



# PURINA® DEALER MARKETING PACKAGE

POWERED BY  
**CROSS TIMBERS MARKETING**  
(PURINA PREFERRED PARTNER)

**2026 just got better!** From the partner that brought you *My Local Purina Dealer*, we're expanding our dealer marketing package to give you more, so you can do more! With the conclusion of MLPD, we're now focused on increasing the **TOTAL VALUE PACKAGE** you receive by providing additional marketing services focused on helping you, the local Purina feed dealer, grow your reach, reputation, and business. So, as you plan your year with your staff and Purina sales team, know that we are here to work directly with you. With this new package we will continue to provide you with the high-quality targeted marketing you need and the professional service you deserve.

**Sign up is simple, let's get started today!**

## WHY DEALERS LOVE THIS PACKAGE

- **Affordable:** Only \$200/mo – far cheaper than hiring staff. Includes \$50/mo for Facebook boosting and ad campaigns.
- **Reimbursement:** Purina branded marketing that can be submitted for reimbursement as part of your Total Value Package.
- **Turnkey:** We handle everything for you. Professional, high-quality, turnkey marketing built around Purina's brand standards. Saves you time and resources.
- **Brand-Approved:** All marketing aligns with brand standards, positioning your store as the local Purina dealer.
- **Local Impact:** Strengthen your brand in your local market.
- **Scalable:** Add more services as your store grows.
- **Experience:** For nearly 25 years Cross Timbers has been providing marketing services to the agricultural industry.

# \$200/MONTH

INCLUDES  
**\$50 / MONTH FACEBOOK AD SPEND**  
(ELIGIBLE FOR TVP REIMBURSEMENT)



**DO YOU WANT MORE MARKETING SERVICES IN 2026?  
ARE YOU READY TO START SOMETHING NEW?**

Sign up is simple. Scan the QR code or go to:  
[crosstimbersmarketing.com/PurinaDealer](http://crosstimbersmarketing.com/PurinaDealer)  
Or, email "YES" and your store name to:  
[purinadealer@crosstimbersmarketing.com](mailto:purinadealer@crosstimbersmarketing.com)



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## WEEKLY SOCIAL POSTS

### (1 - 2 PER WEEK – YOU PICK!)

Professional graphics and video promoting your Purina products across Facebook and Instagram posts, reels, and stories. With a mix of brand, educational, and promotional content we'll post for you weekly content relevant to your customer and the products you carry. Want to post on your own schedule? Just let us know and we'll provide you a link to a content library.



## PRINT MARKETING

Let's face it, you still have a need for traditional marketing and advertising. We've got you covered with access to professionally designed marketing materials. You let us know what you need and we'll create it. We handle the design and expedite the production. All you do is cover the cost of the printed materials.



## FACEBOOK & INSTAGRAM SETUP + OPTIMIZATION

We'll review and update your branded profile and make sure your information is complete and representative of your store's products and services.



## EVENT PROMOTIONS

Make your events the talk of the town! Perfect for horse & cattle meetings, Chick Days, customer appreciation events, store sales, or other events. We can help you plan and expedite all your event needs.



## FACEBOOK AD CAMPAIGNS

Target your local market and increase your reach through Facebook ad campaigns that increase awareness, promote events, as well as promote products and services. The program includes \$50 per month ad spend with additional ad budget upon request.



## EMAIL MARKETING

Stay in touch and build loyalty. Known for its high ROI, email marketing turns one-time purchasers into repeat customers. We'll help you create a direct line of communication and deliver content promoting seasonal products, store events, and one-off campaigns.



## MONTHLY FACEBOOK CONTENT CALENDAR

Provided each month for store owner and staff visibility. Know what is going to be posted beforehand so you can better plan and coordinate your social media calendars.



## GOOGLE BUSINESS PROFILE OPTIMIZATION

Claim or optimize your listing to help improve your local search. We'll make sure all your store information is up to date as well as adding photos, products, and posts.

## + OPTIONAL ADD-ONS

We're a full-service marketing agency with nearly 25 years of experience in the agricultural industry, on stand-by to equip you with the tools you need. Whether ecommerce, social content, digital advertising, creative design, web design, video production, photography, SEO, or SEM, we are ready to provide the professional marketing services your business deserves.

## DEDICATED DEALER SUPPORT

Have questions? Need help? Your team has direct access via email or phone – whenever you need it.

(817) 757-7717 | [purinadealer@crosstimbersmarketing.com](mailto:purinadealer@crosstimbersmarketing.com)

## READY TO GROW YOUR STORE IN 2026?

Let's strengthen your digital footprint, attract new customers, and grow your Purina business.

## SIGN UP HERE

[crosstimbersmarketing.com/PurinaDealer](http://crosstimbersmarketing.com/PurinaDealer)



# THE BREAKDOWN

## MONTHLY SOCIAL POST PACK (1-2 PER WEEK – YOU PICK!)

- Professional graphics and video promoting Purina products
- Educational, seasonal, and promotional content
- Facebook + Instagram posts, reels, and stories
- Custom captions + hashtags
- Posted for you – or delivered to your team

## FACEBOOK & INSTAGRAM SETUP + OPTIMIZATION

- Review, update, or create branded profiles
- Update cover images
- Custom “About” section
- Pinned post

## FACEBOOK AD CAMPAIGNS

- \$50 monthly ad spend included
- Target customers up to 50 miles from your store
- Boosting
- Like campaigns
- Retargeting
- Event promotions
- Product-focused campaigns

## MONTHLY FACEBOOK CONTENT CALENDAR

- Know exactly what's coming each month
- Helps staff plan for promotions, events, and busy seasons

## EVENT PROMOTIONS

- Social Media Campaigns
- Digital Ads
- Email Marketing
- Direct Mail
- Flyer or Poster Designs
- Print Advertisements

## GOOGLE BUSINESS PROFILE OPTIMIZATION

- Claim or optimize your listing
- Update hours, contact info, and store details
- Add photos, products, and posts
- Improves local search visibility

## EMAIL MARKETING

- Branded content promoting seasonal products and store events
- Custom campaign options available
- Don't have an email list? We'll help you build one.

## PRINT MARKETING

Professional print design + production, including but not limited to:

- Business Cards
- Brochures
- Advertisements
- Sell Sheets
- Flyers
- Shelf Talkers
- Posters
- Counter Cards
- Packaging
- Catalogs
- Newsletters
- Direct Mail Pieces
- Signage
- Expo Booth Materials
- Apparel + Branded Wearables

## OPTIONAL ADD-ONS

- Web Design & Development: Shopify, BigCommerce, WordPress & More
- Expanded Digital Advertising: Google Ads, Facebook, Instagram, etc.
- Video Production
- Professional Photography
- Social Content
- Creative Design
- SEO & SEM

## REIMBURSEMENT

We'll provide the package details and invoices needed to submit.

## REACH OUT FOR MORE INFORMATION

**(817) 757-7717 | [purinadealer@crosttimbersmarketing.com](mailto:purinadealer@crosttimbersmarketing.com)**



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