



Social Media Marketing in the Meat Industry

Today's workshop

Develop the foundations of a plan, making sure that your social media activity is aligned with your overall marketing strategy to help you get results.



01

Objectives & Channel Selection

02

Great content & what to avoid

03

Pro tips

04

Tripling your engagement

05

Building your social proof

+ Helpful tools

Set your goals

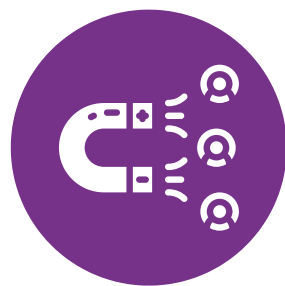
What are we hoping to achieve through our social media activity?

- Attracting more customers
- Increasing average dollar value of each transaction
- Building loyalty with existing customers



Dulwich Hill Gourmet Meats, NSW (Instagram)

**Are you on
the right
platforms?**



As of May 2022, Australia had 21.45m social media users.

83.49%



The average users spends 2 hrs a day on social media.

1/3 of time online

Facebook

Easily the most popular social media platform in Australia.

It's the 3rd most visited site in the world, only behind Google and YouTube.

54.7% female / 45.3% male.



21.55 million

active users in Australia (81.3%).



17.6 hours

hours spent on Facebook each month.



97.6%

access Facebook via their smartphone.



Instagram

An aspirational platform
- photo first.

People aged 25-34 are
the largest user group.

55.8% female / 44.2%
male.



13.54 million
active users in Australia.



8.3 hours
spent each month on Instagram.



97%
of post interactions are "double taps"



YouTube

Second largest search engine in the world.

Largest covering across all age groups.

Long dwell time.

Can improve your SEO and overall brand presence.



14 million

unique Australian visitors per month.



19 minutes

spent on YouTube per day.



12x

likelier to watch video content than reading text.



TikTok



'Mobile entertainment app'.

Top 5 categories - Entertainment, Dance, Pranks, Fitness & Sports, Home Reno & DIY.

TikTok users increased by more than 50% in Australia during the first half of 2020.



7.38 million

Australian users over the age of 18.



23.4 hours

spent on TikTok each month - up 40% since 2021.



32%

of global TikTok users are aged 10-19.

Google My Business

Your business listing on Google.

Can significantly increase your chances of getting more organic reach and visibility.

No profile required to see companies.



250,000 - 300,000 searches are performed in Aust on Google daily.



56% of actions on GMB are website visits.



64% of consumers have used GMB profiles to find contact information.





**Do we know where
we need to be?**

Reviewing your social media presence

Reviewing your Social Media



We should review our social media quarterly



Sometimes a second set of eyes can be helpful

Use your worksheet

**Great
social
media
content**

What should I post?

Think about your target audience -
what will they want to know?

What would be helpful to them?

Sometimes the things that are the
most 'boring' about what we do can
be the most interesting to our
audiences.





ABOUT US



OUR PRODUCTS



HELPFUL



RELATABLE

About Us ideas



- Meet the team
- Our history
- Our values
- Why we are different
- Company milestones or awards
- Sponsorships/community involvement



Mickey D's Gourmet Meats & Deli

14 November 2022 · 🌐



What a weekend for us!!

Winners for best in state in the best butchers gourmet/open class burger with our spicy Texas ranch burger.

Make your way in today and spice up your burgers. ... See more



Lucas Brothers Butchers

16 January at 18:27 · 🌐



Welcome to the team Matt 🥳

Matt is our new apprentice at Lucas Brothers Butchers.

A little bit about Matt:

- 👉 In his spare time he enjoys cooking up a tasty feast
- 👉 Plays cricket for Nestles Cricket Club
- 👉 Loves watching and playing a bit of baseball.

Matt is pictured here with our Lamb BBQ Chops that are on special this week for only \$15.99kg!

It's so great to have you on the team Matt, keep up the great work 🙌



Barossa Fine Foods

21 h · 🌐



Here at Barossa Fine Foods, we are dedicated to moving to a more sustainable business model when it comes to sourcing, packaging and waste. We have created a delicious line of smallgoods which use Australian Certified Free Range meat, no added nitrites and are exclusively available in Woolworths! @woolworths #barossafinefoods #barossa #exclusive #smallgoods #woolies



Product ideas

- Behind the scenes
- Where you can find our products
- Recipes, pairing suggestions
- Images of our products being enjoyed
- Graphics of testimonials that we have received





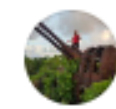
Farmgate to Plate is in Miranda, New South Wales, Australia. 13 January at 06:32 · 🌐

Gourmet Italian Beef Rissoles | These rissoles contain a mix of fresh basil, Parmesan cheese, Italian herbs and red wine - freshly hand rolled at approx. 100g each. 🍴



barossafinefoods Need to cater for a crowd? 🍷 Speak to our staff about what we can do for you!
#barossa #grazing #lunch #rolls

22w



thrmos @mrs_thrmos not a bad idea

21w 2 likes Reply

— View replies (1)



Tendawrap Butchers

18 December 2022 · 🌐

Had the pleasure of creating this monstrosity for a good friend and customer! I present to you the pigturducken, a whole chook wrapped in turkey breast, wrapped in a whole duck, topped of with a crispy pork belly skin, in between each layer we added our secret porchetta seasoning to create 4.8 kilos of flavour!



Helpful ideas



- How to cook the product
- Serving ideas
- Things to look out for when selecting a cut of meat
- How to prepare certain cuts of meat
- How many grams of meat may be required per person
- Answers to FAQs



Lucas Brothers Butchers

5 January at 20:25 · 🌐



👑 Our Kabana spotted on a delicious cheese platter.

Entertaining this weekend? Why not drop in and grab some of our Great Ocean Road Smallgoods kabana.

Choose from a wide range of flavours including:

- 👉 Traditional
- 👉 Sweet Chilli Chicken
- 👉 Jalapeño
- 👉 Chicken, Cheese & Chive

You can also find other products for your platter such as local Apostle Whey Cheeses from Timboon.

Level up your cheese board and add a touch of local flavour with our range of quality smallgoods.

📍 73 Banyan St, Warrnambool

Mon to Fri: 7am - 6.30pm

Sat & Sun: 7am - 4pm



Farmgate to Plate

9 January at 09:16 · 🌐



Meatballs, pesto and mozzarella? 🍷 This super easy and equally delicious dish is perfect for a mid-week dinner or weekend lunch. Shop our freshly rolled meatballs at Farmgate To Plate.

Find us at Burraneer, Miranda and The Shire Farmers Market on Saturdays. 🍷



RECIPE

OVEN-ROASTED MEATBALLS WITH KALE PESTO AND MOZZARELLA

OVEN-ROASTED MEATBALLS WITH KALE PESTO AND MOZZARELLA

Ingredients

- 12 MEATBALLS
- 1 EGG
- 3/4 CUP (75G) FRESH BREADCRUMBS
- 1/4 CUP BASIL OR KALE PESTO PLUS EXTRA TO SERVE
- 4 GARLIC CLOVES, ROUGHLY CHOPPED
- 1 BUNCH OREGANO, LEAVES PICKED
- 1 TBS OLIVE OIL
- 1 RED ONION, FINELY CHOPPED
- 700ML TOMATO PASSATA (SUGO)
- 1 CUP (100G) GRATED MOZZARELLA
- BASIL LEAVES TO SERVE

OVEN-ROASTED MEATBALLS WITH KALE PESTO AND MOZZARELLA

Method

1. PREHEAT OVEN TO 200°C. COMBINE MINCE, EGG, BREADCRUMBS, PESTO AND ONE-QUARTER CHOPPED GARLIC IN A BOWL. ROUGHLY CHOP HALF THE OREGANO AND ADD TO BEEF MIXTURE. SEASON, THEN FORM INTO 8CM MEATBALLS.
2. HEAT OIL IN A DEEP OVENPROOF FRYPAN OVER MEDIUM HEAT. ADD THE MEATBALLS AND COOK, TURNING, FOR 6-7 MINUTES UNTIL BROWNEED ALL OVER. REMOVE FROM PAN AND SET ASIDE.
3. ADD ONION AND REMAINING GARLIC TO PAN AND COOK, STIRRING, FOR 3 MINUTES OR UNTIL SOFTENED. ADD TOMATO PASSATA, SEASON, THEN BRING TO A SIMMER.
4. RETURN MEATBALLS TO PAN AND SCATTER WITH CHEESE AND REMAINING OREGANO. BAKE FOR 15-20 MINUTES UNTIL MEATBALLS ARE COOKED THROUGH AND CHEESE IS BUBBLING.
5. SERVE WITH EXTRA PESTO AND BASIL LEAVES.



Serves
4

Prep
2h

Cook
1h 20m

Vietnamese Baked Chicken Chops

Published 7th March, 2022



Serves
4

Prep
20m

Cook
20m

Pork Fillet Mignons with Streaky Bacon

Published 24th January, 2022



Farmgate to Plate is in Burraneer, New South Wales, Australia.

30 December 2022 · 🌐



What better way to ring in the new year than with a good burger? 🌞🍔

Whether you're celebrating with loved ones or keeping it lowkey, we have all you need for a delicious last meal of 2022! Our go-to for a delicious punch of flavour is Frankie's Fine Brine Pickles. 🍷



Relatable ideas



- Relatable quotes that are on-brand and related to what we do
- Funny memes that our target audience will relate to
- Highlighting or acknowledging key dates through the year
- Behind the scenes with our team



Arnold Family Butchers

30 August 2022 · 🌐

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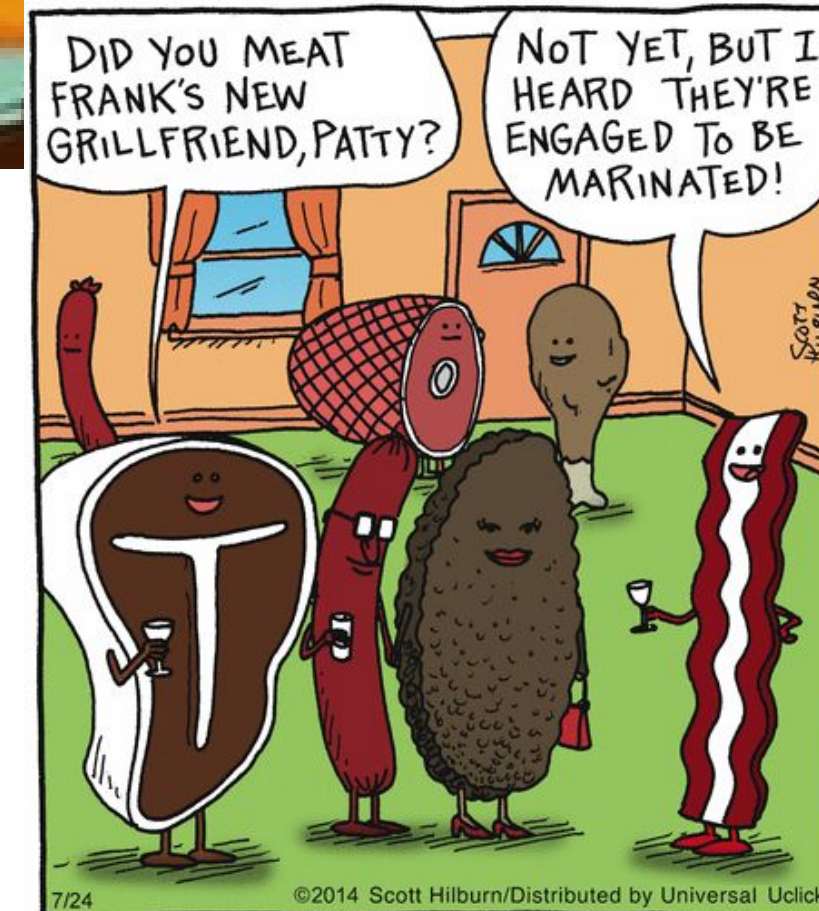
The shop will be closed this Saturday 3rd September so we can support the under 17s footy team who will hopefully be playing in the grand final the following week. Good luck boys!!



👍❤️ 100

8 comments 1 share

When I try to cook something for myself



7/24 ©2014 Scott Hilburn/Distributed by Universal Uclick

Video Ideas

- Talking through the specials of the week
- Explaining how best to prepare a cut of meat
- Giving meal ideas for particular products
- Interviewing team members
- Profiling your best customers



Pro Tips

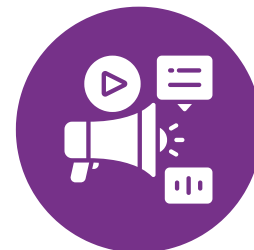


Quin's Butchers, Northam WA (Facebook)



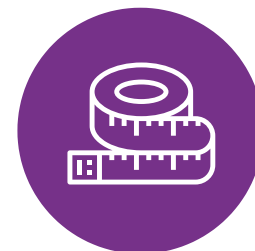
Quality over quantity

Don't force crappy content. Post less if you need to make sure you post quality content.



Be authentic

Real photos of real people have the most impact.



Measure & react

Review your insights monthly to see what posts get traction.



Bad stock photo.

What to avoid...



Stock photos

Photos from your smartphone are great, and real photos will get better results.



Overly repetitious

Posting the same photos and same posts day in and day out gets boring.



Being scared

Doing nothing would be a real shame!

**Tripling your
comments
through
engagement**

Don't set & forget

Once you've put your content out into the world, make sure you spend at least **5 minutes a day** (maybe morning and evening) monitoring and engaging on your accounts.

If your audience talks to you by commenting, talk back!



Try to turn every comment into 3...

The image shows a vertical thread of four comments on a social media platform. The first comment is from Marie Hefford, asking for a small piece of pickled pork. The second is from Quin's Butchers, replying that they have one close to 3kg. The third is another reply from Quin's Butchers, saying they will put it aside for Thursday. The fourth is from Marie Hefford, thanking them and saying they will pick up on Thursday. Each comment has a 'Like' button, a 'Reply' button, and a timestamp of '6 w'. The Quin's Butchers replies have a blue thumbs-up icon next to them. The thread is connected by a vertical line on the left side, with circular profile pictures for each user.

Marie Hefford
Andrew would you have a small piece of pickled pork...any description..thanks
Like Reply 6 w

Author
Quin's Butchers
Marie Hefford yes Marie have one close to 3kg if you would like that?
Like Reply 6 w

Author
Quin's Butchers
Thank you will put aside see you Thursday
Like Reply 6 w

Marie Hefford
Quin's Butchers pick up Thursday as usual thanks
Like Reply 6 w

Building your social proof

Building followers



Encourage user generated content

Encourage it in your posts.

Educate your team to ask for it.

Keep an eye out for it and celebrate it!

Give credit if sharing someone else's photo.



Get more reviews



Colleen Woodyatt  recommends **Noranda meats**.

11 June 2021 · 



thankyou **Noranda meats** for your advice on my perfect steak sandwich your rump was delicious cooked as you said no chewy bits loved it.



1

1 comment



Like



Comment



Share



Noranda meats · [Follow](#)

Well done Colleen Thankyou for comment



Like Reply 1 y



Aaron Gauger

5 reviews

★★★★★ a year ago

Great South Aussie local company my favorite is the chicken breast schnitzel love it with hot english mustard as a light spread enjoy there other food ranges as well



Like

Response from the owner 7 months ago

Hi Aaron,

Thank you so much for this 5-star review.

We really appreciate you being a customer and helping to share the word about us. Your feedback helps us to improve service for everyone.

Thanks!

**Helpful
tools to
make things
easier**

Social media scheduling

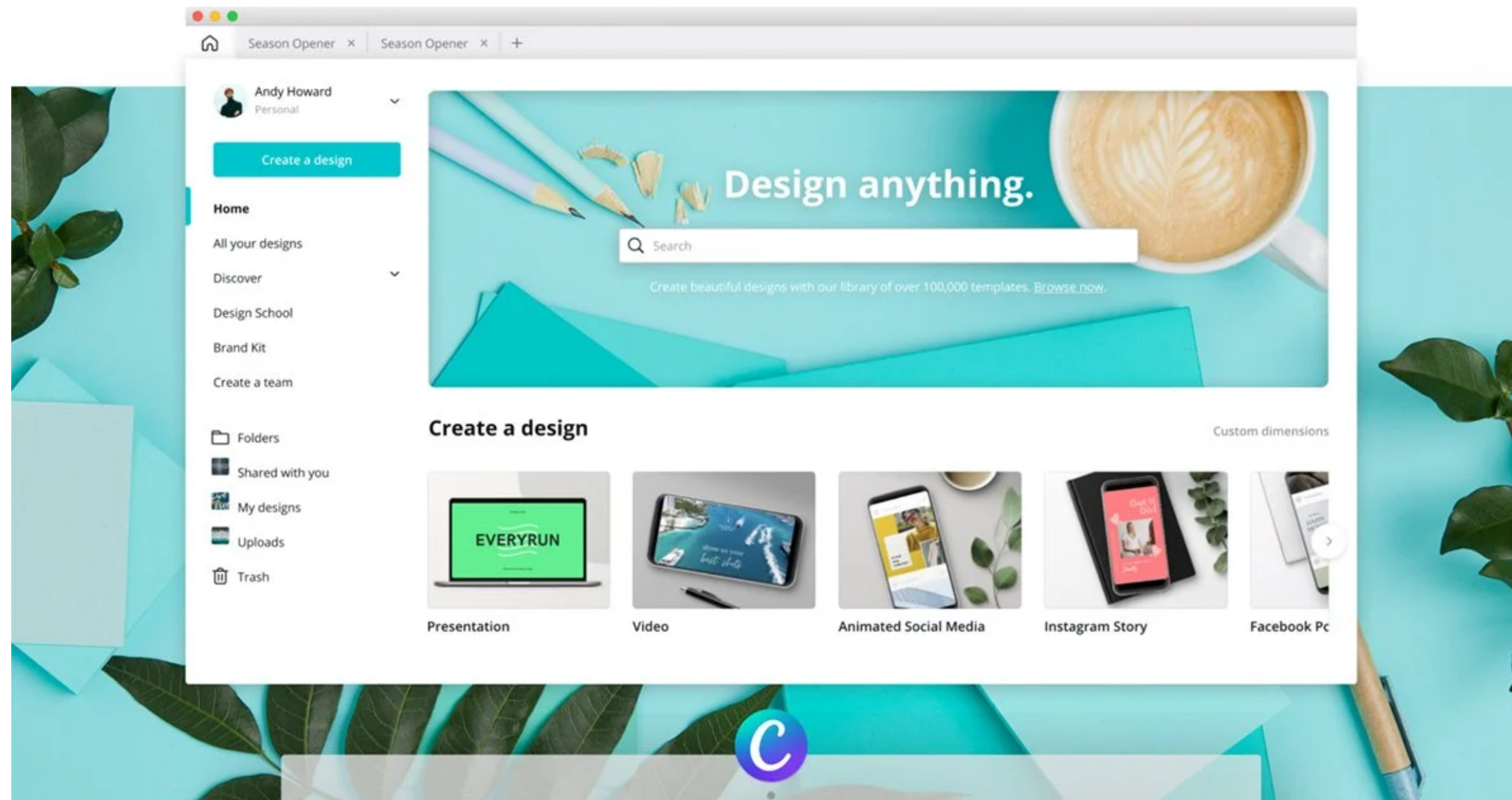
<https://Publer.io>

Your Social Media Superhero



Graphic creation

<https://canva.com>



Easy video creation

<https://animoto.com/>

DO-IT-YOURSELF

Create stunning videos in minutes

Join millions of people creating and sharing videos with our easy drag and drop video maker.

GET STARTED FREE



Questions?

www.NFMAgency.com.au