

THE LINZ SHOP

Digital Marketing Competition | Jan - Dec 2025

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Primary Research



Current Social Media

Instagram @thelinzshop

11.8K Followers

87 Following

166 Posts

The Linz Shop Facebook

7.2K Followers

7.1K Likes

Launch date of Instagram & Facebook platforms : July 10, 2023

Website Reviews

“Another great experience.
Easy online ordering, quick
delivery, and the best filets
we've ever had! Thanks Linz!”

“The order arrived in a
timely manner. The steaks
were well packed. The
steaks were juicy and
delicious on the grill.”

“The selection of food was
amazing. Checkout was very
easy. Especially the delivery
date ensuring the food would
not be sitting outside all day”

“Excellent 8oz filets! So much
better than their competitors.
Steaks arrived on time and
packaged on ice.”

Customer Journey

AIDA Funnel

Awareness

The customer first hears about The Linz Shop through a digital ad (Instagram, Facebook) or via word-of-mouth from a friend who's passionate about premium meats.



The customer clicks on the ad and visits The Linz Shop website to explore more.

Interest

The customer browses the website, looking at different steak cuts and reading descriptions.



The customer starts comparing The Linz Shop to competitors and reads customer reviews. They sign up for an email subscription to receive a 10% discount offer and exclusive deals.

Desire

After seeing a targeted promotion in their inbox (ex. discount code or a limited-time offer), the customer feels compelled to buy. They return to the website, add to their cart, and proceed through the checkout process.



The customer feels a strong urge to purchase and returns to the site to explore more cuts and options

Action

The customer adds products to their cart, and thanks to a seamless checkout process with easy payment and shipping options, they complete their purchase. They may also share their purchase on social media or sign up for a loyalty program.



The customer finalizes the purchase and is likely to return to The Linz Shop for repeat business.

Secondary Research

“Best Meat Delivery Services of 2024” Forbes HEALTH



- Subscription-based service offering 100% grass-fed beef, organic chicken, humanely raised pork
- Focus on high-quality, sustainably sourced meats, delivered directly to your door with customizable boxes.



- U.S.-based subscription service offering American-sourced beef, pork, and seafood
- Emphasize responsibly raised meats without added hormones or antibiotics



- Specializes in American beef and chicken, highlighting family farms and 100% U.S. sourcing
- Offer one-time purchases and subscription options



Personality

Family-Focused
Approachable
Modern



Promise

Quality
Consistency
Attention to Detail



Messaging

Quality
We Are Family
Food is Fun

THE LINZ SHOP

Challenges and Solutions

The primary objective for The Linz Shop is to increase brand awareness and drive traffic to its direct-to-consumer (DTC) platform while expanding its customer base beyond high-end restaurant clientele. Additionally, the brand aims to grow its corporate gifting sector and stand out in the crowded DTC meat space.

Research Objectives

1

Generate 2 million impressions and drive 50,000 unique visitors to The Linz Shop website through Google Ads, YouTube pre-roll, and social media campaigns by December 2025.

2

Increase traffic from women ages 25 - 35 by 25% through targeted Facebook and Instagram ads and strategic partnerships by the end of 2025.

3

Generate \$500,000 in corporate gifting revenue by promoting The Linz Shop's gift guide and co-branded gifting options to corporate clients through LinkedIn ads and email marketing.

4

Grow The Linz Shop's Facebook and Instagram followers by 30% and increase engagement (likes, shares, comments) by 15% by the end of 2025.

Paid Strategy

Our Paid Strategy allocates \$250,000 across multiple channels aiming to increase customer engagement, drive sales, and strengthen brand loyalty



Partnership Collaborations



YouTube Pre-Roll Ads



Google Search & Display Ads



Social Media Ads



The Linz Shop x Hello Fresh x Nara Smith

Hello Fresh

WHO?

- Meal kit delivery service that provides pre-portioned ingredients and easy-to-follow recipes

WHY?

- Introduces a new target audience
 - Brand alignment
- Cross-promotion and co-branding

HOW?

- Premium meal kit offering
- Co-branded campaigns
- Corporate gifting options



Nara Smith

WHO?

- Food & lifestyle content creator on TikTok and Instagram
- Known for visually appealing and creative food content
- Shares unique recipes and offers tips on preparing gourmet meals at home

WHY?

- Help reach a new audience of customers interested in gourmet meals at home
- Elevate the brand's visibility through authentic, high-quality content

HOW?

- Exclusive steak recipes
- Live cooking demo takeover on The Linz Shop socials
- Exclusive promotion codes
- Host giveaways with The Linz Shop meal kits



FEBRUARY 2025

The Linz Shop x HelloFresh

Elevate your meals with HelloFresh's convenience and The Linz Shop's premium steak cuts. Enjoy restaurant-quality dinners, like a garlic butter filet, delivered to your door.



Facebook Post Partnership Announcement

Instagram Story Partnership Announcement





Google Search & Display Ads

- Targeting keyword phrases
 - “Premium steaks”
 - “Gourmet meat delivery”
 - “High end-butcher”



YouTube Pre-Roll Ads

- “From Farm to Table”
- “Behind the Butcher Block”
- “Perfect for Any Occasion”



Instagram & Facebook Ads

- Promote HelloFresh & Nara Smith partnership content
- Promote new deals and discount codes



LinkedIn Ads

- Target executives and HR professionals to promote corporate gifting initiatives

Owned Strategy

Our Owned Strategy will aim to increase customer engagement, drive sales, and strengthen brand loyalty using email, mail, and other content marketing methods



Search Engine Optimization



Mail: Meat Lovers Newsletter



Email: Seasonal Basket Emails



Website: Exclusive Steak Recipe Library





SEO Investment

- Improve ranking for keywords
- Prompt organic traffic
- Increase visibility



Dear [Valued Customer],
The holiday season is just around the corner, and here at The Linz Shop, we've been busy crafting something truly special for all the steak lovers in your life. Introducing our Seasonal Steak Baskets—the perfect gift for friends, family, or even yourself! Filled with our finest, hand-selected cuts, these baskets are designed to bring the taste of gourmet, restaurant-quality steaks straight to your holiday table.

Sincerely,
Your Family at the Linz Shop

Shop Now
10% OFF
USE CODE FamilyFun @checkout

Get Ready for the Holidays with Our Exclusive Seasonal Steak Baskets!



Meat Lovers Monthly Mail Newsletter

Email about Seasonal Baskets

The Meat Lovers Edition

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HOLIDAY PREVIEW

We are thrilled to announce our **Gourmet Steak Night Meal Kit!** Just in time for the holiday season. Each kit features:

- select cuts from the Linz Shop
- Seasonal Vegetables
- Gourmet Sauces

Pre-Order Now for guaranteed delivery by Thanksgiving! These kits also make the perfect gifts.

FEATURED CUT OF THE MONTH

Our **Dry-Aged Ribeye** is the definition of indulgence. Aged to perfection, each bite delivers rich, complex flavors with unparalleled tenderness. Perfect for your next date night or dinner party, this is a cut designed to impress.

Why You'll Love It:

- Expertly Aged: 28 days for maximum flavor
- Marbled to Perfection: For that melt-in-your-mouth texture
- Limited Time Only: Available for a short time this fall

Order Now and get 15% off your first Dry-Aged Ribeye with code MEATLOVERS15!

THE LINZ SHOP


SHOPCONTACTRECIPES

THE STEAK Library


CREATE NOW

FREE SHIPPING


WITH CODE: INTHEKITCHEN



CURATED LIBRARY OF GOURMET STEAK RECIPES
[CLICK HERE](#)



TIPS FROM BUTCHERS AND GRILLING TECHNIQUES
[LEARN MORE](#)



ONLINE FORUM TO SHARE YOUR RECIPES
[SHARE NOW](#)


THE LINZ SHOP


THELINZSHOPRECIPES


Website page with a video library of exclusive steak recipes and tips

THE LINZ SHOP


Exclusive Steak Video Library




Top tips for cooking steak 
6.7M views



Butter garlic steak bites and mashed potatoes
5.5M views



Let's make a Steak Sandwich....#Ramsay ...
57M views



Cast Iron Steak!
7.1M views

TIMELINE

Flight Plan

Months 1 - 4

- Focus on awareness with YouTube pre-rolls, Instagram ads, and Facebook ads
- Begin partnership campaigns
- Start social media content creation

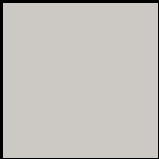
Months 5 - 8

- Push corporate gifting through email campaigns and LinkedIn ads
- Continue with social media growth effort

Months 9 - 12

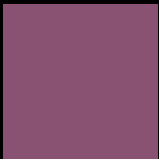
- Ramp up corporate gifting promotions during key holiday seasons
- Launch partnership initiatives

Budget Breakdown



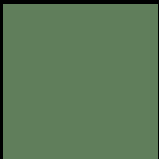
Google Ads: **\$40,000**

- Google Search & Display Ads



YouTube Pre-Roll Ads: **\$40,000**

- High-quality video ads targeting food and luxury content



Nara Smith & HelloFresh Partnerships: **\$50,000**

- Nara Smith: family-focused & premium meal preparation content
- HelloFresh: cross-promotion of meats in HelloFresh meal kits



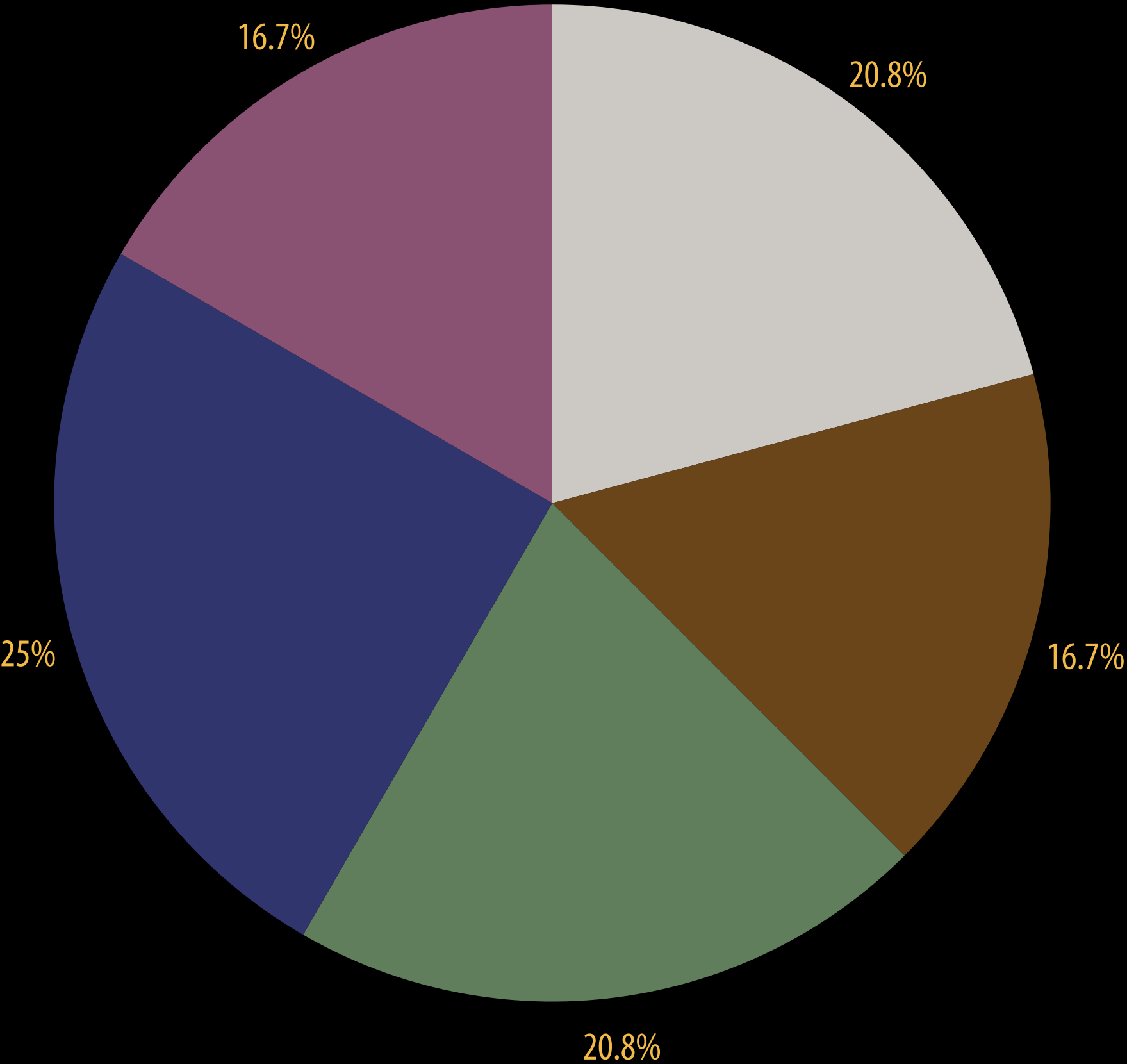
Social Media Advertising: **\$60,000**

- Facebook & Instagram Ads for both target groups (women 25-35 & men 35+)



Corporate Gifting: **\$40,000**

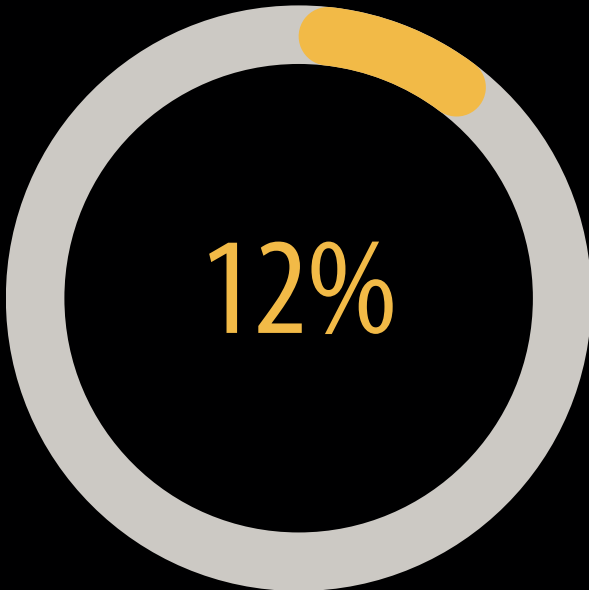
- Email campaigns and LinkedIn ads targeted HR & executives



Media & Evaluation Methods

It is crucial to track and understand how well we are reaching goals. These evaluation methods are the best fit for tracking our performance.

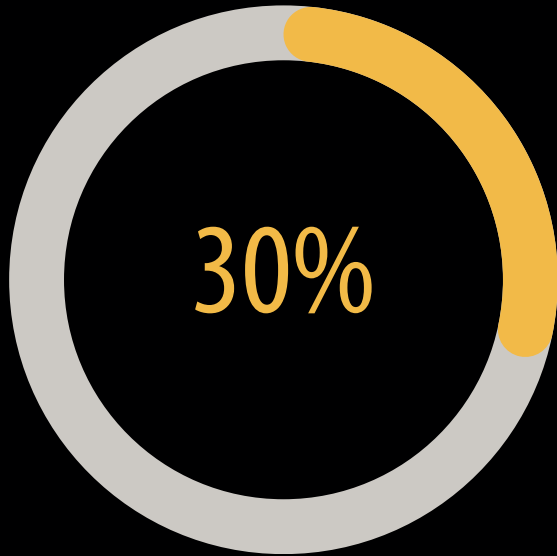
Desired Statistics



KPI 01

Cart Abandonment Rate

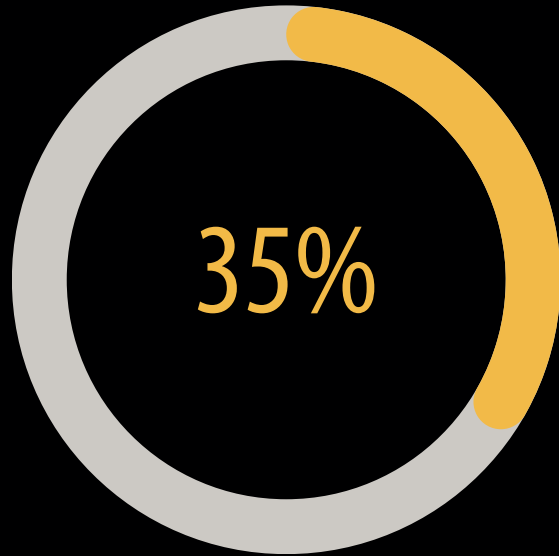
How often visitors create a cart but do not purchase.



KPI 02

Conversion Rate

The percentage of first-time visitors turned into customers



KPI 03

Repeat Purchase Rate

Percentage of repeat customers



Thank You

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