

January 2020 Sales Team Communications

Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Bring Hiland Home for the Holidays

Congrats to our winner, Kristi, from Omaha!



Promotional Period: November - December, 2019

The holiday promotion kicked off November 1 and ran through December 31, 2019. We are very happy with the amount of entries and engagement we saw on this promotion, which ended with a **28.9% conversion rate**. (average is 2.35%) Our influencer partners created delicious recipes which we can repurpose in our marketing materials. See a few of our favorite blogs below!

Influencer Blogs :

- [Kim's Cravings: Turkey Pot Pie](#)
- [Blackberry Babe: Butter-Poached Lobster Tail](#)
- [The Olive Tree: Milk and Cookies](#)
- [Mindy's Cooking Obsession: Peach Cranberry Crumble](#)

HilandDairy.com/Holidays

Final Results:

Total Entries: 35,008
Unique Entries: 11,249
Email Signups: 7,984
Total Page Visits: 121,068

Surpassed
summer promo
of 9,030



Get Healthy with Hiland



Promotional Period:
January 20 – March 31, 2020

To appeal to consumers' New Year's resolutions, we've taken our email series a step further and developed a "Get Healthy with Hiland" campaign to introduce and promote our new probiotic smoothies and flavored cottage cheese. These single-serve options conveniently fit into even the busiest lifestyle and make choosing the healthy option easy. Our Get Healthy email series will be promoted on the landing page, in addition to coupons for the new products, fun recipe ideas from our influencers, and a signup for a chance to win our "Get Fit" prize pack.

The "Get Fit" prize pack will include a yoga mat, resistance bands, other fitness items, and free product coupons to help our winner stick to their healthy aspirations.



#HealthyWithHiland

Get Healthy with Hiland

Digital, Social and Traditional Marketing

We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails

Clings
Available

Have a store that wants to get involved? We can provide customized point-of-sale materials.

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

Visit the landing page for more details:

HilandDairy.com/Healthy



Get Healthy with Hiland

Win a Get Fit Prize Pack!
ENTER NOW



Get Healthy with Hiland

Win a Get Fit Prize Pack!
ENTER NOW



Get Healthy with Hiland and **Win!**

Hiland
DAIRY FOODS
FARMER OWNED



Locally Made.
Naturally Delicious.™

Hiland
DAIRY FOODS
FARMER OWNED

Get Healthy with Hiland

Find out more & enter to win a Get Fit Prize Pack at [HilandDairy.com/Healthy!](http://HilandDairy.com/Healthy)



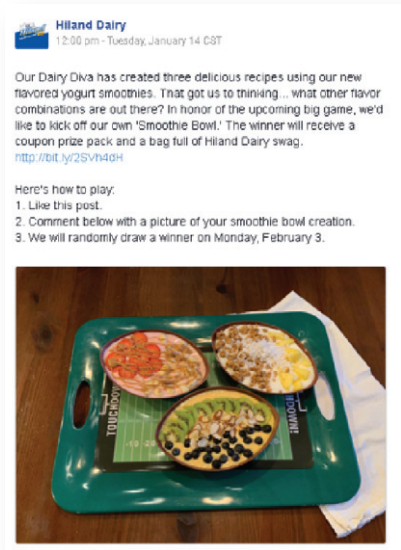
Hiland
DAIRY FOODS
FARMER OWNED



Prepping for the Big Game with a "Smoothie Bowl"

If you haven't been on Pinterest lately, smoothie bowls are all the rage. Since we can't outright mention the Super Bowl in our marketing due to copyright regulations, we thought it would be fun to do a "play" on words and host a "Smoothie Bowl" with Hiland fans on social media. Our Dairy Diva created a few yummy recipes using our new probiotic smoothies to inspire consumers in their own creations. We've posted the below to our Facebook page and will draw a winner from the entries on February 3.

A fun way to put a new spin on the typical tailgate.



See the Dairy Diva's recipes:
thehilandhome.com/super-smoothie-bowls

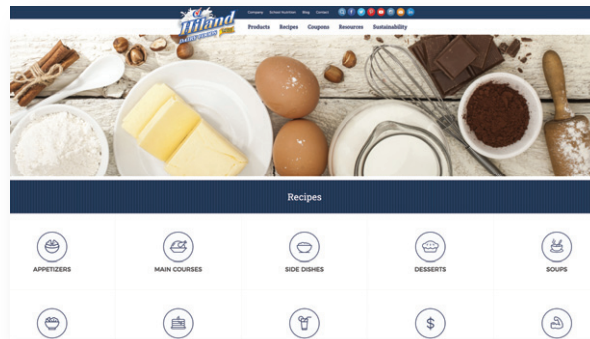


Updates and Requests

Recipes

The recipe section on our website has undergone a transformation! Check it out when you get a chance. We're also working in a way to incorporate user-submitted recipes, as we receive so many good ones through our contact form!

HilandDairy.com/Recipes



Sustainability

Have a sustainability initiative that you would like us to publicize? We want to know – visit the website to see the local initiatives – we'd love to grow this section in 2020.

HilandDairy.com/Sustainability



Events

We need your event pictures and dates in advance so we can send our customers to the event via social ahead of time.

Elastitags

2020 Elastitag Orders

We have printed 55¢ off milk gallons, 50¢ off 24 oz. cottage cheese, and 50¢ off 16 oz sour cream and dips for 2020. Any orders or special requests should be directed to Greg and Madeline.



We're Here to Help

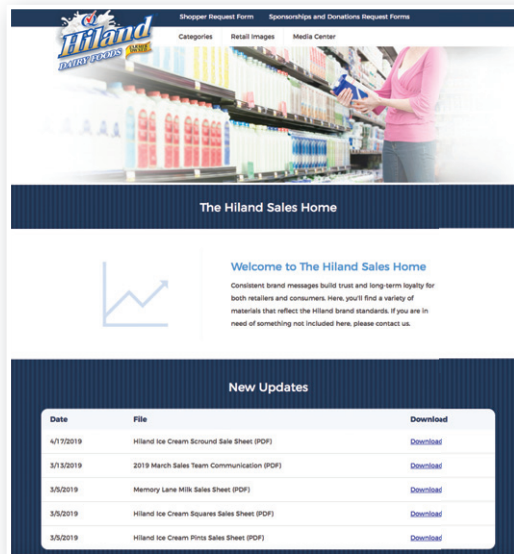
Need Marketing Assistance?

We can help with:

- Sponsorships/Race Ads
- Print Ads/Materials
- Grocer Partnerships and In-Store Materials
- Research and Consumer Feedback
- IRI
- Local Marketing Initiatives
- Design (from trailers to murals, you name it)
- Public Relations
- And more!

Have an upcoming event you want to promote? Let us know and we can share with our fans on social media or send an email to targeted zip codes.

Hiring? We can help attract qualified leads with targeted ads on social media driving to your job posting.



We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

Need marketing materials or assistance? Give us a shout!

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