

# DIGITAL MARKETING

Browser address bar: <http://www.tulicattle.co.za/default.asp?CID=1>

Browser tabs: Tuli Cattle - The Intelligent Ch... x Absa Online Logoff


Browser menu: File Edit View Favorites Tools Help

Browser status bar: x EPSON >>

Website navigation: [ENGLISH](#) [AFRIKAANS](#) Contact Us +27 (0)51 410 0958 [liezel@studbook.co.za](mailto:liezel@studbook.co.za)

## Tuli Cattle Breeders' Society of South Africa


- The Intelligent Choice -  
Fertile, Profitable, Range Cattle



## Tuli Beestelersgenootskap van Suid Afrika

- Die Intelligente Keuse -  
Vrugbare, Wingewende, Veldbees

Website menu: [HOME](#) [THE STORY](#) [THE SOCIETY](#) [EVENTS](#) [FOR SALE](#) [NEWS](#) [AWARDS](#) [GALLERY](#) [VIDEOS](#) [LINKS](#) [CONTACT US](#)



## Why Tuli Cattle?

The Tuli is indigenous to Southern Africa with hardiness and adaptability bred into it through a process of natural selection over a period of at least two thousand years.

Windows taskbar: 04:28 PM 2018/08/29

# MAIN FOCUS

---

- ✕ **Tuli Website**
- ✕ **Facebook**
- ✕ **YouTube**



# DIGITAL MARKETING

Browser address bar: <http://www.tulicattle.co.za/default.asp?CID=1>

Browser tabs: Tuli Cattle - The Intelligent Ch... x Absa Online Logoff


Browser menu: File Edit View Favorites Tools Help

Browser status bar: x EPSON >>

Website navigation: [ENGLISH](#) [AFRIKAANS](#) Contact Us +27 (0)51 410 0958 [liezel@studbook.co.za](mailto:liezel@studbook.co.za)

**Tuli Cattle Breeders' Society  
of South Africa**


- The Intelligent Choice -  
Fertile, Profitable, Range Cattle



**Tuli Beestelersgenootskap  
van Suid Afrika**

- Die Intelligente Keuse -  
Vrugbare, Wingewende, Veldbees

Website menu: [HOME](#) [THE STORY](#) [THE SOCIETY](#) [EVENTS](#) [FOR SALE](#) [NEWS](#) [AWARDS](#) [GALLERY](#) [VIDEOS](#) [LINKS](#) [CONTACT US](#)



## Why Tuli Cattle?

The Tuli is indigenous to Southern Africa with hardiness and adaptability bred into it through a process of natural selection over a period of at least two thousand years.

Taskbar: Windows Explorer, Internet Explorer, Skype, Google Chrome, PowerPoint, Excel, Adobe Reader

System tray: 04:28 PM 2018/08/29

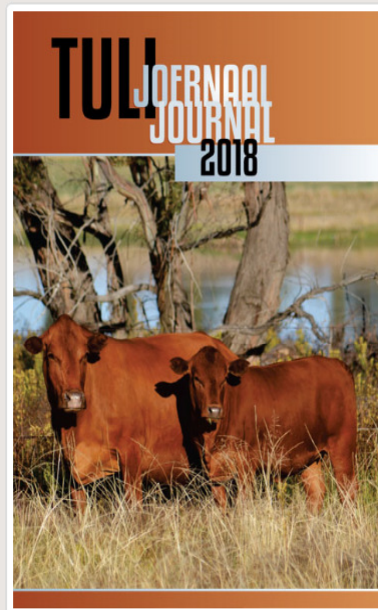
# WEBSITE

2019 Journal



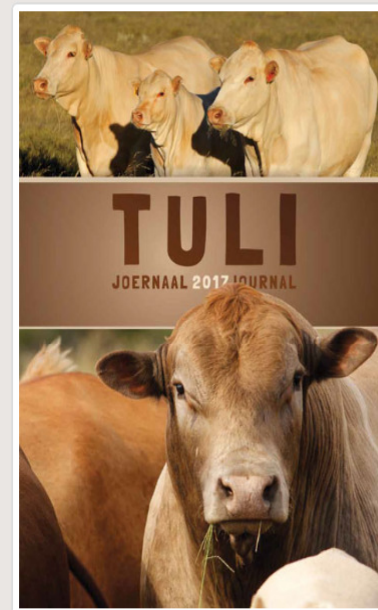
Bladsy 1 - 20 (14.8 MB)  
Bladsy 21 - 41 (5.9 MB)  
Bladsy 42 - 62 (6 MB)  
Bladsy 63 - 84 (7.3 MB)

2018 Journal



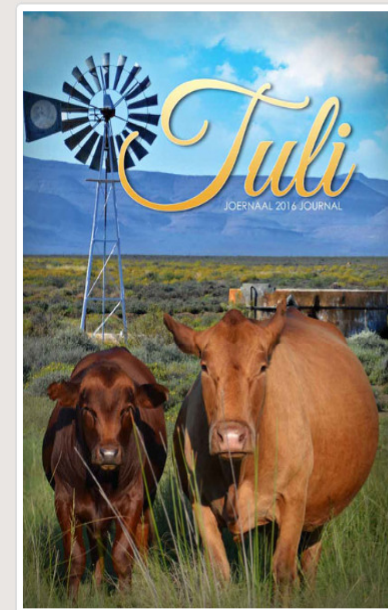
Bladsy 1 - 9 (14.8 MB)  
Bladsy 10 - 19 (5.9 MB)  
Bladsy 20 - 29 (14.8 MB)  
Bladsy 30 - 37 (10.6 MB)  
Bladsy 38 - 50 (11.8 MB)

2017 Journal



Bladsy 1 - 25 (2.03 MB)  
Bladsy 26 - 52 (3.79 MB)

2016 Journal



Bladsy 1 - 36 (4.66 MB)  
Bladsy 1 - 76 (2.83 MB)



# WEBSITE MARCH

Users

533

↑15.6%

vs last 30 days

Sessions

732

↑19.6%

Bounce Rate

53.96%

↓3.7%

Session Duration

2m 58s

↑16.9%



# WEBSITE APRIL

Users

578

↑9.7%

vs last 30 days

Sessions

755

↑3.1%

Bounce Rate

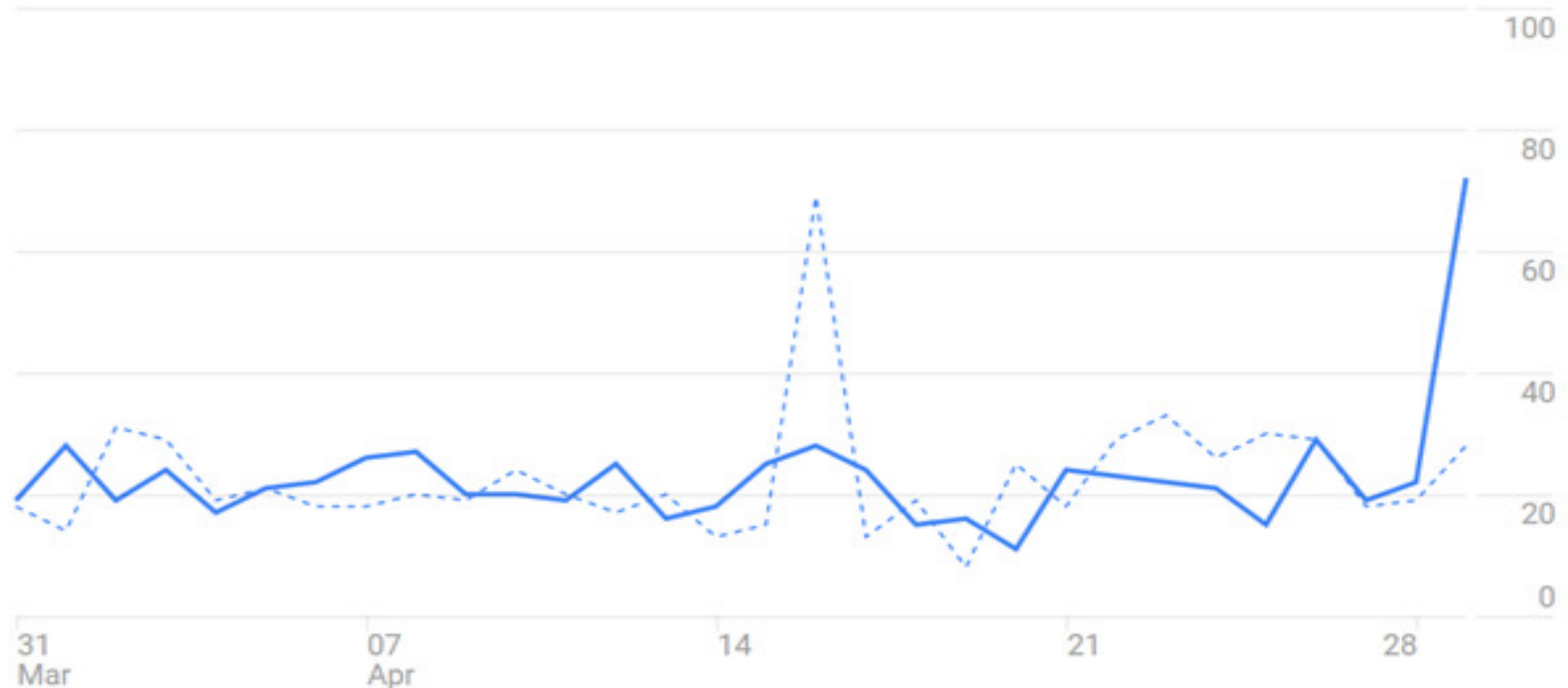
56.69%

↑4.5%

Session Duration

2m 26s

↓17.9%





# WEBSITE MAY 2019

Google Analytics Home

Users

608

↑6.3%

vs last 7 days

Sessions

934

↑24%

Bounce Rate

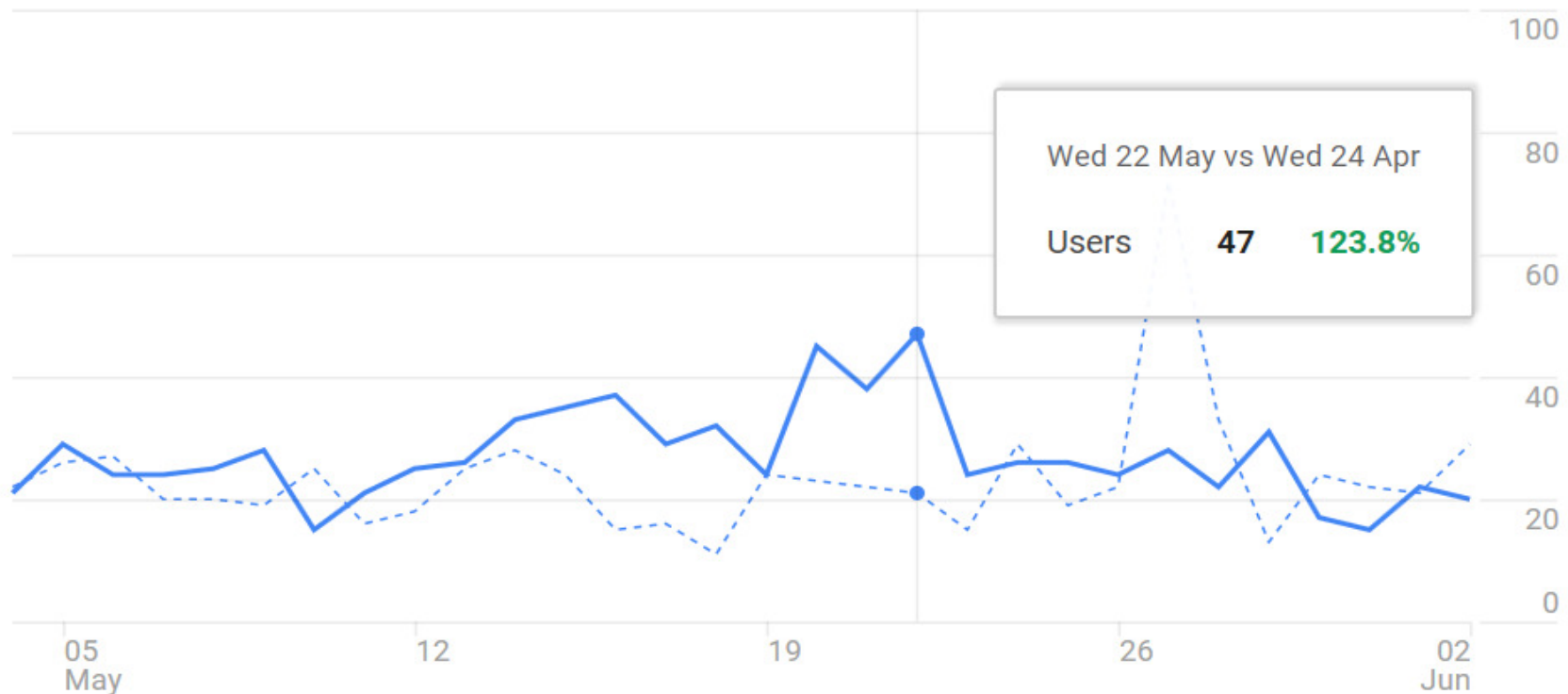
46.9%

↓17.1%

Session Duration

3m 26s

↑28.9%



# WEBSITE JUNE 2019

Users

538

↓11.1%

Sessions

817

↓13.1%

Bounce Rate

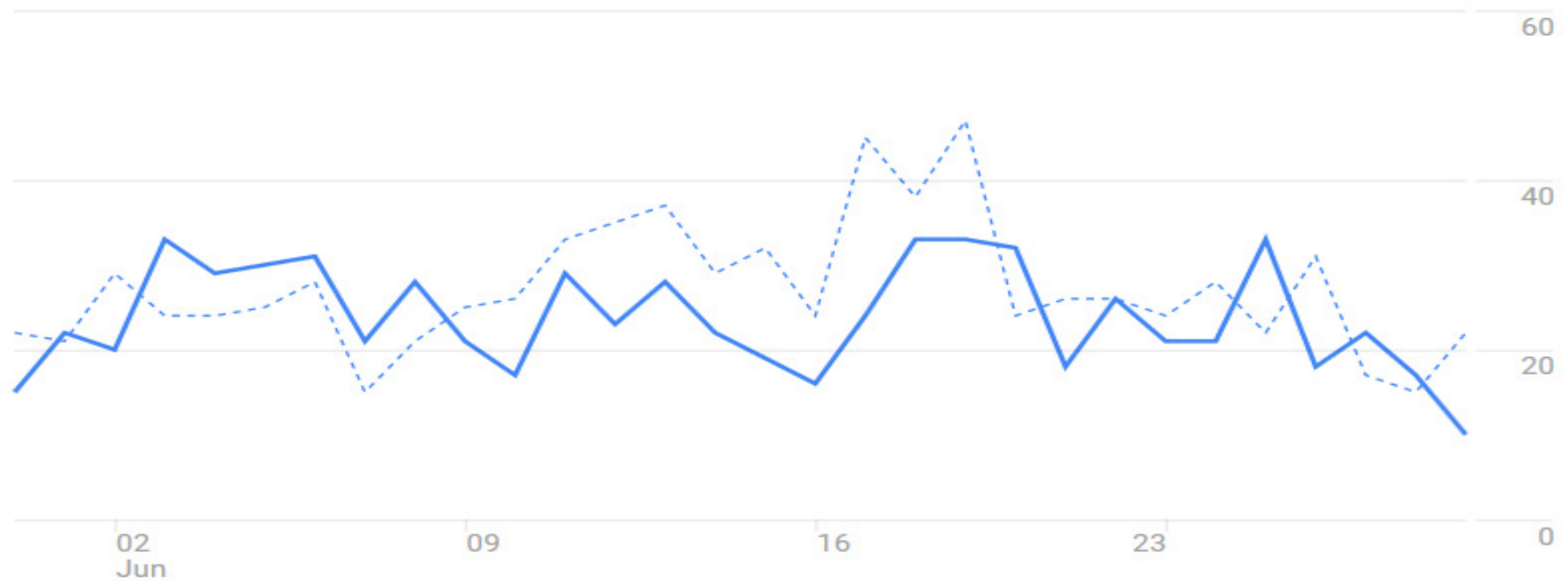
54.71%

↑15.8%

Session Duration

2m 08s

↓37.9%



Last 30 days ▼

[AUDIENCE OVERVIEW](#) ➤



# WEBSITE JULY 2019

Users

512

↑6.7%

Sessions

742

↑1.0%

Bounce Rate

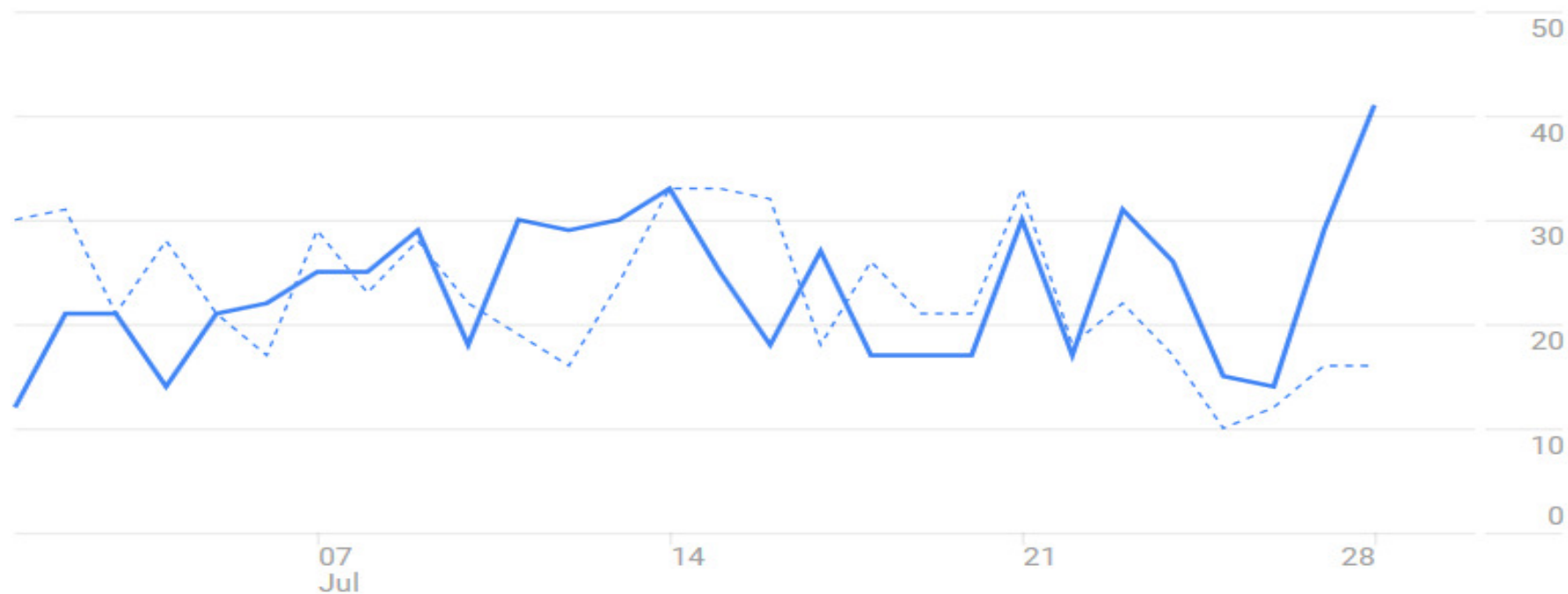
58.63%

↑2.6%

Session Duration

2m 18s

↑17.9%



Jul 1, 2019 - Jul 30, 2019 ▼

[AUDIENCE OVERVIEW](#) >

# WEBSITE AUGUST 2019

Users

492

↓ 2.2%

Sessions

685

↓ 5.9%

Bounce Rate

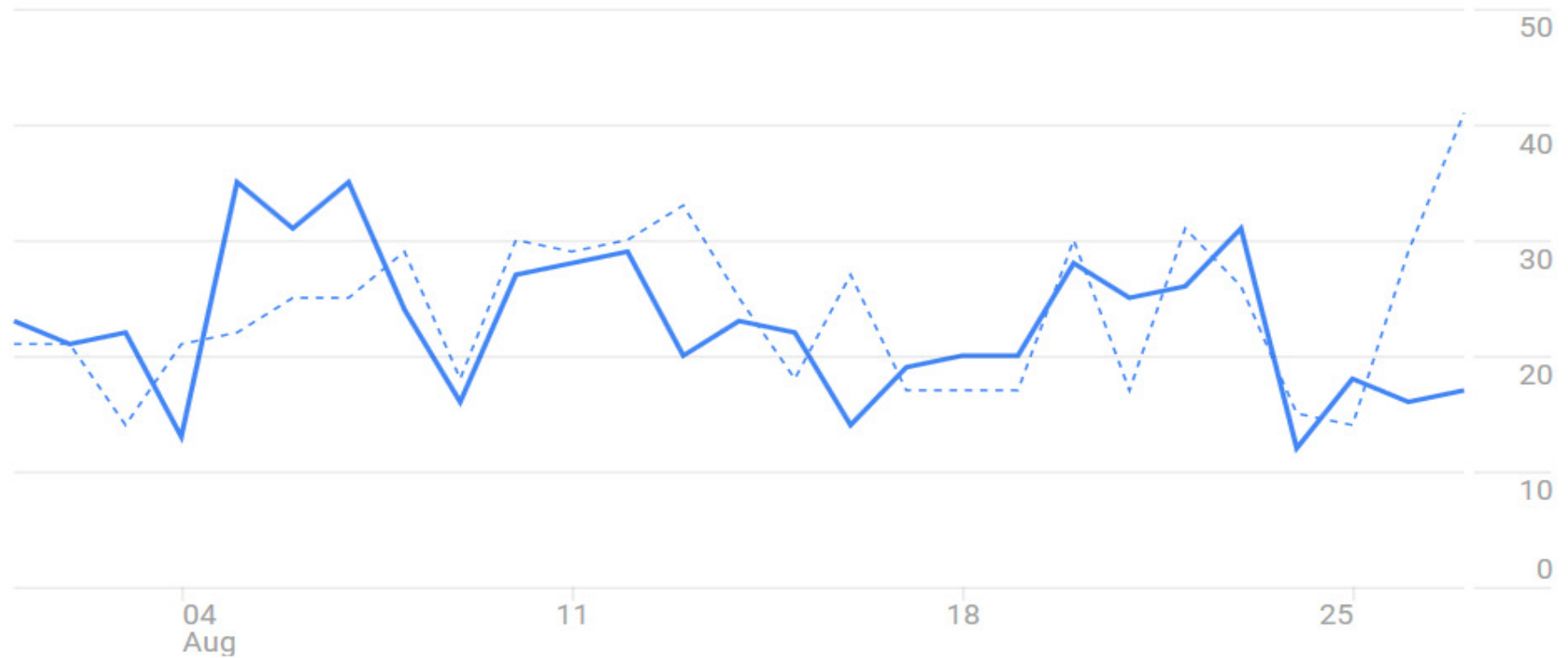
52.12%

↓ 12.0%

Session Duration

2m 38s

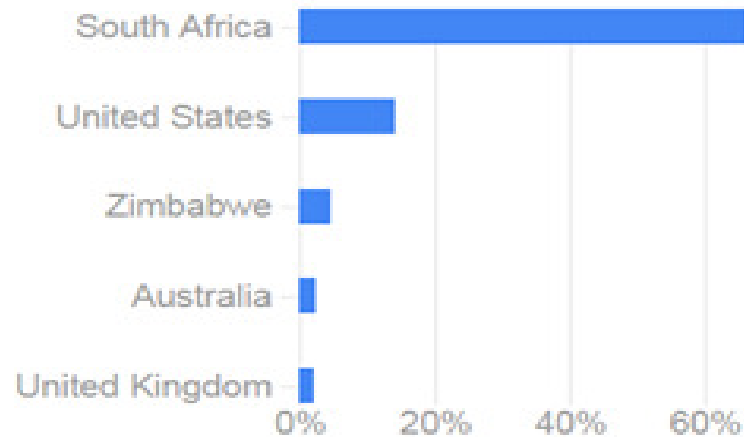
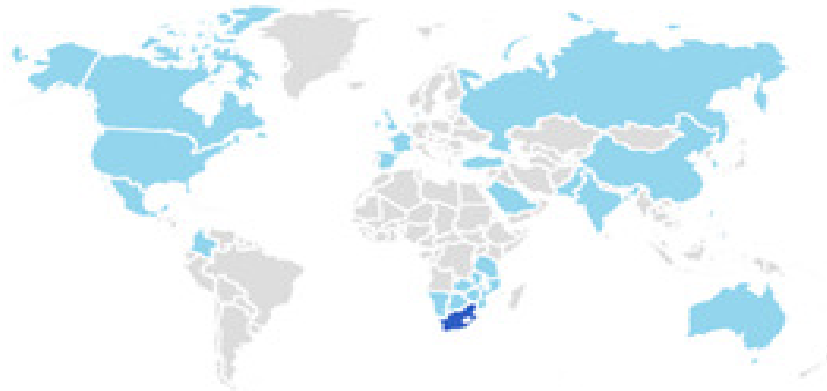
↑ 14.0%





# WEBSITE MARCH

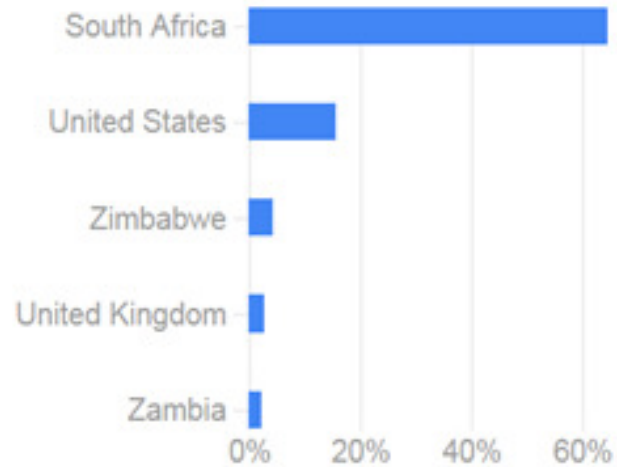
## Sessions by country



Last 30 days ▼

[LOCATION OVERVIEW](#) >

# WEBSITE APRIL 2019

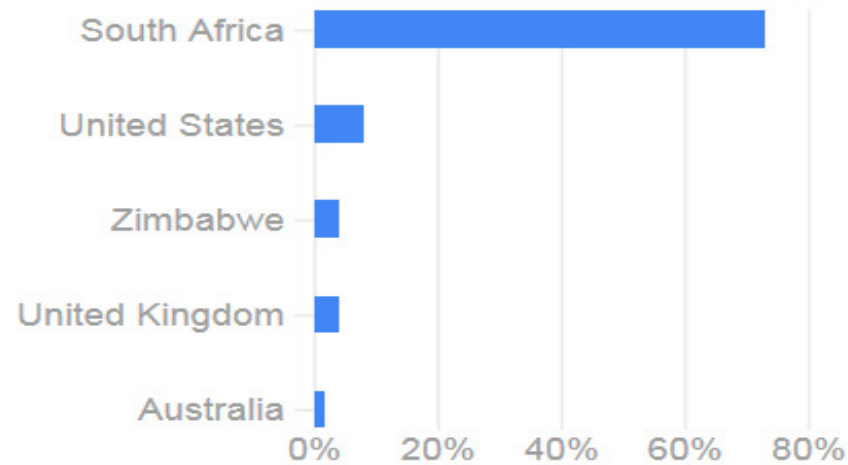


Last 30 days ▾ [LOCATION OVERVIEW](#) >



# WEBSITE MAY 2019

## Sessions by country



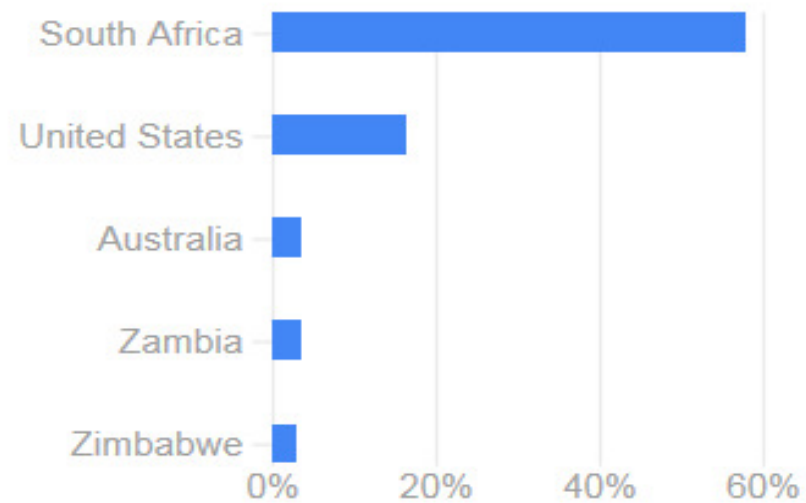
Last 30 days ▼

[LOCATION OVERVIEW](#)



# WEBSITE JUNE 2019

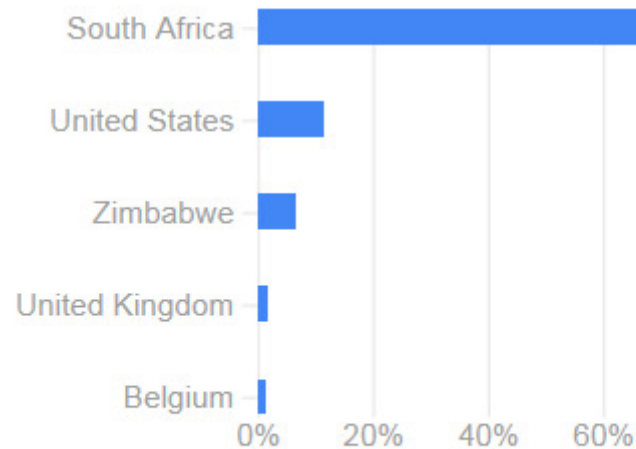
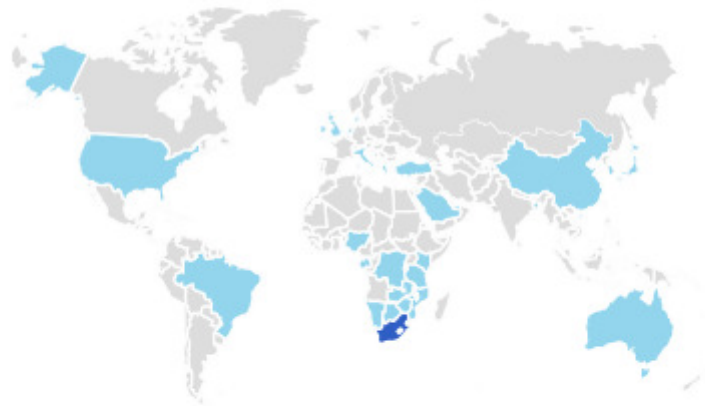
Sessions by country



# WEBSITE JULY 2019

Where are your users?

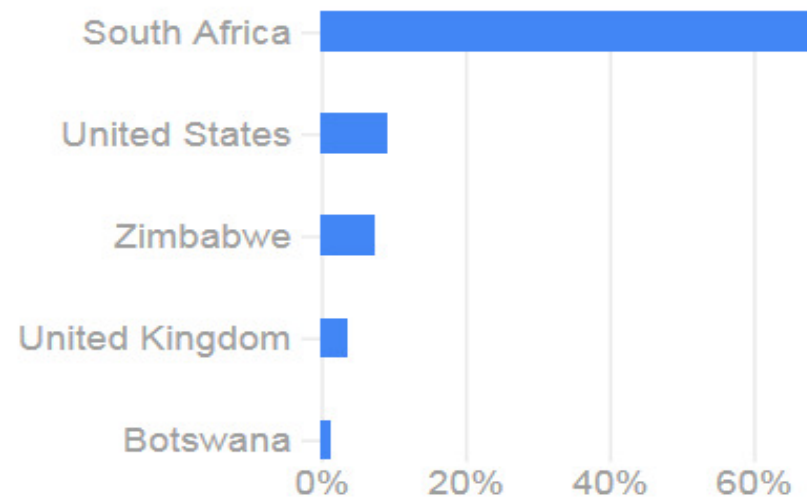
Sessions by country



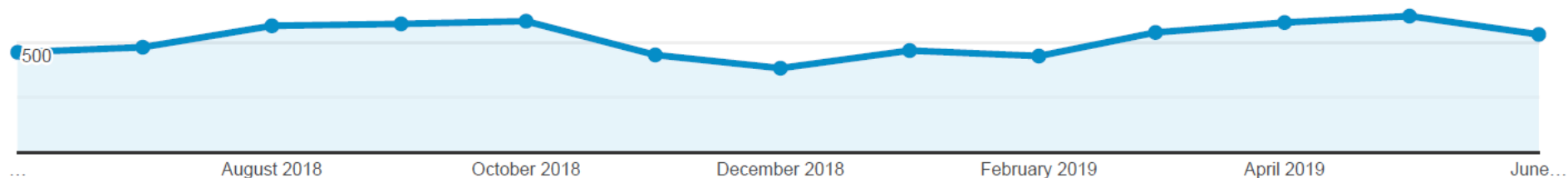


# WEBSITE AUGUST 2019

Sessions by country



# WEBSITE YEAR TO DATE



Users

5,763

New Users

5,684

Sessions

9,474

Number of Sessions per User

1.64

Pageviews

27,115

Pages / Session

2.86

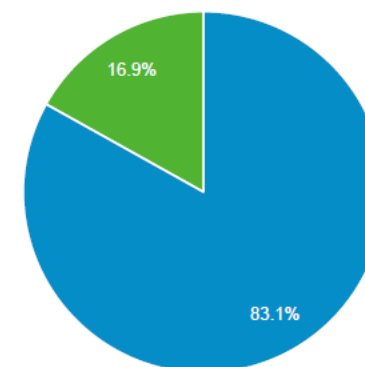
Avg. Session Duration

00:02:49

Bounce Rate

52.07%

■ New Visitor ■ Returning Visitor



# TULI FACEBOOK

facebook.com/tulicattle.co.za/



Tuli Cattle Breeders' Society of SA



Christo

Home

Create



Page

Inbox 21

Events

Notifications 40

Insights

Publishing Tools

More ▾

Settings

Help ▾



Tuli Cattle Breeders'  
Society of SA

@tulicattle.co.za

Home

Posts

Reviews

Videos

Photos

About

Community



**Add yourself to the Tuli Cattle Breeders' Society of SA Team**

Support your Page and build trust with your audience on Tuli Cattle Breeders' Society of SA by letting them see who's on your team.

[Add Yourself to Team](#)



Liked ▾

Following ▾

Share



[+ Add a Button](#)



# FACE BOOK MARCH 2019

## Page Likes

March 4 - March 31

19

Page Likes ▲280%



## Post Reach

March 4 - March 31

613

People Reached ▲3986%



## Recommendations

March 4 - March 31



We have insufficient data to show for the selected time period.

## Post Engagements

March 4 - March 31

281

Post Engagement ▲2455%



## Videos

March 4 - March 31

74

3-Second Video Views ▲147%



## Page Followers

March 4 - March 31

22

Page Followers ▲267%





# FACEBOOK APRIL 2019

## Page Likes

April 2 - April 29

26

Page Likes ▲37%



## Post Reach

April 2 - April 29

797

People Reached ▲30%



## Recommendations

April 2 - April 29



We have insufficient data to show for the selected time period.

## Post Engagements

April 2 - April 29

287

Post Engagement ▲2%



## Videos

April 2 - April 29

155

3-Second Video Views ▲107%

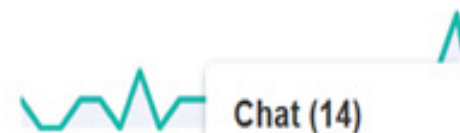


## Page Followers

April 2 - April 29

23

Page Followers ▲5%



Chat (14)



# FACEBOOK MAY 2019

Results from **May 6, 2019 - Jun 2, 2019**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

## Actions on Page

May 6 - June 2



We have insufficient data to show for the selected time period.

## Page Views

May 6 - June 2

205

Total Page Views ▲ 85%



## Page Previews

May 6 - June 2

5

Page Previews ▼ 38%



## Page Likes

May 6 - June 2

34

Page Likes ▲ 13%

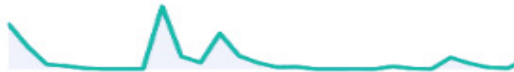


## Post Reach

May 6 - June 2

1,677

People Reached ▼ 7%



## Recommendations

May 6 - June 2



We have insufficient data to show for the selected time period.

## Post Engagements

May 6 - June 2

981

Post Engagement ▲ 39%



## Videos

May 6 - June 2

521

3-Second Video Views ▲ 11%



## Page Followers

May 6 - June 2

35

Page Followers ▲ 25%



# FACEBOOK JUNE 2019

## Actions on Page

June 2 - June 29

2

Total Actions on Page ▲100%



## Page Views

June 2 - June 29

246

Total Page Views ▲20%



Jun 28, 2019

11 Total Page Views

## Page Previews

June 2 - June 29

11

Page Previews ▲120%



## Page Likes

June 2 - June 29

22

Page Likes ▼39%



## Post Reach

June 2 - June 29

733

People Reached ▼56%



## Story Reach

June 2 - June 29

### Get Story Insights

See stats on how your Page's story is performing.

[Learn More](#)

## Recommendations

June 2 - June 29



## Post Engagements

June 2 - June 29

203

Post Engagement ▼79%

## Videos

June 2 - June 29

348

3-Second Video Views ▼27%

# FACEBOOK JULY 2019

## Actions on Page

July 2 - July 29



We have insufficient data to show for the selected time period.

## Page Views

July 2 - July 29

94

Total Page Views ▼ 63%



## Page Previews

July 2 - July 29

4

Page Previews ▼ 64%



## Page Likes

July 2 - July 29

12

Page Likes ▼ 48%



## Post Reach

July 2 - July 29

84

People Reached ▼ 89%



## Story Reach

July 2 - July 29

### Get Story Insights

See stats on how your Page's story is performing.

[Learn More](#)

## Recommendations

July 2 - July 29



We have insufficient data to show for the selected time period.

## Post Engagements

July 2 - July 29

37

Post Engagement ▼ 80%



## Videos

July 2 - July 29

111

3-Second Video Views ▼ 64%





# FACEBOOK AUGUST 2019

July 30 - August 26



We have insufficient data to show for the selected time period.

July 30 - August 26

158

Total Page Views ▲68%



July 30 - August 26

2

Page Previews ▼50%



## Page Likes

July 30 - August 26

15

Page Likes ▲25%



## Post Reach

July 30 - August 26

363

People Reached ▲332%



## Story Reach

July 30 - August 26

### Get Story Insights

See stats on how your Page's story is performing.

[Learn More](#)

## Recommendations

July 30 - August 26



## Post Engagements

July 30 - August 26

62

Post Engagement ▲68%

## Videos

July 30 - August 26

51

3-Second Video Views ▼54%

# FACE BOOK MARCH 2019













https://www.facebook.com/tulicattle.co.za/insights/?referrer=page\_admin\_newsletter&nc Tuli Cattle Breeders' Society ...

dit View Favorites Tools Help

Tuli Cattle Breeders' Society of SA

Christo Home Create

ge Inbox Events Notifications 99 Insights Publishing To... More Settings Help

Promotions	Published	Post	Type	Targeting	Reach	Engagement	Promote
Followers	03/28/2019 10:43 AM	 Jan Boland Coetzee van Vriesenhof en Beyers Truter van Beyerskloof			237	42 13	<a href="#">Boost Post</a>
Likes	11/29/2018 5:23 PM	 4 Kommersiele tuli verse en Tuli bul N13-11 te koop vir R70 000 (BTW)			312	91 16	<a href="#">Boost Post</a>
Reach	11/02/2018 8:45 AM	 Ben Rossouw staak boerdery veiling 14 Nov 2018			280	60 6	<a href="#">Boost Post</a>
Page Views	10/22/2018 5:26 PM	 Tuli Cattle Breeders' Society of SA			90	29 8	<a href="#">Boost Post</a>
Page Previews	10/18/2018 9:45 PM	 Go West tuli sale 2018			199	93 7	<a href="#">Boost Post</a>
Actions on Page	<a href="#">See All Posts</a>						
Posts							
Events							
Videos							
Stories							
People							
Messages							

**Pages to Watch**  
Compare the performance of your Page and posts with similar Pages on Facebook.

**Chat (17)**

# FACEBOOK APRIL 2019

https://www.facebook.com/tulicattle.co.za/insights/?section=navPosts

Tuli Cattle Breeders' Society ...

iew Favorites Tools Help



Search



Christo

Home

Create



Page

Inbox **1**

Events

Notifications **54**

**Insights**

Publishing T...

More ▾

Settings

Help ▾

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

**Posts**

Events

Videos

Stories

People























Messages

Reach: Organic / Paid ▾ Post Clicks Reactions, Comments & Shares ▾

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/02/2019 7:56 PM	Tuli Cattle Breeders' Society of SA			138	20 2	<a href="#">Boost Post</a>
05/30/2019 6:47 AM	Hi almal. Video wat volg is Langlyf stoet se koeie en jong versies wat			156	36 6	<a href="#">Boost Post</a>
05/17/2019 5:36 PM	Alpha & Omega 2019			271	52 17	<a href="#">Boost Post</a>
05/17/2019 5:36 PM	Alpha & Omega 2019			215	39 14	<a href="#">Boost Post</a>
05/17/2019 5:36 PM	Alpha & Omega produksie veiling 2019			506	166 24	<a href="#">Boost Post</a>
05/14/2019 3:24 PM	Photos from Tuli Cattle Breeders' Society of SA's post			194	27 3	<a href="#">Boost Post</a>
05/14/2019 11:40 AM	Kom besoek gerus ons stalletjie in die Beeskompleks-Nampo 2019!!!			1K	196 60	<a href="#">Boost Post</a>
05/14/2019 9:57 AM	Gouwsberg Tuli veiling_18 Junie 2019			119	2 3	<a href="#">Boost Post</a>
05/14/2019 9:50 AM	Gouwsberg Tuli veiling_18 Junie 2019			156	41 2	<a href="#">Boost Post</a>

Chat (14)

# FACEBOOK MAY 2019

05/14/2019 3:24 PM		Photos from Tuli Cattle Breeders' Society of SA's post			194		27 3		
05/14/2019 11:40 AM		Kom besoek gerus ons stalletjie in die Beeskompleks-Nampo 2019!!!			1K		196 60		
05/14/2019 9:57 AM					119		2 3		
05/14/2019 9:50 AM		Gouwsberg Tuli veiling_18 Junie 2019			156		41 2		
05/07/2019 8:01 AM					328		6 15		
05/06/2019 4:00 PM		Elite bulgroeitoets klas 2018			146		29 0		
05/06/2019 3:50 PM		Langlyf en Nonnie produksie veiling_4 Junie 2019 te Reitz			628		69 19		
04/30/2019 12:56 PM		Leopard claw marks on her face and chest.			268		98 0		
04/30/2019 8:02 AM		Tuli cow saved calf from vicious leopard attack - Stephen Mains-			1K		225 34		




# FACEBOOK JUNE 2019

<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Reactions, Comments &amp; Shares</span>								
Published	Post	Type	Targeting	Reach	Engagement	Promote		
06/26/2019 7:24 PM	 Tuli Cattle Breeders' Society of SA			350 	46 18 	<a href="#">Boost Post</a>		
06/02/2019 7:56 PM	 Tuli Cattle Breeders' Society of SA			193 	29 3 	<a href="#">Boost Post</a>		
05/30/2019 6:47 AM	 Hi almal. Video wat volg is Langlyf stoet se koeie en jong versies wat			377 	53 7 	<a href="#">Boost Post</a>		
05/17/2019 5:36 PM	 Alpha & Omega 2019			502 	68 20 	<a href="#">Boost Post</a>		
05/17/2019 5:36 PM	 Alpha & Omega 2019			224 	41 14 	<a href="#">Boost Post</a>		
05/17/2019 5:36 PM	 Alpha & Omega produksie veiling 2019			513 	169 24 	<a href="#">Boost Post</a>		
05/14/2019 3:24 PM	 Photos from Tuli Cattle Breeders' Society of SA's post			203 	28 3 	<a href="#">Boost Post</a>		
05/14/2019 11:40 AM	 Kom besoek gerus ons stalletjie in die Beeskompleks-Nampo 2019!!!			1K 	198 60 	<a href="#">Boost Post</a>		
05/14/2019 9:57 AM				126 	3 3 	<a href="#">Boost Post</a>		
05/14/2019 9:50 AM	 Gouwsberg Tuli veiling_18 Junie 2019			164 	41 2 	<a href="#">Boost Post</a>		

# FACEBOOK JULY 2019

## Your 5 Most Recent Posts




































 [Create Post](#)

 Reach: Organic / Paid  Post Clicks  Engagement 

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/31/2019 7:27 AM	 Tuli Cattle - The Extremely Profitable Choice			135 	11 7  	<a href="#">Boost Post</a>
06/26/2019 7:24 PM	 Tuli Cattle Breeders' Society of SA			365 	50 18  	<a href="#">Boost Post</a>
06/02/2019 7:56 PM	 Tuli Cattle Breeders' Society of SA			203 	29 4  	<a href="#">Boost Post</a>
05/30/2019 6:47 AM	 Hi almal. Video wat volg is Langlyf stoet se koeie en jong versies wat			385 	59 7  	<a href="#">Boost Post</a>
05/17/2019 5:36 PM	 Alpha & Omega 2019			509 	73 20  	<a href="#">Boost Post</a>

[See All Posts](#)

# FACEBOOK AUGUST 2019

05/07/2019 8:01 AM				343		6 15		Boost Post
05/06/2019 4:00 PM	 Elite bulgroeitoets klas 2018			159		32 0		Boost Post
05/06/2019 3:50 PM	 Langlyf en Nonnie produksie veiling_4 Junie 2019 te Reitz			658		69 19		Boost Post
04/30/2019 12:56 PM	 Leopard claw marks on her face and chest.			277		101 0		Boost Post
04/30/2019 8:02 AM	 Tuli cow saved calf from vicious leopard attack - Stephen Mains-			1.1K		257 38		Boost Post
04/24/2019 11:45 AM	 Landbouweekblad_26 April 2019			559		130 20		Boost Post
03/28/2019 10:43 AM	 Jan Boland Coetzee van Vriesenhof en Beyers Truter van Beyerskloof			263		43 13		Boost Post



YOUTUBE

× English Sub-titels)



# VIDEO MARCH 2019



Search




## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle

 53

6,353 views

 Add to  Share  More

 33  3

# VIDEO APRIL 2019



Search



## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle



7,289 views

+ Add to    ➦ Share    ... More

👍 34    💬 3

# VIDEO MAY 2019



Play (k)



50:23 / 1:09:03



## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle



Subscribe

65

8,106 views



Add to



Share



More



40



5



# VIDEO JUNE 2019



## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle

**Subscribe** 74

8,960 views

Add to Share More

45 5



# VIDEO JULIE 2019



## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle

 **Subscribe** 75

9,220 views


# VIDEO AUGUST 2019



Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle

 **Subscribe** 86

9,946 views

# VIDEO AUGUST 2019



## Tuli Cattle - The Extremely Profitable Choice



Tuli Cattle

 **Subscribe** 86

214 views

 Add to  Share  More

 9  0





# WAY FORWARD WEBSITE

- × **Banner adds - Charged**
- × **Articles**
- × **News**
- × **Photos**
- × **Videos**
- × **Activities**
- × **Auctions**





# Way forward Facebook

- **Articles**
- **News**
- **Photos**
- **Videos**

---

**END**



---

