



Agriculture Marketing Agency Case Study Shows How a Kansas Ranch Grew 30-Day Sales by 7x

The Diamond R Cattle study details a common problem for ranches selling direct: high web traffic but few sales, and how a targeted fix reversed it this summer.

COLORADO CITY, AZ, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Agriculture Marketing Agency (AMA), a firm founded by ranchers for ranchers, today released a case study on Diamond R Cattle, a fourth-generation ranch in Independence, Kansas. According to the ranch's Shopify records, total sales rose from \$5,110 in its slowest 30 days before the work began (March 20 to April 18, 2026) to \$35,812 in its best 30 days since (August 17 to September 15, 2026). Over the same two periods, orders rose from 27 to 75, new customers from 19 to 53, and beef shares sold from zero to 11.

"Back in May, I was concerned about what we were going to do with the cattle we had in the feed yard," said Marty Reichenberger, owner of Diamond R Cattle. "Now I'm more concerned about whether we are going to have enough cattle for our customers between now and Christmas."

The case study documents a situation familiar to many ranchers selling direct. Diamond R's website attracted thousands of monthly visitors to a blog post on hamburger doneness, but these readers rarely purchased. Meanwhile, the pages selling beef shares sat on page two of Google, and the ranch sold zero shares in July.

Agriculture Marketing Agency, whose founders also raise and sell their own beef, focused on attracting ready-to-buy customers. The work began with fixing email automation and cleaning the ranch's list. Next, the agency built new website pages for each city the ranch serves and rebuilt the online store with clear product names and descriptions, making shares visible in Google's product results for the first time. Searched from Kansas City, the ranch's Kansas City page now ranks first on Google for "beef share near me."

"We see this a lot. A rancher is told to create content, so they get traffic, but it's the wrong kind," said Herbert Timpson, co-founder of Agriculture Marketing Agency. "Marty had thousands of people reading a recipe, but the people actually searching to buy a quarter or a half of beef could not find him. Our whole job was to connect those two, to make sure the ranch showed up the moment a family was ready to fill their freezer."

The case study also reports what did not work: the ranch's first Facebook ad campaigns sent 4,695 visits to the store and produced zero sales. The agency rebuilt the ads for people who already knew the ranch, and the new campaign produced five sales from its first 381 visits.

"Most ranchers are busy with the animals. They don't have time to become Google experts, and many have been let down by agencies that don't understand their business," said Joseph Timpson, AMA co-founder. "There is no secret sauce here. We just applied the same simple logic we use for our own farm: find the person who is already looking to buy and make it easy for them to buy from you. When you do that, a good ranch sells its beef."

The full Diamond R Cattle case study, with the week-by-week numbers, is available at <https://agriculturemarketingagency.com/case-studies/diamond-r-cattle/>.

Farmers and ranchers can book a free strategy call with Agriculture Marketing Agency to review their own online marketing at <https://scheduler.zoom.us/herbert-timpson/ama-quick>.

About Agriculture Marketing Agency

Agriculture Marketing Agency was founded by Joseph and Herbert Timpson, who raise cattle and sell beef direct themselves. The agency helps beef, lamb and pork producers sell wholes, halves and quarters and sell out of their allocations. More at <https://agriculturemarketingagency.com>.

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