



PROMENADE
for Butchers

BUTCHER SHOP'S GUIDE TO SURVIVING 2023



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Introduction

Even with the turbulent pandemic days mostly behind us, some of the small business challenges that emerged during these times are still relevant – from supply shortages and staffing issues to increasing competition. With the *steaks* so high, we want to see you meet your business goals in 2023!

As a local butcher shop owner, we know you deal with many challenges daily. Some of them may be difficult to predict, and you have to tackle them as they come. For some challenges, however, you can prepare yourself in advance. Being ready and knowing what to do to overcome these challenges will save you time and money and ensure that 2023 won't be a year that'll butcher your business but one where you'll see success and expansion for your business!

In this guide, you'll find out how to deal with these pressing issues:

- Supply Shortage
- Staffing Issues
- Inflation

Additionally, we'll let you in on our little secrets for setting up critical points for any independent business in 2023:

- A budget-friendly marketing strategy
- A solid online presence

We know that as an independent business owner, you are super busy and might find it hard to make time to do research about the challenges to expect. That's why we created this helpful ebook with (easy and doable) tips for overcoming the challenges of 2023. Let's make your business thrive together!

What Awaits Small Butcher Shops in 2023 (And Beyond)

This guide is all about problems, but we don't want to seem negative - so let us start with some good news. The meat industry in the US can expect to see growth in 2023 and beyond.

As research shows, the meat retail overall will grow, consumer spending overall and per purchase will go up, and more meat consumers than ever will turn to manufacturers and smaller, private brands.

This is great news, but we have a few others you may not like as much: Traditional and nontraditional external competition, such as supermarkets and big online retailers, will probably cut into revenue small butchers would normally experience. Additionally, with shoppers are scared of inflation, the financial pressures may become reflected in their meat-shopping habits. Finally, Baby Boomers (who spend the most and buy most often from butchers) will move into the stage of having a fixed income and will purchase less.

All in all, it seems 2023 will be a true plate of mixed meat. However, for butcher shop owners, there's not too much to worry about, especially if you are well-prepared for the potential challenges the year may bring. Without further ado, let's get into the nitty gritty of 2023.



Beating Supply Shortage

After two years of pandemic-related supply and inventory shortages, we all hoped things would return back to normal in 2023 – nonetheless, we may have to wait a bit longer. Experts forecast that in the year to come, we'll still experience a shortage of beef, pork, and red meat¹. How come, you might ask – since the pandemic is over? Well, here's why we'll see a continuance of the supply issues:

- **The pandemic aftermath** – Remember those difficult quarantine days you spent browsing online stores for a little retail therapy? Well, millions of people across the country were doing the same thing, all while manufacturers were cutting supplies, and retailers were stocking up inventory. The supply chains have become more flexible since, however, the road to full recovery is too bulky to be as brisk as many hoped for.
- **Infrastructural challenges** – Since the start of 2022, ships have been stalled at ports for an average of seven days – which is a 20% increase since 2020². Even with a \$550 billion federal investment into infrastructure³, the massive structural changes will need multiple years to take effect, meaning that shippers will be using outdated tracks not only in 2023 but for years to come.

Poor driver retention – The American Trucking Association⁴ showcased that the driver shortage is at an all-time high in the industry, with a minus of 80,000 drivers. And, by 2030, there is a chance the shortage could surpass 160,000 drivers. Even with increased wages and working conditions for drivers, the chances are we will still see a shortage of workers needed for the supply chain to return to normal.

We, unfortunately, can't end this global crisis, but we can help your small businesses pivot in these trying times. Here are the three most effective short- and long-term strategies to help you manage supply challenges with the most optimal results.

¹ <https://www.agrinews-pubs.com/opinion/columnists/2022/11/02/commodity-insight-a-shortage-of-beef-and-pork-in-2023/>

² <https://www.nytimes.com/2022/02/01/business/supply-chain-disruption.html>

³ <https://www.whitehouse.gov/briefing-room/statements-releases/2021/07/28/fact-sheet-historic-bipartisan-infrastructure-deal/>

⁴ <https://www.trucking.org/news-insights/ata-chief-economist-pegs-driver-shortage-historic-high>

#1 Diversify Shipment & Supply Options

Nipping the problems of shipping and supply in the bud won't be easy, since these are huge structural issues that will affect all business owners in 2023. To get around them, though, you will benefit from diversifying your shipment and supply option.

To put it plainly: with just one single supplier or port of entry, the chances of experiencing a material deficit are on the rise. If you want to shorten your delays considerably, obtain backup importers, turn to local suppliers, or even switch the Asian lanes for Mexican ones.

By introducing the option to receive cargo at multiple ports (especially those with shorter delays than the one you are using now), you'll be able to acquire and manage your supplies better and keep the production on schedule.

#2 Influence Consumer Demand With Strategic Merchandising

The biggest issue with inventory and supply shortages is the mismatch your business is experiencing between the consumer demand for your end-product and the supply capacity of your business. To overcome this discrepancy, you'll need to lower the increased consumer demand for unavailable products by repurposing marketing spending.

Start with an analysis of your products: log the products that are in high demand, as well as the products that are not available. Once the lists are completed, cross-reference the products with their ad expenses.

Lower the ad expenses for products you're unable to provide and use the surplus money to highlight available items instead. This is an easy way to increase sales overall and balance out your revenue. Social media platforms will become your best friend in this endeavor. By putting up contests and giveaways in place and creating buzz around available products, you'll ensure enough visibility for these products to start balancing out your profit.

#3 Stop-Gap Solutions Are Important: Focus on Customer Care

When the turbulence of these dimensions arises, you can't rely only on long-term strategies. Introducing stop-gap solutions like heightened customer care is crucial to manage the situation as it unfolds. After all, owning a business is all about retaining customer loyalty, and transparent and responsive communication will get you a long way.

Although it's a compelling option when handling delays, the worst thing you can do in a crisis is over-promise to clients, keep them in the dark, or be overly optimistic when setting expectations about the return of products. Rather than promise a hopeful date for the return of a sought-after item, you'll be much better off setting realistic predictions instead. Again, social media will be a great aid in keeping customers in the loop about product availability dates and quantities.

PRO TIP If you have an e-commerce website of your own, consider implementing a "notify me" button for sold-out products. This way, you'll keep customers informed and help them get their hands on the desired items without impeding customer loyalty.

Shipping disruptions are a definite problem that we'll be dealing with in 2023. While you can't influence what happens with the source of the issue, you can manage how you resolve the situation. With a proactive, communicative, and hands-on approach, there's no doubt you'll manage anything the supply chain turmoil throws your way.

Overcoming Staffing Issues

You may have heard about The Great Resignation, the term many use to describe the labor shortage brought about by the pandemic. And even if you didn't, we're sure you are all too familiar with the problem, no matter if you are in the meat industry or any other line of work. Let's take a closer look at what happened with the labor force and how you, as a small butcher store owner, can best address this issue.

Data from August 2022 shows that with over 10 million job openings across industries, there are still around 6 million unemployed workers⁵. According to the U.S. Chamber of Commerce, here are the most important reasons people are not returning to the workforce:

- **An increase in savings** - The enhanced unemployment benefits, which lasted until September 2021, stimulus checks, and the Lockdown imposed frugality added about \$4 trillion to the collective American savings accounts⁶.
- **Early retirement** - In October 2021, over 50% of adults that are 55 and older have gone into early retirement due to the COVID-19 recession and gradual labor market⁷.
- **Poor access to childcare** - Due to the pandemic, many childcare providers had to close or scale down, forcing around 370,600 people into unemployment⁸. The massive shutdowns created an endless loop - to return to work, people require childcare, and at the same time, childcare providers were, and still are, facing challenges in their own industry.
- **Increase in entrepreneurship** - Many who left the workforce used their savings to start new businesses. Since 2020, almost 10 million business applications have been put in place, and over 4 million new businesses opened⁹.

In this climate, you as a business owner are surely wondering what can you do to attract and retain more quality talent? First, take a look at the key findings from the U.S. Chamber of Commerce survey¹⁰ conducted among unemployed Americans.

⁵ <https://www.uschamber.com/workforce/understanding-americas-labor-shortage>

⁶ <https://www.cnbc.com/2021/08/03/most-of-americas-extra-pandemic-savings-are-going-to-the-wealthy-.html>

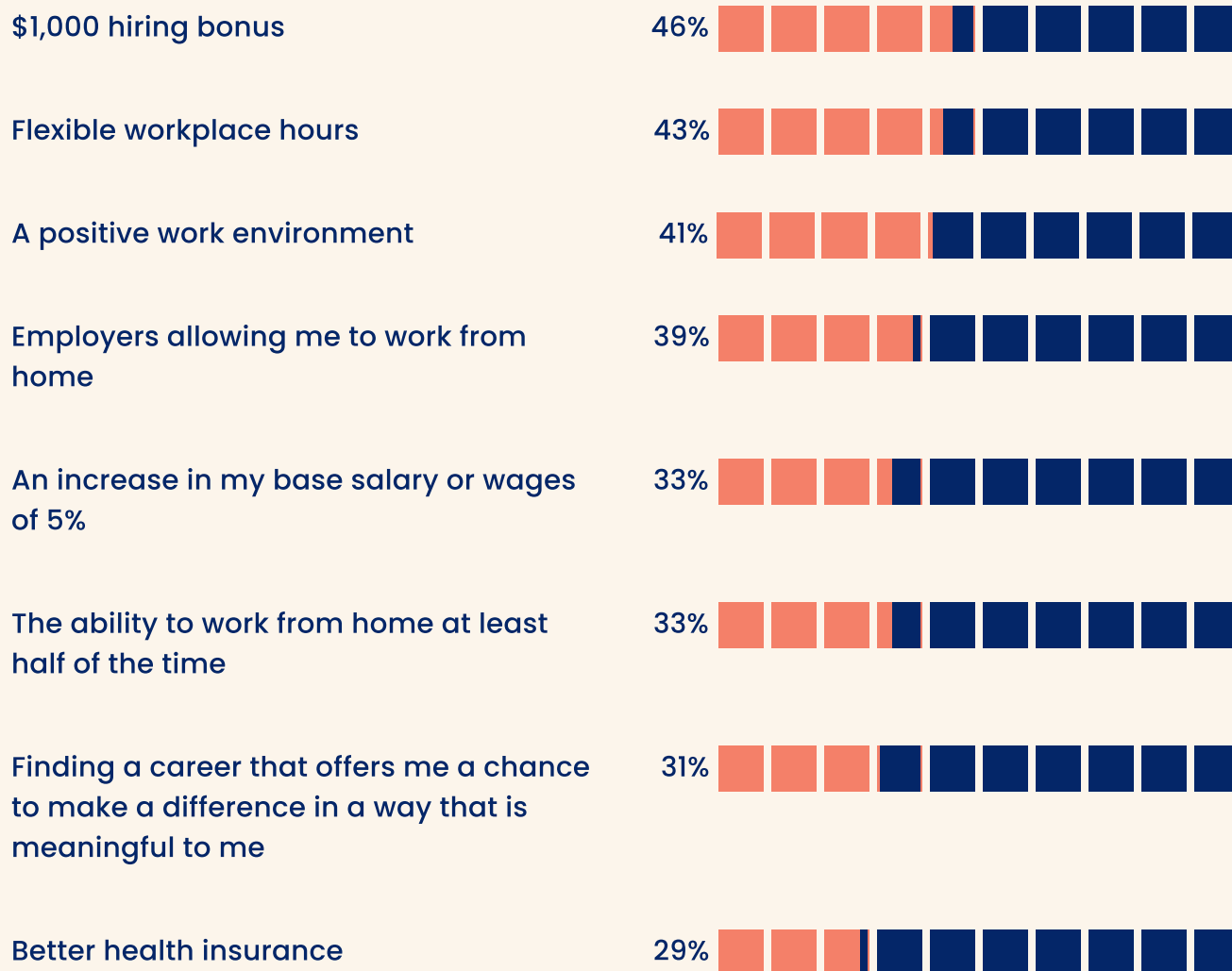
⁷ <https://www.pewresearch.org/fact-tank/2021/11/04/amid-the-pandemic-a-rising-share-of-older-u-s-adults-are-now-retired/>

⁸ <https://nwlc.org/wp-content/uploads/2020/08/ChildCareWorkersFS.pdf>

⁹ <https://www.salesforce.com/blog/small-business-pandemic-entrepreneurs/>

¹⁰ <https://www.uschamber.com/workforce/new-updated-poll-the-covid-19-unemployed>

Q: Which of the following would increase your urgency to return to full-time employment?



Source: U.S. Chamber of Commerce

Most independent store owners don't have the option to increase wages or offer large bonuses to employees, so it's essential to provide benefits that surpass financial benefits. Make a plan for hiring and retaining staff that helps your workers feel valued and respected. Here are a few steps to ensure the best talent makes the cut - in every way possible.

#1 Close the Communication Gap

Ambitious and dedicated staff that will stay with you for the long run wants to see the perks and possible opportunities of being employed at your business. For employees to feel like they can grow and learn on a daily, you need to ensure their voice is heard by the management.

Close the communication gap by putting in place regular meetings in which employees are the ones doing the talking. Take their insight seriously, and you will not just make them feel appreciated and valued but will gain valuable knowledge on how to ensure your business operates more efficiently. Use these meetings to provide clear explanations of pathways to promotions and give your employees a clear and exciting idea of their future.

Ask your best employees what, apart from money, would make their working conditions and experience better. Additionally, take a chance to learn from employees leaving the business. Perform a departing interview with former employees and ask for their honest review of the working conditions, as well as for an in-depth explanation of work-related reasons for their leaving.

#2 Offer Schedule Control and Flexibility

We know it's practically impossible to provide childcare assistance at the butcher store, but your employees will appreciate the option to work with you in creating the working schedule. A little flexibility goes a long way: collectively agreed-upon shifts are proven to attract top talent, improve employee retention and engagement, as well as increase overall performance.

Put schedule control into place by investing in a shared scheduling platform. Scheduling platforms provide employees with the opportunity to update and switch their shifts and schedules in real time, surpassing the usual problems of miscommunication and resentment in the collective.

#3 Foster and Reward Employee Development

When it comes to everyday operational decisions, it's essential your employees feel competent and confident in their abilities. After all, since they engage with customers on a daily basis, they need enough freedom to be able to do their job efficiently, as well as fulfill customer demands and create a positive customer experience overall.

Make sure your employees know they're trusted to handle a variety of decisions their position throws their way. Of course, that requires that all employees are both aware of and complying with the same business standards. Once the rules of the game are set and employees have executive freedom within them, they can make necessary decisions and help the business run smoothly, but even more so, feel engaged and invested in their work.

Great employees are those that are motivated, and most people love working in a place where they can recognize and envision their ability to grow. Encourage ambitious employees by giving them the option to take on additional responsibilities, and shifts and even take a swing at completely new roles (under mentorship, of course). By expanding their expertise and experience, you'll show care for their goals and professional development. And once they feel invested, they'll share your mission.

PRO TIP Is your business a minority-/LGBTQI+/women-/veteran-owned? Did you know that by putting your values out there, you can recruit more long-term talent? Research shows that most ethnic, gender, sexual, and other minorities feel left out and unwanted at their workplace, especially when working for large companies¹¹.

By making your mission and company values public, you may attract more potential workers who want to spend time and energy working for a business just like yours. The statistics show that people prefer working with employees who share their values¹² and shared values and a positive work environment tend to increase performance overall.

¹¹ <https://globescan.com/2022/02/25/insight-of-the-week-most-minority-employees-have-felt-left-out-in-the-workplace/>

¹² <https://www.spiceworks.com/hr/diversity-inclusion/news/51-job-seekers-inclined-to-work-for-minority-owned-company/>

Adapting to Inflation

Inflation is, unfortunately, another problem that is here to stay. However, in 2023, we can expect it to drop from 2022's rate of 8% to 3.5%¹³ – which is great news!

It's not a mi-steak to be confident in your butcher business, but it never hurts to consider a few practices that can help offset economic issues and support the growth and expansion of your business. Here are the most successful practices, per the Small Business Recovery Report, that businesses like yours are using to not only adjust but thrive amidst inflation.

#1 Switching Up Prices

While the meat industry hasn't been as hit by global challenges in the extent many other industries have been, there's a chance 2023 will bring a delayed reality check. Most other industries dealing with inflation have been turning their prices up, but is this really what small butchereries should do?

In March of 2022, there was an average of 21% increase in prices across industries, largely due to increased costs from vendors (54%) and of raw materials (45%). While some butcher stores followed this logic, with 95% of shoppers expressing concern about rising food prices¹⁴, small meat providers will need to be more creative to keep their profits afloat.

With the overall cost of living increasing, meat shoppers are turning to meat promotions as their primary way of purchasing beef, poultry, pork, and red meat. As inflation makes fewer promotions available overall, here is how shopping habits are influenced:

- 75% of shoppers look for specials pre-trip,
- 80% of buyers compare prices/promotions,
- 89% of shoppers are looking for the ideal package price,
- In-store signage, the digital circular, and store apps are becoming more popular than the once popular printed circulars,
- The top discount is cents-off the price, followed by BOGO meat deals.¹⁵

¹³ <https://www.kiplinger.com/economic-forecasts/inflation#:~:text=Inflation%20will%20end%202022%20at,the%20economy%20slows%20next%20year.>

¹⁴ <https://www.kiplinger.com/economic-forecasts/inflation#:~:text=Inflation%20will%20end%202022%20at,the%20economy%20slows%20next%20year.>

Get your customers' attention and ensure your revenue is on track, not by hyping up prices but by providing promotions that won't eat into your budget and will, instead, lure customers in.

#2 Invest in Branding and Marketing

About 57% of larger and medium small businesses and 29% of the smallest ones cite branding to be the primary way they are putting their business on the map. Most of them are using social media and other digital advertising channels to differentiate themselves from the stiff competition.

In 2023, we will see even more meat shoppers turning to digital sources when searching for tips and how-tos for meat purchase and preparation. In 2023 your shoppers will be using primarily YouTube, Pinterest, Instagram, and TikTok to find out more about meat. Use this opportunity to address your customers on the platforms they are already using, and let them know that they can find all they need and more at your local store.

PRO TIP These top three online searches are most popular for all generations¹⁶: (1) type of meat, (2) type of cuts, and (3) preparation methods. Use these keywords to approach your potential customers easily, and give them the content (and the local butcher store) they have been looking for!

#3 Acquire Additional Funding

The inflation got many small businesses to rethink the ways they manage their cash flow. In order to avoid the potential situation of simply making ends meet, about 46% of local owners will be covering inflation costs with additional capital, acquired by applying for credit¹⁷. Here's a step-by-step guide to preparing a strong business case that will position your butcher business as worthy of investment.

¹⁵ <http://www.meatconference.com>

¹⁶ <https://www.supermarketperimeter.com/articles/7855-fmi-meat-institute-release-power-of-meat-study>

¹⁷ <https://newsroom.kabbage.com/news/new-kabbage-survey-shows-80-of-u-s-small-businesses-are-confident-they-could-withstand-a-u-s-economic-recession/>

1. Figure Out Your Funding Source

First things first – you have to choose the right source of your funding. No financial solution is a one-size-fits-all, but most businesses go for one of these three common funding sources:

- **Investors** – Most investors work either as individuals, also known as “angel investors,” or as venture capital firms. Whichever type of investment you decide on, make sure to do thorough background research on the firm to ensure you’re turning to a reputable investor.
- **Crowdfunding** – Need capital but don’t want to give away a share of your business nor provide a financial return? Crowdfunding is the way to go – all you’ll have to provide is a one-time gift or store-credits (oh, and closely read the financial and legal obligations of obtaining crowdfunding).
- **Loans** – A bank or credit union loan will get you capital, and you won’t be giving away any control of your business. **Pro tip:** don’t settle on a loan before getting a few offers and comparing them to choose the best one

2. Make the Business Case

Every funding source you land on requires different types of documents and statements to make your case. However, most of the time you’ll need a solid business case.

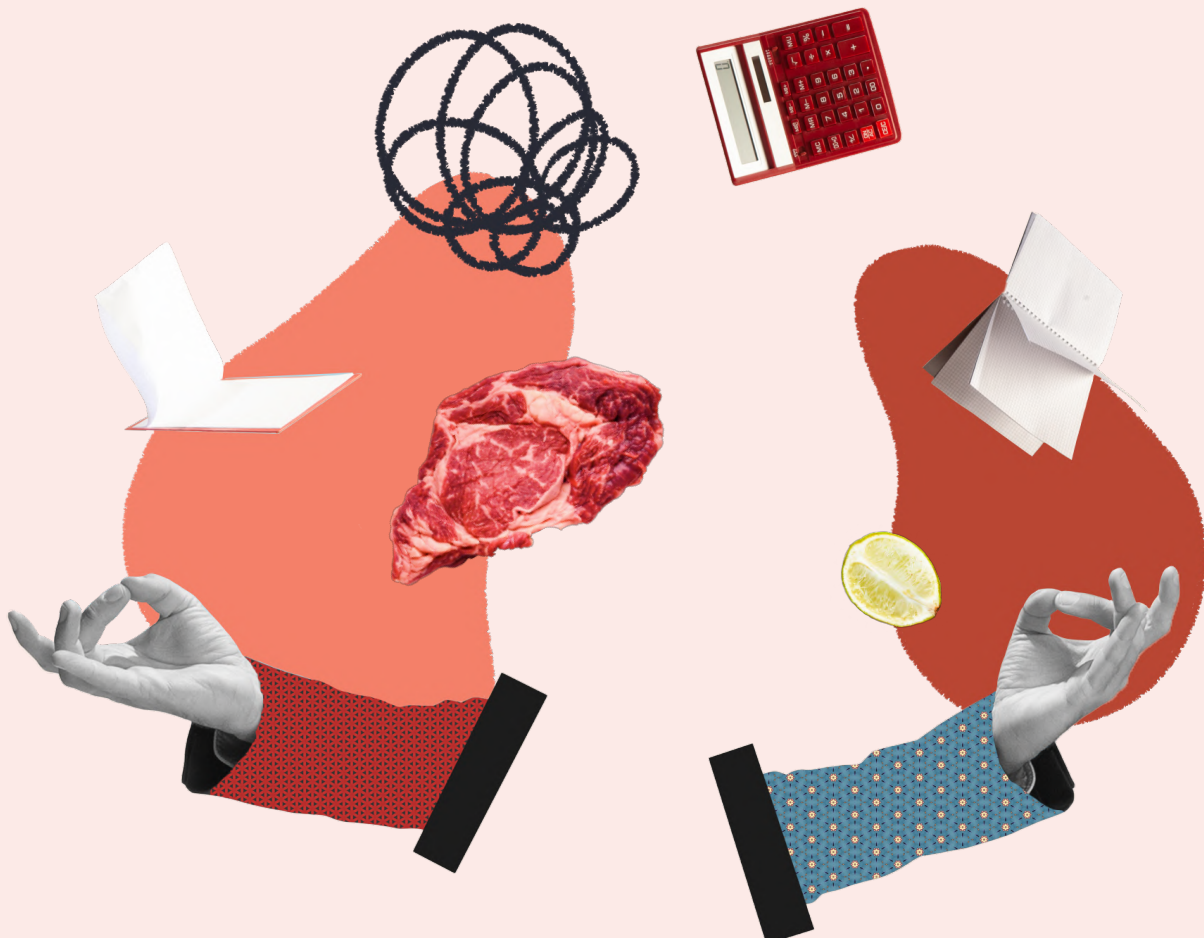
In this statement, discuss the reasons for requesting funding, and include the total amount you need. Showcase why this amount is required to provide assurance that the money won’t be mishandled. For a more detailed look at how to write a business plan visit this [U.S. Small Business Administration guide](#).

3. Collect Your Financial Statements

You should provide funding sources with all the relevant financial statements, including:

- **Financial history statement** – Reports of revenue, expenses, and profit over time show that your business is going in a solid. If you don’t have proof of positive growth, collect your financial history and explain how additional funding will help you move on to bigger things.

- **Business credit report** - An accurate business credit showcases you are financially responsible. Get your report form and score improvement indicators from [Dun & Bradstreet](#).
- **Business valuation** - There are many ways to determine how much your business is worth. The most popular methods are doing a self-valuation or contacting and [selecting a qualified business appraiser](#).
- **Business forecast** - Whatever the past of your business may be, it's the future that matters - and a detailed forecast is the best way to predict it. Complete a quantitative of your business's revenue and expenses, and include the methodology of estimation for a strong forecast.





The Two Critical Needs of Any Independent Butchery in 2023

No matter what problems or challenges the next year brings, there's something to be said about considering the critical needs of your business, no matter the context. There are two key points you should invest time in, and that's creating a marketing strategy and establishing an e-commerce website.

A **marketing strategy** will help you organize your efforts, plan ahead and avoid unnecessary strolling while making business decisions. It will point you in the right direction and give you the frame to follow.

Having a professional **eCommerce website** is crucial for any contemporary business. Numbers show that in 2022 only, eCommerce meat sales will grow by 22.4% (Source: Kentley Insights, 2022). And the number of people purchasing online is increasing each year. Even when customers don't order meat online, they tend to research butcheries' websites before deciding to visit them. Without a professional e-commerce website, you risk losing customers and thousands of dollars each month.

Creating a Budget-Friendly Marketing Strategy

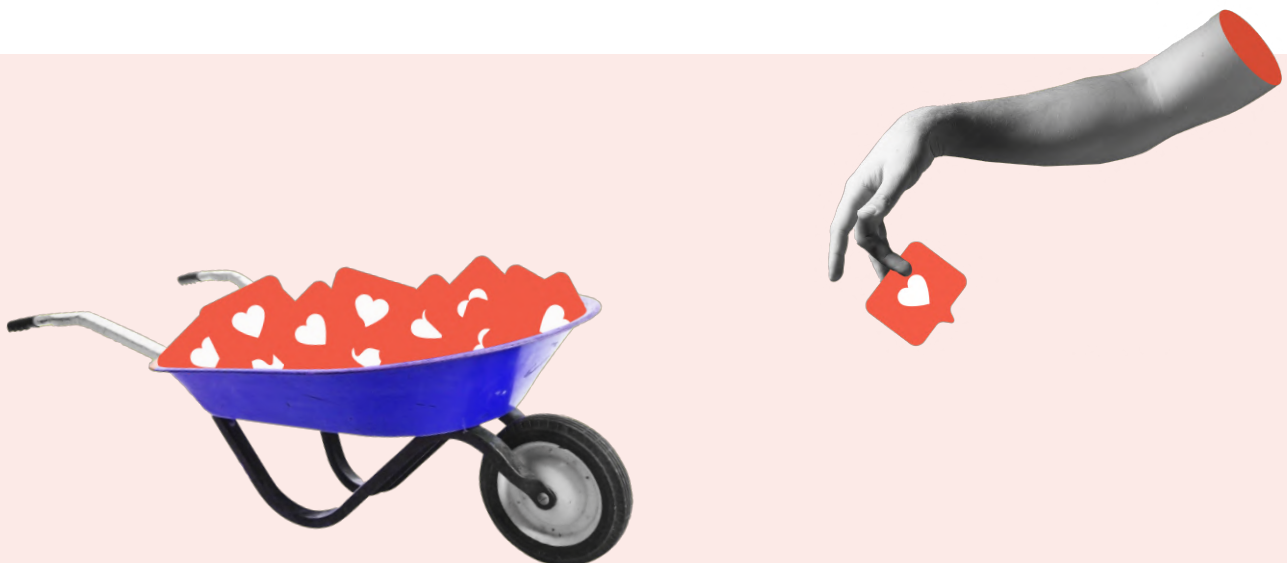
Creating a marketing strategy means making a strategic plan for your business growth while focusing on marketing. As people nowadays spend a large portion of their time online, treating digital marketing as a side thing is no longer an option. Regarding digital marketing channels, the main ones for putting your restaurant on the spot are - social media and emails.

Social Media

Don't think that butcher stores aren't cut out for a strong social media presence. Social media is an excellent way to promote your butchery and increase brand awareness. And it's also cost-effective!

Creating genuine content will build relationships with your customers and put your business on the spot - making it both exciting and memorable. Based on your audience, choose the platform that covers all types of content you need. Statista shows that 77% of people aged 45-54 (who spend the most on meat in butchereries) are on Facebook, while 48% are on Instagram. Facebook and Instagram are great online platforms for your everyday content, direct advertising, and promotion. Be sure to share content in creative and compelling ways and provide both written and visual content.

Are you worried about the set-up and management cost of your social media profiles? Don't be. The set-up is free, and there are plenty of options and low-cost solutions to manage your social media presence. From hiring personal consultants and companies to adding college interns and part-time social media managers to your ranks.



Email Marketing

Another great way to embark on a digital marketing journey is through email marketing. Email marketing allows you to engage with customers on a more personal level and deepen your customer relationship. And it's a channel of communication that is practically free, yet brings the highest return on investment of them all!

All you have to do is build your email list and plan the content and the frequency of your emails. Building your email list doesn't require any technical skills. It only takes adding a branded opt-in pop-up form to your website, which gives your customers a quick way to subscribe to your newsletter.

Given that more than 40% of people report they like to receive personalized offers based on their dietary preferences, purchase history, and current location, this is an opportunity you don't want to miss. Send exclusive and promotional offers, discounts, holiday wishes, or other relevant information about your cuts and promotional offers.

Email marketing is a powerful tool for building customer loyalty and audience growth. However, it's important not to send emails too often. Otherwise, your customers will feel like you're spamming them. Set expectations with your customer base about the frequency and the type of content they will receive. If your customers know when and what to expect, it's more likely they will open your emails. Sending one email weekly is a good approach.

With email marketing, you can expect several significant benefits:

- You will create advocates
- You will increase organic recommendations
- You will build repeat business

A solid marketing strategy will put your business on the map, and ensure you get a continuous stream of customers - both new and existing ones. Once you get their attention, all you need to do is direct them to your storefront - whether it's the brick-and-mortar shop or your eCommerce website. However, that requires you have a well-created webpage that provides a smooth and memorable shopping experience. Let's get into it.

Establishing Your Ecommerce Website

A professional ecommerce website is important because it enables your independent butchery to:

- **Attract new customers.** An ecommerce website that is SEO optimized will bring more customers and increase your revenue.
- **Increase the credibility of your business and grow brand awareness.** Customers can visit your website for information about your store and the offer. This makes your butchery seem trustworthy and relevant, increasing your brand awareness.
- **Highlight the unique values of your brand and offer.** Your website is perfect for telling your story, sharing information about your offer, and highlighting the unique quality.
- **Be in charge of your online orders and delivery.** A website allows you to offer online ordering and delivery while being in charge of it, without using third-party services.
- **Keep your customer information and grow a loyal customer base.** Since the website is yours, you will keep all your customer information. You can create a database to boost your further sales with this information.

How to do it?

The best two options for establishing your eCommerce website are: hiring a website designer or choosing a business platform to bring your butchery online.

Option #1: Hire a website designer

The cost of hiring a website designer can be expensive. The prices range from a few thousand dollars to 10K or more – depending on the number of web pages, the complexity of the website, and the fee your chosen designer charges. Before approaching a website designer, prepare the approximate number of web pages so that they can give you an exact offer. Building the website this way can last up to three months or more, depending on the designer's schedule.

Option #2: Select a business platform to bring your business online

Solutions that offer the building of customized websites are a quick-and-easy way to go. These complete eCommerce platforms will also provide you with a package of tools for running and managing your back-office operations.

Unlike a simple website, an eCommerce platform enables you to process orders and delivery, track customer information, and update and manage inventory. Be sure to look for an eCommerce platform that is simple to use while offering all the tools you need.

When deciding between these two options, think about what fits your business best and how to stay loyal to your brand and your brand's story. The design you choose should represent your business, so make sure it incorporates both your logo and your brand colors. Additionally, your web page will require you to upload high-quality, presentable, and professional-looking photos of both your general products and the brick-and-mortar shop.

If you're unsure how to get stellar-looking, inviting photos, we advise hiring a photographer. After all, a picture is worth a thousand words. Your eCommerce website should be simple to use - for you and your customers. When your website is up and running, it's time to follow the steps are required for setting up your online store and driving traffic to your website.

Setting Up Your Online Store

Setting up your online store is all about providing customers with a great shopping experience. Since people do everything on their mobile phones these days, you should first make sure your website is mobile-optimized.

To create a great ordering experience, consider including features such as:

- A quick ordering and reordering system
- Simple payment processing
- Easy navigation
- Delivery scheduling
- Delivery tracking
- Product search

Another great thing is to provide upselling and cross-selling of your products. With this feature, your customers will be encouraged to add more relevant items to their shopping cart during checkout, increasing your average order value (AOV).

Driving Traffic to Your Website

Once you have a website, you'll need to drive traffic to it. Don't worry, you don't have to implement a complete digital growth in place for this (although it would be helpful). However, if you aren't ready to deal with a full strategy just yet, and want a few simple ways to drive traffic to your website, we recommend going for SEO optimization and social media & email marketing.

#1 SEO Optimization

Search Engine Optimization (SEO) will make your website a magnet for new visitors. SEO is a process to make your website more findable online and in searches. For example, when someone searches for "premium beef cuts near me," if your website is optimized, your shop will appear at the top of the results. Seeing your butcher store as the top result will make your business seem trustworthy and increase the chances of customers choosing your brand over competitors. SEO optimization is a step you shouldn't skip when setting up your online store.

The Three Essential Aspects of Website SEO:

- **On-page optimization.** To achieve on-page optimization, you should add keywords to your website and include all relevant information, accurate descriptions, and valid images. To discover which keywords are suitable for your business, you can try using free online tools such as Semrush Keyword Magic Tools, AnswerThePublic, and similar.
- **Content optimization.** Your content should answer consumers' needs and wants. When adding content to your website, avoid writing general phrases, and focus on producing short, relevant, authentic descriptions. Always add keywords.
- **Technical optimization.** Make your website user-friendly. Ensure that the security of your website is high while the load time is low. Mobile optimization is a must.

SEO optimization can be challenging if you are new to it. But, with the right information, you can do it smoothly. If you don't have time or will to deal with it by yourself, you can hire an SEO company or use a platform for butchers that provides website optimization.

#2 Social Media & Email Marketing

Social media and email marketing are great ways to promote your brand and drive traffic to your website. At the same time, they allow you to connect with your customers, build relationships, and drive them to your website to order meat.

When creating social media content, you should post actively and post genuine content. Write captions from the heart, share your story, and be sincere and authentic. Some of your content should directly lead the audience to your website. Add links to your website - on your posts and stories.

Another great way to drive traffic and connect with customers is email marketing. Send monthly or weekly offers and purchase reminders. If you have the capacity, consider sending your customers happy birthday emails with special offers included. It will make them love you even more. Be sure to insert the link to your website in all your emails.

Are you old school? Old schoolers are cool. We've got you covered.

Even if you're not prone to new technologies, that shouldn't stop you from having a professional e-commerce website. Today's modern platforms make the process quick and seamless. Companies do the work for you, and you have access to their customer support for issues.

Promenade for Butchers is a complete e-commerce solution built from the ground up for butcher shops. We provide a custom-branded website that offers your customers online ordering and delivery, social media and email marketing services, and back-office management. We focus solely on helping local businesses thrive against big retailers. With Promenade, you'll have a new revenue source with online ordering, so let's partner and grow your business together.

[Book a demo](#) to see how we can help your business grow.