



Farms.com™

God Made A Farmer

How New Media Scored A
Touchdown for Agriculture.

(How To Convince Voters/Consumers)

Assets \$650K
Liabilities 325K
Net Worth \$325K

Cash Flow
Interest Income

Website: www.ramtrucks.com/keepplowing

Chrysler Ram Trucks

Paul Harvey

Farms.com

FFA (Donation)

Case IH

See the Ram Trucks Case Study Handout For Background Information.



Ram Trucks' "Farmer" Super Bowl Commercial

Farms.com™

- Super Bowl Commercial – photos.
- Youtube
- SEO/SEM
- Twitter
- Facebook
- 400,000 email Newsletters
- Digital Marketing – banners, content.



Results of the “Farmer” Campaign



- 28 Million+ Video Views on Youtube.
- Goodwill With Farmers, Associations.
- FFA - \$ 1 Million Dollar Donation.
- Forbes: Ram Truck Sales Up 15% in 2013.

Chrysler CMO Olivier Francois

“ I receive letters every day from loyal customers of the competition thanking us for doing that spot and saying that they are considering the Ram. “ “We were all convinced that we have a superior truck, but it has to have a little bit of soul. It has to speak with the heart.”



Implications of New Media on the How to Convince Voters/Consumers.

- New Media has become a real factor in agriculture communications for agri business and farmers. Youtube, Twitter, Facebook.
- It is difficult to find “Farmer” ideas.
- Cooperation, partnerships, team synergy work – it is difficult to be good at everything.
- Next 15 years – Time to invest resources and \$ to be good at New Media.



Invitation to Connect.

🌿 Please contact us if you have any questions or want to brainstorm ideas.

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