

ENLIGHTEN and INFORM to inspire growth, gain market share

with Feed & Grain

Plant your brand messages in key channels to generate new ideas with customers on how to use your products and services to gain efficiencies and grow revenue. It's time to leverage great creative and smart technologies to help you reach and teach them.

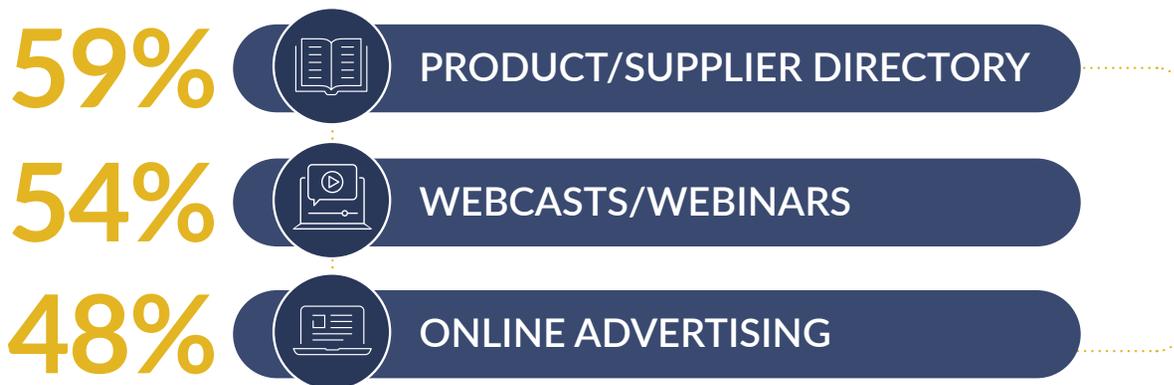


ILLUMINATE AND EDUCATE, *spread your roots*



Create a strong foundation for your marketing goals to succeed by determining the right formats and channels to deliver your unique content. How do you know which ones are most effective? Our audience survey results revealed...

Buyer's researching viable options rely on these primary information sources:*



*Source WATT Global Media agrifood audience survey June 2021

Now that customers are aware that solutions exist, they will **look online** to become further educated on their best options. Our media properties and events are **trusted sources for conducting research**.

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BRANCH OUT WITH SOMETHING *bright and new*



Leverage your value-oriented content and creative messaging delivered through WATT's advanced ad technologies for a **comprehensive strategy**. Now you are enabling the audience to engage with your brand and learn about your product benefits without even requiring a click, because they may not be ready to yet.

Key products



▶ Webinars

Position your company as a thought leader on key industry topics with our production expertise



▶ Dynamic Content Marketing Banners

Use video marquee, advertorial and Facebook feed ads to accelerate the customer journey with your insightful content



▶ Feed Mill of the Future

Tell your brand story in an engaging way while reaching key stakeholders in the feed supply chain



▶ Feed & Grain Buyer's Guide

Showcase your solutions and network with attendees by sponsoring exclusive industry events

FEED & GRAIN HAS HELPED support the growth OF THESE COMPANIES AND HUNDREDS MORE!



Ready to learn more and plant your own seeds?



View Brief 1/3

Email: advertising@wattglobal.com

See more strategies at: www.feedandgrain.com/media-kit

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