



INTEGRATED DIGITAL MARKETING: How to sell more steaks and chops in the age of tap-and-scroll

There's no denying it. The country has gone digital. Facebook posts have replaced handwritten letters, live streaming has replaced cable, Google has replaced encyclopedias – the list goes on. We are hyperconnected people who can find exactly what we need on small devices that no longer have a cord or answering machine. In fact, U.S. adults spend approximately 10.5 hours a day consuming media. What's more, 98% of Americans switch between devices in the same day.

However, the digital realm isn't just where people consume information – it's also where pre-shopping behavior begins. Fifty percent of U.S. retail sales are now digitally impacted, and this number is expected to reach 58% by 2023.

This presented a challenge for the Tyson Fresh Meats Team because we value business sealed with a handshake, and brand loyalty served medium-rare at family meals. How could we connect a strong in-store presence with evolving consumer behavior to make the largest impact at the meat case? The answer: integrated digital marketing.

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We developed the *Open Prairie*® Natural* Meats brand, complete with competitive product specifications, attention-grabbing point-of-sale materials and a strong brand story. When it was time to encourage consumer buy-in, we looked at the digital space to complement our traditional marketing efforts. Not only would this create a direct line of communication with natural consumers – a segment of shoppers eager to learn about the food on their plates – but it would also meet them where they are: on digital devices searching websites and scrolling social media feeds.

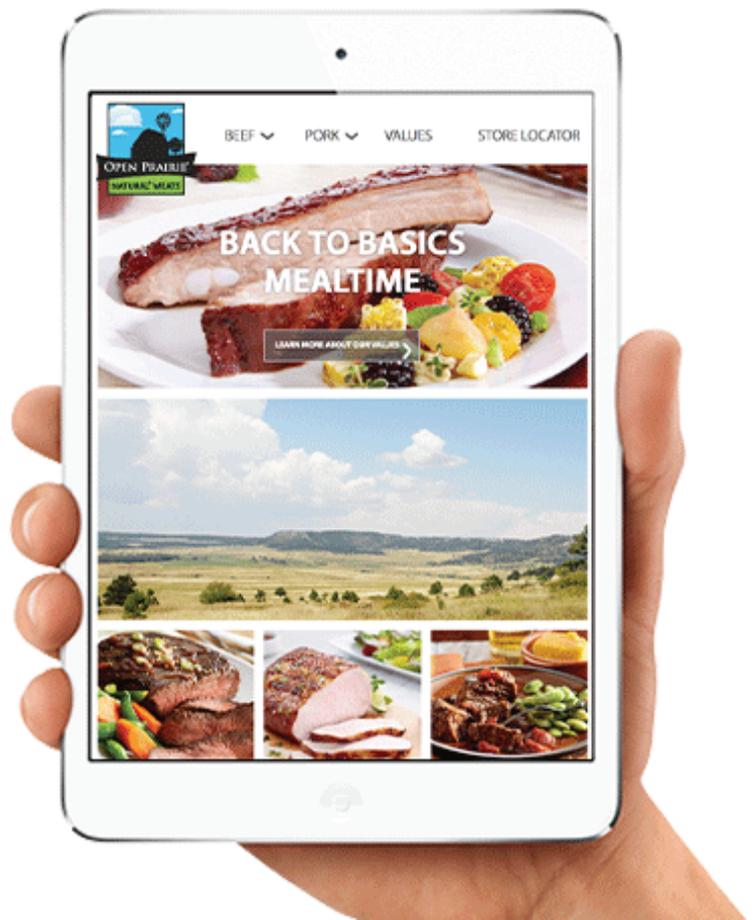
To set ourselves up for success we hit the books. Our research and marketing teams studied consumer trends to identify what our message should say, where it should live and who was listening. With the goal of educating natural consumers to support brand consideration and increased sales, we created an integrated digital marketing strategy.



WEBSITE CONTENT

It's no longer enough for websites to just be flashy and cool. They must create a positive user experience that encourages deeper investigation and further interaction. A website is not only where users go to learn more about a brand and its products, but also to engage with it. To tell the *Open Prairie* Natural Meats brand story, we designed an easily navigable website to house compelling content that drives consideration. FAQ pages helped to clear confusion about all things “natural” while videos of our independent rancher partners helped establish transparency. By creating a hub of diverse content, we provided our target audience with insightful information that met their needs and supported sales goals.

An informed shopper is an active shopper: Nearly 10% of total website traffic has navigated to the store locator page which helped send foot traffic to our retailer partners' stores.





FACEBOOK

Through brand persona research, we learned that our target audience was more likely to use Facebook than other social media platforms. We also learned the types of content they were scrolling for and the kind of voice that would resonate best. This knowledge helped us gain strong footing in the social space with a consistent posting schedule that helped keep the brand top of mind for consumers living in locations where product is sold.



No antibiotics – ever. Juicy flavor – always. Follow for simple ways to make natural* meat part of your meals.



Open Prairie Natural Meats
Food & Beverage Company
17,767 people like this



To continue the momentum, we employed regular testing and reporting to find the sweet spot of follower engagement. In a space saturated by viral videos and gripping headlines, did consumers really want to learn about product attributes? Yes! Results

from A/B testing confirmed that ad copy stating natural claims provided a 19% higher click-through rate than ads that did not. Keeping a close eye on the numbers helped inform creative development and targeting parameters to guarantee the right message was served to the right audience.

Average Quarterly Engagement Rate



From this, we saw an 80% increase in average quarterly engagement rate from Q2 2017 to Q2 2018. And why does that matter? Because 57% of consumers say social media influences their shopping.



SEARCH ENGINE MARKETING

“Google” is not just a noun – it’s a verb. People are accustomed to asking the internet questions and receiving answers instantly.

When consumers asked about “natural meat,” we wanted them to find *Open Prairie* Natural Meats. To improve the visibility of our website on the internet, we used paid tactics to drive traffic.

Pay-per-click advertising allowed us to reach consumers in locations where product was sold while they searched for relevant terms. And with 28% of searches for a specific product “nearby” or “near me” resulting in a purchase, it was the perfect avenue to support in-store sales goals.

We increased new website sessions by 675% from Q2 2017 to Q2 2018.

Due to the competitive nature of organic and natural meat markets, we got creative with keywords to ensure our ads were being seen more frequently and at the top of search engine results pages. Using proprietary consumer research to understand search behavior and language, we increased new website sessions by 675% from Q2 2017 to Q2 2018.

The Tyson Fresh Meats Team uses integrated digital marketing to expand the footprint of our brands while informing consumers, encouraging action and driving sales for our customers who offer them.

Are you ready to use online tactics to create in-store success? Connect with *the Beef & Pork Experts™* at tysonfreshmeats.com/get-in-touch to learn more about the digital marketing support available with our portfolio of brands.