Vincent and Sylvia had three sons: Phillip, Peter, and Vincent Jr. All three boys would help out in the market, now located on 187th Street, learning about the industry and the business their father created. Vincent remained the owner of the market until his tragic passing in 1979. With no apparent heir to the family business, Peter, who has always loved the shop, decided to step up. He left college to his brothers until a year later, opening his first shop—Vincent's Meat Market on 187th Street. Transitioning from a family to this company was a big jump into the unknown. Being a leader is not easy, but he has always strived for it. On various occasions, we still see him out and about in the Arthur Avenue—The Real Little Italy. Arthur Avenue is famous for its traditional Italian culture, and Vincent's is no exception. Since that time, Vincent's has gone from being the new kid on the block to a staple in the neighborhood. Humble beginnings and undying ambition gave way to a legacy that is rich with tradition and family values. Whether you stop in the store or order to your door, you can be sure that you will be dishing out unforgettable meals while being treated like you're one of the family.

"While I was skeptical about the price tag of signing up for email marketing when I was using mail chimp for free, the results were phenomenal, and I have no regrets. We started out with one email a month and saw some amazing traction right at the start. We continued to build on that success with intuitive automation, and now in the last 30 days, they account for 37% of my business! Email marketing has allowed me to get in touch with my customers' wants and needs better than social media, SEO or PPC, I can instantly see what message they connected with, what products they love, and what is drawing their attention. I really underestimated the power of sending emails to our customers. While we use to send out emails once in a while, I see a very dramatic difference in the conversions and open rate now that Logical Position sends them out. Our team is full of professionals that specialize in writing, content, and formatting to really give your emails the power to stand out and get results. Jeremy and his team are very attentive to every detail, and it's unbelievable how much data they can gather and use from these emails."

-Kenny Roopchard, Director of Operations

Vincent's Meat Market
Calabria, Italy, 1945. A young boy named Vincent Deluca, age 17, found a boat to the “Land of Opportunity” in hopes of making a better life for his family. Once settled, young Vincent found himself working jobs found through friends and family, working in leather, never seeming to grab the interest of the young Italian immigrants.

After years of chasing “The American Dream,” Mr. Deluca found himself working in the neighborhood butcher shop. In time, he knew his family's business depended on respect, service, and flour. He wasn't there long before his passion had become so prolific that he had his brothers move to Arthur Avenue—The Real Little Italy. Arthur Avenue was in favor of its traditional Italian culture, and Vincent's was no exception. Since that time, Vincent's has gone from being the new kid on the block to a staple in the neighborhood. Humble beginnings and undying ambition gave way to a legacy that is rich with tradition and family values. Whether you stop in the store or order to your door, you can be sure that you will be dishing out unforgettable meals while being treated like you're one of the family.

In May 2020, Vincent's Meat Market started their partnership with Logical Position for an Ecommerce Fully Managed package. This is when Logical Position increased the number of automated emails from three to seven and began sending two manual emails per month, a newsletter, and product promotion. This strategic approach effectively brought conversions and revenue as well as increased traffic to their site.

Results

When comparing October 2020 to November 2020, Vincent's Meat Market saw an increase of 4,960% on their ROI due to adding email marketing to their bundle of services with LP. In such a short period, email marketing has proven to be very profitable for their business. With each passing month, the results are surpassing the prior months' records.

Strategy

To increase average monthly revenue

Goals

To build an email marketing campaign from scratch

To build out automated emails to engage customers and manage the buyer's journey

To begin sending campaign

To increase traffic to the site

To increase average monthly revenue

Strategy

When Vincent’s Meat Market started working with Logical Position in late May 2020, they were not doing any email marketing. Only our Ecommerce Basic package. After getting strong results, they moved to the Ecommerce Fully Managed package in October 2020. LP increased the number of automated emails from three to seven and began sending two manual emails per month, a newsletter, and product promotion. This strategic approach effectively brought conversions and revenue as well as increased traffic to their site.

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