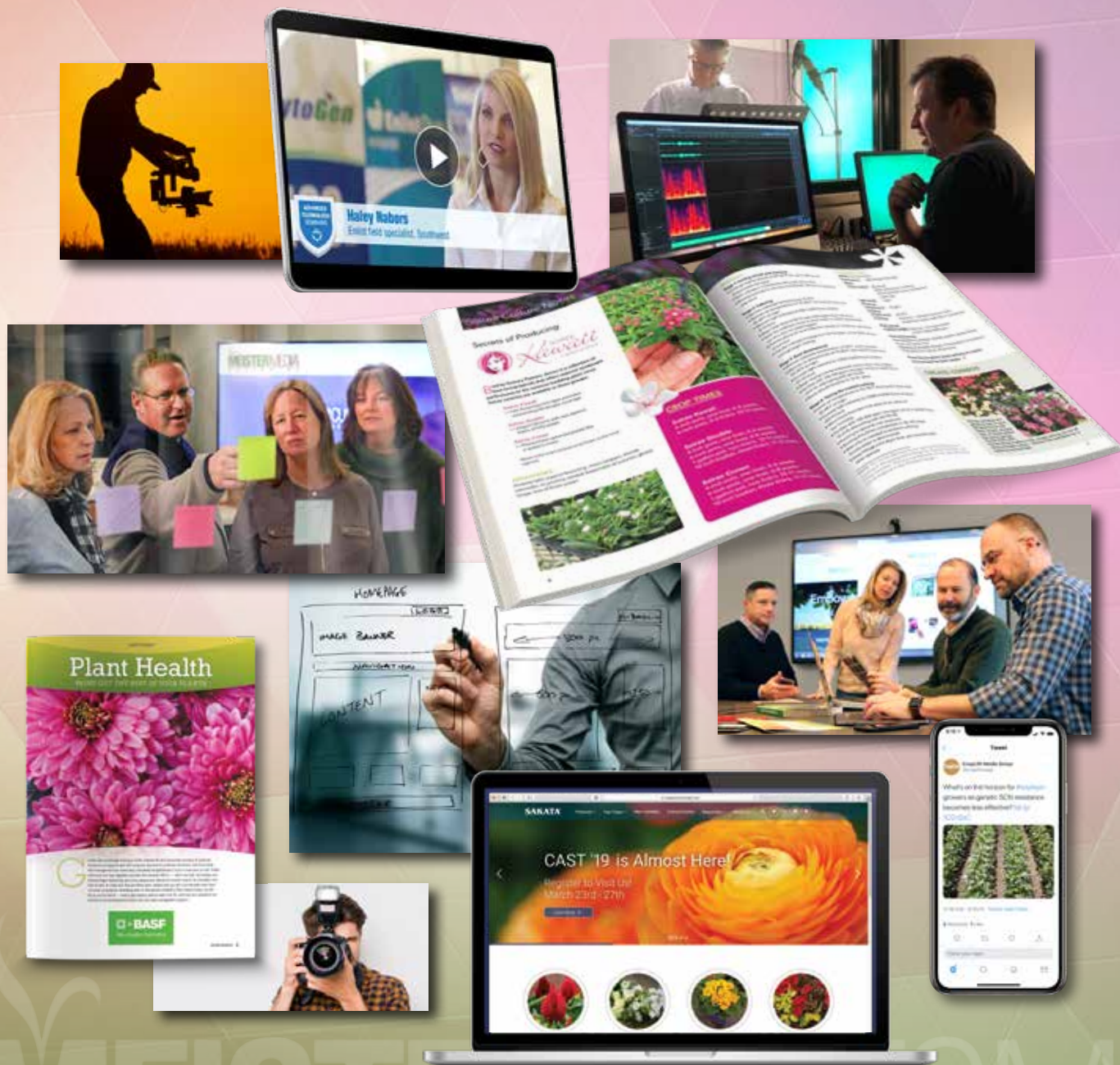


# MEISTERCUSTOM

## MARKETING SOLUTIONS



**Creating Custom Marketing Solutions  
to Help You Grow Your Business!**

Meister-Custom.com

# Why Custom Content?

Content marketing takes traditional advertising a step further. Custom content, in whatever form it takes — articles, videos, webinars, white papers, events, and more — provides information about more than just your products. Benefits include:

**Engaging your audience:** Content is a helpful, compelling marketing tool that builds awareness of your brand.

**Educating vs. selling:** The best custom content provides information that helps readers solve problems, which establishes you as a trusted resource.

**Creating powerful marketing assets:** Content offers considerable value because it can be used in many ways — in magazine ads, on your website, in brochures, on social media, or in email marketing.

The concept of content marketing has existed for decades, but the explosion of media and glut of marketing messages has led marketers to see and appreciate the value of content marketing more than ever.



The amount of our custom content work grew to the point where we decided to build a custom team with dedicated personnel. Today, that team is known as **Meister Custom Marketing Solutions**. We believe in the value of content marketing, so we produced this brochure (a form of content marketing itself!) to share ideas with you. Marketing is more difficult than ever, so flip through these pages and think about the different ways we can help you tell your company's story, demonstrate your expertise, stand out from the crowd, and engage your next customer.

## The Meister Custom Team

The Meister Custom team includes skilled personnel to advance your marketing efforts.



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Meister Custom Marketing Solutions is a division of Meister Media Worldwide.

Meister Media's market-leading brands: *AgriBusiness Global*, *American Fruit Grower*, *American Vegetable Grower*, *Cotton Grower*, *CropLife*, *CropLife Iron*, *Florida Grower*, *Greenhouse Grower*, *Precision Ag*, *Productores de Hortalizas*, and *Western Fruit Grower*.

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# Sponsor Content

Labeled as “Advertisement,” “Advertorial,” or “Sponsor Content,” this is an easy way to communicate your message. The best sponsor content is educational, not promotional, and is designed to position your staff as experts. Our custom content team includes editors familiar with agriculture and the markets Meister Media serves, ensuring your content will be written clearly, concisely and accurately.

ADVERTISEMENT

## 4 Reasons to Use Data to Plan for Next Season

Maximize your ability to analyze this year in order to plan and predict your next.

**R**ECORD KEEPING has always been important in farming. By keeping track of what was planted, sprayed, fertilized and harvested, growers could decide what to repeat or avoid the following year. Until recently these records were usually on paper, but now software platforms are available that can keep track of more data types more easily. What's more, these systems can share the data with others and can analyze the information based on multiple variables, helping the farmer make well-informed decisions.

The data collected throughout the season, along with historical

history,” Cogdill says. “Determine what crops you’re going to plant first. What traits did you plant the previous year and how does that affect what you should plant next year? Are there any residual carryover issues?”

As an example, Cogdill says, if there was downed corn in a field the previous season, you know there will be volunteer corn coming up the next season. If you know the trait package in that corn, you can choose the soybean variety you plant so you can properly control the volunteer corn. If the corn had a glyphosate trait in it, you might want to plant soybeans with the gluphosinate trait.

“By combining the soil type data, fertility data and the plant trait packages used in the past, you can make an informed decision on what variety to use on that field and where,” Cogdill says. “Using a geospatial data platform can really help automate this decision process by providing an understanding of the elevation and topography of the field as well, and it can create the input to go into the planter for variable-rate planting.”

**STEP 3: PEST AND WEED CONTROL**

The third step is to look at your scouting data, Cogdill says. Look at weed, disease and

**STEP 4: YIELD PREDICTION**

Another way data can be used that isn’t talked about that much, is in determining production levels for contracting, Cogdill says.

“Once you have the acreage totals for each crop, you can use that plus past yield data to come up with guidelines for contracting,” he says. “For instance, if a field has historically produced corn at 200 bu/acre, you could probably come to market at 130 bu/acre. This type of data can really help farmers determine what they can comfortably forward contract.”

Having all this data in a digital format that is

Client: **Proagrica**

Proagrica wanted to help retailers understand the advantages of using digital tools in their operations. Adoption of tools such as satellite imagery, irrigation sensors and event-based tracking is increasing, but there is uncertainty about how to use the information.

We created a four-part series breaking down the information into small chunks. Proagrica experts provided information that was transposed into an easily digestible, actionable format. Each installment was also used in email marketing to further increase exposure.



Client: **Raven Technologies**

Raven Technologies makes cutting-edge sprayers and connectivity solutions, and wanted to help retailers understand how they work. A series of articles diving deep into the problems their technologies solve without overt product promotion positions the company as trusted resource.

Client: **Socius**

Socius was looking to introduce its ERP system, which had been used for decades in Europe, into the American greenhouse market. We included a short story and testimonial from a large grower who was already using the system, as well as details on how the software solves common issues for growers.

SPONSOR CONTENT

## Agriware Keeps Your Business Growing

An ERP system that has been helping European growers optimize their businesses for decades debuts in North America.

**D**OWNWARD price pressure and a competitive market make saving pennies per pot vital to the profitability of your business. Tracking costs such as labor and materials from beginning to end are essential in modern growing operations.

Agriware is a powerful new enterprise resource planning (ERP) system designed specifically for growers. Fully integrated with Microsoft Dynamics NAV, Agriware covers the entire life cycle of a growers' business, connecting four critical corners: time, space, labor, and materials.

**Space Planning**

Wasted space in a greenhouse is wasted money. One of Agriware's key strengths is its ability to integrate detailed production schedules for the entire season into an accurate picture of your operation. Taking into account information you provide about inputs, timing, spacing, pot size, and growing requirements for each crop, Agriware allows you to easily optimize your space from hanging baskets to floor level. The capacity and location planning tools provide a graphic overview of your space, allowing you to plan the best locations for each crop.

**Labor and Materials Management**

Agriware makes precise management of labor and materials seamless. Using pre-determined labor standards in combination with the detailed crop plans entered into the

**Accurate, In-Depth Business Management**

Whether you need better tools for space planning, inventory management, monitoring quality, tracking costs, determining pricing or predicting future sales, Agriware is a seamlessly integrated system that empowers you to truly understand hidden costs that may be hurting your bottom line as well as easily manage day-to-day operations.

**Agriware Helps Dutch Grower Become Largest Pot Orchid Grower in the World**

Dutch orchid grower SO Natural produces more than 13 million plants per year in four locations that total 40 acres of greenhouse space and five acres of distribution space. As the company grew, it was still manually managing many business processes with spreadsheets, a system that was becoming unmanageable. In addition, SO Natural needed to integrate multiple systems as a result of acquiring Delta Orchids.

The company worked with Agriware consultants to implement the software over time to ensure process alignment and user adoption. As a result, they are now able to:

- Automatically track the growth of each plant in each location for better stock management, ordering and invoicing.
- Track production activities and growth schemes in



# Magazine Inserts

Bundling different articles together or tackling a particular issue via a multi-page report that is printed and distributed as part of a magazine is a great means of communicating expertise and sharing a wealth of information with a large audience.

These inserts engage readers with eye-catching design and the right imagery, and additional copies can be printed for sales to distribute.

## Client: Monsanto

Monsanto wanted to educate the retailers selling their herbicides, so they had the Meister Custom team interview multiple product experts and produce this four-page insert, which ran in three consecutive issues of *CropLife* magazine. Monsanto also re-packaged this content as native ads on *CropLife.com* and promoted it via a series of targeted email blasts in order to maximize exposure.



## Client: BASF

BASF has hired the Meister Custom team to produce the Plant Health Series annually since 2011. BASF and the Meister Custom team work together to identify article topics relevant to BASF's message and likely to interest the *Greenhouse Grower* audience. Meister Custom team members produced two 8-page reports published in consecutive issues of *Greenhouse Grower* magazine leading into the key national trade show. The two reports are also packaged together into one 16-page brochure for BASF sales personnel to hand out to potential customers.

▲ 16-page compiled reports brochure

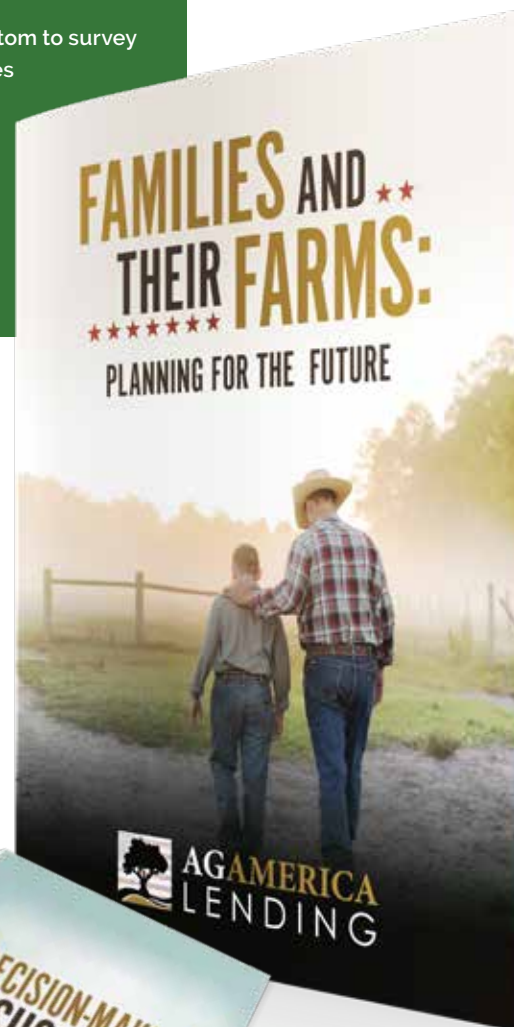


# White Papers

White papers are generally associated with engineering or similarly tech-focused industries, but any company can benefit by offering an in-depth look at a particular topic or issue that matters to its prospective customers. A white paper typically contains much more information than a one- or two-page advertorial and no product promotion. White papers are about in-depth examination of an idea or issue, and they are typically offered online behind a registration screen to create in-bound leads.

## Client: AgAmerica

AgAmerica lends money to agricultural businesses, so it hired Meister Custom to survey an audience of farmers on a series of key business management challenges that generally require a banking relationship to solve. Meister Custom created these surveys and collected the data on topics such as succession planning and farm planning. We created a series of 6-page, gatefold white papers to share the results. These documents were hosted behind a registration screen on *CropLife.com* and promoted through a series of newsletter ads and email blasts to create a database of sales leads for AgAmerica.



# Books

Our team of writers and designers can bring your book ideas to life whether you're an individual author or an industry group with educational information to share. Our book clients also benefit from our printing experience as we manage the complicated process of getting a book printed.

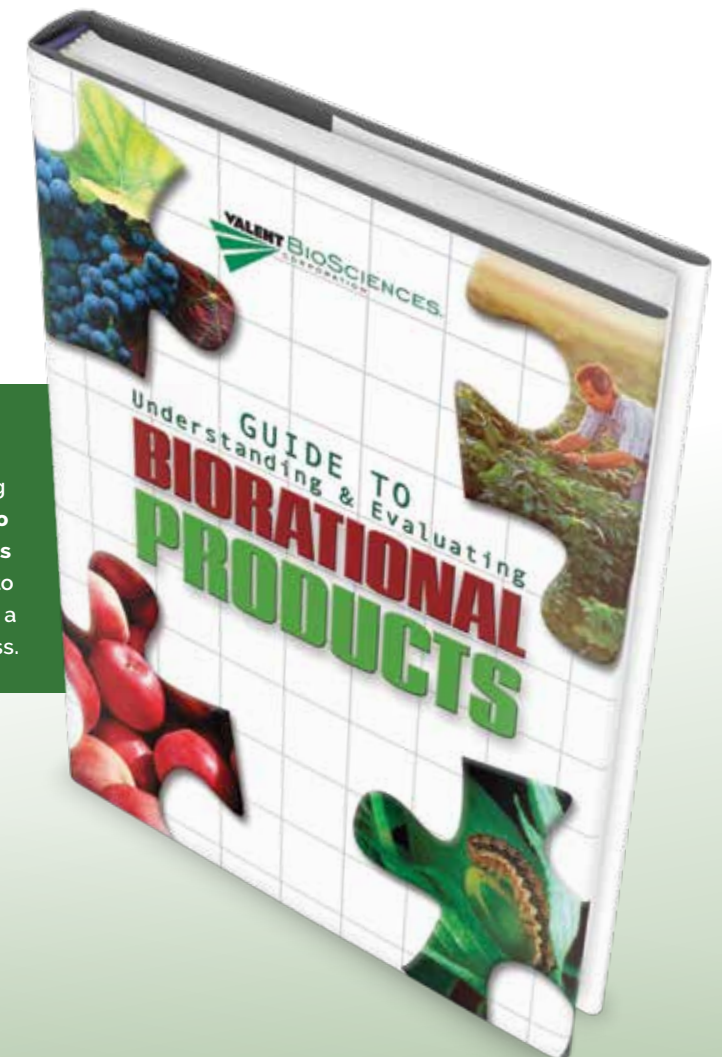
## Client: Southeastern Vegetable Extension Workers Group

The Southeastern Vegetable Extension Workers Group hired Meister Custom to layout and print its 19th and 20th annual **Southeastern U.S. Vegetable Crop Handbooks**. However, Meister Custom's most important contribution was leveraging its market relationship to sell necessary sponsorships to fund the book.



## Client: Valent BioSciences

Valent BioSciences' commitment to educating growers led the company to produce the **Guide To Understanding & Evaluating Biorational Products** book. Valent BioSciences hired Meister Custom to edit and design the book in addition to securing a printer and managing the printing process.





# Brochures & Catalogs

The printed materials your sales team hands out at shows and leaves behind after customer visits need to be effective communications tools that present your brand professionally. The Meister Custom team has produced a range of sales collateral for clients, ranging from a series of six two-page fliers that work together to feature a company's key products to a 32-page glossy catalog featuring another company's entire product lineup.

## Client: BPIA

Biological Products Industry Alliance (BPIA) contracted with Meister Custom to write, design, and print different brochures in recent years. Each piece follows the same design template to present a consistent brand image that also reflects the look of the organization's website and trade show booth displays.



## Client: Suntory

Suntory sells plants, so the graphic presentation and print quality of its annual catalog and brochures matter a great deal. Suntory trusts the Meister Custom team to create an eye-popping look that grabs prospective customers' attention.



## Client: Stueve Construction

Stueve hired Meister Custom when it needed all new sales collateral to coincide with a revamped website and trade show display. The Meister Custom team repackaged the website content about the company's product offerings into an eight-page brochure that presented Stueve's full lineup. The brochure was supported with a series of six, two-page fliers offering in-depth information on each product line.





# Online Marketing

## Native Ads

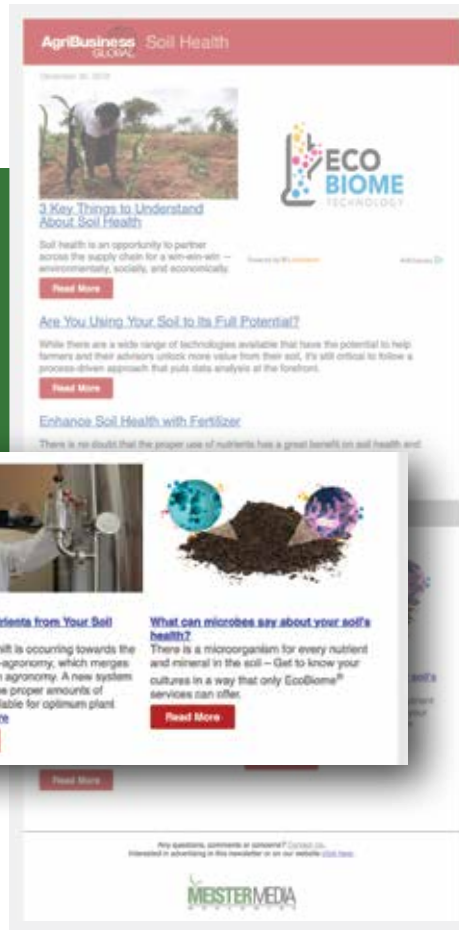
## Eblasts (Email Marketing)

Native advertising's popularity has exploded as marketers focus on creating ads that truly engage prospective customers. This means native ads are really just one more piece of content marketing. But they play a critical function in the content marketing process — they represent that initial touchpoint for the new prospect to see and consume your content.

Marketers have become big fans of email marketing because it helps them target a very specific audience. Our clients' email marketing efforts are increasingly designed to look like enewsletters, which means they feature a number of different articles or videos that drive recipients back to the sender's website, compared to traditional product-oriented creatives.

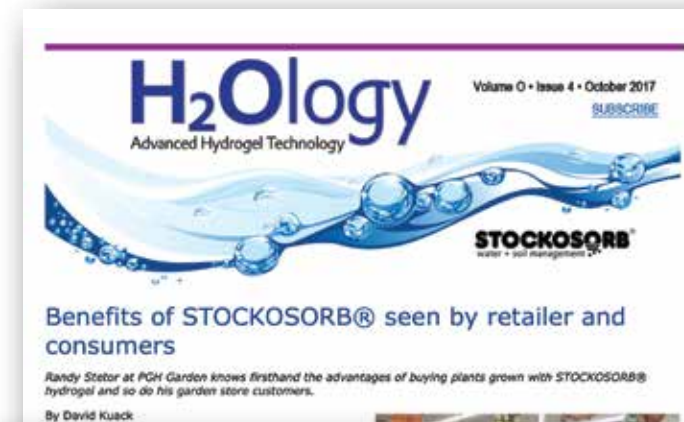
### Client: Sentinel Biologics

Sentinel Biologics had a new product to talk about, but the company was looking for a solution more effective than a traditional press release that may or may not get picked up by media. Sentinel contracted to have the Meister Custom team produce a story about the new product in *AgriBusiness Global* and then promoted this story with a series of native ads.



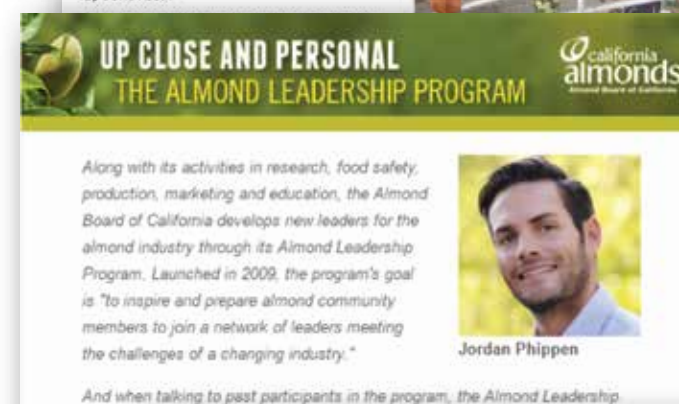
### Client: Stockosorb

Stockosorb offered a unique but effective product, so educating prospective customers was critical. The company developed a campaign around a series of emails that feature a blend of third-party research and customer experiences in order to earn additional customers' trust.



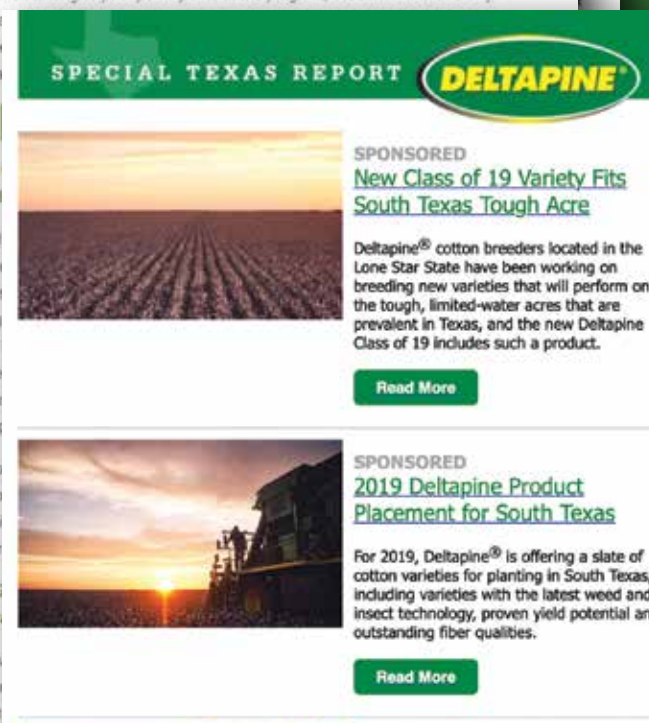
### Client: Almond Board

The Almond Board wanted to boost awareness of its annual leadership program, and the obvious choice was to send a series of emails given the targeted nature of this audience. Meister Custom created a series of Q&A profiles of past participants and emailed them to our audience of almond growers during the entry time period for maximum awareness.



### Client: Deltapine

Deltapine sponsors an annual special issue of *Cotton Grower* magazine focused on the Texas market. The company leverages its investment in the print product with a series of emails sent to cotton growers in Texas that feature the magazine content. The emails' engagement metrics illustrate the value of promoting your custom content in as many ways as possible to reach the broadest-possible audience and cater to your prospects' information consumption habits.



### Client: SIPA

The Seed Innovation & Protection Alliance (SIPA) hired the Meister Custom team to produce a series of articles that explain the importance of seed innovation to growers. But SIPA knew these custom content pieces wouldn't advance their message unless growers saw them, so they also had Meister Custom create a series of native ads to feature in targeted newsletters and on key websites.



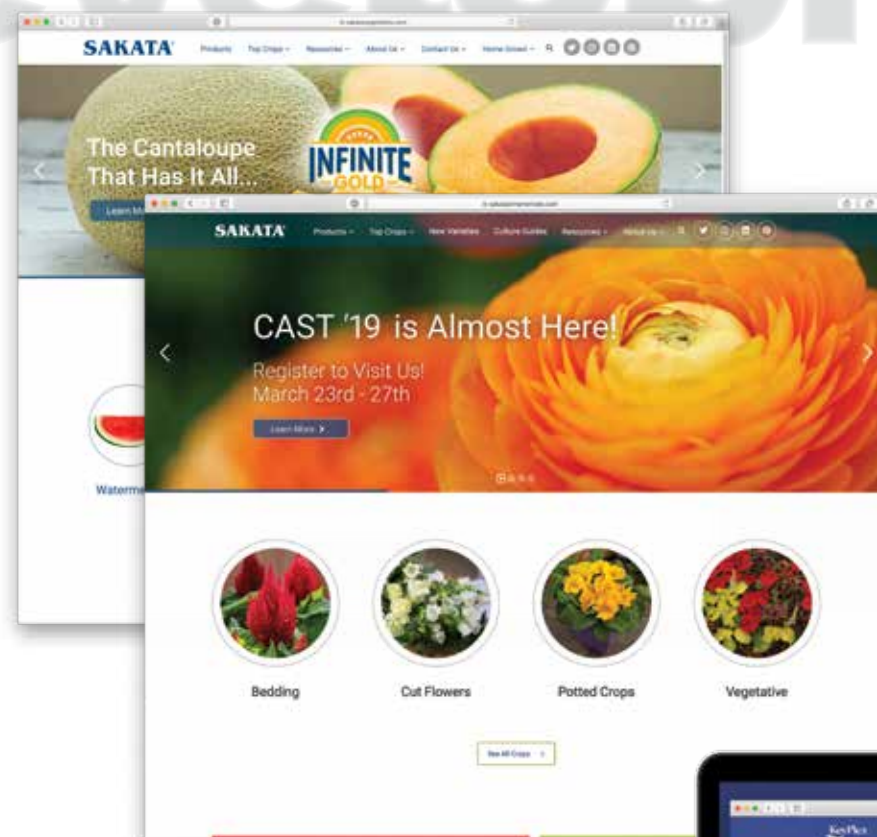
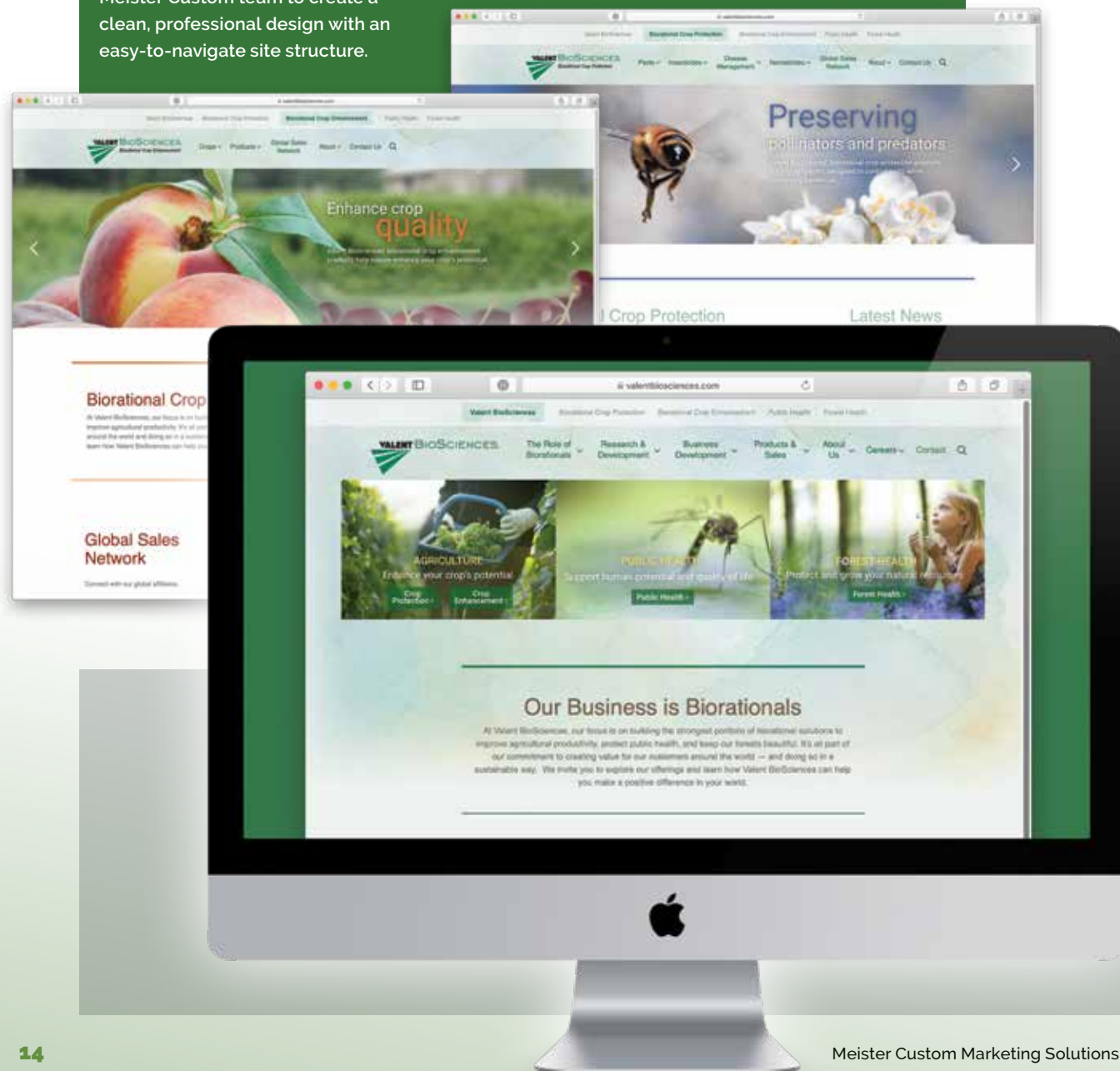


# Website Development

A company's website is its front door for new customers, but many companies cringe at their website's appearance and user experience. Effective websites today present the company's product lineup, feature a range of educational content (critical for being found on search!), and work well on multiple devices (a must in today's mobile world). Website development represents a key Meister Custom service whether clients need full-scale website redesign and development or simple enhancements to an existing website.

## Client: Valent

Valent Biosciences needed a corporate website that featured all of the key content to be found on a company's website but that also differentiated it from a sister organization. They hired the Meister Custom team to create a clean, professional design with an easy-to-navigate site structure.

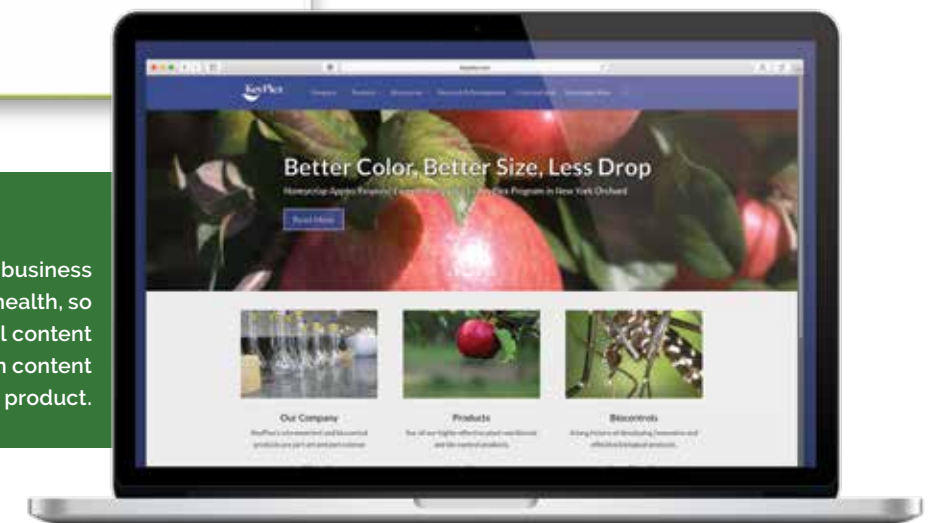


## Client: Sakata

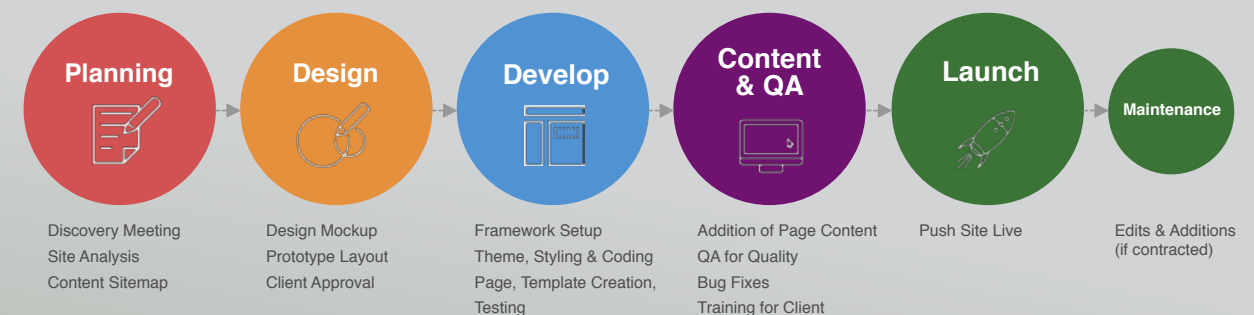
Sakata's myriad businesses each feature their own website, so the marketing team has to be able to add new content or make updates quickly and easily. They hired Meister Custom to redesign two key B2B websites in addition to four consumer-facing websites and to build them on an easy-to-use content management system.

## Client: Keyplex

Keyplex strives to build its business by educating growers on plant health, so Keyplex.com emphasizes educational content that creates connections between content topics and the relevant Keyplex product.



## The Meister Custom website development process





# Video & Motion Graphics

Video is more popular than ever, and research illustrates how you can drive sales by presenting your products through video. Meister Custom can simplify the complicated process of video creation for clients with our in-house studio and dedicated video production team.

## Client: Magna-Bon

Magna-Bon has to explain the complicated process of how its key product works, so they hired Meister Custom to create a two-minute-long educational video that leaned heavily on animation to help the company simplify and communicate its message. The video has been deployed on the company's website and gets a feature spot in its trade show booths.



## Client: Brandt

Brandt wanted to energize its sales team with the exciting news of a customer's record yield and his use of their products on his farm, and they knew the grower's own words were the best way to do this. They hired Meister Custom to create a 90-second-long video of this grower walking his fields, and explaining how well the Brandt products performed for him.



## Understanding the Storyboard

A key part of video development is the storyboard, which is the document that details exactly which visual will be on the screen for every second of audio. The storyboard is generally created after the script is finalized, and its creation forces you to think through every second of necessary visuals, which is critically important for video.

# Integrated Campaigns

Creating custom content requires time, money or both. Getting the most use out of the resulting content is critical to maximize the return on your investment. For example, video scripts can be adapted into articles for your website for SEO benefits. Advertorials in magazines can be featured on your own website. Research commissioned for a white paper can be adapted into infographics for use on social media. Regardless of how you re-purpose the original content, the key is doing so as much as possible.

## Client: Syngenta

Syngenta wanted a non-traditional marketing campaign to promote its product being sold as a solution for soybean cyst nematodes. The company contracted with Meister Custom to produce an integrated, multi-media campaign that aimed to build awareness of Syngenta's product by marketing it around content that would help retailers tackle this challenge with their farmers. The campaign was built around a series of advertorials that featured interviews with leading researchers and Syngenta technical experts. The content from those advertorials was promoted via sponsored social media, adapted into native ads, pushed out to retailers through custom email blasts, and then referenced in an educational webinar.





# Integrated Campaigns (continued)

## Client: **Phytogen**

The marketing team at Phytogen sought to earn growers' attention with a series of custom one-day seminars in key markets across the Cotton Belt. Custom events represent a big undertaking of their own, but the program was much more than that because the Phytogen team recognized the value of the content to be produced at each seeming.

Meister Custom managed the seminars (including facility contracts, audio/visual, catering, etc.), and our custom content team attended the seminars, too. Each event produced enough content to yield a four-page advertorial in Cotton Grower magazine, a series of three market-specific Q&A videos with Phytogen reps, a series of native ads, sponsored social media, and targeted email blasts.



▲ invitation



▼ event



◀ signage



▲ 4-page advertorial



◀ video series



◀ eblast (email) ▶





# Don't take our word for it — here's what some of our clients have to say about **Meister Custom Marketing Solutions**...

"Our new website is faster and much easier to work with than our previous site. **Meister Custom** delivered a beautiful final product, and the continued support we receive from them is incredible."

**Ivy Perez** Abbott & Cobb's Director of Marketing



"Providing in-depth articles on our website about the research behind our products and how they are used in the real world is an important way to connect us with our customers. Hearing from other growers helps our customers have confidence in their decision to include KeyPlex in their crop protection programs."



**Gerald O'Connor** CEO, Keyplex



"The videos from **Meister Custom** are a great tool for helping growers decide whether to convert to drip campaigns. Growers want to hear from other growers about the experience they have using our products. This is the voice of the customers."

**Liz Soto** Marketing Manager, Rivulis Eurodrip



"Our new site takes all of the great information from our previous site, and allows for better functionality and accessibility from any device"



**Alicia Suits** Communications Manager, Sakata



"**Meister Custom** is my go-to source for all my print and design needs, whether it be our catalogs and brochures, print and digital ads, logos, or trade show graphics, you name it!"

**Delilah Onofrey** License Manager – Suntory Flowers, North America

## SUNTORY

Contact us today to see how we can help **YOU** grow **YOUR** business.



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