



[fb.com/BillPeltonLivestock](https://fb.com/BillPeltonLivestock)

[fb.com/Montana BQA](https://fb.com/MontanaBQA)



[info@billpelton.com](mailto:info@billpelton.com)



[@billpeltonlivestock](https://www.instagram.com/billpeltonlivestock)

Pelton Livestock is a family run livestock marketing & consulting company based in Montana

[WWW.BILLPELTON.COM](http://WWW.BILLPELTON.COM)

# Pelton Livestock

## Marketing & Consulting

## ABOUT US

Welcome to Pelton Livestock and the great state of Montana where we're better known as the Seedstock Capital of the World. We invite you to visit our website and encourage your feedback. As a leading agribusiness consulting firm, we work diligently with our clients to deliver rapid results utilizing smart techniques and a team of seasoned experts. Take the tour and see what's new! If you're not already doing business with us, all we can ask is that you'll give us a try. There's no better time than right now to throw a loop around increased productivity and trail your outfit to higher ground, so why not saddle up and make the ride with us?

## SERVICES AFFILIATES

- Digital Marketing & Advertising
- Videos and Photography
- Conference Calls
- Livestock Insurance
- Internet Auctions
- Website design & Management
- Graphic Design, Catalogs
- Order Buying / Ring Service
- NILE Merit Heifer Program
- BQA Beef Quality Assurance
- WIRED Women in Ranching Education Development
- NCBA National Cattlemen's Beef Assn.
- Montana Stockgrowers

## MEDIA REACH



7,954  
followers



26.5%  
Click Rate



NEW! 1054  
followers



Bill Says ..  
since 2009



4k+ Videos  
annually

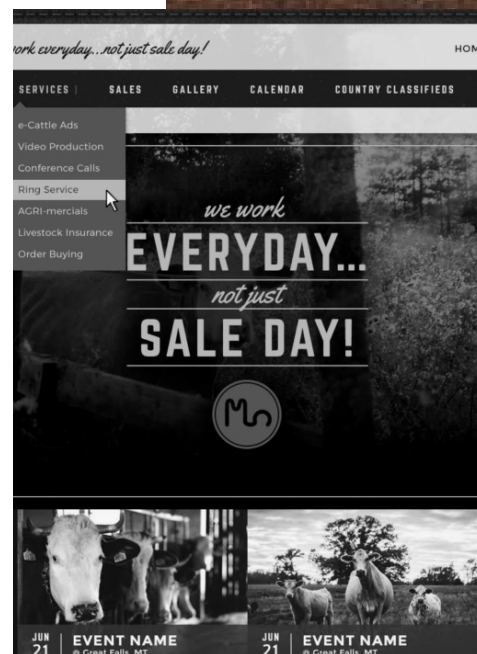
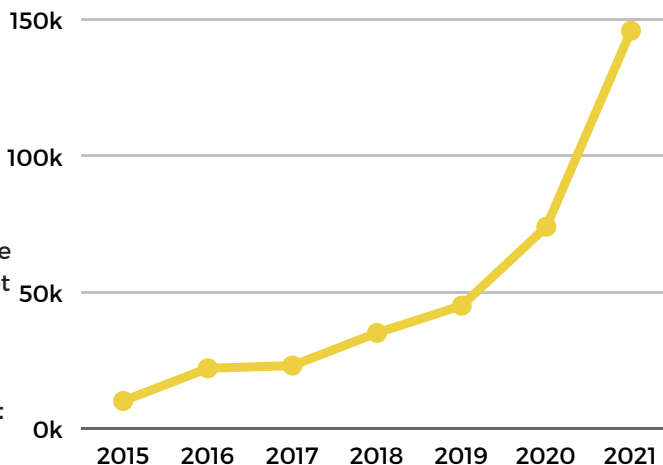


500+  
connections

## WEBSITE STATISTICS

This chart is the total of annual visitors for years 2015-2021. The visitors are mainly from the United States (95.4%) or from Canada (4.6%).

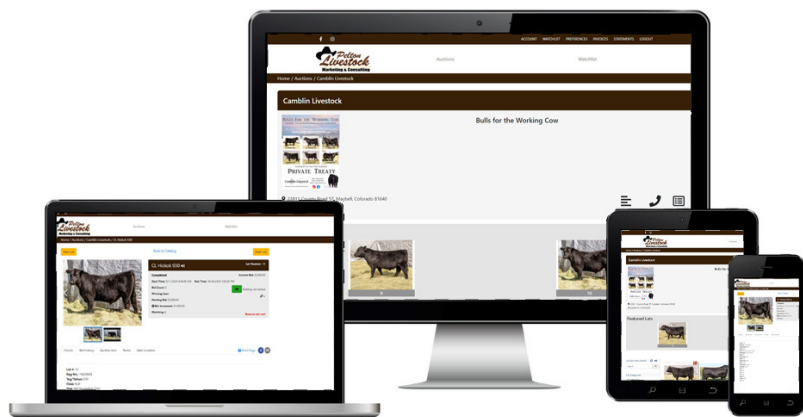
Go for maximum exposure and move from your quiet country road to our busy internet highway, where we get over **4,285 visitors to our web site looking at over 58,675 pages EVERY MONTH** in our peak season!.



# SADDLE UP AND RIDE WITH US!

**YOUR ONE-STOP-ONLINE SALE BARN FOR INFO ON SALES, EVENTS, AND NEWS THAT THOUSANDS OF DAILY READERS USE TO PURCHASE LIVESTOCK AND STAY CONNECTED WITH THEIR PROSPECTS.**

- SALE & EVENT CALENDAR
- SALE REPORTS
- DEDICATED SALE PAGES
  - AD COPY, FLIP CATALOGS, VIDEO CATALOGS, SORTABLE SPREADSHEETS, AUDIO CLIPS, CONTACT INFO, HOT LINKED TO YOUR WEBSITE
- INTERNET AUCTIONS
- INSURANCE
- COWBOY COLLEGE
- BQA TRAINING & RESOURCES
- ALLIED INDUSTRY AGRI-MERCIALS
- ON ALL YOUR DEVICES
- COWBOY FRIENDLY!





# PACKAGES AVAILABLE

**WE WORK EVERYDAY ... NOT JUST SALE DAY!**

## **E-CATTLE AD - \$750 digital marketing package**

Grow your business with eCattleAd, a smart and easy Digital Marketing solution and bundled package of marketing strategies designed to create market awareness, host all the videos and data a bull buyer needs, drive traffic to your website and help Seedstock & Private Treaty producers reach their audience in this wide vast digital space.

Includes Dedicated Sale page, Email Marketing, Social Media Marketing, Sale Report and promotion letting viewers know it is available.

Hosted Videos may be added for \$10/video

If you should happen to update your ad copy that's great. . just send us the new copy and we'll switch it out for you.

We'll gladly add any special comments/promotions/links you think will help promote your products so be sure to let us know what they are. Contact us anytime. . we want to work for you!

## **VIDEO PRODUCTION - \$25/head + mileage**

Let us help you attract prospects and customers with individual videos for all your sale lots, professionally edited and posted on our website; then direct your clients to our website to view the videos. Videos are a great way to promote your sale and gives you the extra edge to reach a larger clientele. Video promotion is becoming very popular and we take pride in the quality and popularity of our videos.

## **BUSINESS CARD AD - \$1,000/year**

Business Card Ad is hot linked to your website and Ad appears in a random rotation on every page of the website to create awareness and repetition throughout the year.

## **FACEBOOK VIDEO - "Sorting Pairs Simplified"**

7-day campaign  
141,048 People Reached  
73,146 Video Views  
4,987 Reactions, Comments & Shares

**NO GUARANTEE OF  
RESULTS BUT YOU HAVE TO  
START SOMEPLACE**



# AVAILABLE PACKAGES

**WE WORK EVERYDAY ... NOT JUST SALE DAY!**

## **LET US HOST YOUR EDITED VIDEOS! - \$10/head**

Whether it's all the bulls in your line up or the top performers and/or herd bull prospects, let us help you share them with the world. Go for maximum exposure and move them from your quiet country road to our busy internet highway.

## **PICTURES \$35/head + mileage**

## **Ad Copy & Catalog Creation**

Call today to learn more about what we can do for you.

## **"BRAND VIDEO" drone production**

Call today to learn more about what we can do for you.

## **CONFERENCE CALL - \$750 + mileage**

If you can't have 'em on the seats, let's have 'em on the phone... with a professional who knows and understands the auction process. We provide low-cost toll-free call plans, specialized Equipment, and experienced personnel to insure a positive experience for your bidders and buyers.

**A CONFERENCE CALL may also be included in the VIDEO package for those buyers that can't make it on sale day.**

## **AFFORDABLE WEBSITES - Fully Cared For!**

NEW service we are offering starting from \$1200 new build, \$300 yearly hosting and \$300 per update session (you choose frequency - yearly, bi-annually or quarterly). Our starting template is a cowboy friendly design with multiple pages and custom programming. You provide the example websites you like, pictures and content ... we take care of the rest.

## **VOICING RADIO ADS - \$150**

## **AUDIO CLIP add-on - \$100**

Audio clip from radio or your own posted for automatic play and download on your dedicated sale page.

## **AGRI-mercial / PRIVATE TREATY - \$500/quarter \$1500/annual**

Annual listing includes 3 email blasts and ability to update your ads on a monthly basis.

## **INTERNET AUCTION / CUSTOMIZED PACKAGES - Best deal on market!**

For our customers who are interested in low key inexpensive and less labor involved sales. We are happy to customize a package for your business. Call today to learn more about what we can do for you.



# ONLINE AUCTIONS

[www.BillPelton.com/Auctions](http://www.BillPelton.com/Auctions)

  
**01****Register**


If you are not already a user on our site, create an account.

  
**02****Verify Email**

An email will be sent to email account provided. Please click link in email to activate your account.

  
**03****View Auctions**

Enter auction you are interested in, click "Request to Bid" on any lot to be approved for bidding.

  
**04****Sale Day**

Login with credentials provided at registration.

  
**05****For Help call**

Darci Pelton Sachdeva  
(406) 794-3174



WWW.BILLPELTON.COM

# *Saddle Up and Ride With Us*

Digital Marketing Plans

Private Treaty / Sale Day Advertising

Photography/Video Production

Websites

Ad Design



406.671.5100

[www.BILLPELTON.com](http://www.BILLPELTON.com)

[info@billpelton.com](mailto:info@billpelton.com)

## WE CAN KEEP YOU CONNECTED

From crafting the strategy,  
to educating and registering participants  
and creating digital assets  
so your brand awareness  
will live long after the sale is over.

### Full Service Digital Marketing Plans

*We Work Everyday... Not Just Sale Day*

Sale Day Advertising Packages

Photo & Video Production

Private Treaty & Internet Auctions

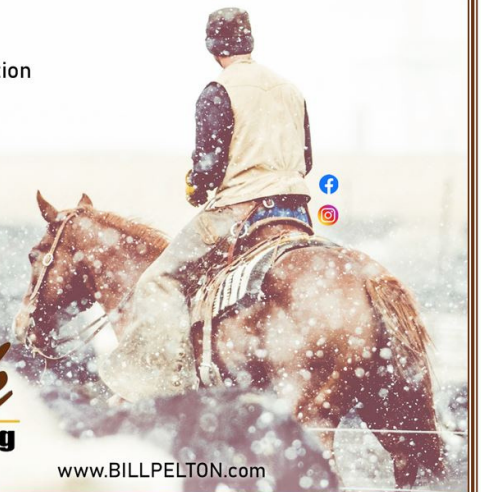
Websites & Ad Design

 **Pelton  
Livestock**  
**Marketing & Consulting**

bill@billpelton

406.671.5100

www.BILLPELTON.com





[illegible]



WWW.BILLPELTON.COM

# COWBOY FRIENDLY WEBSITES

Our starting template is an easy to use design with multiple pages and custom programming. You provide the example websites you like, pictures, logo, colors, and content ... we take care of the rest.

[www.billpelton.com](http://www.billpelton.com)

*For the Modern Day Cowboy*

On all your devices – Cowboy Friendly!



AFFORDABLE  
WEBSITES



## Photography | Graphic Design



*Sharing Your Ag Story*

**Graphic Design**  
Logo's - Advertisements - Busines Cards - Banners

**Agriculture Photography**  
Donor/Stud - Sales - Promotional

PHOTOGRAPHY,  
GRAPHIC  
DESIGN



Social Media Channels,  
easy to change and you  
can update people on the  
hour by the hour.



BILL SAYS...

**Don't grow old and  
weary using outdated  
methods for  
marketing your bulls**

SAVE MONEY AND REACH MORE PEOPLE  
ADVERTISING ONLINE AND WITH SOCIAL  
MEDIA. GIVE US A CALL TO FIND OUT HOW!

DIGITAL  
MARKETING

# Sale Day Conference Call

*It's as easy as*

1. Pre-Register for your buyer number
2. Receive toll free call in # and pin
3. Get last minute instructions for call

*Give Bill Pelton a call in advance*

*"Our goal is to get you in the seats but if you can't make it on sale day, we're fixin' to get you On The Line"*





# Stockmans Insurance Agency LLC

## Livestock Insurer

Equine & Bovine

Licensed

Since 1989

## Coverage

Mortality, Loss of Use, Major Medical

*For more information and rates, contact Bill Pelton*

*"We partner with you to provide the protection you want and need."*

 **Pelton**  
**Livestock**  

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**Marketing & Consulting**