

Beyond the Basics: SEO, Social Media & Paid Ads

**Digital Marketing For Direct to
Consumer Ranchers - Part 2**

Casey Roe, Marketing Specialist



Casey Roe

**Food Marketing Specialist
Owner, Casey Roe Marketing**

Based in NC

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

MeatSuite: NY & NC Meat
Farmer Directory and farmer
tools

—

Topics

SEO for Meat Sales

Social Media Strategy

Paid Advertising

Review

- Digital marketing matters because today's customers are searching and buying online
- Create an easy, positive, and informative customer experience
- We won't focus on these today, but don't miss out on these tools:
 - Google Business Profile (free)
 - Email Marketing (low cost)

The Big Picture: Reach Customers Online

- SEO – capture customers when they search
- Social Media – meet customers where they spend time



- Paid Advertising – boost your results in both arenas!

The Big Picture: What kind of customers?

- **New customers** who might be interested in buying from you
- **Existing customers** who need to hear about your latest offerings and be reminded to shop with you

The Big Picture: Analytics Tell You What is Working (and not working)

- Integrate with your website and online store
 - Google Analytics
 - Google Ads
 - Meta
 - (+Email Marketing Platform)
- Review your metrics on social media

The Big Picture: This is Advanced, You May Want Professional Help

- My recommendation would be to try your own hand at social media
- Depending on tech savvy, consider paid help with:
 - Website & online store
 - Email automations & marketing emails
 - Google ads
 - SEO

SEO for Meat Sales

What is SEO?

- Search Engine Optimization
- Free visibility earned over time
- Helps people find your website in all kinds of searches
- Gets your pages to rank higher in results
- Includes website health, as well as website content

Key Trends in SEO

- Voice & AI search are growing
 - “Where can I buy local grassfed beef?”
- Structured data (schema) helps Google & AI read your site
 - FAQ
 - Product schema: name & description, price, in/out of stock, image, reviews
- Local SEO matters
 - Google Business Profile and county/city/region names help customers find meat near them
- Authority, trust and reputation
 - Helpful content
 - Reviews, mentions, backlinks

SEO Foundations – Website Technical SEO

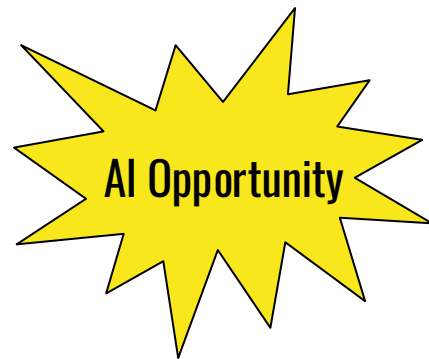
- Your website should be:
 - Easy to use
 - Fast-loading
 - Ecommerce platform
 - Image sizes – under 1MB (megabyte)
 - Mobile-friendly
 - Clearly structured
- **Google Search Console** can identify issues

SEO Foundations – Link Building

- The more credible sites that point to your site, the better!
 - Join directories
 - Ask local/farm orgs to list your farm
 - Farmers markets
 - Pitch local press with a story about your farm
 - Respond on Reddit/Quora (or ask friend/family/customer to)

SEO Advanced - Keyword Research & Implementation

1. Research keywords using **Google Ads Keyword Planner**
2. Choose a Primary Keyword and Secondary Keywords per page
3. Incorporate into Metadata Title, Metadata description, H1 heading (and subheadings)



SEO Advanced - Keyword Research – Google Ads Keyword Planner

Keyword Opportunities (High local search volume, medium or low competition) (Location = Durham, Wake,								
Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share
turkey wings near me	5000	900%	900%	Medium				
chicken farm	500	900%	0%	Low	3			
poultry farm	500	0%	0%	Low				
chicken farm near me	500	0%	0%	Low				
chicken livers	500	0%	0%	Medium				
grass fed beef near me	500	900%	0%	Medium	52	0.91	5.51	2%
pork	500	0%	0%	Medium	38			
pork chops	500	0%	0%	Medium	54	0.03	0.75	
beef farms near me	50	0%	900%	Low	10	0.26	3.52	1%
chicken csa	50 ∞		∞	Low	7			
chicken share	50 ∞		∞	Low	0			
farm fresh foods	50	0%	0%	Low	32			
grass fed beef farm	50	0%	0%	Medium	42			
half beef	50	0%	0%	Low	0			
local meat farms	50	0%	0%	Low	32	0.28	1.99	2%
local pork	50	0%	∞	Low	0			
meat farms near me	50	900%	900%	Low	16	0.23	2.28	3%
organic meat farm near me	50	0%	0%	Low	18	1.33	9.44	2%
pastured duck	50 ∞		∞	Low	0			
pork butcher near me	50	0%	0%	Low	14			
regenerative agriculture	50	0%	-90%	Low	15	0.95	5.09	
thanksgiving duck	50	0%	∞	Low	0			

SEO Advanced - Keyword Research – Semrush + Google Search Volume

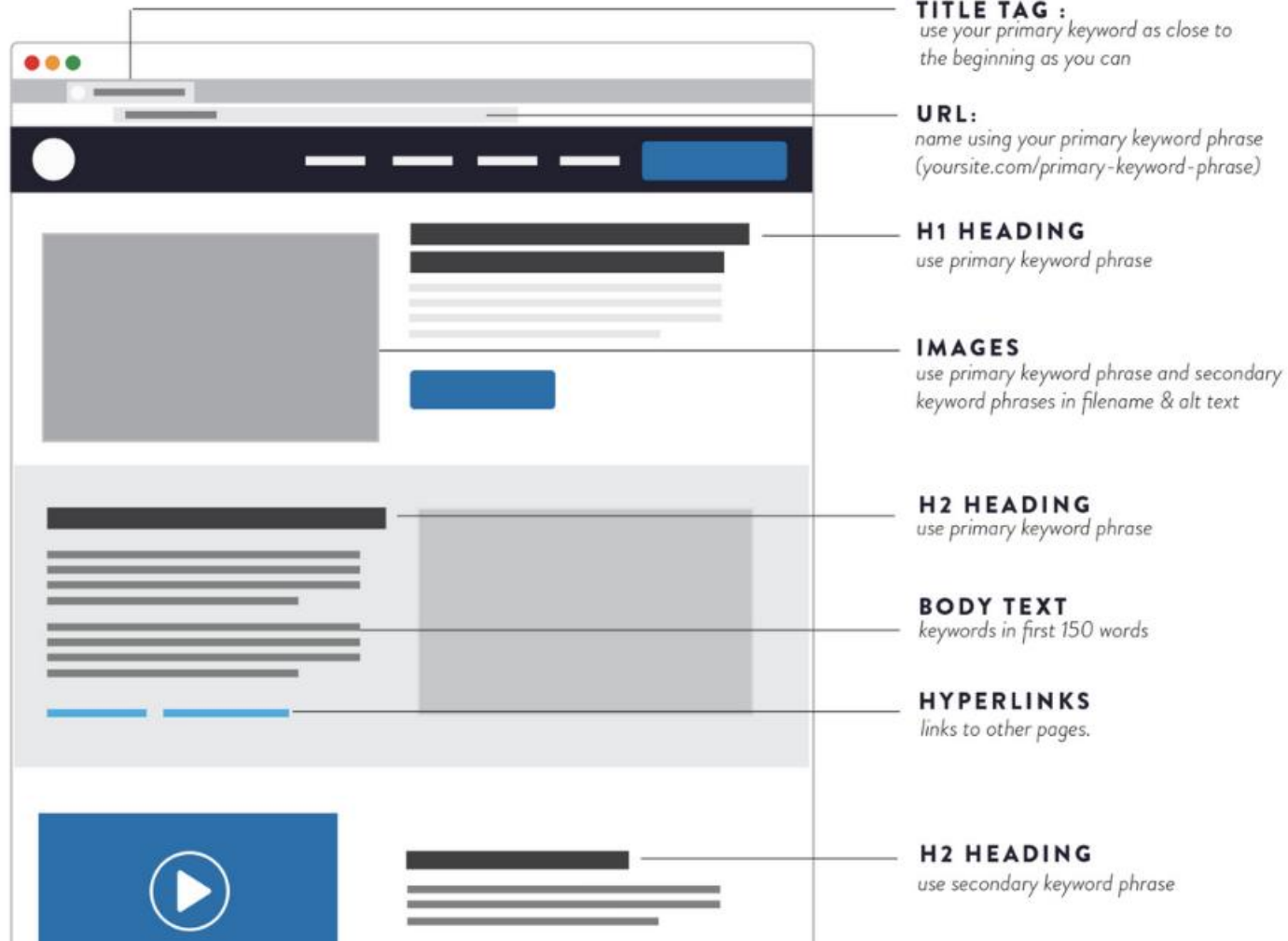
Currently Ranking Keywords (location = NC)	Position	Keyword influence on domain visibility	Type	Intent (Informational, Navigational, Commercial, Transactional)	Keyword difficulty (higher percentage, harder to rank)	Avg Monthly Searches (Durham, Wake, Chatham)	Avg Monthly Searches (North Carolina)	
beef csa	1	1.19048	ai overview	i	1	10-100	10-100 (high comp)	
best meat csa in north carolina	1	1.19048	ai overview	c	29	-	-	
local meat share nc	1	1.19048	organic	i	21	-	-	
north carolina farm fresh duck	1	1.19048	organic	c	2	-	-	
thanksgiving turkey farm near me	1	1.19048	ai overview	t	17	10-100	-	
monthly meat box nc	3	0.3107	organic	c	5	-	-	
pasture raised duck	3	0.3107	organic	c	3	10-100	-	
pastured duck	3	0.3107	organic	c	13	10-100 (low)	10-100 (low)	
pasture raised pork near me	4	0.25837	organic	t	7	10-100	10-100 (high comp)	
pasture raised turkey near me	4	0.25837	organic	t	20	10-100	10-100 (high comp)	
forest raised pork	5	0.1995	organic	i	3	10-100 (high cor	10-100 (high comp)	
pork csa	5	0.1995	organic	c	5	0-10	10-100	
duck meat near me	6	0.13409	organic	ilt	20	10-100 (high cor	100-1000 (high comp)	
local pastured chicken	6	0.13409	organic	c	16	10-100	10-100	
north carolina farm fresh chicken	8	0.11447	organic	c	38	-	-	
fresh turkey near me	9	0.09812	organic	t	30	10-100 (high cor	100-1000 (high comp)	
organic poultry near me	9	0.09812	organic	t	44	0-10	10-100	
pasture raised pork	9	0.09812	organic	c	14	10-100 (high cor	10-100 (high comp)	

SEO Advanced: Keyword Implementation

Real sentences, using keywords and key locations (town, region and key places you serve)

URL Slug	Primary Keyword	Secondary Keywords (2-5)	Metadata Title	Metadata Description
existing search, account & cart widgets)				
https://carolinapastures.com/	Poultry Farm	fresh local meat; local meat farms; small farm meat delivery; local meat delivery	Carolina Pastures NC Pastured Poultry Farm with Delivery	We raise GMO free pastured chicken, turkey, duck, pork and beef. We offer fresh local meat delivery to Raleigh, Durham, Chapel Hill & nearby areas.
https://carolinapastures.com/pages/store	farm to table meat	local meat delivery; small farm meat delivery; fresh local meat	Shop Farm to Table Meat Duck, Chicken, Turkey, Pork & Beef	Order fresh local meat for delivery across Wake, Durham, Orange & Chatham counties. Local pastured chicken, pastured duck, forest raised pork & more.
https://carolinapastures.com/collections/local-meat-subscription-box	Local meat subscription box	local meat csa ; Beef CSA; pork csa; local pork delivery; monthly chicken subscription	Shop Local Meat CSA Beef, Pork & Poultry Subscriptions	Local meat subscription box with delivery in the Triangle area. The best of a pork CSA, beef CSA & chicken share. Big savings, flexible sizes.
https://carolinapastures.com/collections/pasture-raised-duck	pasture raised duck	pastured duck; north carolina farm fresh duck; thanksgiving duck; duck breast meat for sale; duck meat for sale	Shop Pasture Raised Duck NC Duck Meat for Sale	Shop pasture raised duck from our North Carolina farm. Choose from whole duck, duck legs, duck livers & more—flavorful, GMO free pastured duck delivered.
https://carolinapastures.com/collections/local-pastured-chicken	Chicken Farm	local pastured chicken; north carolina farm fresh chicken; local whole chicken; chicken organs; chicken livers; no gmo chicken	Shop Local Pastured Chicken NC Chicken Farm	Delicious North Carolina farm fresh chicken! Shop pasture raised local whole chicken, breasts, thighs and nutrient-rich chicken livers. We raise no GMO chicken.
https://carolinapastures.com/collections/pastured-turkey	pastured turkey	fresh local turkey; local turkey breast; non gmo turkey; thanksgiving turkey farm; turkey wings near me	Shop Pastured Turkey Fresh Local Turkey for Sale	We're your NC Thanksgiving turkey farm raising non GMO turkey! Enjoy local turkey breast, turkey wings and ground turkey.

On Page SEO



Graphic by
Renzo Proano

SEO Questions?

Social Media Strategy

The Challenges of Social Media Today

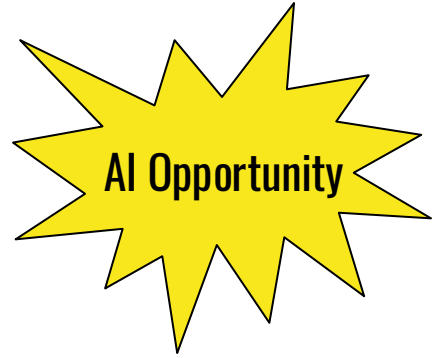
- It's harder to grow — Organic reach has decreased significantly
 - Only a fraction of your page's fans see your content organically
 - Facebook (2-6%) & Instagram (4-7%)
- The algorithm favors trends & paid advertising
- It's harder to stand out in the volume of content
- Engagement is lower
- It's time consuming

Highlights the value of email marketing: you own your list

Social Media Strategy – 1st Approach – Practical

- Focus on trust + generating sales
- Use social media in tandem with email marketing, Google Ads
- Focus on one or two platforms
 - Instagram and Facebook have the most local focus, particularly Facebook groups
- Frequency
 - Post & respond consistently (as little as 1-2x/week), but put intention into what people will interact with
 - Stories are low hanging fruit to build trust (show yourself, your farm practices) - daily or every other
- Make the most of your content on multiple platforms

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 – (I.e. Siskiyou County Grapevine)
- Note group rules

☒ Accounts to Tag/Collaborate

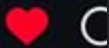
- List the @handles of orgs, farmers' markets, foodies, tourism (I.e. @seesiskiyous, @visitsiskiyous, @stayashland, @eatwcass)

☒ Hashtags

- Practices (#pastureraised), geography (#sacramento) and key local foodie hashtags (#sacramentofood)

Generate S

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, 2door.com/farmasearx/all?



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farmase
for every
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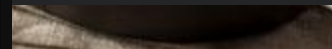
farmasearx
Hampstead, North Carolina



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, 2door.com/farmasearx/all?



sa, Mild & Sweet
wn Sugar for
s Market,
earx/all?



All



22



4



Gerald Mitchell



Liked



Kasey Kelly



Invited



Bryan Reep



Invite



Kerri McMahon



Liked



Lisa Kohring



Invited



Ed Bzomowski



Invited



Steve Jones



Liked

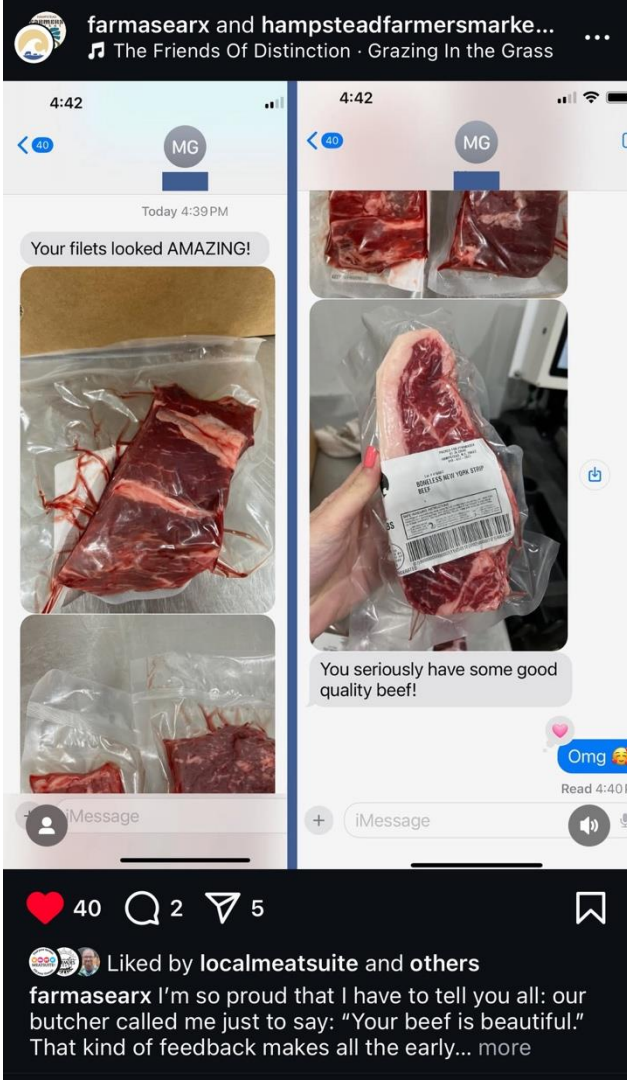
4d

Like

Reply

Remove Preview





Add location, music, hashtags,
invite collaborator/tag
accounts

**Available for
SHIPPING & DELIVERY
this week**

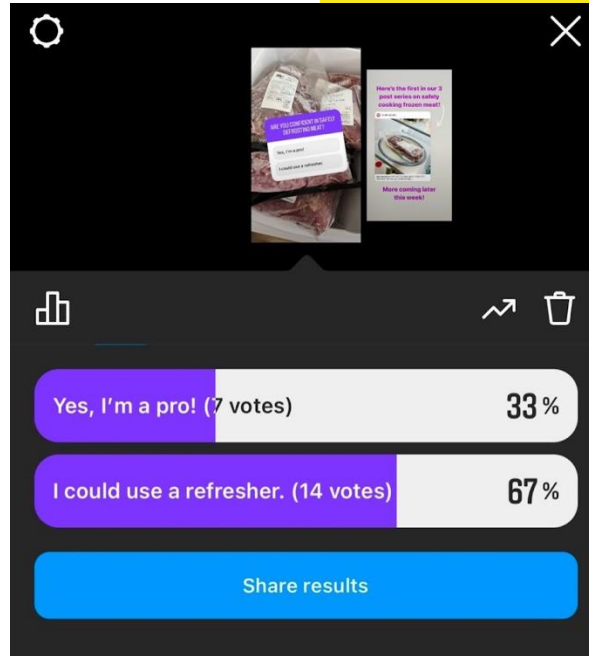
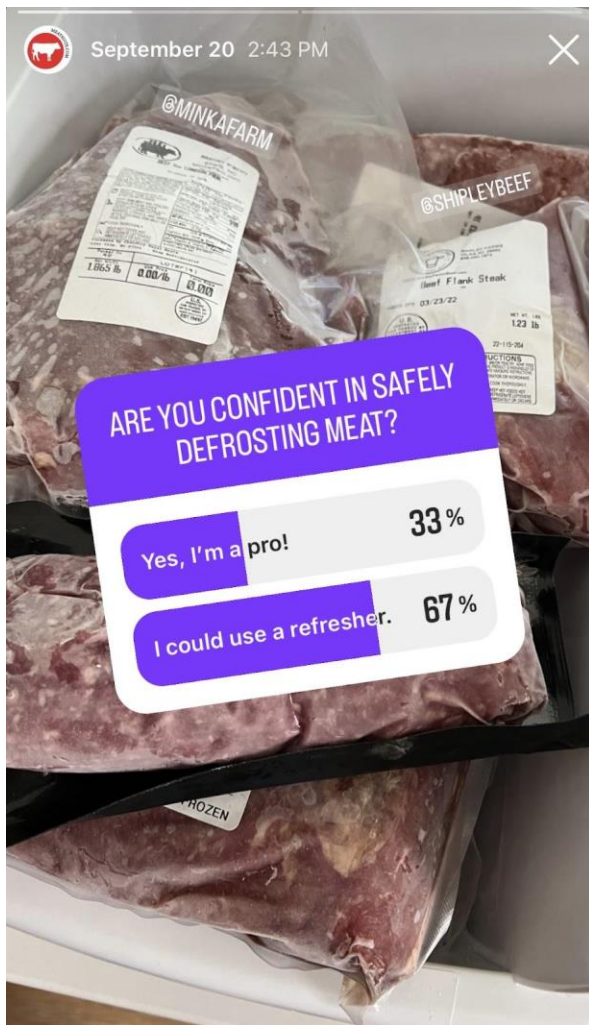


***Get them while
they last! Soy free,
non-GMO whole
chickens are on
SALE!***

[SHOP.HAPPYHENFARMNC.COM](https://shop.happyhenfarmnc.com)

Add a link

Tag partner account(s) so
they can repost



Use polls, quizzes, questions

allenfamilyfarms



83 Posts 802 Followers 83 Following

Blake and Ida Jane | Allen Family Farms
Our Pastures • Your Plate
Raising all-natural pastured proteins
Our married life on the farm | NC
↓ Shop our meat delivered to your doorstep!
Mount Pleasant, North Carolina

linktr.ee/allenfamilyfarmsnc

Followed by [atbeefnc](#), [wonderingcook](#) and 3 others

Following Message +

 Farm Fun

 Bonnie & Ja...


 Our Beef

 Recipes

 Jenny



shenkfamilyfarm




585 Posts 2,069 Followers 1,343 Following


Joe and Rachel Shenk
Providing meat & eggs in eastern NC while prioritizing happy and healthy animals
community more


linktr.ee/shenkfamilyfarm


Followed by [voices](#), [cathisfarm](#) and 25 others


Following Message Contact +

 Turkeys

 Markets

 The Farm

 Farm Tours

 Pigs



Curate best stories into profile highlights

Social Media Strategy – Collaborate to build your following

- A store that sells your meat
- A farm or vineyard that sells complementary products like cheese/veggies/wine
- Local B&B
- A hardware store with grilling equipment / cast iron
- Kitchen store
- Pottery company
- Cutting board maker

SURF & TURF giveaway



WIN \$500 OF
NC MEAT &
SEAFOOD!



localmeatsuite and localsseafood
North Carolina

...



localmeatsuite SURF & TURF GIVEAWAY

We're teaming up for a GIVEAWAY celebrating the flavors of NC from 🏔️ mountains to 🌊 sea! Win \$500 of MEAT & SEAFOOD from North Carolina farmers and fisherfolk:

- 🐚 50 count NC Oyster Box, shipping included
- 💎 \$100 @localsseafood gift card (for online shipping or local markets)
- 🥩 \$250 of meat from a NC MeatSuite farmer

To enter:

FIRST → follow @localsseafood and @localmeatsuite + like this post. Earn:

- 1 ENTRY for each friend you tag! One tag per comment, unlimited entries available!
- 2 ENTRIES by joining our email lists at our bio link.
- 3 ENTRIES by posting this giveaway to your stories tagging @localsseafood and @localmeatsuite.

Rules: Giveaway ends at 9am EST on 2/20/23. Limited to NC residents. One eligible entry will be randomly selected. Winner will be contacted via DM or email. This giveaway is not sponsored, endorsed, administered by or associated with Instagram or Meta.

Edited · 6w



crisscrossapplesloss @three.cedars.farm



View insights

Boost again



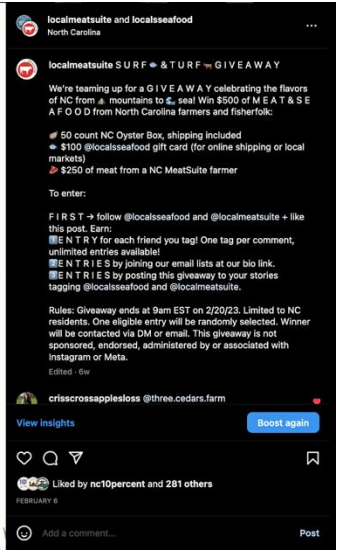
Liked by nc10percent and 281 others

FEBRUARY 6



Add a comment...

Post



~1,000 friends tagged on Instagram

MeatSuite Instagram account gained 160 follows

~200 email sign ups

Social Media: Growth Strategy

- Feeling stagnant? Time to experiment!
- For a national audience try TikTok & YT Shorts
- **Niche + repeatable format = social media magic**
 - Example – Stick Nation
 - What is the ranch version?
 - Drone footage of moving animals + dramatic nature doc voiceover
 - 1 cut, 1 recipe – pull out one cut, describe it, show it raw, cook it
 - Ask a Rancher series – sit with your boots up and answer 1 question
 - Voiceover your cattle



Social Media: Growth Strategy

- **Hyper-Specific Value** - Speak to one type of person and solve one kind of problem
- **Hook in the First 3 Seconds** – question, surprise, bold claim
- **Relatable or Counterintuitive Insight** – "You don't need a giant chest freezer to buy a half cow. You just need 7 cubic feet and a plan."
- **Series** - Break big ideas into small episodes
- **Consistency + Volume**
- **Engage Like a Human**
- **Try Multiple Styles, Repeat What Works**
- **Use the Platform's Tools** - Stitch, duet, trending sounds, captions—native tools boost reach
- Add your website at the end





What's the Difference

Lamb is any animal under a year old
Between Lamb & Mutton?

Lamb is any animal under a year old



MeatSuite · 2024-11-2
What's in a name? 🤔 John from
@Campbell Lamb NC explains...
📍 North Carolina



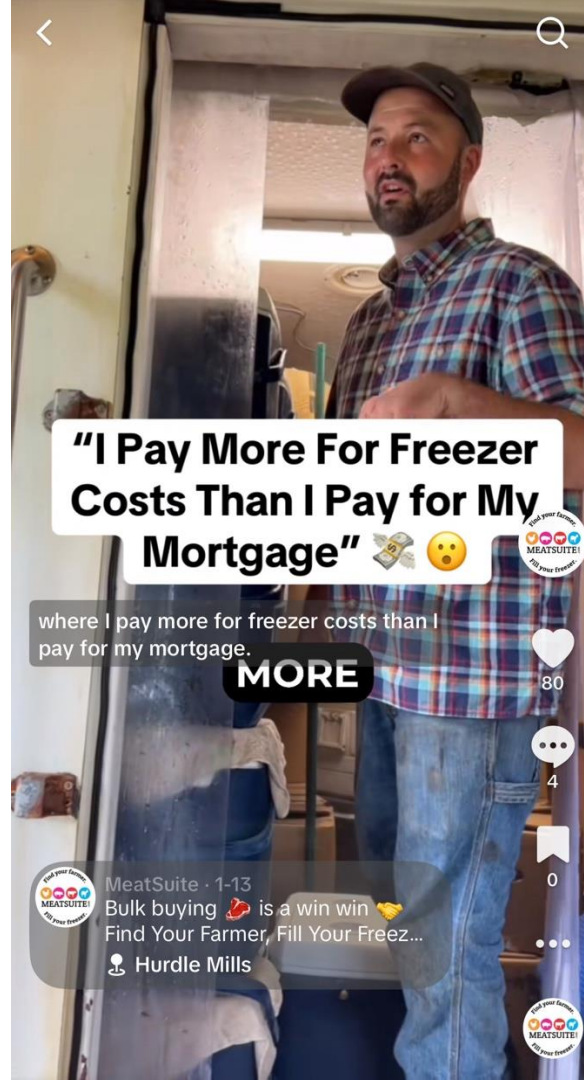
617



52



52



"I Pay More For Freezer Costs Than I Pay for My Mortgage" 💰 😲

where I pay more for freezer costs than I pay for my mortgage.

MORE



MeatSuite · 1-13
Bulk buying 🍖 is a win win 🙌
Find Your Farmer, Fill Your Freez...
📍 Hurdle Mills



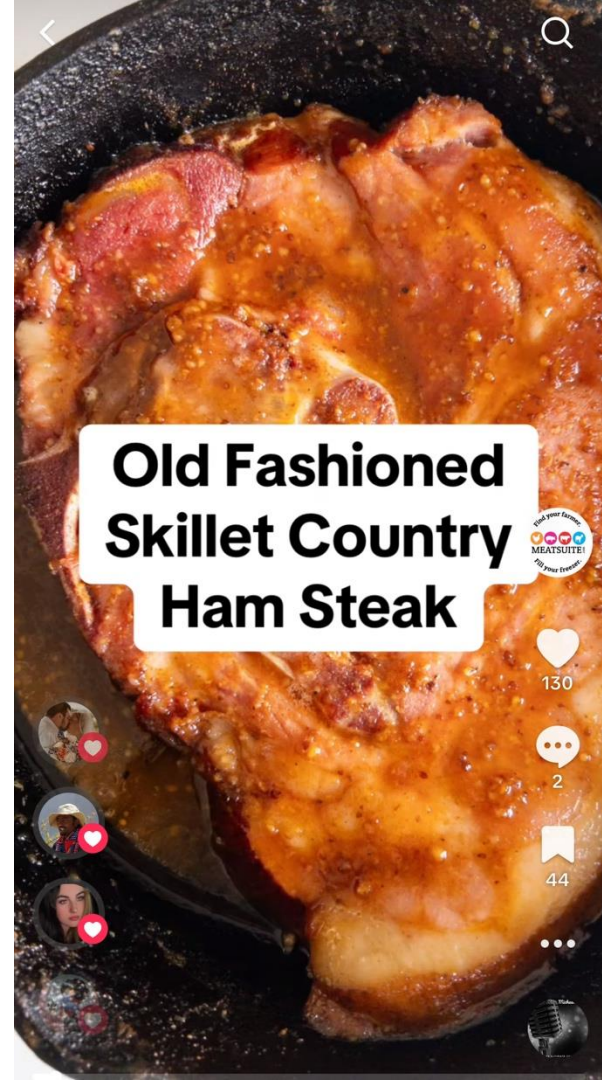
80



4



0



Old Fashioned Skillet Country Ham Steak



130



2



44



Social Media: Tools & Resources

- Learn for free on YouTube
 - (i.e. @thebiteshot – Food Video 101)
- CapCut or VN – video editing apps
- Gimbal
- Canva Pro (\$120/year) – stock photos/videos, graphics



Bonus: Take Home Checklists

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



Resources

Social Media Questions?

Paid Advertising

Where to Spend Your Advertising Dollars

- Primary Goals: account creation/email sign up + purchases
- Both Meta & Google Ads can track conversions
- With an online store and a limited budget, I'm currently prioritizing Google Ads
- You can start with a budget as small as \$5/day (\$150/month) and you can turn ads on and off as needed
- Example: Google Ad - Last 90 Days for a Small Meat Farm Client - 205% ROI:

Purchases/Sales ▾	Cost ▾	Avg. CPC ▾	Clicks ▾
1.87K	\$615	\$0.41	1.51K

Advertising: Social Media vs. Google

	Meta Ads (Facebook & Instagram)	Google Ads
Audience Intent	Low intent – you're interrupting them while they scroll	High intent – people are actively searching to buy
Customer Journey	Best for top and middle of funnel	Best for bottom of funnel (ready to buy)
Cost	Often cheaper per click , but lower purchase intent	Higher cost per click, but more likely to convert
Use Case	Farm events, promotions, restock announcements, building following	Capture buyers ready to order or comparing options

Google Ads – Campaign Types

Campaign Type	Main Goal	Where Ads Show	Best For
Smart Campaign	Simple ads for small businesses	Search, Maps, Display, YouTube	Beginners and quick setups
Search	Show up when people search	Google Search	Capturing high-intent traffic
Performance Max	Maximize sales/leads everywhere	Search, YouTube, Display, Maps, Gmail	All-in-one automation + local + ecommerce
Display	Build awareness with visuals	Across websites, apps, Gmail	Reaching new audiences
Video	Engage through video storytelling	YouTube, Google video partners	Brand awareness or education
Shopping	Promote product listings	Google Search & Shopping tab	Online stores and ecommerce

Google Ads – Setup Essentials

- Google Business Profile
- Google Analytics Account
- Google Ads Account
- Use your keyword research for ad setup
- Conversion tracking
 - Purchases if you have an online store
 - Leads if you don't
 - Collect emails for marketing
 - + Google adds more conversions automatically – add to cart, local directions, calls, etc.
- Choose your geographical target

Google Ads – Performance Max – Asset Groups

Campaign: Sales-Performance Max-2024

Asset group: CATHIS Farm - Winter 2024

Preview ads



Assets

20 images, 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...




Shop Local Pastur...

Signals

Search themes

Local Chicken, Local Pork, organic chicken near me, half cow, and 21 more

Audience signal

 Your data

 Enabled Ad strength: Excellent  Status: Eligible

[Edit assets](#) [View details](#)

Work on your assets until you reach Excellent

Google Ads – Performance Max - Signals

Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

Search themes BETA



What are some words or phrases people use when searching for your products or services? [?](#)

Add search themes (25 of 25)

↗ Local Chicken ✕

↗ Local Pork ✕

↗ organic chicken near me ✕

↗ half cow ✕

↗ pasture raised chicken ✕

↗ Local beef ✕

↗ Pork ✕

↗ Beef for sale near me ✕

↗ cathis farm ✕

100 grass fed beef ✕

↗ Grass fed grass finished beef ✕

↗ buy a whole cow butchered near me ✕

↗ farm meat near me ✕

↗ local beef farms near me ✕

↗ local chicken farm near me ✕

local pork farm near me ✕

raw pet food near me ✕

pasture raised turkey near me ✕

local turkey delivery ✕

turkey farm near me ✕

↗ beef farms near me ✕

↗ meat farms near me ✕

↗ family farm in NC ✕

Whole Hog ✕

Half Beef ✕

Google Ads – Performance Max - Assets

✓ **Headline 15/15** ? ⓘ

Quality Local Meat, Delivered

29 / 30

Order Grass Fed Pastured Meats

30 / 30

Beef Delivery to Your Door

26 / 30

Shop Local Pasture-Raised Meat

30 / 30

Fill Your Freezer - Local Pork

30 / 30

Freezer Pork: Whole & Half Pig

30 / 30

Show

30 / 30

Fill

30 / 30

Beef, Pork & Chicken for You

29 / 30

Shop Local Pork From Our Farm

29 / 30

✓ **Long headlines 5/5** ? ⓘ

Local Pasture-Local Pasture-Raised Pork & Chicken,

90 / 90

Free Weekly Delivery of Pasture-Raised Pork & Chick

76 / 90

Quality Local Pork, Beef & Chicken - Delivered to Rake

85 / 90

Fill Your Freezer: Whole Beef, Half Beef, Whole Hog &

89 / 90

Shop Local Pasture Raised Pork, Grassfed Beef and

77 / 90

✦ **Generate long headlines**

✓ **Descriptions 5/5** ? ⓘ

Pasture-Raised Meats from Our Regenerative Agricu

59 / 90

Local, Pasture-Raised Meat For Home Delivery Near

84 / 90

CATHIS Farm Is Your Local Pasture-Raised Pork Bee

90 / 90

✓ **Sitelinks** ?

Add links to your ads to take people to specific pages on your website.

[Our Farm Practices](#)

Pasture based farming · Animal welfare

[Local Pork](#)

Forest raised pork · Shop our pastured pork

[Local Meat Bundles](#)

Pork & Poultry Bundle · Half Pig Bundle

[Contact Us](#)

Have a question? We're here to help · Reach out to our farm

[Pet Treats](#)

Dehydrated chicken · Pasture-raised

[Lard Soaps](#)

Handmade & Skin Rejuvenating · Pasture Raised Lard

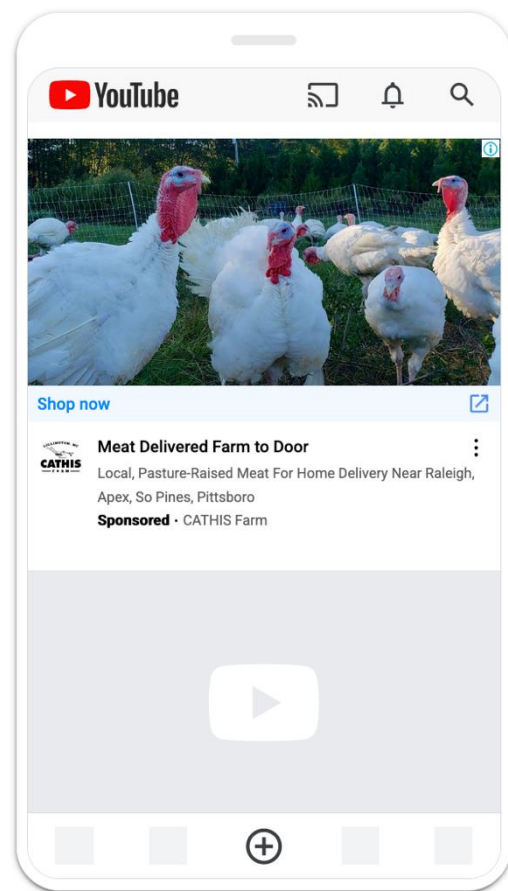
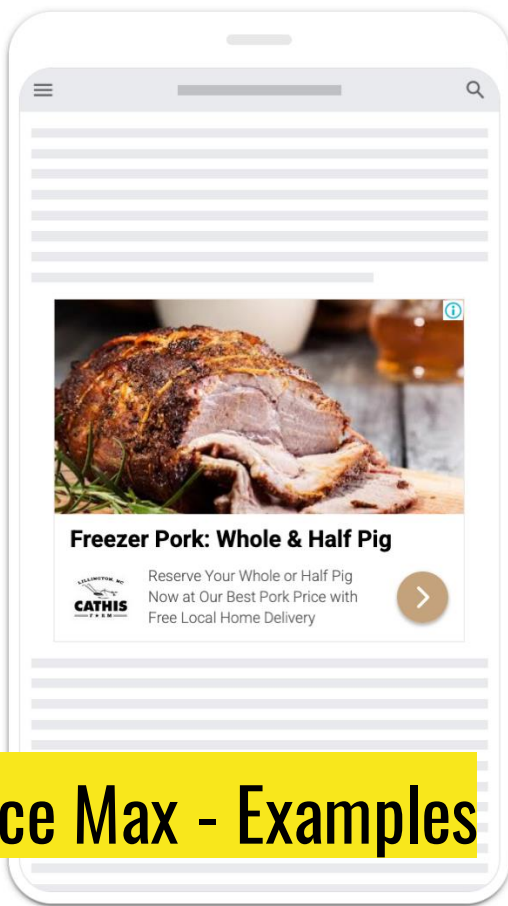
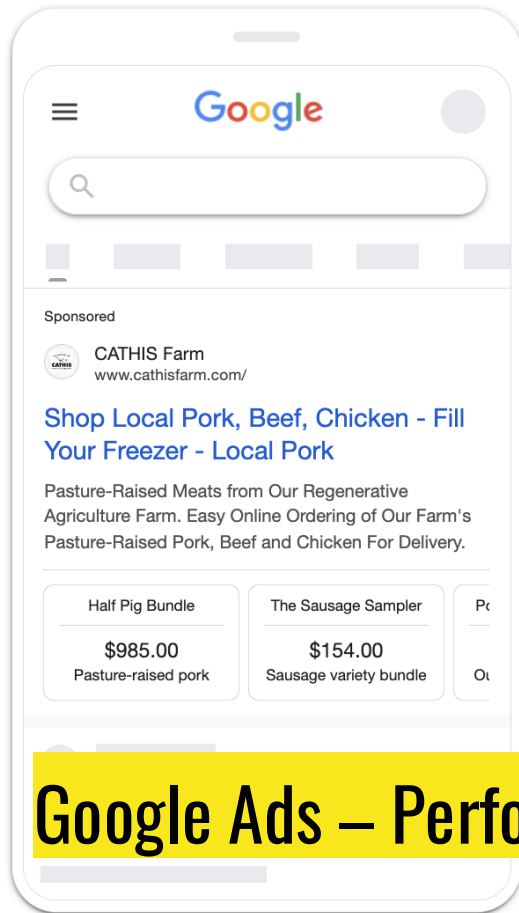
[Featured Items](#)

Customer Favorites · Popular Local Meat Bundles

[Half Pig Bundle](#)

Save \$150 · Reserve Today

AI Opportunity



Google Ads – Performance Max - Examples

Google Ads – Maintenance

- View analytics
- Follow recommendations (but stick to your budget)
- Iterate
- Update seasonally

Continue Learning!

- SCORE - excellent free webinars on digital marketing covering every topic, [500+ recorded webinars](#)



Resources

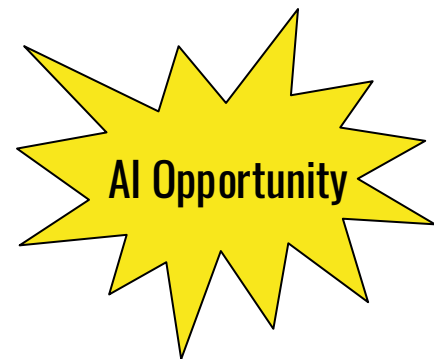
Advertising Questions?

(or anything else!)

Thank you!

Casey Roe, Marketing Specialist

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