



WinField United IMC Updates & Support

Nice to meet you!



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What is IMC?

INTEGRATED MARKETING COMMUNICATIONS

- Drive strategic brand building: WinField United, products, services
 - Advertising (paid), PR (earned), content (owned), social (shared)
- Leverage marcomm best practices to drive awareness, consideration, purchase, loyalty through decision journey
- Build genuine, authentic connections with audiences
- Keep a pulse on culture, wider world lens
- Embrace and drive change
- Provide ATLAS digital transformation team with final approved creative materials to leverage with retailers, across all brands/services

What will we cover today?

- What stands in our way
- The opportunity: how we win together
- Website improvements to strengthen our digital presence
- Search: SEM, SEO, trends
- Social media trends, opportunities
- AdBuilder fresh content

What stands in our way?



Down market conditions have created a climate open to change



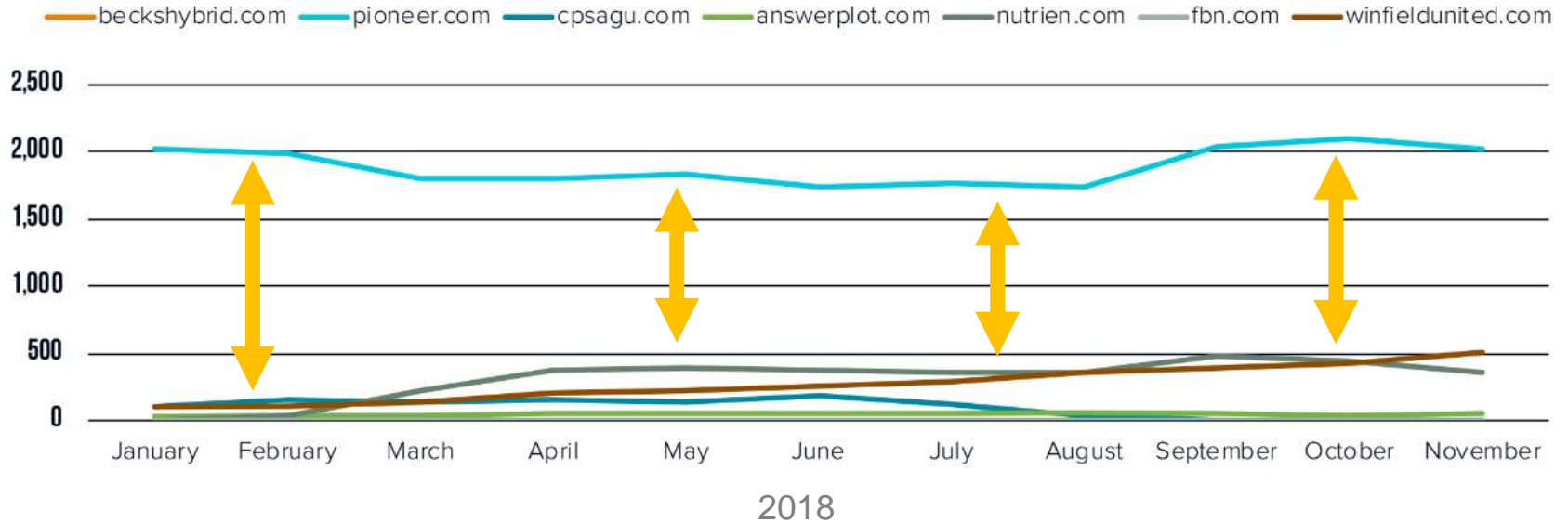
Competitive pressure from start-ups and nationals with new but unsupported claims challenge our legacy



Buyer behavior is changing as e-commerce becomes normalized

SHARE OF VOICE SNAPSHOT / PIONEER OWNS A LARGE SHARE OF THE ORGANIC SPACE

TOTAL NUMBER OF RANKED KEYWORDS



THE OPPORTUNITY

Leverage our expertise to add value throughout the path to purchase and differentiate ourselves from the competition.

This requires a *shift* in communication strategy.



FROM
What you make

TO
What people need

Benefits of Creating Content That Leads With the Need

1

Messages will be more valuable, relevant and timely for our audience.

4

Demonstrates meaningful differentiation from our competitive set.

2

Positions us as a premium and valued thought leader.

5

Insulates from market variables.

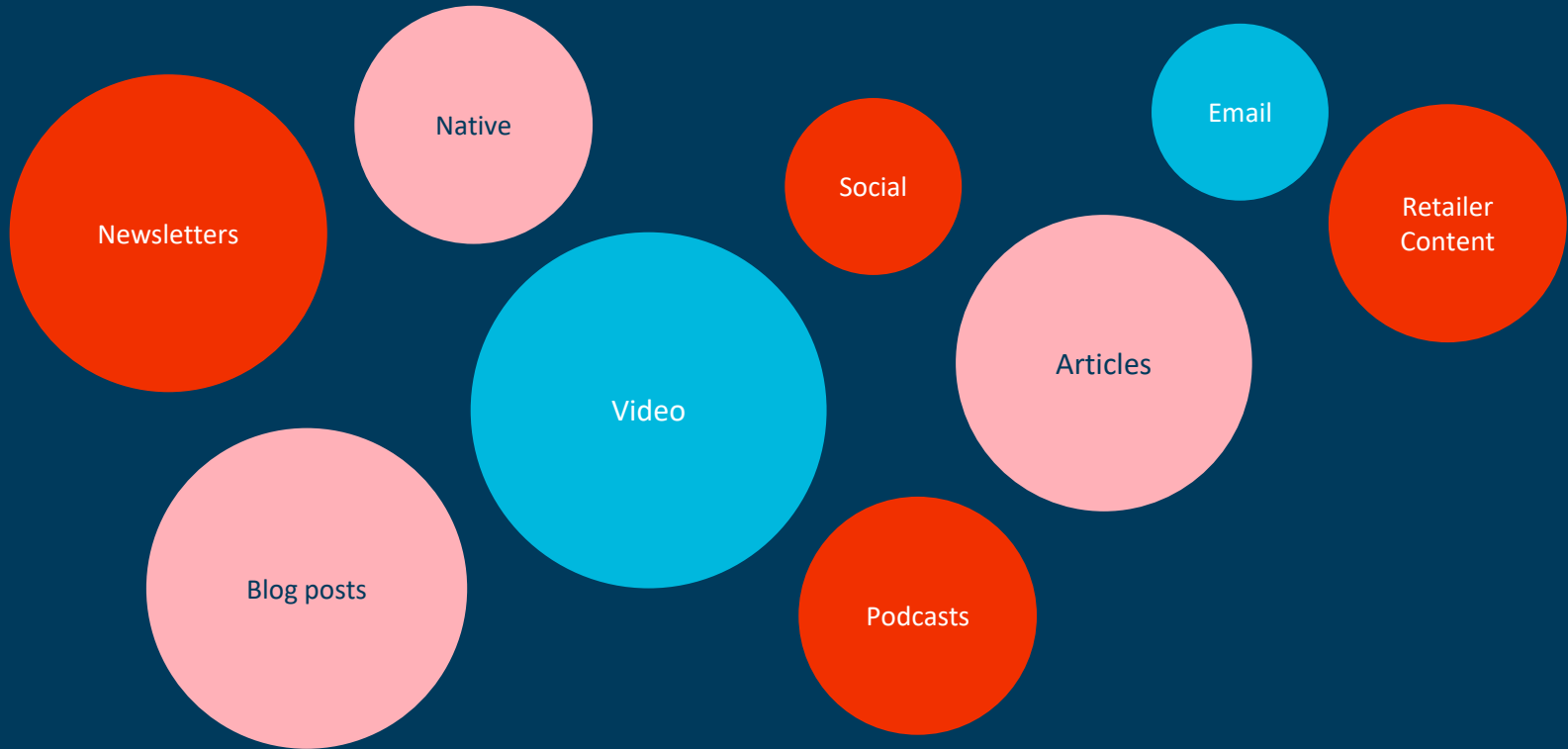
3

Showcases the breadth of expertise beyond products.

6

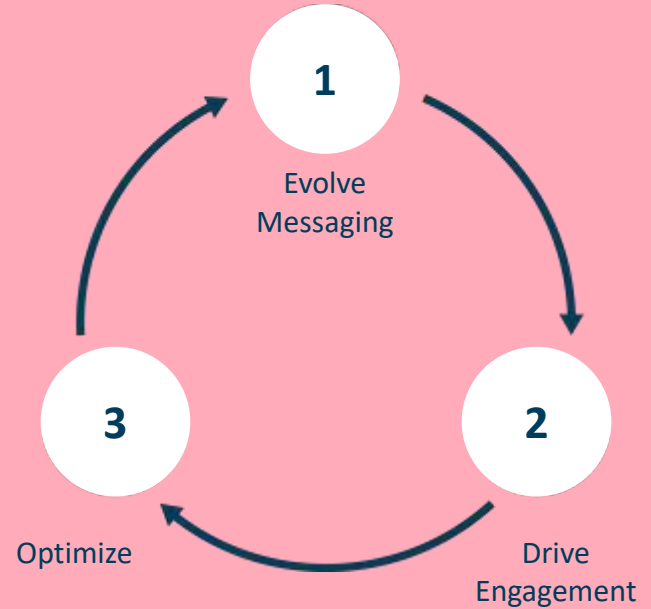
Reinforces the benefit of our brand.

Current Content Produced



The Plan

Embrace a publisher mindset that establishes our system as the leading authority and trusted resource on all things agriculture.



FROM
Measurement focused
on conversion.

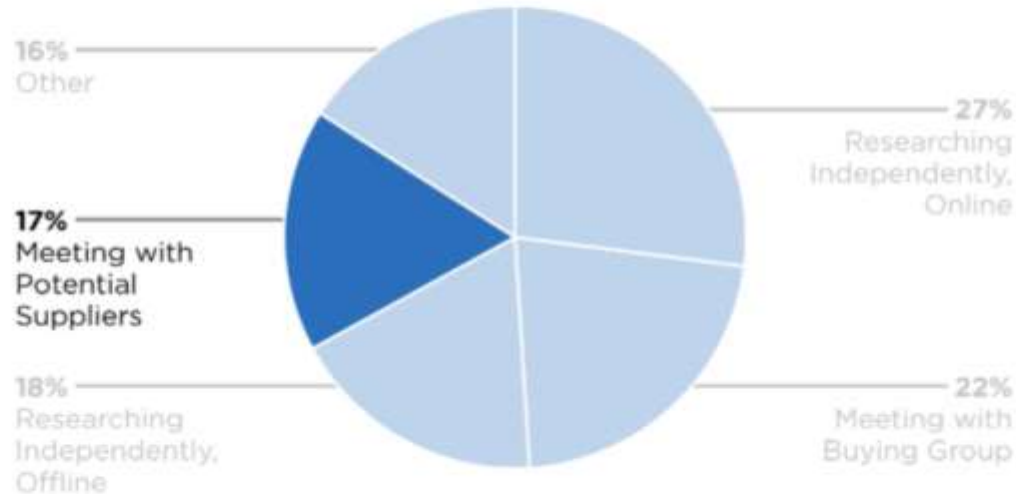


TO
Measurement focused on
engagement with content in an effort
to drive retailer visits/engagement.

Only 17% of purchase decision is in person

B2B BUYING TODAY

Proportion of Time Spent on Key Buying Activities



n = 750 B2B Buyers.
Source: Gartner 2017 Digital B2B Buyer Survey

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Gartner research

#CEBSummit

Drive to a consolidated WinFieldUnited.com website experience

1

Promote Products

Product benefits should be robust, easy to find, clear and supported by data and research.

2

Provide Expertise

Share agronomic insights and educate visitors about how we can help improve their business.

3

Connect

Make it easy for people to find their retailer for where and how to get products and services.

In Progress: More Robust Product Pages

Lead with the user need:

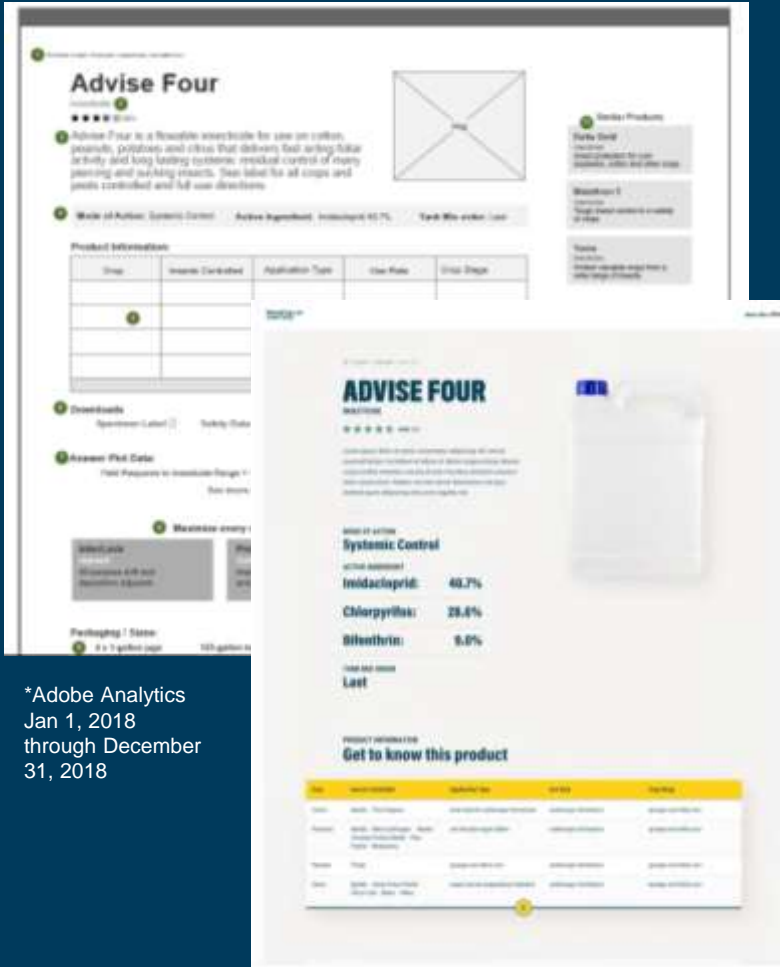
- Mode of Action, Active Ingredient, Tank Mix
- Crop, Pests, Application, Rate
- Label, SDS, sell sheet
- Performance data
- Related, similar products
- Package sizes
- Related articles/content

Dedicated resources to maintain for latest updated info in one spot

Same catalog leveraged for phase 3 e-commerce

~10,000 visits on avg per month to product pages*

Best practice: directly link to these pages



*Adobe Analytics
Jan 1, 2018
through December
31, 2018

In Progress: Elevating Owned Content

Will be weaving in more local content, in partnership with agronomists

Centralized all content in one place

- Answer Tech content
- Answer Plot Growing Knowledge Blog content
- News
- Searchable repository

Best practice: directly link to article pages





In Progress: Customizable CROPLAN Seed Guide

Exploring best technology solutions

Empowers you to localize product content

In Progress: Improving Find a Retailer

13% increase in find a retailer page submissions year over year

Working to ensure multiple clickable links for smoothest user experience



The screenshot shows the Winfield United website's 'Find a Retailer' page. The header includes the Winfield United logo, navigation links for PRODUCTS, TECHNOLOGY, ABOUT, RESEARCH & INNOVATION, and NEWS & INSIGHTS, and buttons for 'Find a Retailer' and 'Login'. The main heading is 'Find your local retailer', followed by a sub-heading: 'Make better decisions for your operation all season long with the help of your local Winfield United retailer. They combine powerful data, localized insights and unprecedented experience to help you win in the field.' Below this is a map of the region with several red location pins. A search bar is visible on the map. Underneath the map, there are eight retailer cards, each with the retailer name, address, phone number, and website.

RIVER COUNTRY COOPERATIVE 1075 COUNTY RD WATERLOO, WISCONSIN 307% 8949 404-470-1226	UNITED FARMERS COOPERATIVE 11111 117TH AVE BURNSVILLE 952-437-1426 952-437-1424 WWW.UFCOOP.CO	UFC Farm Supply 11111 117TH AVE BURNSVILLE 952-437-1426 952-437-1424	FEDERATED COOPS INC 888-697-9485 2025 SW 14025 WEST 703-676-5787 WWW.FEDERATEDCOOPS.COM
FEDERATED COOPS INC 11111 117TH AVE BURNSVILLE	FEDERATED COOPS INC 888-697-9485 2025 SW 14025 WEST	FEDERATED COOPS INC 888-697-9485 2025 SW 14025 WEST	COUNTRYSIDE COOPERATIVE 11111 117TH AVE BURNSVILLE

**Adobe Analytics 10/3/17-2/17/18 vs. 10/3/18-2/17/19)*



Search

Why does search matter for us?



Essential for a content driven strategy

Lift & differentiate our system with thought leadership

#1 way users are finding content

- Non-brand industry terms
- Brand terms

Test, learn, optimize, repeat to grow

- Measurable
- Geo-target ability

SEO

Search Engine Optimization

Improving a website's visibility for a search engine's unpaid/natural results

Goal: increase quality of relevant, credible content in an effort to be found

Time intensive

Tactics like:

- On-webpage content: H1, H2
- Backend meta data: page title, meta description, alt text for images
- Keyword research, content analysis

SEM

Search Engine Marketing

Earning your ranking in the paid portion of a search engine results page

Goal: drive awareness and consideration of your website content to pull users in

Immediate results

Tactics like:

- Text ad copy
- Keyword research

THE POSITION IN WHICH A PAID SEARCH AD IS DISPLAYED (CALLED AD RANK) IS DETERMINED BY A SIMPLE EQUATION

Ad Rank = Advertiser Bid Amount x Quality Score

ADVERTISER A	ADVERTISER B
BID = \$1.00	BID = \$2.00
QUALITY SCORE = 10	QUALITY SCORE = 6
AD RANK = 10 (\$1.00*10)	AD RANK = 12 (\$2.00*6)
POSITION 1	POSITION 2

The screenshot shows a Google search for "mens eyeglasses". The search results include two paid advertisements. Ad A, labeled "A", is the top result: "Men's Designer Eyeglasses - Shop Eyeglasses at Glasses.com" with a bid of \$1.00 and a quality score of 10, resulting in an ad rank of 10. Ad B, labeled "B", is the second result: "Warby Parker Eyeglasses - Shop Mens Eyeglasses - warbyparker.com" with a bid of \$2.00 and a quality score of 6, resulting in an ad rank of 12. The visual ranking in the search results (A above B) corresponds to the calculated ad ranks (10 < 12).



Social Media

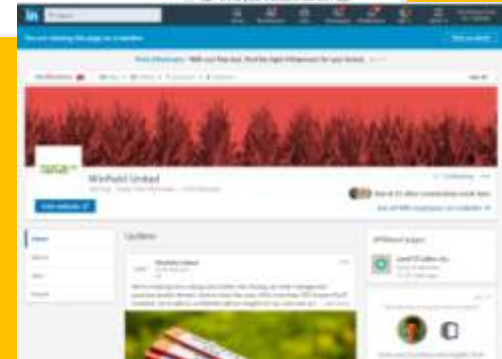
Let's keep building our social voice together

- Don't forget to follow and reshare
- We reshare out local content as well

@WinFieldUnited winfieldunited



WinField United



What we're seeing lately in social media



- Real-time or uncurated looking video is king
 - Short updates from the field or shop can bring high engagement
 - Expiring content – Snapchat, Instagram/Facebook stories
 - A great way to pull back the curtain on your business and employees and show your personality
 - Algorithms favor video
 - Short is sweet – measured in :10 sec, :30 sec & full views

What we're seeing lately in social media



- Transparency matters
 - Recent data privacy issues Facebook experienced and tighter global rules on customer data usage taking effect
 - More important than ever to be clear, transparent and honest online
 - Straightforward, honest messaging in posts and quick, transparent engagement if fans interact with you

What we're seeing lately in social media



- Personifying brands
 - Think of businesses and companies as humans, they can interact with the world around us and the local community on social media
 - Speaking in a relatable, fun and human tone of voice
 - Social customer service — audiences who react out on social do not want to call someone, they want to receive a response quickly through the same channel

AdBuilder

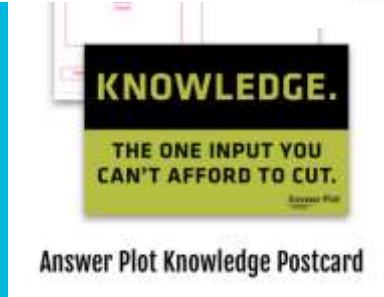
Pre-approved, created content ready for use on AdBuilder (via BusinessLink)



Answer Plot Corn Postcard



Complete Paks Program Seller



Answer Plot Knowledge Postcard



THANK YOU