

Digital Marketing

For Direct to Consumer Ranchers

Casey Roe, Marketing Specialist



Casey Roe

**Owner & Food Marketing Specialist
Casey Roe Marketing**

Based in NC

Sustainability communications
at Duke University

Managed a diversified small
farm

Since 2019, consulting with
farmers/ranchers, restaurants &
food businesses

MeatSuite: NY & NC Farmer
Directory

Regional meat education &
conferences

Topics

The Big Picture: Why Digital Marketing Matters for Ranchers

Online Tools to Grow Your Meat Business

Streamlining Your Marketing for Limited Time & Budget

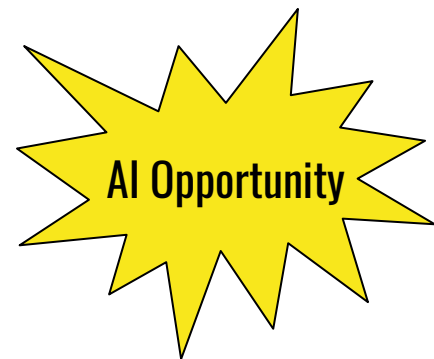
Shortcuts & Resources

Poll: Choose 3 Topics for a Deeper Dive on May 28th

The Big Picture: Why Digital Marketing Matters for Ranchers

- Today's customers are searching online
- They want clarity, flexibility and ease
 - → digital tools help you deliver
- They want to know *who* raised their meat and *how*
 - → use your website, email, and social media to tell your story and build trust
- Sell smarter, not harder
 - Example: Subscriptions & automated order reminders
 - Example: CATHIS Farm

The Big Picture: Branding & Messaging



- Know your customer
 - Health conscious? Ethical eaters? Busy families? Preppers? Foodies?
- Speak to their values
 - Transparency, clean eating, animal welfare, savings, bulk buying, flavor
- Tell your story
- Be consistent
- Lead with value
 - “100+ meals of pasture-raised beef in one easy order”
- Connection over perfection

I Only Sell In Bulk—Why Do I Need A Website?

- So customers can:
 - Find you
 - Trust you
 - Contact you
 - Learn about your ranch
 - Browse your products
 - Make a deposit

Trends in Consumer Friendly Meats and Buying Habits

- **Flexible subscriptions:** change, pause, cancel
- **Doorstep Delivery**
- **Bulk bundles:** high and low value items, fun themes, variety of sizes, mixed species
- **Basic best practices for bulk:** accept electronic payments, provide suggested cut sheet, coordinate with the processor
 - Simplified pricing: \$/lb hot carcass weight including basic processing, take home weight range, and estimated final cost
- **Optimal customer experience:** split sides, provide a list of expected cuts with estimated weights, or even a fixed weight $\frac{1}{4}$, $\frac{1}{2}$, or Whole



1. Creating Consumer Friendly Bulk Meats

2. Bundle Builder
(make a farmer profile at MeatSuite.com)

Customer Buying Experience - Check the Fundamentals

- ☒ Do your social media profiles clearly display your farm's Town, State?
- ☒ Does your website clearly display your farm's Town, State?
- ☒ Do your website & SM profiles clearly state what products you offer?
- ☒ Have you claimed your Google Business Profile? Is it updated with an accurate description, photos, sample products, hours (if applicable)?

Customer Buying Experience - Check the Fundamentals

☑ Do you provide clear instructions on how to buy from you?

Especially if you don't have an online store!

☑ Is it easy to contact you?

☑ Do you check your communications daily and respond within 24 hours?

Phone, text, & email

**Cautionary
Tale**



burnash@gisco.net said:

"I emailed four or five listed sellers before I got even one response."

Customer Buying Experience: Missed Opportunity

Subject: Re: Product Inquiry from MeatSuite

Side is \$5/lb 300-350 lbs

Fore Qtr \$6/lb. 150-175 lbs

Hind Qtr \$7/lb. 120-140 lbs

I call & get your specific cutting instructions that I then give to the butcher.

Customer Buying Experience: Clear & Helpful



Sample Response Email for a Bulk Meat Inquiry

Subject: Thank You for Your Interest in Our Bulk Meat Offerings!

Hi Katrina,

Thank you so much for your interest in our **Whole Pig Bundle**! We'd love to help you stock your freezer with high-quality, pasture-raised meat.

We are accepting deposits for **Whole Pig Bundles** that will be ready in **early May**. We will communicate a final date prior to delivery. Here's how it works:

What's Included

Below is a list of the cuts included with estimated weights, so you know what to expect.

10-12lbs Ground Pork

52-54lbs Sausage

18-20lbs Pork Shoulder Boston Butt

24-26lbs Loin: Boneless, Chops and Ribs

2lb Tenderloin

8-10lbs Ham Steaks

14-16lbs Bacon

43-45lbs Bones, Fat & Organs

Pricing & Payment

In total you will receive an estimated 185lbs of pork and the bundle price is **\$1,975**.

We require a **\$250 non-refundable deposit** to reserve your bundle. You can pay your deposit via credit card in our online store: maryssamplefarm.com/wholepig.

Pickup or Delivery

Free pickup at our farm in **Sample Town** or Home Delivery in **Sample County** for a **\$30 fee**.

Next Steps

To place your order, simply follow the link above to pay your deposit or reply to this email with any questions. We're happy to help you every step of the way!

We're so glad to have the opportunity to provide your family with pasture-raised meat. Thank you for supporting our farm.

Mary Farmer

Mary's Sample Farm

919-555-5555 | mary@maryssamplefarm.com | maryssamplefarm.com

Questions?

Online Tools to Grow Your Meat Business

Online Store

Google Business Profile

Email Marketing

Social Media

Google Ads & SEO

What Makes a Great Online Store (Customer Perspective)

- Fast-loading on mobile and desktop
- Easy checkout
- Clear fulfillment info — when/how will I get my meat?
- Simple explanations — what's in a quarter cow? How much freezer space?
- Easy to browse — by species, bundles, and tags (i.e. sausages)
- Trust-building details — photos, farm practices, FAQs, reviews
- Clear pricing – even if estimated
- Flexible subscription options

Shop By Category

BUNDLES

TURKEY

PORK

BEEF

CHICKEN

EGGS

PET FOODS

SOAP

MERCH

GIFT CARDS



Create Account

First order? Create an Account to verify that we deliver to your home address or select a pickup location.



Shop

Place your meat order. Mark your calendar for your delivery or pickup date.



Home Delivery

For Home Deliveries, leave out a cooler with ice between 10am-10pm on Tuesday.



Shop By Category

BUNDLES

TURKEY

PORK

BEEF

CHICKEN

EGGS

PET FOODS

SOAP

MERCH

GIFT CARDS

Meat Bundles

Explore a variety of our pasture-raised meats in convenient bundle & bulk packages.

All

On Sale

Bones

Whole Animal

Economical

Great price!

Organ

Bundles

Tallow

Fat

On Sale

Lard



Pre-Order Half Pig Bundle - Save \$150!

\$200 Deposit, \$985 Total Cost

\$200.00

Pre-order



Ground Beef Family Bundle

20lbs Grassfed Ground Beef

Save \$10.00

\$220.00 ~~\$230.00~~

Add to Cart



The Sampler Bundle

-

\$9.54 /lb.

Avg. 10.87 lb.

Add to Cart



THE SAUSAGE SAMPLER



Pork & Poultry Bundle



THE GOODIE BAG

HUGE SAVINGS!

WILLINGTON, NC
CATHIS
FARM

What Makes a Great Online Store (Rancher Perspective)

- Final weight reconciliation
- Easy order management
- Ability to integrate with tools for shipping, delivery, etc.
- Customer communication tools — automated order reminders, updates, and receipts
- Detailed reporting tools
- Works with your workflow — POS with shared inventory, pre-orders, bundles made of individual cuts
- Price groups by pickup/delivery/region
- Grows with your business needs

Analytics

- Integrate with your website and online store
 - Google Analytics
 - Google Ads
 - Email Marketing Platform
 - Meta

Google Business Profile: Capture Free Local Traffic

- Accurate info
- Fresh photos & videos
- Description
- Products
- Updates
- Events
- Respond to reviews



See photos

The Heron Farm & Event Center - Home...

Green Heron Growers

Website

Directions

Save

4.9 ★★★★★ 7 Google reviews

Organic farm in Chautauqua County, New York

Address: 2361 Waits Cors Rd, Sherman, NY 14781

Hours: Open · Closes 8 PM ▾

Columbus Day might affect these hours

Phone: (716) 753-0371

Suggest an edit · Own this business?



Reviews ①

Write a review

Add a photo



"Beautiful land...Beautiful people..."



"My favorite place in the world"



[View all Google reviews](#)

From Green Heron Growers

"Green Heron Growers is an organic farm and event center nestled in the rolling hills of Chautauqua County. We specialize in raising 100% Grass-fed beef, organic chicken, GMO-free pork, shiitake mushrooms and organic veggies. Visit our Farm Store or... [More](#)



Green Heron Growers
on Google



The Farm Store has been busy lately and we appreciate that. Seems like it's the season to...

Sep 18, 2023

[Call now](#)



We had a great tour around the farm today with our special friends from Williamsville, the

Jul 28, 2023

[Call now](#)



Farmasea
on Google



Add update



🔔 IT'S BACK! (while it lasts!)
Our Premium Whole Cow
Ground Beef isn't just any...

Feb 26, 2025

[Order online](#)

Shop Our B
Restock 🐮!
Valentine's I
Feb 6, 2025

[Order online](#)

Reviews ⓘ

[Get more reviews](#)

[Add a photo](#)



"The **quality** of **meat** is exceptional and the **owners** responsive and helpful."



"My **family** loves the **beef** and **pork** from the farm, we purchase it whenever we can."



"I live an incredibly clean lifestyle from the **foods** I eat to the **products** I use."



Email Marketing: Build Your List, Drive Weekly Sales

- Grow your list through website, checkout, events, giveaways, and traffic from Google Ads
- Send from a custom domain (i.e. mary@yourranch.com) to improve trust and deliverability
- Keep it clean — aim for 30–40% open rates, deactivate unengaged
- Automate: Welcome Flow, Abandoned Cart, Order Deadlines
- Make your marketing emails count
 - Strong subject lines + resend to unopened with new subject
 - Mix of buttons/links



AI Opportunity

Email Marketing - Examples

- Only 2 Deliveries 🚚 Left Before the Holidays
- You're the 1st to Know Bacon is Back 🥓
- Big Things Are Coming to the Farm! 🚚



HAM STEAKS

Don't sleep on Ham Steaks! Our bone-in Ham Steaks are thick cuts of meat sliced from the center of a pork leg and come in around 2.5lbs. It's all the goodness of ham, without committing to a 20lb leg, and it's great for weeknight meals.

We have the perfect recipe for [Grilled Ham Steaks](#) 🔥

ORDER HAM STEAKS

PASTURE RAISED CHICKEN RESTOCK

We're restocking some of our most popular pasture-raised chicken cuts this week. Place your order before they sell out again.

[Whole Chickens](#) are always a delicious, economical favorite!



SHOP PASTURE-RAISED CHICKEN

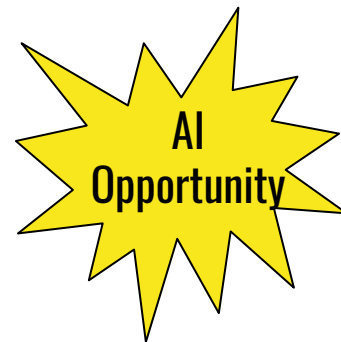
Email Marketing - Results

	Revenue	Revenue / Person	Orders	AOV	Opens	Clicks
	\$1,011.62	\$0.49	5	\$202.32	56.61%	2.21%
The Sausage Sampler (resend to unopened)						
965 people · Sent on Mar 7, 2025 at 7:00am	\$0.00	\$0.00	0	\$0.00	32.44%	2.07%
The Sausage Sampler						
Performance reports sent on Mar 6, 2025 at 7:00am	\$191.21	\$0.09	2	\$95.61	61.53%	1.25%
Beef Hot Dogs (resend to unopened)						
1,041 people · Sent on Feb 27, 2025 at 5:59pm	\$0.00	\$0.00	0	\$0.00	18.64%	1.73%
Beef Hot Dogs						
2,067 people · Sent on Feb 26, 2025 at 5:59pm	\$140.73	\$0.07	2	\$70.37	56.27%	2.23%
Garlic Beef Brats (resend to unopened)						
1,048 people · Sent on Feb 20, 2025 at 7:15pm	\$170.59	\$0.16	2	\$85.30	23.19%	1.91%
Garlic Beef Brats						
2,052 people · Sent on Feb 19, 2025 at 7:15pm	\$440.94	\$0.21	4	\$110.24	55.56%	1.75%
Half Pig Bundle + GB Family Bundle (resend to unopened)						
939 people · Sent on Feb 14, 2025 at 8:02am	\$117.79	\$0.13	1	\$117.79	27.48%	0.85%
Half Pig Bundle + GB Family Bundle						
2,049 people · Sent on Feb 13, 2025 at 8:02am	\$993.32	\$0.48	6	\$165.55	61.35%	1.51%

Social Media: What's Worth Your Time

- You may want to focus on one or two platforms
 - Instagram and Facebook have the most local focus, particularly Facebook groups
 - If you are shipping nationwide, it feels easier to get views on YouTube & TikTok these days
- If you can only post once a week, include a sales message
- As time allows, fill in with more farm content – video and stories
 - Genuine > Polished
 - Show you, your animals, educate about how you farm, what's available
- For sales messages, multi-image posts work well for Instagram, Facebook & Facebook groups

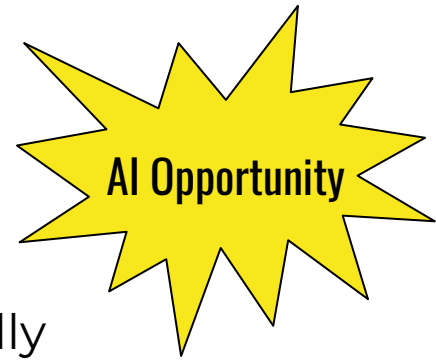
Google Ads



- Help customers find YOU when they search online
- Geographic targeting
- Budget as low as \$5/day
- Goal is conversion value: purchase from your online store, complete a lead form
- Last 90 Days for a Small Meat Farm Client - 205% ROI:



SEO & AI Search Optimization



- On a basic level
 - Create an easy to use, fast-loading, mobile-friendly website with quality content, clear page structure
 - Make sure you or the person setting up your website has done SEO research, chosen target keywords and optimized for SEO in Headers & Descriptions
 - Backlinks
- New frontier: AI search optimization—authority, trust, online reputation
 - AEO Answer Engine Optimization—answer questions that would be asked by voice search & featured snippets

Keyword Research: Using Google Ads Keyword Planner

- Look for keyword opportunities: **high search volume + low or medium competition**
- Balancing search volume with purchase intent: “steak near me” may have a ton of searches, but are they looking for a steakhouse or shopping for a raw steak to cook?
- How natural is the phrase to incorporate into your site?

List a bunch of keyword phrases you can think of (species, cuts, geography), then prompt AI for a list of 500.

A yellow starburst graphic with a black outline, containing the text "AI Opportunity".

AI Opportunity

Regional Keyword Opportunities

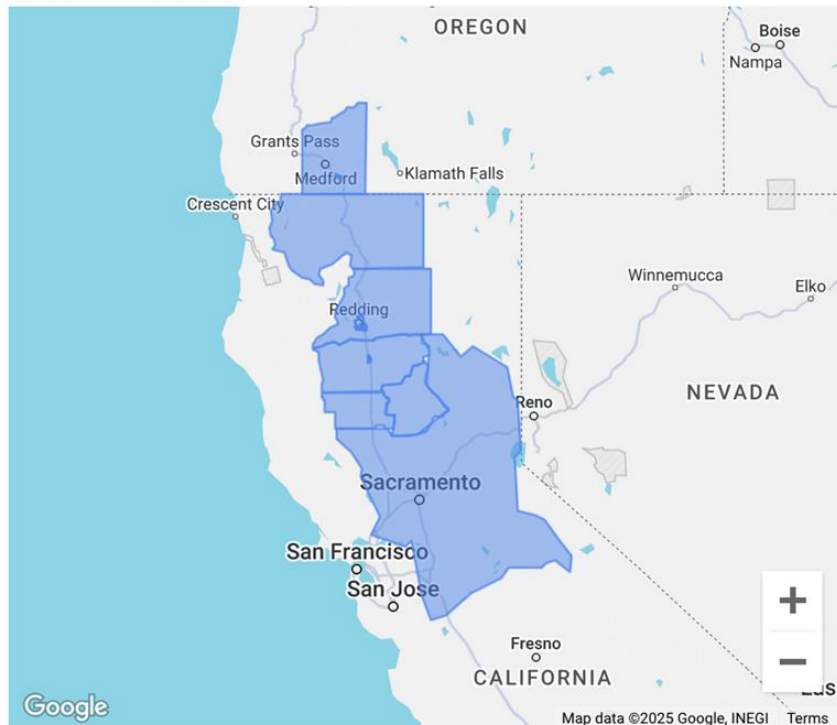
Location

Enter a location to include

Jackson County, Oregon, United States county	444,000	⊗
Red Bluff, California, United States city	41,000	⊗
Redding, California, United States city	198,000	⊗
Sacramento-Stockton-Modesto CA, Ca... Nielsen® DMA® regions	8,690,000	⊗
Shasta County, California, United States county	321,000	⊗
Siskiyou County, California, United States county	136,000	⊗

Cancel

Save



Highlighted areas are locations you can include or exclude for this campaign. Highlighted areas do not represent the regional borders.

[Learn more](#)

Regional Keyword Opportunities

	Keyword	Avg. monthly	Three month	YoY change	Competition	Competition	Top of page b	Top of page bi
	beef	5000	0%	0%	Low	12	0.94	5.17
	lamb	5000	0%	0%	Low	11	0.05	1.78
	steak near me	5000	0%	0%	Low	12	0.69	3.08
★	tri tip near me	5000	0%	0%	Medium	65		
	beef bones for broth	500	0%	0%	High	100	0.21	1.5
	beef short ribs near me	500	0%	0%	High	96	0.54	2.16
	brisket for sale	500	0%	0%	High	92	0.53	2.54
	butcher meat near me	500	0%	900%	Medium	44	0.62	5.47
★	cow ranch	500	0%	900%	Low	0		
	fresh meat	500	0%	0%	Low	4		
	lamb chops near me	500	0%	0%	High	95	0.65	3.83
★	lamb for sale near me	500	0%	0%	Low	17		
	lamb meat	500	0%	0%	High	81	0.52	2.82
	lamb meat near me	500	0%	0%	High	95	0.7	1.93
★	mutton	500	900%	900%	Low	2	0.05	0.9
	order meat online	500	0%	0%	High	98	2.19	8.36
	meat delivery service	500	-90%	0%	High	100	4.23	16.01
	meat for smoker	500	0%	0%	High	99	0.2	2.79
	regenerative agriculture	500	0%	0%	Low	12	1.36	4.18

	1 4 beef	50	0%	0%	High	82		
	1 4 cow	50	0%	0%	Medium	52	0.23	2.63
	100 grass fed beef	50	0%	0%	Medium	60	1.23	4.68
	beef box subscription	50	0%	0%	High	100		
	beef home delivery	50	0%	0%	High	100	3.86	9.6
	beef ranch	50	0%	0%	Low	24		
	beef ranch near me	50	0%	0%	Low	13	0.45	3.49
	beef roast near me	50	0%	0%	Low	31		
	beef share	50	0%	0%	Low	0		
★	benefits of grassfed beef	50	0%	0%	Low			
	bulk beef	50	0%	0%	High	91	0.61	2.03
	bulk grass fed beef	50	0%	0%	High	100	0.8	3.17
	bulk ground beef	50	0%	0%	High	95	0.55	3.42
	bulk lamb	50	0%	0%	High	93		
	bulk lamb meat	50	0%	0%	★			
	butchered beef for sale near me	50	0%	0%				
	buy whole lamb	50	∞	0%	Medium	43		
★	half beef	50	0%	0%	Low	6		
★	hormone free beef	50	∞	∞	Low	29		
★	how to buy a cow from a farmer	50	0%	0%				
	lamb farm near me	50	0%	0%	Low	2		
	lamb meat box	50	0%	0%				
★	lamb shoulder for sale	50	0%	∞	Low	0		
★	meat delivery california	50	∞	0%	Low	0		
★	pasture raised lamb	50	0%	0%	Low	0		
★	price of a half cow	50	0%	0%	Medium			
	ranch raised beef	50	∞	∞	Medium	48		
	regenerative ranching	50	0%	0%	Medium	33		

Questions?

Streamlining Your Marketing with Limited Time & Budget

Efficient Online Marketing
Flow

High Impact Areas for
Professional Help

Shortcuts & Resources

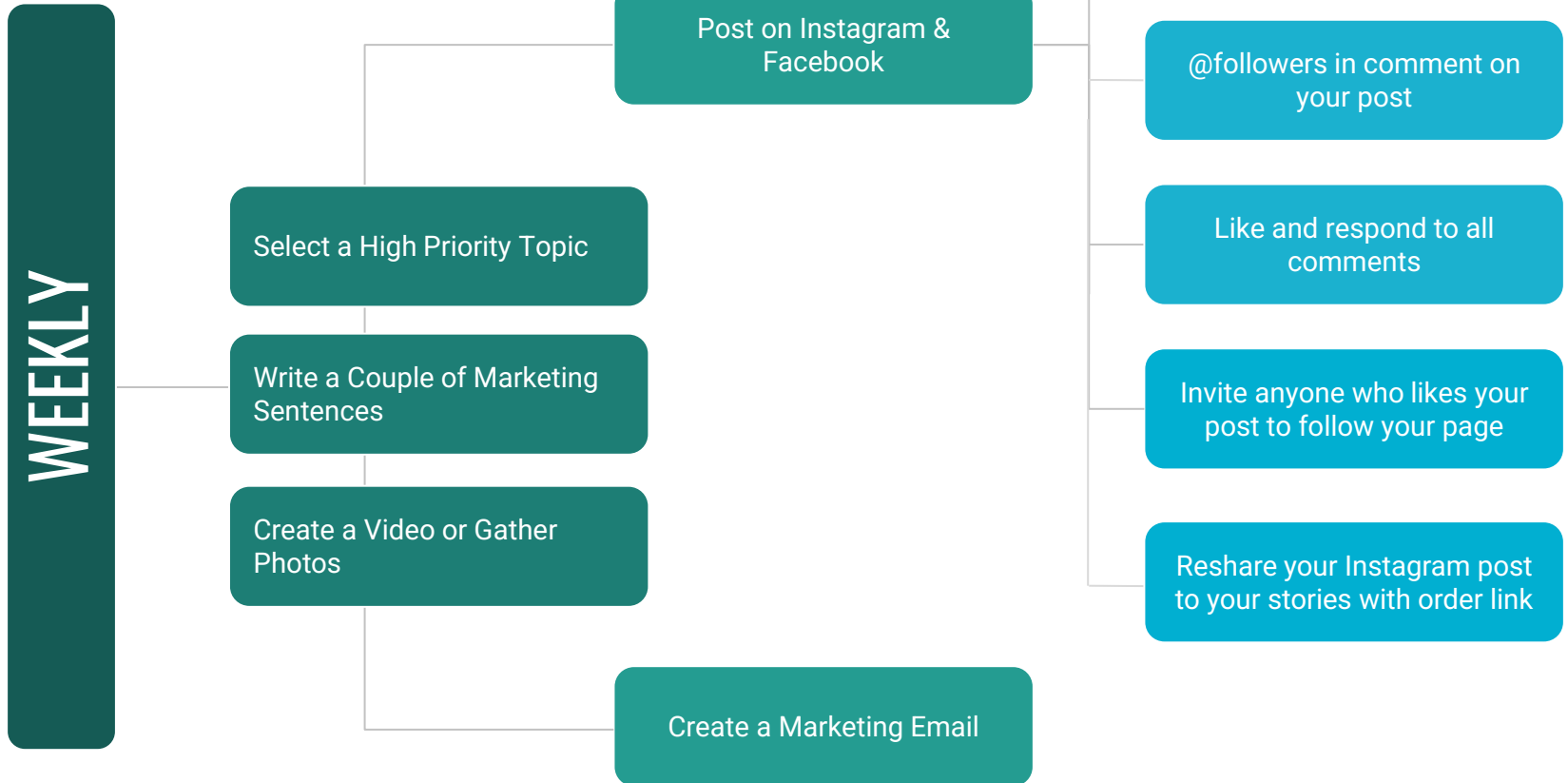
Bonus: Take Home Checklists

1. Efficient Online Marketing [Setup Checklist](#)
2. Efficient Online Marketing [Weekly & Monthly To-Do List](#)

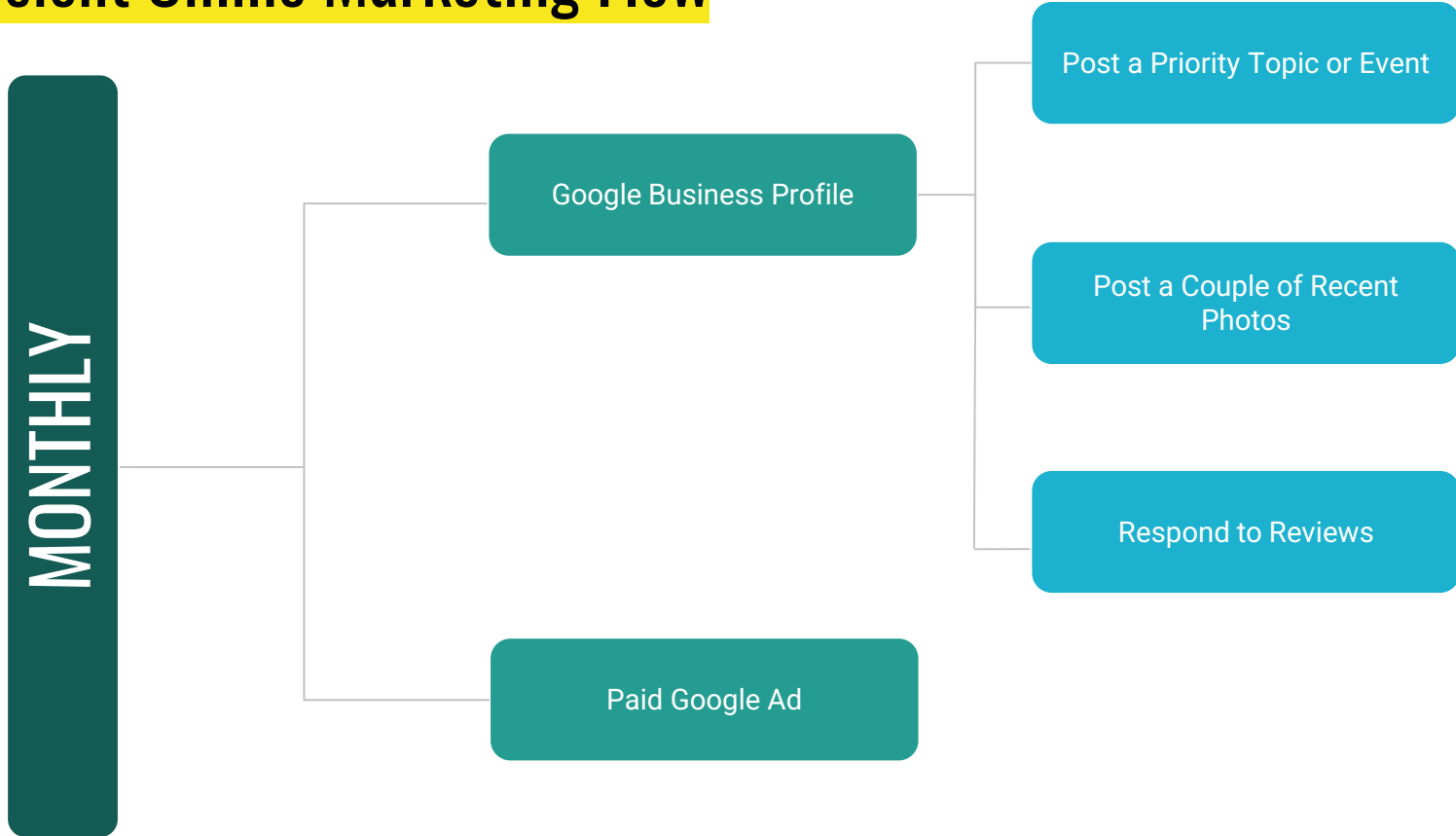
Advice from a peer rancher: It's okay if you don't have everything planned out. Just start with what you can do consistently.



Efficient Online Marketing Flow



Efficient Online Marketing Flow



High Impact Areas for Professional Help

- Website & online store
- Email automations & marketing emails – weekly, 2x/month or at key times depending on business model
- Google ads
- SEO

Marketing Consulting for Farms	\$80-\$175/hr
Website & Online Store Setup	\$3,500-7,500
Email Newsletter	\$120-\$350/email
Social Media	\$500-\$2,300/month

Resources & Shortcuts

- SCORE - excellent free webinars on digital marketing covering every topic, [500+ recorded webinars](#)
- *Recommended by a peer rancher* - Economic Development Council & Cattlemen's marketing workshops & resources
- If you don't have your own good quality photos, use meat & recipe stock photos from Canva Pro (\$120/year)



Resources

Questions & Poll

Thank you!

Casey Roe, Marketing Specialist

Shopping cart



Ground Turkey
\$17.00/lb. Avg. 1.25 lb.

\$42.50



The Goodie Bag: Turkey
Frames
\$14.00

\$14.00



Ground Beef
\$11.50

\$11.50



\$32.00 away from free delivery



Subscribe + Save \$3.40

5% Savings + Free Farmer's Choice Item



Total ▾

\$78.00

Taxes and fees calculated at checkout.

Checkout

Keep Shopping →

📍 **HOME DELIVERY** [CHANGE] on 7/11/2025

Items to order

0

Checkout >

Generate Sales on Social Media

- If you can only post once a week, use mostly marketing messages
- As time allows, post educational, animal, farmer, etc. – video and stories are great for this!
- For sales messages, multi-image posts with 4 square photos work well for Instagram, Facebook & Facebook groups
- If you don't have your own good quality photos, use stock photos from Canva Pro (\$120/year)



farmasearx

Hampstead, North Carolina



Generate Sales on Social Media

We have a forest-raised pork 🐷 sausage for every dish! Flavor-packed Kielbasa, Mild & Sweet Italian, Brats, Cajun, Chorizo... in a variety of ground and links. Plus Maple Brown Sugar for breakfast 🍳. Try our easy online ordering for pickup at the [Hampstead Farmers Market](https://app.barn2door.com/farmasearx/all?sellerSubCategories=50649,50646), weekend farm pickup, or home delivery 🚚: <https://app.barn2door.com/farmasearx/all?sellerSubCategories=50649,50646>

We have a forest-raised pork 🐷 sausage for every dish! Flavor-packed Kielbasa, Mild & Sweet Italian, Brats, Cajun, Chorizo... in a variety of ground and links. Plus Maple Brown Sugar for breakfast 🍳. Try our easy online ordering for pickup at the [Hampstead Farmers Market](https://app.barn2door.com/farmasearx/all?sellerSubCategories=50649,50646), weekend farm pickup, or home delivery 🚚: <https://app.barn2door.com/farmasearx/all?sellerSubCategories=50649,50646>



Author

Farmasea

@followers we have the perfect sausage for every dish! <https://app.barn2door.com/farmasearx/all?sellerSubCategories=50649,50646>



APP.BARN2DOOR.COM
Farmasea LLC

4d Like Reply Remove Preview




Lik
farmase
for every
Italian, B

Email Marketing - Building Your List

- With a decent size list (1-2k), this is one of the best ways to generate weekly sales!
- Build your list
 - Via POS / ecommerce — default to opt-out, if possible
 - Pop up on website
 - Sign up at markets/events
 - Email-based giveaway with a partner
 - Google Ads to drive website traffic

Email Marketing - Get Into Inboxes

- Send from a Custom Domain - i.e. info@yourfarm.com
- Keep it clean 
 - Keep your open rate high to get your emails into more inboxes (aka deliverability)
 - Use a “Sunset Flow” to re-engage inactive contacts
 - Deactivate unengaged contacts to lower your bill and keep your open rates high
- Target a 30-40% open rate

Email Marketing - Automations That Sell While You Sleep

- Highly recommended automations
 - Welcome Flow
 - Introduce your farm
 - Share your unique value proposition
 - Share top products, reviews & coupon for first order
 - Abandoned Cart Email
 - Recover sales
 - Order Deadline Reminders
- If you're not comfortable setting this up, it would be a worthwhile investment to pay a marketing pro

Email Marketing - Tips for Marketing Email

- Frequency - depends on your business
- Use an attention grabbing subject & pre-header
 - Don't Sleep on Delicious Ham Steaks
 - The Wait is Over... Beef is Back 🥩 !
- Include plenty of links and buttons to order
- Automatically resend to unopened with a new subject in 24-48 hrs

SEO Basics

- Create an easy to use, mobile-friendly website with quality content, clear page structure and keywords throughout
- Add SEO titles & page descriptions
 - Shop **Grassfed Dairy & Pasture-Raised Meat** | **Town**, NC
 - Shop 100% **grass-fed artisan cheeses**, gelato, yogurt, and pasture-raised **beef** and **pork** from our **Region** **farm**. Convenient **pickup** available, plus we **ship**! Visit our **Farm Store** in **Town** for **farm to table** food and “**ice cream**” scoops.
 - Real sentences, using keywords and key locations (town, region and key places you serve)
- If you want to dig deeper, the Keyword Planner in Google Ads can help you research

Google - Keywords Example

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> local meat farms near me	1K – 10K	+900%	+900%	Medium	< 1%	\$0.72	\$3.54	In Account
<input type="checkbox"/> local meat delivery	100 – 1K	+900%	+900%	High	—	\$2.22	\$9.20	
<input type="checkbox"/> pasture raised meat	100 – 1K	0%	0%	High	—	\$1.87	\$7.40	In Account
<input type="checkbox"/> meat delivery	1K – 10K	+900%	+900%	High	—	\$3.21	\$10.94	In Account
<input type="checkbox"/> meat farms near me	1K – 10K	+900%	+900%	Low	< 1%	\$0.79	\$3.28	In Account
<input type="checkbox"/> organic meat delivery	1K – 10K	0%	0%	High	—	\$3.28	\$12.61	
<input type="checkbox"/> grass fed meat delivery	100 – 1K	+900%	+900%	High	—	\$3.27	\$13.21	
<input type="checkbox"/> beef delivery	100 – 1K	0%	0%	High	—	\$3.03	\$11.47	
<input type="checkbox"/> organic meat near me	1K – 10K	0%	0%	High	< 1%	\$1.28	\$4.52	
<input type="checkbox"/> meat delivery service	1K – 10K	0%	0%	High	—	\$3.56	\$12.93	In Account
<input type="checkbox"/> order meat online	1K – 10K	0%	0%	High	—	\$2.27	\$8.72	

SEO Basics

- Link building - the more credible sites that point to your site, the better!
 - Join directories
 - Ask local/farm orgs to list your farm
 - Pitch local press with a story about your farm
 - Respond on Reddit/Quora
- Technical SEO
 - Load speeds - don't use photos over 1MB
 - Google Search Console can identify issues

Summer 2024 Meat Campaign

Preview ads



Assets

20 images, 1 logo, 5 videos, 15 headlines, 5 long headlines, and 5 descriptions added to this asset group



Quality Local Mea...



Order Grass Fed P...



Beef Delivery to Y...



Pasture Raised Lo...

Signals

Search themes

Local Chicken, Local Pork, organic chicken near me, half cow, and 20 more

Audience signal

 Your data

 Paused

Ad strength: Good

Status: Paused

[Edit assets](#)

[View details](#)

Whole & Half Pigs - Summer 2024

Preview ads



Assets

20 images, 1 logo, 5 videos, 15 headlines, 5 long headlines, and 5 descriptions added to this asset group



Forest Raised Pork



Whole and Half Pi...



Whole Pigs at 25%...



Fill Your Freezer ...

+ 21

Signals

Search themes

Sustainable, Ribs, Forest Raised Pork, Local Pork, and 19 more

 Enabled

Ad strength: Pending

Status: Pending

[Edit assets](#)

[View details](#)

Social Media Advertising

- Good for: audience building, website traffic, events, particular messages, geographical targeting
- With a limited budget, currently prioritizing Google Ads
- Connect Meta Pixel for conversion data

Get Set Up for Efficient Social Media Marketing

Create a spreadsheet with a tab each for:

☒ Facebook Groups

- In the area you serve
- City/town/county, foodie, eat local
- Note group rules

☒ Accounts to Tag

- List the @handles of orgs, farmers' markets, foodies, tourism (l.e. @localmeatsuite, @visitncfarms, @ncfarmbureau)

☒ Hashtags

- Practices (#pastureraised), geography (#waynesvillenc) and key local foodie hashtags (#trianglefoodies #wilmingtoneats)