Best of NAMA Entry Form - Physical Advertising Entries

(Includes Consumer & Specialty Advertising Categories)

This entry form is used for the following categories: 1-12, 18-21, 23-29, 53-54, 59 & 61

**Note: For Electronic “E” Entries fill out the online entry form.**

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken **DIRECTLY** from entry forms to notify winners and order plaques. **Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at www.nama.org. DON’T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.**

**Category Number: 47 Category Name: Blog**

**Chapter (mandatory): Iowa**

**Entry Title: Vermeer Makin’ Hay Blog**

**Company: Vermeer**

**Address: 1410 Vermeer Road East**

**City: Pella State: IA Zip: 50219 Phone:**

**Person Responsible: Bailey Boyert Email: bcore@vermeer.com**

**Agency: Lessing-Flynn**

**Address: 220 SE 6th Street, Suite 210**

**City: Des Moines State: IA Zip: 50309 Phone: 515-274-9271**

**Person Responsible: Jordan Beynon Email: jordan@lessingflynn.com**

**What is the challenge/opportunity the communication is expected to solve?**

The *Makin’ Hay* blog is instrumental in telling real stories about farmers and ranchers who rely on Vermeer hay and forage equipment. Of particular importance were the “I Switched” blog posts, which highlighted cases where operators switched to Vermeer from a competitive brand and enjoyed a boost in performance, operator convenience and/or ease of maintenance. Through September of 2018, the site averaged 3,815 visitors per month. The opportunity for this blog is to build brand awareness and educate farmers and ranchers about the many benefits to owning Vermeer hay and forage equipment.

**How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?**The overt theme of *Makin’ Hay* blogs is that Vermeer hay and forage tools are designed for productivity, operator convenience and ease of maintenance. Ultimately, the aim is to assure readers that Vermeer understands the needs of farmers and ranchers whose operations depend on Vermeer equipment to put up and process hay.

**Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other**

**strategic considerations.)**

The purpose of the *Makin’ Hay* blog is to educate farmers and ranchers about the benefits to owning Vermeer hay and forage equipment. Ultimately, if a reader has never actually run Vermeer equipment, or is interested in a particular piece of equipment, we want them to strongly consider contacting a local Vermeer dealer to schedule a product demo. We also saw makinhay.com as a real opportunity to position Vermeer as the hay and forage experts and become the thought leader in the industry. We want to earn the trust of farmers and ranchers around the U.S. based on the various technical topics we cover and eventually drive them down the funnel to the purchase phase through retargeting tactics.

We have a very strategic digital media plan in place in which we run snippets of native content topics to drive folks to makinhay.com to read the full article. For example, total email subscriptions for *Makin’ Hay* improved substantially in March. Subscriptions spiked on two separate occasions — March 1st and March 21st. Subscription actions can be primarily attributed to campaigns with *Drovers* and *Dairy Herd Management*. *AgWeb* generated several subscriptions later in the month, as did *Hay Forage Grower*.

Collectively, campaigns from sources such as *Drovers, AgWeb, Beef Magazine, Hay Forage Grower, Dairy Herd Management,* etc. produced

2,183 unique visitors in March, 78 percent of which arrived on the site for the first time. Nearly half (49 percent) of visitors from these sources accessed *Makin’ Hay* content on mobile. Given the landing pages used for campaigns with these sources, they are responsible for 81 percent of all video views in March (695 total) and 52 percent of email subscriptions.

Once visitors have visited makinhay.com, we then retarget them with retail finance offers driving them back to Vermeer.com to learn about products and to hopefully connect with a Vermeer forage dealer to purchase. From November 2017 through today, we have driven a total of 7,740 visitors to Vermeer.com via retargeting banners that stemmed from them visiting makinhay.com.

On makinhay.com, we were very intentional to setup a link to contact your local Vermeer Dealer. This global navigation link has served Vermeer well in driving folks down the funnel and into the hands of our dealer network. For example, 702 visitors have clicked through from makinhay.com to Vermeer.com in the past 11 months. 356 makinhay.com visitors clicked through from the blog to Vermeer > Dealer Locator.

**Link/Demonstration URL**

Makinhay.com

**Submitted By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Company: Lessing-Flynn Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**