

DIGITAL MARKETING COMPETITION

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YOUR CONTESTANTS



OBJECTIVES

To position The Linz Shop as the premium meat delivery service - one that is empowering, fresh, and trustworthy with the tagline "Taste The Linz Difference."

To utilize paid media to generate owned media by growing followers on social media and building an email list via website traffic.

To identify additional target markets that supplement our original target audience of males aged over 35 who make more than \$120k a year.

Identify creative avenues to leverage The Linz Shop over competitors with more purchasing power.



PRIMARY RESEARCH

►► CORE COMPETENCIES

Family-Owned - The family business's transition from Martin Linz's butcher shop in 1963 to Linz Heritage Angus in 2012 allowed for tremendous scale with authentic origins. The company continues to emphasize family throughout its expansion.

Sourcing - Linz Heritage Angus is meticulous when it comes to quality control; monitoring genetics, feed of the cattle, weight, age, and environment to ensure the highest standard of meat. This is known as "Conception to Plate" within the company, serving as a unique differentiator.

Transparency - Due to the company's ownership of each facet of its ecosystem, there are no unknowns for consumers. Linz Heritage Angus's pride in their work can be exemplified through their offering of Ranch tours.

Modern - The brand's presence promotes a modern and approachable feel. Capitalize on this with older Gen Z and younger Millennial target audiences.

►► TACTICS & THE NUMBERS

Instagram - 11,800 followers with 166 posts (as of 10.22.24)

Included - Utilization of industry-specific hashtags, giveaways, FAQs, Reviews, UGC, chef tips series, and adequate representation of company

Excluded - Pinned posts detailing first purchase promotions or service overview

Facebook - 7,200 followers and 7,100 likes (as of 10.23.24)

Included - Contact information, Running advertisements, Posts & reels, Reviews

AOV is \$297 for the new site, compared to \$256 with prior site.

The Linz Shop's creativity toward building brand awareness and providing a memorable customer experience will allow higher conversion rates than competitors with more purchasing power.



SECONDARY RESEARCH

▶▶ COMPETITIVE FORCES

In recent years, the industry has seen the entry of numerous players ranging from subscription services to local butchers offering online delivery. These companies compete in terms of quality, variety, and sourcing practices. Many of these companies choose to niche down, such as GoldBelly for variety, Snake River Farms for Wagyu, and Chicago Steak Company for steaks. Large companies, such as ButcherBox, use excessive resources to build brand awareness in this time of industry growth. Due to the nature of subscription services, there is an emphasis on competing for first-time buyers, resulting in tempting promotional offers and rewards.

▶▶ SOCIOCULTURAL FORCES

Convenience, health consciousness, and sustainability concerns are among the greatest criteria for meat delivery services. Consumers are becoming increasingly aware of healthy food options, with a shift towards sustainability and quality.

▶▶ INDUSTRY FORCES

Summarized by the graphic below, the meat delivery industry is expected to grow exponentially in the next decade, both domestically and globally.

Attribute	United States
Market Value (2024E)	US\$ 300 Million
Growth Rate (2024 to 2034)	14.3% CAGR
Projected Value (2034F)	US\$ 1.1 Billion

<https://www.factmr.com/report/meat-subscription-market>



- High-quality meat offerings (USDA Prime, dry-aged, Wagyu, Halal-certified).
- Modern brand presence with a focus on family-owned and quality-control.
- A B2B business with strong ties to high-end restaurants looking to capitalize in B2C market.

Strengths

- Using high-end restaurant B2B history to establish credibility & brand authority in B2C market.
- Capitalizing on current health trends such as grass-fed beef.
- Employing brand loyalty strategies such as biweekly newsletter.

Opportunities

- High product prices - could deter budget-conscious customers & repeat purchases.
- Limited shipping information isn't easily accessible without navigating deeply.

Weaknesses

- Intense competition from larger meat delivery services with more resources.
- Economic downturns may impact premium meat sales.
- Scientific advances in lab-grown meat have led to massive industry growth.

Threats

SWOT

BUYER PERSONAS

Healthful Hank



- Males aged 22-30
- \$75,000-\$100,000 per year
- Urban cities
- Recently out of school and/or living on their own
- Likes to workout and have a high-protein diet
- Avoids processed foods

Family-Man Frank



- Males aged 35+
- \$120,000+ per year
- Suburban cities
- Married with kids
- Wants to provide high-quality food for their family
- Struggles juggling work, family, and hobbies

Corporate Partners



- High-capital businesses looking to gift high-quality steaks to their employees
- Want to ensure a consistent and reliable source of beef
- Looking for long-term relationships with suppliers

WEBSITE STRATEGY

Website Optimization

Ensure The Linz Shop website is well-designed and optimized for conversions by utilizing:

- User-friendly design
- High-quality images
- Clear CTAs
- E-commerce functionality
- SEO optimization

Website Content

Examples of content The Linz Shop could create/continue on their website include:

- Blog
- New recipes
- Tips on different ways to cook steaks
- Collaborations with others in the industry to receive valuable backlinks



INSTAGRAM STRATEGY

Organic Campaign

Goal: Increase Engagements/Engagement Rate

Despite having almost 12,000 followers, The Linz Shop's Instagram page regularly receives under 100 likes and under ten comments per post. To make Instagram a better tool for The Linz Shop, different kinds of content must be created. Examples of organic content The Linz Shop could create include:

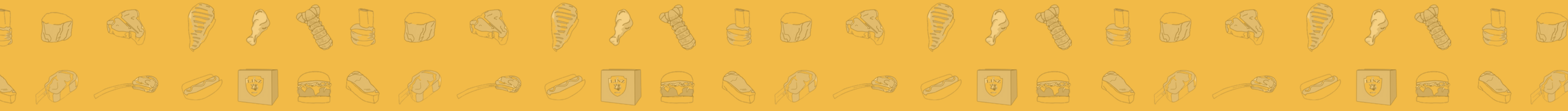
- Behind-the-scenes videos
- Customer feature videos where The Linz Shop makes customer-submitted recipes
- Collaborations with food influencers/chefs

Paid Campaign

Goal: Increase Brand Awareness

When used correctly, Instagram's paid features can get your posts out to a large audience. It can also use various demographic factors to narrow down who you target by who is most likely to be interested once seeing the ads. Ways The Linz Shop can use Instagram's paid features:

- Paid ads targeted to the different buyer personas, people who have interacted with posts about food, cooking, and fine dining, for example
- Boost the best-performing organics posts to reach more people



THE PROCESS OF CREATING PREMIER BEEF
USED BY HIGH-END RESTAURANTS AROUND THE USA

TASTE THE LINZ DIFFERENCE

THE LINZ WAY CONCEPTION TO PLATE



MONITORING

GENETICS, FEED OF THE
CATTLE, WEIGHT, AGE,
AND ENVIRONMENT IS TO
ENSURE THE HIGHEST
STANDARD OF MEAT.

THE
LINZ
SHOP

SWIPE →

02 →

IG CAROUSEL AD

BRING QUALITY TO YOUR TABLE

MAKE ANY HOUSE A STEAKHOUSE

THIS PROCESS

IS KNOWN AS "CONCEPTION
TO PLATE" WITHIN THE
COMPANY, AND SETS US
APART FROM THE TYPICAL
MEAT DISTRIBUTOR.



WE BELIEVE

QUALITY IS FOR **EVERYONE**.
WE ARE A **FAMILY**.
FOOD IS **FUN**.

BUT WAIT... THERE'S MORE

03 →

04 →

FAMILY-OWNED



QUALITY CONTROL

THE LINZ SHOP

NOW OFFERS A DIRECT TO CONSUMER
MEAT DELIVERY SERVICE STRAIGHT TO YOUR DOOR!

VISIT [HTTPS://SHOP.LINZHERITAGEANGUS.COM](https://shop.linzheritageangus.com) FOR MORE DETAILS!



FACEBOOK STRATEGY

Our Facebook Ad strategy consists of two campaigns.

- 1) Target users who engage with organic posts with likes, comments, and shares. This retargeting campaign will look to shift interested users into conversions. Ads will consist of authentic posts of the Ranch, quality-control procedures, and positioning The Linz Shop product as the premium vendor for high-quality, family-owned meat.
- 2) A paid campaign will be used to generate brand awareness by sharing a video introducing The Linz Shop as a family-owned business and introduces the history of the company, B-Roll of Ranch, and the “Conception To Plate” process. In doing so, we will position the Linz Shop as one of one in the industry and illustrate authenticity and transparency within the company.



HOW LINZ HERITAGE ANGUS BECAME THE PREMIER SUPPLIER OF HIGH-END RESTAURANT BEEF

THE HISTORY OF THE LINZ FAMILY BUSINESS

THE LINZ SHOP

SWIPE →

TASTE THE LINZ DIFFERENCE



IN 1963,
MEATS BY LINZ WAS
FOUNDED BY MARTIN LINZ IN
CALUMET CITY, ILLINOIS

02 →

FB CAROUSEL AD

TASTE THE LINZ DIFFERENCE

LINZ HERITAGE ANGUS

HAS SINCE MADE A NAME AS THE PREMIER SUPPLIER OF PREMIUM QUALITY MEAT FOR THE HIGHEST-END RESTAURANTS IN THE USA.

FAMILY-OWNED



QUALITY CONTROL

THE LINZ SHOP

NOW OFFERS A DIRECT TO CONSUMER MEAT DELIVERY SERVICE STRAIGHT TO YOUR DOOR!

VISIT [HTTPS://SHOP.LINZHERITAGEANGUS.COM](https://shop.linzheritageangus.com) FOR MORE DETAILS!

TASTE THE LINZ DIFFERENCE

TASTE THE LINZ DIFFERENCE

IN 2012,
MEATS BY LINZ
PURCHASES FIRST BULL,
AMERICAN MADE, TO
START THE LINZ HERITAGE
ANGUS PROGRAM,



03 →

IN 2013,
LINZ FAMILY OPENS THE LINZ
HERITAGE ANGUS RANCH IN
CROWN POINT, IN

04 →



BUT WAIT... THERE'S MORE

05 →



TIKTOK STRATEGY

Organic Content Creation and Paid Media:

Showcase premium quality and heritage storytelling through engaging TikTok videos (e.g., steak prep, testimonials, cooking challenges). Utilize TikTok ads and influencer partnerships to drive traffic to a landing page for email capture and social media growth.

Target Market Expansion: Broaden the audience by targeting food enthusiasts (ages 25-40), health-conscious consumers, and female audiences interested in gourmet meal prep. Tailor content to highlight luxury, nutritional benefits, and ease of cooking premium steaks.



GOOGLE SEARCH ADS

Our Google Search strategy is to niche down for specific search terms that cater to the core competencies of The Linz Shop. In doing so, we look to become leaders for distinct keyword phrases with awareness campaigns. Then, we will run a retargeting conversion campaign with the \$25 off promotion for first-purchase customers. Our awareness campaign will sell potential customers on the story of The Linz Shop (family-owned, quality-control, sustainability) while our conversion campaign will focus on premium standard of meat and sales promotion.

Keyword Phrases:

“organic meat delivery”	organic meat delivery	Breakout
“organic meat delivery service”	organic meat delivery service	+50%
“online halal meat delivery”	online halal meat delivery	+70%

Per Google Trends

EMAIL STRATEGY

Our email strategy includes introducing a newsletter that will give an insight look into The Linz Shop, its products, its people, and potential recipes to use. We would like to add a CTA to join the newsletter on the website and social media platforms with the incentive of receiving \$25 off their first order.

The newsletter will promote brand loyalty for repeat customers and serve as a medium for a more authentic connection between the business and its customers. Our goal is to implement a fresh newsletter bi-weekly, and can play with the scheduling as we can more insight and analytics once implemented. In the future, we can use Google ads via Gmail to further build the email list once we have an idea of the demographics interested in the newsletter.



BUDGET

For awareness campaigns, use CPM
For conversion campaigns, use CPC

Google Search Ads

\$100,000

Schedule: ~\$1,900 a week

Instagram

\$50,000

Schedule: ~\$960 a week

Facebook

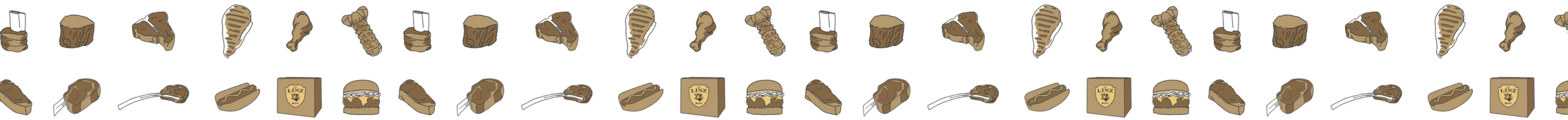
\$50,000

Schedule: ~\$960 a week

TikTok

\$50,000

Schedule: ~\$960 a week



EVALUATION

1. KPIs to Track:

Engagement: Likes, shares, comments, and CTR across all platforms.

Conversions: Measure website traffic and sales from retargeting.

Growth: Track increases in followers, email subscribers, and site traffic.

2. A/B Testing & Optimization:

Ad Performance: Test different creative formats and adjust targeting for paid ads.

Boosted Posts: Compare engagement rates before and after boosting.

3. Customer Feedback:

Social Listening: Monitor sentiment and adjust messaging.

Surveys/Reviews: Collect feedback to refine product and experience.

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