



# Lil Butcher Campaign Plan

**Name of Project:**

Taste the Tradition

**Presented By:**

Caroline Abney

**Presented To:**

Brian Dyar





# Agenda

Overview 03

---

Objectives and Goals 04

---

Target Audience 05

---

Performance Tracking 06

---

Engagement Strategies 07

---

Visual Content 08

---





# Overview

The “Taste the Tradition” campaign for Lil Butcher Shoppe Smoked Sausage is a dynamic initiative designed to amplify the brand’s narrative. Focused on engaging visuals and storytelling, the campaign highlights the shop’s journey from a local butcher to a culinary landmark known for innovative smoked sausages. The aim is to increase brand awareness, foster community engagement, and boost sales through interactive content, customer testimonials, and behind-the-scenes insights. Expected outcomes include heightened online presence and expanded reach both locally and nationally.

# Objectives and Goals

01

## Goal # 1

Increase Brand Awareness

02

## Goal # 2

Enhance Customer Engagement

03

## Goal # 3

Drive Sales and Online Traffic



# Target Audience



**Target Audience #1**  
“Artisanal” Shoppers



**Target Audience #2**  
Hattiesburg Community



**Target Audience #3**  
Food Enthusiasts



# Performance Tracking

## Search Rankings:

**Buy Sausage**—Not in top 50 (**HIGH PRIORITY**)

**Smoked Sausage**—Not in top 50 (**HIGH PRIORITY**)

Pineapple Sausage—#3

Blueberry Sausage—Not in top 50

Mississippi Smoked Sausage—#11

Goal: Top 10 for all SEO words

## Impressions/Clicks/CTR (Past 28 Days)

1.1K Clicks

22.8K Impressions

4.8% CTR

Goal: Increase impressions to 30K and maintain CTR

## Facebook Metrics (Past 28 Days)

59.5K Reach (4 posts)

4.7K Engagements

2.3k Followers

Goal: 20 posts and 200 new followers



# Engagement Strategies

## 01

### Increasing Post Rate

- Consistent high-quality posting
- Creation of content calendar
- Visual consistency (All photos/videos should have warm rustic filter and high contrast)

## 02

### Consistent Tone

- Focus on warm sensory language.
- Posting in the voice of “The Butcher”
- Emphasis on story telling, tradition, and craftsmanship

## 03

### Increase Domain Authority

Create backlinks by:

- Reaching out to food bloggers
- Hosting outreach events
- Reaching out to media with ready-made news packets. (An example of lost potential is media coverage of Southern Tailgating)

## 04

### Interactivity

- Contests/Giveaways: “Guess the Next Flavor,” “Share your favorite LBS meal with sausage”
- Interactive Posts: “Butcher Tips and Tricks Q&A” “Guess the Ingredient”
- Weekly Updates: Sharing news and giving a closer look inside the expansion.
- Merging Online Presence with In-Person Activities: “Samples Saturday” and videos of customer reactions



# CONTENT PLAN

MONTH: *TBD*

<p><b>Week One: Introduction and Brand Story</b></p>	<p>Picture Timeline of Butcher Shop</p>	<p>"Meet the Founders" story post</p>	<p>Video Tour of Shop</p>	<p>Pictures of Grocery Store from Steven's side of the family and from Trish's</p>	<p>Live Butcher Q&amp;A</p>
<p><b>Week Two: Focus on Unique Flavors</b></p>	<p>Feature on Pineapple Sausage with Emphasis on Development</p>	<p>Interactive: "Guess the Ingredient" close up post</p>	<p>Close-Up shots of sausage-making process</p>	<p>Sausage Outreach: Post a Photo with Sausage and tag Lil Butcher Shoppe Smoked Sausage for \$1 off your sausage in store</p>	<p>Sausage Outreach: Post a Photo with Sausage and tag Lil Butcher Shoppe Smoked Sausage for \$1 off your sausage in store</p>
<p><b>Week 3: Behind the Scenes</b></p>	<p>Launch Sausage Recipe Challenge: Customers share their favorite sausage recipe and tag Sausage page--most liked post receives prize and feature (prize TBD)</p>	<p>Journey of Sausage (POV video from perspective of a sausage)</p>	<p>Employee Highlight: (Maybe start employee of the month?)</p>	<p>Update with news on output of sausage paired with sunrise photo of Steven</p>	<p>Taste Test Post</p>
<p><b>Week 4: Customer Appreciation</b></p>	<p>Spot your Friend!: Photos of Customers being helped in store--("If you know the person in the photo, tag them!) Customer can present their photo for a free pack of sausage.</p>	<p>Customer Testimonials Post</p>	<p>USM Tailgate feature</p>	<p>Sausage Recipe Challenge: Announce and feature Winner</p>	<p>Sample Saturday: Have a set amount of samples at door, video customer reactions (for use in later posts)</p>