What Were Their Goals?

Vincent’s Meat Market has never had an issue getting local traffic into their store, but wanted to grow their business to serve a larger customer base—which meant needing to have an online presence. Vincent’s started running Google Ads in-house, but wasn’t seeing strong performance—and so search marketing took up the majority of website traffic (71%) but only making up 15% of total revenue. Vincent’s was seeing just over 2x return-on-ad-spend (ROAS), but was having trouble figuring out how to scale further. The meat market decided to partner with a digital marketing agency for help, and hired Logical Position (LP) the rest.

Vincent’s main goal was to scale the account—the company wanted to achieve a higher return-on-ad-spend (ROAS) and increasing their total search volume in order for the meat market to offer more competitive pricing and better shipping options. Vincent’s also wanted to sell more of their priority products, like steaks, which offered higher profit margins than other meats.

What if I Wanted more Than Paid Search?

Vincent’s saw such great results from paid search that they decided it was time to expand further. A digital marketing strategy works best when it’s well-rounded—just as it’s important to diversify your investment portfolio, it’s necessary to apply the same logic to your digital marketing product mix. Paid search is a strong product on its own, but LP is able to truly move mountains when our strategies are coupled with each other. With this in mind, Vincent’s started using paid social, email marketing, and search engine optimization—nearly our whole suite of products—in order to ensure that they weren’t missing a single opportunity to reach their target audience, website visitors, or potential customers.

So You Said Record Breaking Sales...

Vincent’s overall website performance has seen a massive increase thanks to the combination of paid social, email marketing, and search engine optimization, with website revenue up a whopping 1,290%, and total transactions up 964%—all of which was achieved during a global pandemic.

A well-rounded digital marketing strategy can truly move mountains. Logical Position will be here to guide your business through every stage of its growth.

- Kenny Roopchand, Director of Online Sales

...and how much have we grown in the last few years?

Vincent’s Meat Market is a classic, old-school butcher that has been a staple of their neighborhood for almost 50 years. Today, the third-generation family business has been a staple of their neighborhood for almost 50 years. Today, the third-generation family business has been a staple of their neighborhood for almost 50 years.

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