cooking information. The Beef Checkoff has seen an increase in consumers seeking more recipe and beef cookery education information across the board. ■

Facebook Leads the Way

As the OBC pivoted to adjust to the current situation, it put additional emphasis on providing recipes and helpful information for consumers such as batch cooking, cooking once-dine twice and freezing and storing beef. Also, with more people at home, it was the perfect opportunity to share information about the "Myths and Facts" about beef as part of the national campaign. The OBC highlighted videos from beef producers and beef experts on a variety of topics.

In March and April, the OBC Facebook page had a reach of 714,000, which represents the number of consumers who were exposed to OBC Facebook content. ■



Inspiring the Next Generation of Beef Advocates

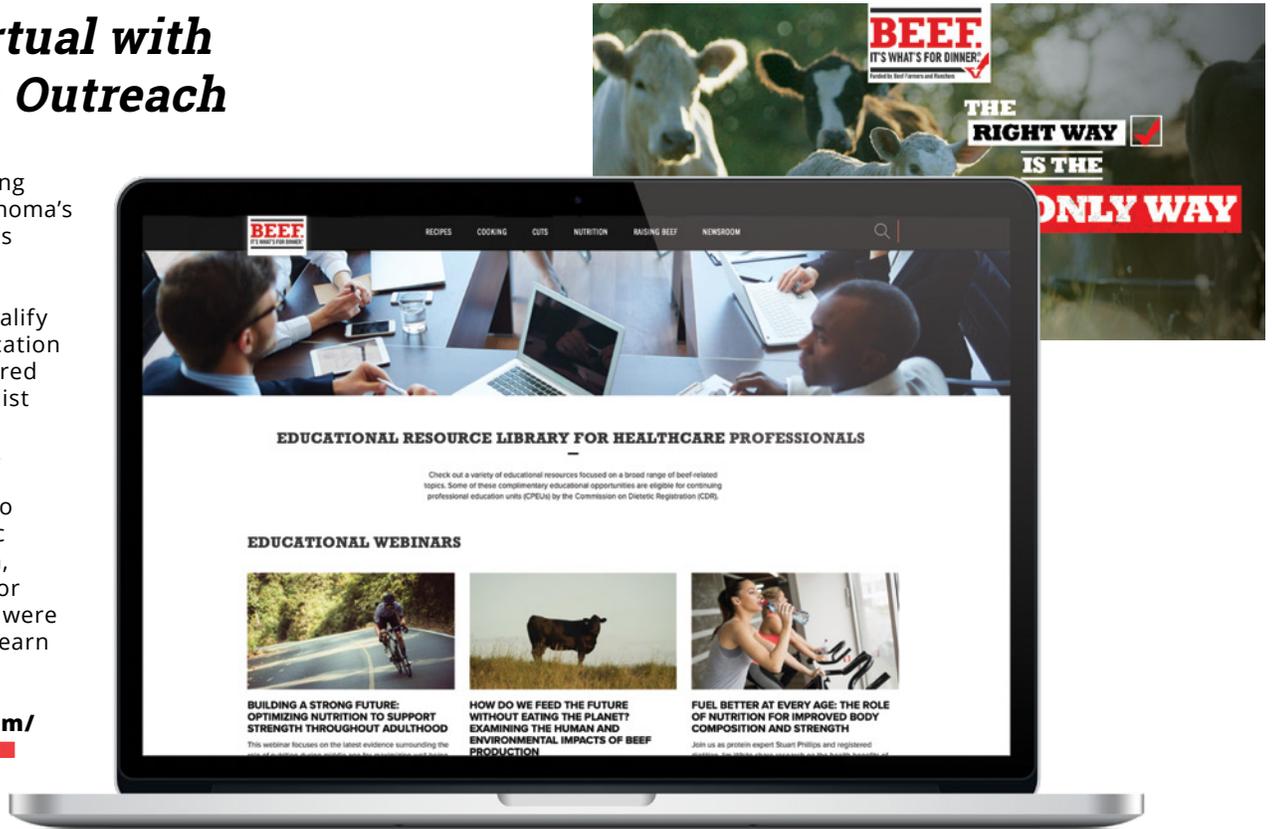
For the second year in a row, the OBC had more than 1,000 FFA students complete the Masters of Beef Advocacy (MBA) program in 2019. As a reminder, the MBA is the go-to program for training and resources to be a strong advocate for the beef community. This free, self-guided online course provides farmers, ranchers, service providers, consumers and all members of the beef community the tools and resources to become a beef advocate and answer tough questions about beef and raising cattle. To learn more about the visit BeefitsWhatsForDinner.com/MBA. ■

To sign-up for monthly e-updates from the Oklahoma Beef Council, please visit OklaBeef.org/Cattlemens-Corner.

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Going Virtual with Nutrition Outreach

The OBC hasn't let the absence of spring meetings with Oklahoma's health professionals stop outreach. The online educational programs which qualify for continuing education programs were shared with the extensive list of nutrition health professionals. Also, OBC shared the same information to Oklahoma's dietetic internship program, who were looking for options as colleges were shutting down. To learn more about these resources, visit <https://tinyurl.com/beefednutrition>. ■



Saying Thank You to Healthcare Heroes

With the additional burden on healthcare workers not just dealing with COVID-19 but also as a go-between with families that cannot be there with loved ones, the OBC wanted to say thank you to this well-deserving group. The OBC provided 3,000 beef sticks to Oklahoma City and Tulsa metro hospitals.

The beef sticks had a message on them that said, "We salute Oklahoma's healthcare heroes from Oklahoma's farming and ranching families." The beef sticks were a big hit as the OBC received texts and photos from healthcare staff saying thank you. ■



Are you BQA-Certified?

Beef Quality Assurance is a nationally coordinated, state implemented program that provides systematic information to U.S. beef producers and beef consumers on animal husbandry techniques. BQA guidelines are designed to make certain

all beef consumers can take pride in what they purchase – and trust in the entire beef industry. To receive your BQA certification online, visit www.bqa.org. It's free to do so. ■



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