



MEDIA EXAMPLES

Below are examples of marketing content that Form-A-Feed can provide dealers to promote Hydro-Lac! Please reach out to us for customized mailings, radio scripts, print advertisements and more!

Social Media

Form-A-Feed has an active Facebook page. Form-A-Feed dealers are able to share our posts to their page, or we can create customized social media content for you to post on your Facebook page!



Customized Mailers / Statement Stuffers

Personalized direct mail pieces and statement stuffers can be developed for you as an effective way to communicate with your customers! We can customize the back of this postcard with your information!



HYDRO-LAC[®]

**CATTLE'S BEST
DEFENSE FOR STRESS**

Hydro-Lac is known for defeating the heat! But did you know it helps maintain body fluid balance during ALL stress events? The essential proprietary energy electrolytes, osmolytes and antioxidant nutrition make Hydro-Lac cattle's best defense for every stress!

HEAT STRESS	PREHARVEST
FRESH PERIOD	TRANSPORTATION
REPRODUCTION	HEALTH CHALLENGES

No other product on the market provides the broad-spectrum comprehensive approach to help cattle cope with stress!

DEFEAT THE HEAT.

Take our Free Heat Stress Risk Snapshot Assessment to Enter to Win a Free Bag of Hydro-Lac!



www.formafeed.com/heatstresssnapshot

Radio Scripts

We can customize radio script content for you! Below is an example of a Hydro-Lac radio script. Please work with your Nutrition and Production Specialist regarding the unique message you would like to convey and our marketing team is here to put it together for you!

“Stress events in cattle can be costly! Hydro-Lac is known for defeating the heat! But did you know it helps maintain body fluid balance during ALL stress events? Hydro-Lac is cattle’s best defense for every stress! Heat stress, fresh period, reproduction, preharvest and more! Stop into (business name) today to feed the BEST for every STRESS! Call (number) or visit (website).”

Customized Advertising

Contact your Nutrition and Production Specialist and/or the Marketing Department for help with customizing any of these options with your logo and contact information:

- Newspaper advertising
- Digital advertising
- Direct mail flyers
- Posters



**DEFEAT
THE
HEAT**

HYDRO-LAC®

**A COW'S BEST DEFENSE
FOR HEAT STRESS**

Cool cows from the inside out with
Hydro-Lac - the original hydration product.

- * Enhanced Hydration
- * Antioxidant Support
- * Body Temperature Regulation
- * Faster Recovery

HYDRO-LAC®
BOVINE
HYDRATION PELLETS

*No other product on the market provides a broad-spectrum,
comprehensive approach to helping cattle cope with stress!*

www.formafeed.com
800.422.3649

FormAFeed

Sales Blitzes

In the future, when the time is right and we are able to visit farms without COVID-19 restrictions, a sales blitz is a great way to promote Hydro-Lac! It is an organized effort to focus your sales force on a specific task in your market territory. Sales blitzes can be used to quickly and effectively:

- Identify, qualify and engage potential new customers.
- Introduce the Heat Stress Snapshot Promotion to producers.

Your Nutrition and Production Specialist can help you plan an effective sales blitz and the marketing department can set up producer mailers to announce the planned sales blitz date(s).

Hydro-Lac Literature

This dealer kit includes samples of Hydro-Lac literature that we have available! If you would like more copies of this literature, please visit the Form-A-Feed dealer portal to order more copies. www.formafeed.com/dealerportal. If you need access to the dealer portal, please contact Connie Beranek at connieberanek@formafeed.com.

Would you like customized Hydro-Lac marketing material for your business? Contact us today!

Connie Beranek

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