

New Product Information

Yetter Embraces Connection With Customers

Social media, videos, email newsletters, and more provide latest information

The ability to connect with customers is of the utmost importance to the team at Yetter Farm Equipment. "The more opportunities customers have to reach us, the better," said Derek Allensworth, Yetter marketing manager. "For years we've distributed industry news, product information, and best-practice tips through our newsletter and press releases, but we are constantly looking for new ways to quickly get information to customers and provide them an opportunity to give us feedback."

One of the most effective ways to do so is social media. Yetter is active on [Facebook](#), [YouTube](#), [LinkedIn](#), and most recently, [Twitter](#). Followers of Yetter on Facebook and Twitter receive the most up-to-date information on new product offerings, upcoming farm shows, links to articles on the latest farming news, and links to YouTube videos, where they can watch Yetter Farm Equipment in action. The company's LinkedIn profile provides a great way to learn about career opportunities within Yetter. Customers with questions or comments are welcome to contact Yetter through any of these channels.

The *Leading Edge*, Yetter Farm Equipment's free monthly newsletter, brings customers real-world solutions to problems in production agriculture. The first issue premiered in November of 1992, and past issues have focused on the evolution of vertical tillage, cover crop usage, successful strip-till, effective fertilizer planning, and more. Customers can download past and present issues of the newsletter at [yetterco.com](#), and anyone can sign up to receive this free newsletter via email by scanning the QR code to the right or by visiting [www.yetterco.com/contact-us/sign-up-for-e-newsletter](#).

"Social media, email, and the web give us the ability to connect with people in ways that weren't possible in the past," said Allensworth. "We especially enjoy using social media because it allows us to connect with people instantaneously—we can release news and pictures from a farm show as it happens and provide customers with information about new products as soon as it is available."

To connect with Yetter, visit [yetterco.com](#) for links to all of the company's social media pages, *Leading Edge* newsletter sign-up, and videos of the farm equipment in action.



[The first issue of the Leading Edge premiered in November of 1992](#)



Profitable Solutions for Production Agriculture

ABOUT YETTER - Established in 1930 and based in Colchester, Illinois, Yetter Manufacturing Company is the industry leader in planter attachments that boost productivity and profitability. Yetter makes a variety of coulters, residue managers, precision fertilizer placement products, markers, and bulk seed handling devices.

Contact us today for more information on this product:

YETTER MANUFACTURING COMPANY

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