

# November 2020 Sales Team Communications



[TheHilandSalesHome.com](http://TheHilandSalesHome.com)



# BONE BUILDING CALCIUM



## Chocolate Milk: The Official Drink of Halloween

Promotional Period: **October 2020**

Our \$5,000 MilkPEP influencer partnership with Kasim Hardaway is now complete and the **62.4% conversion rate** really speaks to the power of influencers!

### Final Results:

Total Entries: **3,829**  
Unique Entries: **2,049**  
Email Signups: **1,561**  
Landing Page Visits: **6,135**



### Kasim's Instagram Engagement:

Kasim has **40.8k followers**

Engagement with Hiland-specific posts:

- Chocolate milk giveaway: 1,141 likes and 81 comments
- Smores drink: 1,318 likes and 86 comments
- Chocolate cake: 2,234 likes and 84 comments

**Kasim's Instagram: @kasimjhardaway**  
**HilandDairy.com/Halloween**  
**#HilandHalloween**





# Bring Hiland Home for the Holidays

Promotional Period:  
**November-December 2020**

Our holiday promotion is well underway and is off to a great start! We are currently seeing over a **61% conversion rate**, which is unbelievable!

## Results as of 11/23:

Total Entries: **16,778**  
Unique Entries: **8,622**  
Email Signups: **6,954**  
Landing Page Visits: **27,349**

[HilandDairy.com/Holidays](https://HilandDairy.com/Holidays)

#HilandHoliday



# Product Testimonials

We continue to make improvements to the website and one idea we had was to add real consumer testimonials to our product pages. So, we tested this out with our holiday promotion. After consumers sign up for our giveaway, we have a testimonial request on the conversion page. As of 11/23, we have received over **800 responses!** Here are a few of our favorites so far:

*Hiland Cottage Cheese always has consistent flavor, it's one of the best. I have to drive 30 miles to get Hiland, but it is always worth the drive!*

- Carla M.

*We have never found a dip that compares. When we would go to visit our daughter at college, she always requested we bring her Hiland French Onion Dip.*

- Paula J.

*I make a Keto French Toast and I use it to toast it in a pan and then a slice on top! Hiland butter is what makes it heaven!*

- Jatana G.

*Old-fashioned Custard was a tradition in my family growing up at Christmas. My mom made it and we called it "boiled custard." I was so happy to find Hiland's Custard in the carton! We serve it with chopped banana and vanilla wafers and top it with a dollop of Hiland's Whipped Cream. We serve it in a fancy bowl or cup and think of Mother and all the hours she spent making it! Thank you Hiland for offering it. I'm so grateful!*

- Susan W.

*My 3-year-old lights up when we get to the milk case and he sees Hiland Whole Chocolate Milk!!! He's even done a happy dance in front of the display and will sometimes hug the milk. Our fridge always has at least one container of his chocolate milk!*

- Mariah S.

*My family just loves Hiland Old Fashioned Eggnog. The kids just want to drink it all the time. They love it. We buy several cartons at one time and at least 3 times during the holiday season. Can't keep it in the refrigerator long enough. Thank you for making such a great product!*

- Theresa B.

To us, there is no better testament to the work you all do than hearing it straight from the consumer! We will continue to collect testimonials through the end of December and will then add our favorites to the product pages and create some fun imagery and video to share on social media.

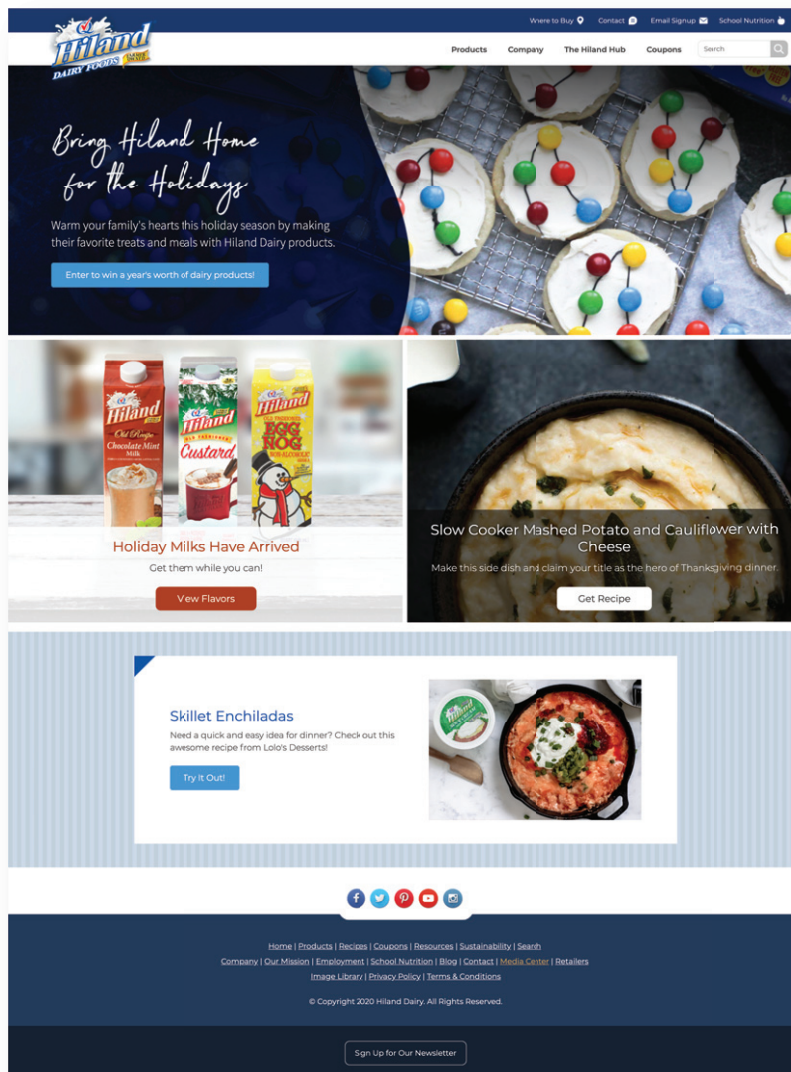


# Website Updates

We have been analyzing our Google Analytics to determine what most users visit HilandDairy.com for. As a result of our findings, we will be switching up the navigation a bit to make things easier to find, resulting in a better user experience for consumers. Navigation will be simplified, and similar items will be grouped under larger categories.

Products and Company will take the center stage, while all resources (blog, email tracks, recipes) will now be grouped under The Hiland Hub. Quick links will show in the top right navigation for Where to Buy, Contact, Email Signup, and School Nutrition. The refreshed site will also include a convenient search bar for users who prefer to navigate sites that way.

**We are excited for the new updates, which will be live soon!**



# 2021 Materials Update

Collateral materials are an important contributor to sales. Here's an update on what you can expect to see soon.

## 2021 Calendars

**Hiland Dairy Foods** FARMER OWNED

Locally Made. Naturally Delicious.™

HilandDairy.com/Retailer

Springfield, MO 417-862-9311 | Kansas City, MO 816-921-7370 | Wichita, KS 316-267-4221 | Little Rock, AR 501-748-1700 | Fayetteville, AR 479-521-1707 | Fort Smith, AR 479-782-0383 | Omaha, NE 402-344-4321 | Norfolk, NE 402-371-3660 | Des Moines, IA 515-986-1559 | Chandler, OK 405-258-3100 | Norman, OK 405-321-3191 | Tulsa, OK 918-281-1220 | Dallas, TX 214-353-8507 | Houston, TX 281-441-4031 | Waco, TX 254-751-7000 | Tyler, TX 903-565-0288

These should have arrived late October/early November, but if anyone is missing their order, please let us know.

## Company Brochure Refresh

We are making some photo edits and copy revisions to the company brochure and plan to have more available in early February. We will also add a digital version to the Sales Home.

**Hiland Dairy Foods** FARMER OWNED

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HilandDairy.com

Fat Free Skim Milk | 1% Lowfat Milk | 2% Reduced Fat Milk | Whole (3.25% Milk)

**Nutrition Facts**  
 Fat Free Skim Milk: 80 Calories  
 1% Lowfat Milk: 100 Calories  
 2% Reduced Fat Milk: 120 Calories  
 Whole (3.25% Milk): 150 Calories

**Hiland Dairy Foods** FARMER OWNED

HilandDairy.com

## School Nutrition Sheets

Madeline has been working on updating these with the latest details for each market. We will update everyone once these have been added to the website and Sales Home.



# Digital Is King



Online grocery sales  
will increase nearly  
53% this year.

Grocery ecommerce is continuing to have a moment as more consumers get in the habit of shopping this way.

According to eMarketer and as we know, the pandemic has accelerated the shift to ecommerce—and that's nowhere more evident than in the grocery category. Online grocery sales in the US will grow by nearly 53% in 2020, reaching \$89.22 billion in sales. That's an increase of \$30.86 billion from a year prior. By 2023, online grocery sales will reach \$129.72 billion and will account for nearly 10% of total grocery sales.

We consider this when planning for Hiland Dairy's marketing strategy – employing more digital ads and less print. All efforts drive to our website so we can engage more with our shoppers.



# Sales Materials

Increased competition in your market? Let us know and we can help with in-store materials or social media promotions.

## Instacart and Hy-Vee Aisles Online

Madeline will be organizing product-feature and banner campaigns to influence shoppers during their online shopping. This will involve a lot of coordination with you all to make sure our promotions are aligning with what you are committing to at the retailer level.



## Elastitags

Any orders or special requests should be directed to Madeline Liles.

Elastitags  
expire at the  
end of the  
year!"

### 2020 Elastitags

Gallon Hiland Milk		Balance
Inventory	50,000	0
Discount	0.55	
Code	72060-21055	
Offer	51997	
Exp. Date	12/31/2020	

24 oz. Cottage Cheese		Balance
Inventory	25,000	0
Discount	0.5	
Code	72060-71150	
Offer	51998	
Exp. Date	12/31/2020	

16 oz. Sour Cream/Dip		Balance
Inventory	25,000	2,475
Discount	0.5	
Code	72060-73150	
Offer	51999	
Exp. Date	12/31/2020	

Ice Cream/Frozen Yogurt		Balance
Inventory	3,000	0
Discount	0.75	
Code	72060-052041	
Offer		
Exp. Date	12/31/2020	





# We're Here to Help

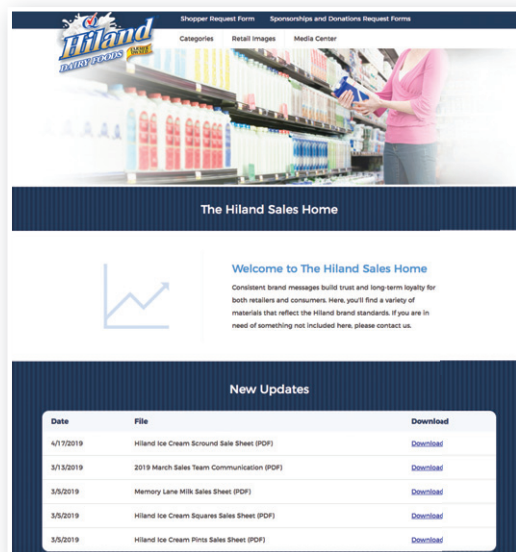
## Need Marketing Assistance?

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](http://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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