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DTN MARKETER®

CASE STUDY

Dulaney Seed

Clarksdale, Mississippi

Dulaney Seed is an independent AgVenture seed company located in northwest Mississippi. Founded in 1983, AgVenture — through companies like Dulaney Seed — gives growers more choices and better access to a wider range of genetics and traits. By establishing relationships with several leading genetic/technology suppliers in the seed business and establishing regional seed companies across all the agricultural states, the company is renowned for innovation and high-yield results.

In addition to selling field seeds through their partnership with AgVenture, family-owned Dulaney Seed also conducts research into the best seed varieties for the Mississippi-Arkansas Delta area.

The challenge

"We'd heard good things about DTN/The Progressive Farmer's products and services, and knew the company's network reaches 70 percent of the nation's top producers," explained Charlie Robinette, an analyst for Dulaney Seed. "We wanted their help in bringing our company more branding."

The solution

Dulaney Seed chose the ag information leader's DTN Marketer to help them promote their business throughout their service territory. DTN Marketer is an

effective marketing, sales, and service solution that helps agribusinesses reach top producers in their area — building customer loyalty and motivating transactions.

The results

DTN Marketer has allowed Dulaney Seed to differentiate their business with high-impact, branded advertising placement across the DTN/The Progressive Farmer's Internet and satellite network.

The company uses a combination of rotating banner ads, box ads, and screen savers, which provide click-through capabilities to customized landing pages or their website.

"We saw the value in the product," said Robinette. "We've added 10 additional counties to our reach. Currently, we send information to customers in 32 counties via our DTN Marketer service."

DTN Marketer helps Dulaney Seed make their information readily accessible to customers and prospects when they need it — while they are making key decisions. By offering this convenience, the company can build loyalty and a new level of recognition as a local partner.



The client's view

"DTN/*The Progressive Farmer's* customer service is excellent — easy to work with and professional. They're always there to offer suggestions to make the advertising campaign even more successful."

Charlie Robinette, analyst, Dulaney Seed