

# Welcome to the Marketing AI Workshop

11.07.2024

 **kovac.ai**



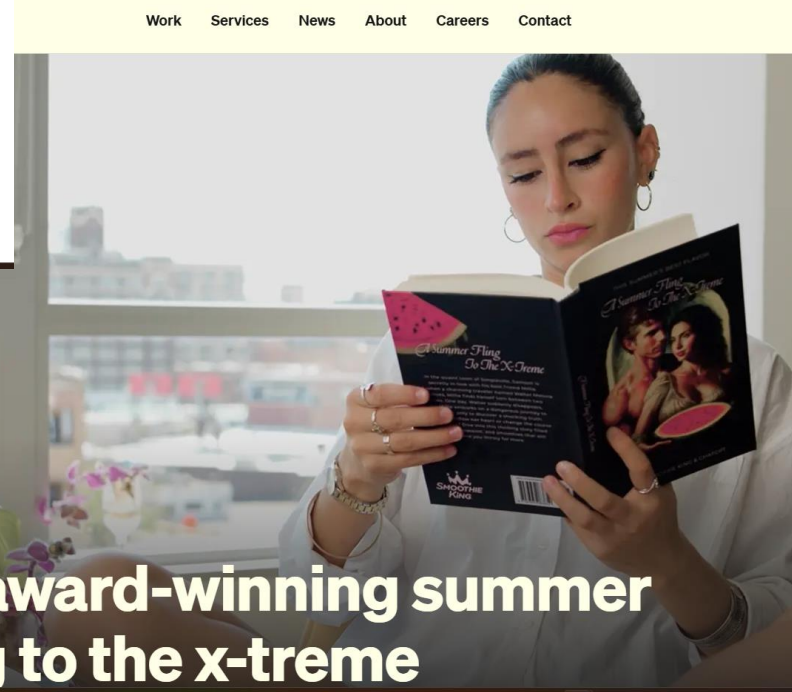
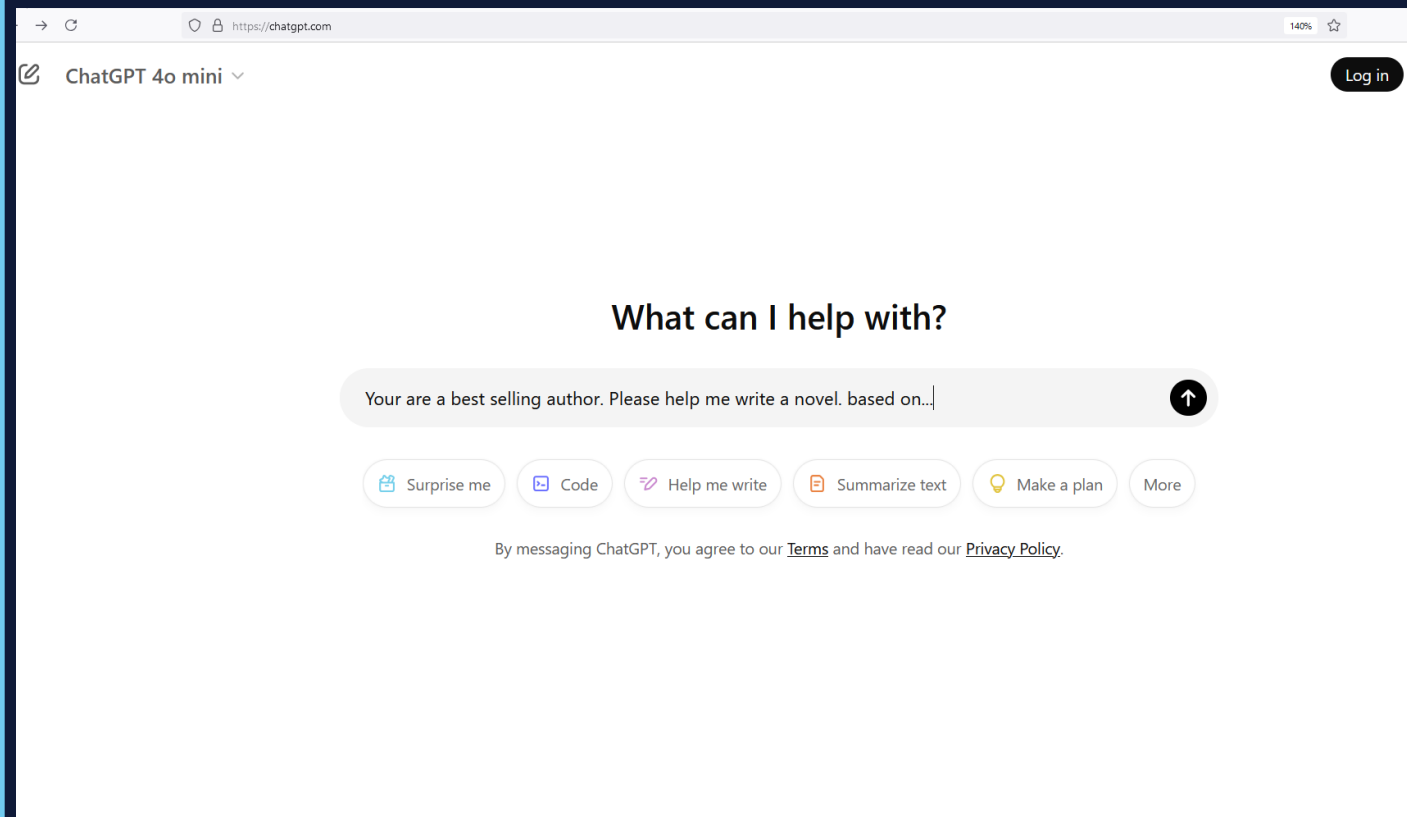


# Today's Agenda

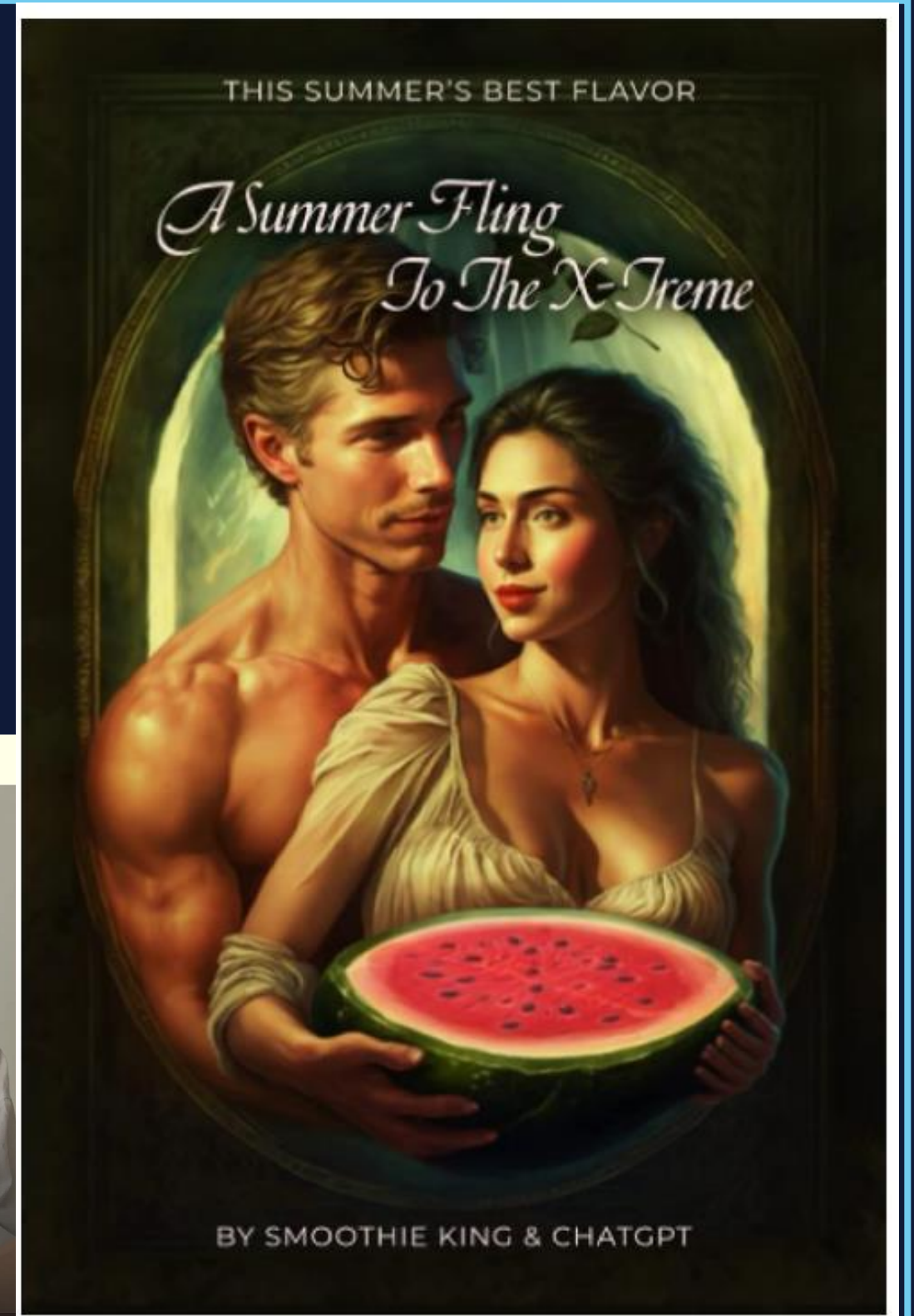
- **Chapter 1: Revisiting Marketing 101**
- **Chapter 2: Building a Marketing Roadmap**
- **Chapter 3: Market Research & Competitive Landscape**
- **Chapter 4: Ideation & Creation**
- **Chapter 5: Creating AI Powered Marketing Campaigns**
- **Closing: Additional Considerations**



# Case Study



**An award-winning summer fling to the x-treme**





# Case Study

## Grass Fed Beef Summer Sausage (8 oz.)

Home > Store > Grass Fed Beef Summer Sausage > Grass Fed Beef Summer Sausage (8 oz.)



\$9.95 ~~\$8.95~~

### Grass Fed Beef Summer Sausage (8 oz.) Mild

Beef Summer Sausage is a handmade sausage that starts with premium grass-fed beef and is seasoned with a blend of spices to create a delicious flavor. It's guaranteed to be the best!

Our delicious sausage is fully cooked and ready to eat. You can enjoy it as a snack, in a sandwich, or as a great addition to your meal.

Check out our other products and have a Summer!

Natural

Our family recipes are free of hormones, antibiotics, and MSG. From our family to yours.

Delivered

No Additives

Nationwide Delivery

Available in all 50 states.

## The Truth About mRNA Vaccines in Grass Fed Beef

Home > Blog > The Truth About mRNA Vaccines in Grass Fed Beef

We're getting a lot of questions about mRNA vaccinations and how we raise our grass-fed beef. It's great that folks are asking about how their food is raised! However, there's a lot of misinformation out there. We want to give you the truth about mRNA vaccinations, from the point of view of a Kansas family beef producer.

### What the Heck is a mRNA Vaccine Anyway?

A 'textbook' description of mRNA vaccines is that the vaccine teaches our body how to recognize and fight off a specific virus. The vaccine contains a small piece of genetic material called messenger RNA (mRNA), which provides instructions to cells on how to make a harmless piece of the virus (in this case, the spike protein of the coronavirus). So, basically, an mRNA vaccine is like a training program for our immune system, helping us prepare to fight off a specific virus.

### How are mRNA vaccines given to cattle?

Currently, the mRNA vaccine is **not approved** for use in cattle. Therefore, it would be **illegal for any U.S. livestock producer to use this unregulated and unlicensed vaccine**. Additionally, we are unsure what the vaccine would be used against: I don't think Covid-19 is much of a threat to our cattle herd.

However, it's important to note that the use of vaccines in livestock production is largely voluntary and left up to the discretion of individual livestock producers. Many producers choose to use vaccines as part of their herd health management strategies, but it's not necessarily required by law in all cases.

### Product of U.S.A Labeling (or mislabeling?)

Unfortunately, the United States meat labeling laws are very unclear. Many products that are labeled Product of USA were not actually raised in the United States, but either butchered here, or turned into a value-added product like sausage (with additives). In this case, there is no way to know what vaccinations those cattle may have had in other countries (like Brazil, New Zealand, Mexico, Canada).

Paradoxically, the big meat producers want to keep these labels intact. That way, they can import cheaper meat from other countries and make more of a profit. Small beef producers like us are harmed, because we are not playing with the same set of rules. The Big 4 Meat Producers own 80%+

River Watch Beef  
May 4, 2023

We're getting a lot of questions about mRNA vaccinations and how we raise our grass-fed beef 🐄🥩. It's great that folks are asking about how their food is raised! However, there's a lot of misinformation out there.

We want to give you the truth about mRNA vaccinations, from the point of view of a Kansas family beef producer. Read more on our blog:



RIVERWATCHBEEF.COM  
The Truth About mRNA Vaccines in Grass Fed Beef - River Watch Beef  
We're getting a lot of questions about mRNA vaccinations and how we raise our grass-fed bee...

Boost this post to reach up to 647 more people if you spend \$14. [Boost post](#)







# Key Takeaways...

- Refresh of Marketing Fundamentals
- Learn How to Utilize AI Powered Roadmaps
- Create a Marketing Strategy
- Leverage AI for Market Research
- Utilize AI for Competitive Intelligence
- Use AI to Brainstorm Ideas
- Develop Compelling Content
- Build Multichannel Marketing Campaigns

**\* All prompts customized for this presentation are available and free to use**



# Hands-on Workshop

Ready. Set. Go!





1

# Revisiting Marketing 101

Remembering The Fundamentals



# Revisiting Marketing 101

- **Start With The 4 Ps**
- **Develop Marketing Strategies**
- **Build Your Brand**



# Start With The 4 Ps

- **The Intersection of 4 Ps & AI**
  - **Price:** Competitive and profitable pricing
  - **Product:** Market fit and customer needs
  - **Place:** Distribution, sales channels, etc.
  - **Promotion:** Marketing & communications





## Questions to Formulate the 4 Ps Report

### Product

1. What are the core features and benefits of our product?
2. How does the product differentiate from competitors?
3. Who is our target customer, and what problem does the product solve for them?
4. What feedback have we received, and how does it influence product development?
5. What is our unique value proposition?

### Price

6. What is the pricing structure of competitors offering similar products?
7. What pricing model aligns best with our product and target audience (e.g., premium, value-based)?
8. How does our pricing reflect our value?
9. Are there opportunities for price optimization?
10. How price-sensitive is our target audience?

### Place

11. Where do our target customers spend time?
12. What distribution channels are most effective?
13. Should we consider expansion into new markets?
14. How do our distribution costs compare to competitors?
15. Are there potential partnerships or collaborations?

### Insights and Recommendations

Based on these answers, here are some tailored insights and recommendations:

#### Product Insights

- Ensure product messaging is clear and resonates with the customer's pain points.
- Regularly update product features based on customer feedback and market trends.
- Strengthen the unique value proposition to reinforce the product's market position.

#### Pricing Recommendations

- Position pricing to reflect value while being competitive within the market segment.
- Consider tiered pricing if it aligns with customer willingness to pay.
- Experiment with time-limited offers or bundles to encourage purchases and create urgency.

#### Place Strategy

- Focus on channels where the target audience is most active, ensuring easy access.
- Expand to online marketplaces or third-party retailers if reach is limited.
- Optimize logistics and inventory management to ensure availability and customer satisfaction.

#### Promotional Strategy

- Prioritize channels that have proven engagement and conversion potential for your audience.
- Integrate consistent messaging across platforms for brand coherence.
- Use performance data to refine promotion tactics and ensure continuous improvement.

This roadmap, with aligned questions and insights, can provide a structured, actionable marketing plan focusing on the 4 Ps. Let me know if you need further customization in any area!

# AI Powered 4 Ps

- **<prompt> Please create a roadmap that organizes our Ps [Price, Place, Product, Promotion]**
- **<prompt> Please create a list of questions that will help you better formulate this report**
- **<prompt> You are a marketing expert. Please provide insights and recommendations based on these answers**



# Develop Marketing Strategies

- **AI-Powered Marketing Strategies**
  - Awareness
  - Education
  - Consideration
  - Action (Sales)
  - Loyalty





# AI Marketing Strategy

• **<prompt> We are a grass fed beef company. You are a marketing expert. Please create a marketing strategy with the following elements [Awareness, Education, Consideration, Action (Sales) and Loyalty]**

## 1. Awareness

**Objective:** Introduce River Watch Beef to new audiences and increase brand visibility, emphasizing the unique benefits of grass-fed beef.

### • Content Marketing:

- Create visually engaging posts about the benefits of grass-fed beef, including health benefits, environmental impact, and animal welfare. Share across social media channels, targeting interest groups like health-conscious families and sustainable food advocates.
- Use short-form videos (e.g., "day in the life" farm content) to showcase the farm-to-table journey and River Watch's commitment to ethical, sustainable practices.

### • Advertising:

- Run targeted social media ads for "sustainable grass-fed beef," "sustainable beef," and "ethical meat."
- Use geo-targeting to reach local audiences and collaborate with influencers in the sustainable food space.

### • Public Relations:

- Collaborate with local food bloggers and influencers to promote River Watch Beef and raise awareness.
- Participate in food festivals and local events to showcase the brand and build relationships with the community.

## 2. Education

**Objective:** Educate prospective customers on the benefits of grass-fed beef and how it aligns with health and sustainability goals.

### • Educational Content:

- Publish blog articles or infographics on the health benefits of grass-fed beef, its nutritional profile, and how it differs from conventional beef.
- Create an FAQ page on the website addressing common questions about grass-fed beef, cooking tips, and sustainable farming practices.

### • Email Campaigns:

- Set up an email series for new subscribers, starting with an introduction to the company's values and product benefits, followed by deeper dives into topics like "The Environmental Impact of Grass-Fed Beef" or "Why Grass-Fed Beef is Healthier for Your Family."
- Include easy-to-read comparisons or charts showing the benefits of grass-fed beef.

### • Recipe Guides:

- Offer downloadable recipe guides for different cuts of grass-fed beef and give them ideas on how to cook them.

## 4. Action (Sales)

**Objective:** Drive conversions by making it easy and compelling for customers to make their first purchase.

### • Clear Call to Action (CTA):

- Ensure every piece of content, email, and ad has a clear CTA (e.g., "Shop Now," "Get Your First Box") directing to the online store.

### • Limited-Time Offers:

- Run occasional promotions, such as seasonal discounts, holiday bundles, or "new customer" discounts to create urgency and encourage immediate action.

### • User-Friendly Checkout Process:

- Simplify the purchasing process on the website, offering clear product information, easy navigation, and multiple payment options.

### • Retargeting Ads:

- Use retargeting ads on social media and Google to reach visitors who viewed products but didn't complete a purchase. These ads can feature reminders of benefits or limited-time discounts.

## 3. Consideration

**Objective:** Encourage potential customers to explore the brand and its products.

Message: ChatGPT



# Building Your Brand



- **Product Differentiators**
  - 100% natural, no antibiotics/hormones, high omega-3s, dry aged, etc.
- **Brand Positioning**
  - Health-conscious, ethical and sustainable, family-owned, support local, etc.
- **Unique Selling Proposition**
  - Family farm, direct from pasture, 5 star reviews
- **Customer Benefits**
  - Satisfaction guarantee, restaurant quality, etc.



# AI Powered Branding

## 1. Product Differentiators

- **100% Natural:** Our beef is 100% grass-fed and grass-finished, ensuring a pure, natural product without additives.
- **No Antibiotics or Hormones:** Raised without antibiotics or growth hormones, providing peace of mind for health-conscious customers.
- **High in Omega-3s:** Nutritionally superior, our grass-fed beef is naturally rich in omega-3 fatty acids and essential nutrients.
- **Dry-Aged for Enhanced Flavor:** Our beef is dry-aged to bring out a depth of flavor and tenderness that sets it apart from standard supermarket cuts.
- **Pasture-Raised and Humanely Treated:** Cows roam freely on family-owned pastures, promoting animal welfare and environmental health.

## Product Differentiators - Key Questions

*Positioning Statement:* Our product differentiates itself as a premium, nutritious beef that's free from additives, with care for both animals and the environment.

## 2. Brand Positioning

- **Health-Conscious:** Targeted toward customers seeking healthy, natural protein sources, River Watch Beef provides a health-conscious option.
- **Ethical and Sustainable:** We use sustainable farming practices, ensuring ecological balance, appealing to environmentally conscious consumers.
- **Family-Owned and Operated:** As a family-owned business, we prioritize quality and transparency in every aspect of our production.

### 1. Natural Ingredients and Production

- What specific practices ensure the beef is 100% natural?
- How do we verify and communicate the absence of antibiotics, hormones, and other additives?
- Are there any certifications or third-party endorsements that support the natural claims?

### 2. Nutritional Profile

- How does the nutritional content of our grass-fed beef (e.g., omega-3s, vitamins) compare to conventional beef?
- What specific health benefits can customers expect from the higher omega-3 levels and antioxidants?
- How can we communicate these nutritional benefits in a way that resonates with health-conscious customers?

### 3. Animal Welfare and Pasture-Raised Standards

- What are our specific pasture-raising practices, and how do they impact animal welfare?
- How do we ensure humane treatment, and what can we share about this with customers?
- Is there a unique story or perspective we can share about life on the farm that emphasizes the ethical treatment of our animals?

### 4. Environmental Sustainability

- What sustainable farming practices are in place, and how do they contribute to soil health and water conservation?
- How does River Watch Beef's carbon footprint compare to conventional beef production?

• **<prompt> Please create a branding roadmap with the following elements [Product differentiators, brand positioning, customer benefits, unique selling propositions]**

• **<prompt> Please create a list of questions that will help you better formulate this report**

• **<prompt> You are a marketing expert and creative genius. Please provide insights and recommendations based on these answers**



# 2

## Building A Marketing Roadmap





# Real World Example: River Watch Beef





# About River Watch Beef



- Family business; vertically integrated from the field to the customer
- Focus strictly on high quality all-natural grass fed beef (not grain fed)
- Premium product for niche audience
- Deliver locally & nationally
- Highly competitive industry
- Customer acquisition can be challenging and expensive



# Building A Marketing Roadmap

- **Blueprint: Objectives & KPIs**
- **Prioritize Target Audiences**
- **Identify Audience Insights**
- **Map Customer Journey**



# Blueprint: Objectives & KPIs



- **Business Objectives**
  - Establish benchmarks and KPIs
- **Website KPIs**
  - Users, visits, pages, time on site, returning visitors
- **Social Media KPIs**
  - Like, follow, share, comments
- **Advertising KPIs**
  - Cost per click (CPC), cost per lead (CPL), cost per sale (CPS)
- **Business KPIs**
  - New customers, average order value, returning customers, profit



# AI Powered Blueprint

## 1. Define Objectives

- **Goal Setting:** Start with the overarching objectives of the marketing plan. These should be high-level goals that guide all subsequent strategies and actions. Common objectives could include increasing brand awareness, boosting online engagement, driving website traffic, generating leads, or improving sales conversions.
- **SMART Objectives:** Ensure each objective is Specific, Measurable, Achievable, Relevant, and Time-bound (SMART). Examples might be "Increase website traffic by 25% in Q1" or "Boost social media engagement by 15% over six months."

## 2. Establish Benchmarks and KPIs

- **Benchmark Analysis:** Assess current performance. Data may include historical data, competitor benchmarks, and industry standards.
- **Define KPIs:** Identify specific metrics that align with your objectives (e.g., website, social media, advertising).

## 3. Define KPI Categories

- Organize KPIs based on marketing channels and objectives to ensure they are aligned and provides focus in each area.

### Objectives

1. What are the primary objectives of this marketing plan?
2. Are there specific growth targets (e.g., revenue, customer acquisition) we aim to achieve?
3. How does this marketing plan align with broader business goals?
4. Are we targeting new customer segments or focusing on retaining existing customers?

### Target Audience

5. Who is our ideal customer for this campaign?
6. What are the demographics and psychographics of this target audience?
7. How familiar is this audience with our brand, and what are their current perceptions?

### Benchmarks and Baseline

8. What is our current performance for each of the KPIs identified (website, social media, advertising, and business)?
9. Are there any historical trends or seasonality patterns that could impact our benchmarks?
10. How does our performance compare to industry standards or competitors?

### Website KPIs

11. What is the primary goal of our website (e.g., information, e-commerce, lead generation)?
12. How are users currently interacting with the website (e.g., average time on site, pages per visit)?
13. What percentage of visitors are new vs. returning users, and what actions do they typically take?

### Social Media KPIs

14. Which social media platforms are most relevant to our audience?

Message ChatGPT

- **<prompt> Please create a roadmap that organizes the objectives/KPIs/etc to help plan our next marketing campaign**
- **<prompt> Please create a list of questions that will help you better formulate this report**
- **<prompt> You are a marketing expert. Please provide insights and recommendations based on these answers**



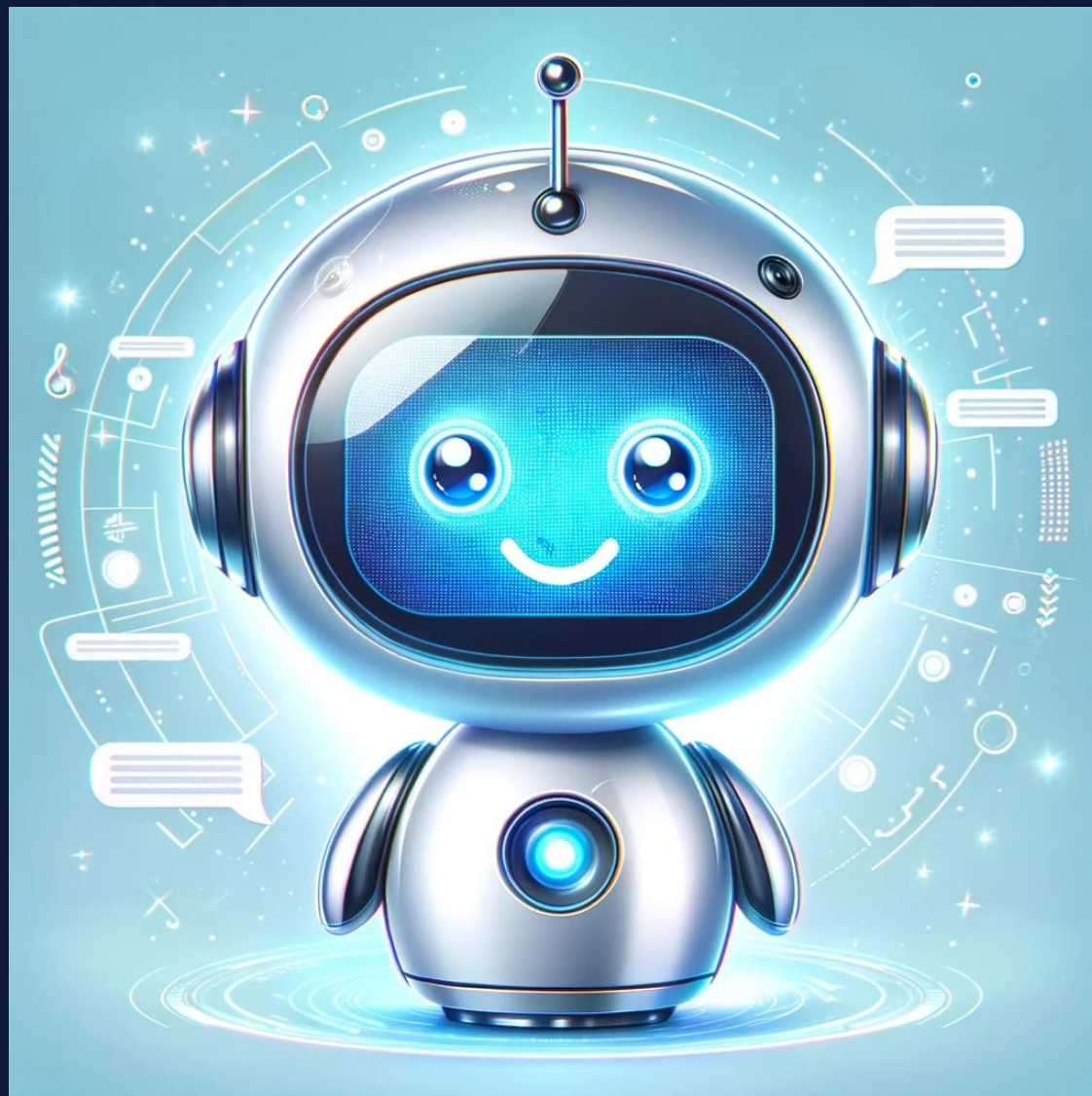
# Prioritize Target Audiences



- <prompt> You are a **world class marketing expert**. Please provide ideas for **target audience segments** for our small business. We're River Watch Beef, a family grass fed beef business that delivers high quality beef direct to the consumer. Our beef is dry aged 14-21 days and we raise our beef 100% naturally with no hormones or unnecessary antibiotics.
- <follow up> Please create a **list of follow up questions** that will help us refine our target audiences



# Target Audiences



## ChatGPT Results

- **Health-Conscious Customer**
- **Health-Focused Families**
- **Environmentally Conscious Consumers**
- **Food Enthusiasts and Culinary Connoisseurs**
- **Luxury Food Consumers**
- **Special Dieters**
- **And more...**



# Target Profiles & Insights

By focusing on these segments, River Watch Beef can tailor its marketing strategies to effectively reach and engage potential customers who value the unique qualities of your products.

Please give me more information on the audience Health-Conscious Consumers including a customer profile, why they are a valuable audience and a good marketing approach

Thought for 15 seconds

Certainly! Below is an in-depth look at the **Health-Conscious Consumers** segment, including a detailed customer profile, reasons why they are valuable to River Watch Beef, and effective marketing approaches to reach them.

## Customer Profile: Health-Conscious Consumers

### Demographics:

- **Age:** 25-55 years old.
- **Gender:** Both male and female, with a slight skew towards women who often make household food decisions.
- **Income Level:** Middle to high income; willing to invest more in quality food.
- **Location:** Urban and suburban areas with access to specialty grocery stores and health food markets.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

- **<prompt> Please give me more information on the audience **Health-Conscious Consumers** including a customer profile, why they are a valuable audience and a good marketing approach**
- **Demographics**
- **Psychographics**
- **Areas of interests**
- **Pain points**
- **Buying behaviors**
- **Active channels**



# AI-Powered Insights

## Customer Profile: Health-Conscious Professionals

### Demographics:

- **Age:** 28-55 years old.
- **Gender:** Both male and female.
- **Income Level:** Middle to high income, often with substantial disposable income.
- **Occupation:** Professionals in fields like technology, finance, healthcare, law, and business management.
- **Education Level:** Highly educated, typically holding bachelor's degrees or higher.

### Psychographics:

- **Values:**
  - Prioritize personal health and wellness despite busy schedules.
  - Value high-quality, natural, and ethically sourced products.
  - Seek convenience without compromising on quality.
  - Environmentally conscious and socially responsible.
- **Lifestyle:**
  - Lead busy, career-focused lives with demanding work schedules.
  - Engage in regular fitness activities (e.g., gym workouts, yoga, running).
  - Enjoy fine dining and gourmet cooking as leisure activities.
  - Often follow specific dietary regimes like Paleo, Keto, or organic diets.
- **Behaviors:**
  - Shop online frequently due to time constraints.

← Target Market Segmentation Analysis for River Watch Beef

## River Watch Beef: Target Market Segmentation Analysis

### Health-Conscious Professionals

#### Profile

- Age: 30-55
- Income: \$100,000+
- Urban/Suburban professionals
- Value organic, natural foods
- Regular gym-goers, CrossFit enthusiasts
- Follow health/wellness influencers

#### Why They're Valuable

These consumers prioritize nutrition and are willing to pay premium prices for high-quality proteins. They research their food sources extensively and appreciate the hormone-free, natural aspects of your beef. They're likely to become regular subscribers and brand advocates.

#### Marketing Approach

- Emphasize protein content and nutritional benefits
- Share detailed information about raising practices
- Partner with local fitness centers and nutritionists
- Focus on convenience of delivery for busy professionals

Last edited 17 minutes ago

- **<prompt> Please give me more information on the audience **Health-Conscious Professionals** including a **customer profile**, why they are a **valuable audience** and a good **marketing approach**.**



## River Watch Beef Customer Journey Map

### 1. Awareness

- **Objective:** Capture the attention of potential customers and introduce them to River Watch Beef as a premium, ethical choice for grass-fed beef.
- **Customer Actions:**
  - Customers encounter River Watch Beef through targeted social media ads, local events, influencer mentions, or word-of-mouth recommendations.
  - They might see an educational post about the health benefits of grass-fed beef or environmental sustainability on social media.
- **Touchpoints:**
  - Social media channels (Facebook, Instagram, Pinterest)
  - Local community events (e.g., farmers' markets, food festivals)
  - Influencer and blogger partnerships focused on health, sustainability, or culinary excellence
  - Google search results or ads for "grass-fed beef" or "sustainable meat"

### Key Messages:

- Highlight the benefits of sustainable farming practices
- Emphasize high-quality, ethically sourced beef

### Desired Outcome:

#### 1. Awareness Stage

1. Who are the primary audience segments River Watch Beef is targeting (e.g., health-conscious families, ethical consumers)?
2. Which channels are most effective in reaching potential customers (e.g., social media, local events, search engines)?
3. What are the brand's key differentiators that should be emphasized during this stage?
4. Are there any partnerships, events, or influencers who align well with the brand's values and audience?
5. What initial impressions or messages do we want new audiences to associate with River Watch Beef?

#### 2. Interest and Education Stage

1. What are the top questions or concerns potential customers have about grass-fed beef?
2. How can we effectively communicate the nutritional, ethical, and environmental benefits of River Watch Beef?
3. What resources (e.g., blog posts, videos, recipes) could help customers better understand and trust the brand?
4. What type of content resonates best with the target audience (e.g., educational posts, behind-the-scenes videos)?
5. How does River Watch Beef differentiate itself from other brands in the educational content it offers?

# Map Customer Journey

- **<prompt> You are a marketing expert that specializes in mapping customer journeys. Please map the River Watch Beef customer journey and outline the steps from awareness to sale**
- **<prompt> Please create a list of questions that will help you better formulate this report**
- **<prompt> You are a marketing expert. Please provide insights and recommendations based on these answers**





3

# Market Research & Competitive Landscape



# **Market Research & Competitive Landscape**

- **List Top Companies**
- **Identify Marketplace Trends**
- **Keep Track of Competitors**
- **Analyze Product Pricing (and more!)**



# List Top Companies

- <prompt> Please list the top 10 grass fed beef companies in the Kansas City area and a comprehensive description of each
- Don't forget you can ask a follow up questions!

+ Space / Please list the top 10 grass fed beef companies in the Kansas City area and a comprehensive description of each

Kansas City Grass Fed Beef	Kansas City, MO 27	All of our beef is raised on our farm and other local farms within a short driving distance from Kansas City. We provide hormone-free, antibiotic-free beef options, available for wholesale, halves, and quarters. 27	They follow regenerative ranching practices, ensuring their cattle graze freely and are fed an all-grass diet. The beef produced is 100% grass-fed and finished, with no added hormones or antibiotics, supporting both animal welfare and environmental sustainability. 28
KC Cattle Company	20630 Mount Bethel Road, Weston, MO 64098 29	Wagyu beef, Berkshire pork, pasture-raised chicken, and humane seafood, available for delivery across the United States and through local retail channels. 30	Veteran-owned and operated; emphasis on humane practices; transparency in sourcing and farming; raised in a stress-free environment for superior quality. 31
River Watch Beef	5703 Nieman Rd Ste A3, Shawnee, KS 66203 32	River Watch Beef offers a variety of products including premium steaks, ground beef, summer sausage, and beef jerky, all made from grass-fed beef. 33	Unique features of River Watch Beef include their commitment to raising beef that is free-range and grass-finished. Their beef is 100% natural, free from GMOs, hormones, and antibiotics, and they dry age their beef for 14-21 days to enhance flavor. 33
The Bruce Farm	Kingsville, Missouri, 50 miles southeast of Kansas City 34	Grass-fed, grass-finished beef, pastured pork, and poultry delivered directly to customers. 35	Commitment to regenerating the land, providing high-quality care for animals, no grain or corn fed, no antibiotics or growth hormones, humane treatment, and seasonal pasture rotation for cattle. 34
Schenker Farms	McCune, Kansas 36	Grass-fed beef, pastured pork, lamb, poultry, and more, delivered from the farm to your table. 36	Fifth-generation ranch, offering organic and grass-fed products, and committed to animal welfare and sustainable farming practices. 36

+ Ask follow-up Pro



# Market Trends

- <prompt> We are River Watch Beef, a family-owned grass fed beef provider. Please provide **detailed insights related to the grass fed beef industry conditions**, current consumer sentiment, emerging trends and other areas that may be informative.

h Beef, a family-owned grass fed beef provider. Please provide detailed insights related to the grass f

### Market Growth and Projections

The grass-fed beef market is poised for substantial growth in the coming years. It's estimated to increase by USD 3.66 billion from 2023 to 2028, with a compound annual growth rate (CAGR) of 5.48% <sup>1</sup>. This growth is driven by increasing consumer awareness and demand for healthier, more sustainable food options.

### Consumer Sentiment and Preferences

Consumers are increasingly seeking out grass-fed beef due to several factors:

- Health Consciousness:** 83% of consumers look for "better-for-you" options when purchasing protein, which is often satisfied by grass-fed and grass-finished beef <sup>2</sup>. Grass-fed beef is perceived as healthier due to its lower fat content, higher levels of Omega-3 fatty acids, and increased vitamins A, E, and K2 <sup>2</sup>.
- Environmental and Ethical Concerns:** There's growing interest in sustainable meat production as consumers become more educated about climate change issues and the impact of agricultural farming methods on the environment <sup>2</sup>.
- Clean Label Trends:** Consumers are gravitating towards products with clean label characteristics, such as grass-fed and antibiotic-free <sup>1</sup>.

### Emerging Trends

- 1. Direct-to-Consumer Sales:** Companies are adopting new business strategies, including direct-to-consumer sales and partnerships with restaurants and retailers <sup>1</sup>.
- 2. Innovative Packaging:** The introduction of new packaging for grass-fed beef products, such as vacuum-sealed packaging, is enhancing shelf life and appeal to consumers <sup>1</sup>.
- 3. Sustainability Focus:** Brands are innovating within the grass-fed category, with products like Net Carbon-Zero Certified beef gaining traction <sup>2</sup>.
- 4. Increased Retail Presence:** Grass-fed beef products were abundant at Exno West

⊕ Ask follow-up Pro ↑

### Challenges and Considerations

- 1. Price Premium:** Grass-fed beef typically commands a higher price point compared



# Competitive Research

- <prompt> Please **tell me 10 reasons why** a person interested in buying premium grass fed beef would purchase from Schenker Farms in Kansas? Provide **10 reasons why they should not.**

10 reasons why a person interested in buying premium grass fed beef would purchase from Schenker Farms

## Reasons to Purchase from Schenker Farms

1. **Quality Grass-Fed Beef:** Schenker Farms likely offers high-quality grass-fed beef, which often has a more complex, beefy flavor compared to grain-fed alternatives <sup>1</sup>.
2. **Local Production:** As a Kansas-based farm, Schenker Farms provides locally produced beef, which can be fresher and have a lower carbon footprint due to reduced transportation <sup>2</sup>.
3. **Support for Local Economy:** Purchasing from Schenker Farms helps support local farmers and contributes to the local economy <sup>2</sup>.
4. **Transparency:** Local farms often provide more information about their farming practices, allowing consumers to make informed choices <sup>2</sup>.
5. **Potential Health Benefits:** Grass-fed beef may have a better omega-3 to omega-6 ratio, although the difference is not always significant <sup>1</sup>.
6. **Sustainable Agriculture:** Supporting local grass-fed beef operations can promote more sustainable farming practices <sup>2</sup>.
7. **Variety of Products:** Schenker Farms offers various options, including bulk purchases like freezer beef and pork <sup>2</sup>.
8. **Subscription Option:** They offer a Family Style Meats CSA Subscription, which could provide regular access to their products <sup>4</sup>.
9. **Potentially Fewer Additives:** Local, grass-fed beef often contains fewer additives and preservatives compared to mass-produced alternatives <sup>2</sup>.
10. **Animal Welfare:** Grass-fed cattle operations often prioritize animal welfare, allowing cattle to graze naturally <sup>1</sup>.

## Reasons Not to Purchase from Schenker Farms

1. [Redacted]
2. [Redacted]

Ask follow-up

Pro



# Pricing Analysis

- <prompt> Please provide a **pricing comparison** based on this list for **1 lb packages of ground beef**.

**Sources**

- Grass Fed Beef - Britt's Farm
- Bundles - Green Grass Mercantile
- Green Grass Cattle Co Dry-Aged Black Angus Beef

**Answer**

Based on the search results provided, here's a pricing comparison for 1 lb packages of ground beef from the grass-fed beef companies mentioned:

1. Britt's Farm: \$9.99/lb
2. Green Grass Cattle Co: \$10.50/lb
3. The Bruce Farm: \$9.00/lb
4. AH Farms: Not specified for 1 lb packages, but they offer a 15% discount on beef orders of \$20 or more in March.
5. Schenker Farms: Price not provided in the search results.
6. Kansas City Grass-Fed Beef: Not specified for individual 1 lb packages, but offers bulk pricing at \$10.75/lb for larger quantities.
7. KC Cattle Company: \$69.99 for a 10-pack of Black Angus Ground Beef (works out to approximately \$7.00/lb)
8. Beaver Brook Ranch: Price not provided in the search results, but they offer free delivery for orders over \$190.
9. M&J Ranch: Pricing information not provided in the search results.

Among the companies with specific pricing information for 1 lb packages of ground beef, the price range is from \$7.00/lb to \$10.50/lb. KC Cattle Company appears to offer the lowest price per pound when buying in a 10-pack, while Green Grass Cattle Co has the highest listed price at \$10.50/lb for individual packages.





4

# Ideation & Content Creation



# Ideation & Creation

- **AI-Powered Creative Brief**
- **General Brainstorming**
- **Generating Ideas**
- **Creating 'Eco-Autumn' Campaign**



# Writing A Creative Brief



- Who is the target audience/s?
  - Demographics, traits, pain points
- What are the key messages?
  - Benefits, differentiators, value propositions
- Define call-to-actions
  - Visit website, like page, stop by store
- Proof points
  - Why should they believe it?



# AI Powered Creative Brief

## 2. Key Messages

### Primary Messages:

- **Health Benefits:** Grass-fed beef is a healthier choice, naturally higher in omega-3 fatty acids, antioxidants, and essential nutrients, making it ideal for a balanced, nutritious diet.
- **Environmental Sustainability:** River Watch Beef uses sustainable farming practices, supporting soil health, water conservation, and lower carbon emissions, making it an environmentally responsible choice.
- **Animal Welfare:** Our cows live natural lives without confinement.
- **Direct-to-Consumer Quality:** Offers premium, dry-aged beef.

### Secondary Messages:

- **Supporting Local:** Buying from community-based agriculture.
- **Taste and Quality:** Dry-aged dining experience right at home.

## 3. Calls-to-Action

- **Website Visit:** "Visit our website for more information."
- **Social Engagement:** "Follow us on social media for behind-the-scenes of our sustainable farming."

## 2. Questions to Guide Creative Brief Formulation

- **Audience Insight:**
  - Who is the primary target audience? Are there any secondary audiences?
  - What are the demographics and psychographics of each target group?
  - What specific challenges or needs does this audience face?
- **Messaging and Tone:**
  - What are the primary pain points or motivations of the target audience?
  - What tone or style resonates best with this audience?
  - Are there any keywords or phrases that the audience uses when discussing this topic?

### Goals and Objectives:

- What is the primary objective of the campaign?
- What is the desired action from the audience?

### Competitive Insight:

- How does the brand/product differentiate itself from competitors?
- What unique benefits or proof points does the brand offer?
- Are there testimonials, case studies, or social proof from customers?

### Calls to Action:

- What is the primary CTA? Are there secondary CTAs?
- What type of incentive or encouragement is needed to drive the CTA?

### Medium and Placement:

## 1. Target Audience

### Primary Audience:

- **Demographics:** Millennial parents (ages 25–40), health-conscious individuals, and environmentally-aware consumers.
- **Traits:** Primarily urban or suburban, value-driven, seeking natural and sustainable food options for their families. They prioritize health, sustainability, and supporting local businesses.
- **Pain Points:**
  - Health concerns around conventional beef and processed foods.
  - Difficulty finding reliable, high-quality, sustainably raised meat.
  - Desire for convenient meal options that align with their values, particularly for family meals.
  - Concerns about the environmental impact of food choices.

### Secondary Audience:

- **Demographics:** Foodies and home chefs, ages 30–50, who appreciate quality, taste, and specialty ingredients.
- **Traits:** Willing to invest in premium ingredients, interested in farm-to-table experiences, and enjoy cooking high-quality meals at home.
- **Pain Points:**
  - Limited access to high-quality, locally sourced meats.
  - Seeking unique, flavorful ingredients to enhance their cooking experience.
  - Frustration with lack of transparency around food sourcing and processing.

• **<prompt> Please create a creative brief including target audiences, key messages, calls-to-action and proof points.**

• **<prompt> Please create a list of questions that will help you better formulate this report**

• **<prompt> You are a marketing expert and creative genius. Please provide insights and recommendations based on these answers**



activity.

"**Fall Family Feast**": Create a bundle deal for products that families can use for a healthy autumn feast, complete with recipe suggestions and a guide for creating a festive table setting.

"**Storytime on the Farm**": Share short, illustrated stories on social media about a family-friendly farm adventure. Use characters to educate kids on where their food comes from and why grass-fed beef is a healthier choice.

"**Beef & Pumpkin Pairings**": Promote recipes that pair beef with other fall produce like pumpkins, squash, and sweet potatoes, showing how versatile your products are for autumn meals.

"**Backyard Harvest Picnic**": Encourage families to have a harvest-themed picnic at home or in their backyard. Create a downloadable picnic guide with activities, recipe ideas, and tips for packing healthy meals.

"**Warm Up with Autumn Stews**": Highlight heartwarming, easy-to-cook stew recipes featuring your grass-fed beef, perfect for chilly fall evenings. Include a promotion on stew cuts or pre-prepped meal packs.

"**Nature Scavenger Hunt**": Design a printable scavenger hunt families can do in their local park or backyard, focused on finding fall items (leaves, acorns, pumpkins), with a reward being a discount on their next purchase.

"**Thanksgiving Dinner Giveaway**": Run a contest where families can win a healthy Thanksgiving dinner package, including your grass-fed beef products and a selection of fall sides.

"**Eco-Friendly Autumn**": Promote how your grass-fed beef is a sustainable choice by highlighting the environmental benefits in an engaging infographic or video series, paired with a limited-time autumn discount.

"**Family Fall Photo Contest**": Encourage families to share photos of their favorite autumn or harvest activities using your products, with winners receiving a gift basket of your beef products and branded merchandise.

# General Brainstorming

- **<prompt> Please create 15 fun ideas for an autumn/harvest season marketing campaign. The target audience is health-conscious families with young children**



### Health Benefits

1. **Higher Nutrient Content:** Grass-fed beef is richer in essential nutrients, including omega-3 fatty acids, vitamin E, and antioxidants like beta-carotene. These nutrients contribute to heart health, brain function, and overall well-being.
2. **Lean Protein Source:** Grass-fed beef tends to be leaner than grain-fed beef, making it an excellent source of high-quality protein without excessive fat. This makes it ideal for families looking to maintain a balanced diet.
3. **No Hormones or Antibiotics:** 100% grass-fed cattle are often raised without the use of added hormones or routine antibiotics, ensuring a cleaner and more natural product for families who prioritize chemical-free foods.
4. **Rich in CLA (Conjugated Linoleic Acid):** Grass-fed beef contains higher levels of CLA, a fatty acid linked to improved immune function, reduced body fat, and protection against chronic diseases.

### Sustainability

5. **Supports Soil Health:** Grass-fed cattle contribute to soil health through natural grazing patterns that promote grass regrowth and biodiversity. Healthier soils improve carbon sequestration, helping to reduce the overall carbon footprint.
6. **Water Conservation:** Compared to conventional beef production, grass-fed systems often use less water because they rely on natural grazing rather than water-intensive grain crops. Improved soil health from grazing also enhances water retention, reducing runoff.
7. **Reduced Carbon Emissions:** Grass-fed beef production is typically more environmentally friendly, as it avoids the energy and emissions associated with grain cultivation, transport, and feedlot operations. When managed well, grazing cattle can even help sequester carbon in the soil.

### Supporting Local Farmers

8. **Boosts Local Economies:** Choosing grass-fed beef from local farms supports small-scale, family-run businesses, helping to keep money within the community. This promotes local economic growth and the sustainability of farming traditions.

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# Generating Ideas

- **<prompt> We want to educate our target audience of health-conscious families on the benefits of eating 100% grass fed beef. Please provide 10 excellent talking points, including health benefits, sustainability and supporting local farmers with supporting details**



activity.

"**Fall Family Feast**": Create a bundle deal for products that families can use for a healthy autumn feast, complete with recipe suggestions and a guide for creating a festive table setting.

"**Storytime on the Farm**": Share short, illustrated stories on social media about a family-friendly farm adventure. Use characters to educate kids on where their food comes from and why grass-fed beef is a healthier choice.

"**Beef & Pumpkin Pairings**": Promote recipes that pair beef with other fall produce like pumpkins, squash, and sweet potatoes, showing how versatile your products are for autumn meals.

"**Backyard Harvest Picnic**": Encourage families to have a harvest-themed picnic at home or in their backyard. Create a downloadable picnic guide with activities, recipe ideas, and tips for packing healthy meals.

"**Warm Up with Autumn Stews**": Highlight heartwarming, easy-to-cook stew recipes featuring your grass-fed beef, perfect for chilly fall evenings. Include a promotion on stew cuts or pre-prepped meal packs.

"**Nature Scavenger Hunt**": Design a printable scavenger hunt families can do in their local park or backyard, focused on finding fall items (leaves, acorns, pumpkins), with a reward being a discount on their next purchase.

"**Thanksgiving Dinner Giveaway**": Run a contest where families can win a healthy Thanksgiving dinner package, including your grass-fed beef products and a selection of fall sides.

"**Eco-Friendly Autumn**": Promote how your grass-fed beef is a sustainable choice by highlighting the environmental benefits in an engaging infographic or video series, paired with a limited-time autumn discount.

"**Family Fall Photo Contest**": Encourage families to share photos of their favorite autumn or harvest activities using your products, with winners receiving a gift basket of your beef products and branded merchandise.

# Eco-friendly Autumn

- **<prompt> Please create a marketing campaign for "Eco-Friendly Autumn." Promote how our grass-fed beef is a sustainable choice by highlighting the environmental benefits in an engaging infographic or video series, paired with a limited-time autumn discount. Include blog topics, social media posts and other ideas.**





3

**5**

# **Creating AI- Powered Marketing Campaigns**



# AI-Powered Marketing

- **New Blog Post**
- **Social Media Ideas**
- **Facebook Posts**
- **Website SEO**
- **Email Newsletter**
- **Facebook Advertising**





# Blog Topics

- **<first prompt> Please create marketing campaign for "Eco-Friendly Autumn (from ideation chat)": Promote how your grass-fed beef is a sustainable choice by highlighting the environmental benefits in an engaging infographic or video series, paired with a limited-time autumn discount. Include blog topics, social media posts and other ideas**
- **<follow up prompt> You are a world class blog writer. Please write a 5 paragraph blog post on "5 Ways Eating Grass-Fed Beef Helps Preserve Our Planet" and detail how grass fed beef contributes to soil health, water conservation, supporting local farmers, animal welfare and reduced carbon emissions.**

For the "Eco-Friendly Autumn" campaign, here's a comprehensive plan that includes blog topics, social media posts, and other promotional ideas to effectively showcase the sustainability of your grass-fed beef:

## Blog Topics

1. "Why Grass-Fed Beef is the Eco-Friendly Choice for Your Family": Explain the benefits of grass-fed beef, including its positive impact on the environment, animal welfare, and health benefits.
2. "The Farm-to-Table Journey: How Our Grass-Fed Beef Supports Sustainable Agriculture": Provide a behind-the-scenes look at your sustainable farming practices, showing how your beef is produced from start to finish.
3. "5 Ways Eating Grass-Fed Beef Helps Preserve Our Planet": Detail how your products contribute to soil health, water conservation, and reduced carbon emissions.
4. "Harvest Season & Sustainability: Why Autumn is the Perfect Time to Go Green": Discuss seasonal reasons for choosing eco-friendly products, including local harvests and environmental consciousness.
5. "Understanding the Carbon Footprint of Your Food: Grass-Fed Beef vs. Conventional Beef": Break down the environmental impact of conventional beef production versus grass-fed practices.
6. "Supporting Local Farmers: The Importance of Sustainable Food Choices": Highlight how choosing grass-fed beef supports local farmers and contributes to the local economy.
7. "Our Commitment to the Environment: Sustainable Farming Practices You Can Trust": Write a blog detailing your farm's sustainability initiatives and how consumers can make a difference by choosing your products.

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# AI-Powered Blog Creation

response 1

## 5 Ways Eating Grass-Fed Beef Helps Preserve Our Planet

When it comes to making environmentally conscious choices, what we eat plays a huge role in shaping the future of our planet. Grass-fed beef, in particular, stands out as a sustainable option that not only supports human health but also has a positive impact on the environment. Unlike conventional grain-fed beef, grass-fed cattle are raised on open pastures where they graze naturally, resulting in a more eco-friendly system. Here are five ways that choosing grass-fed beef can help preserve our planet.

### 1. Enhancing Soil Health

One of the key environmental benefits of grass-fed beef is its contribution to soil health. When cattle graze on open pastures, their natural behaviors help aerate the soil and stimulate plant growth. This process, known as rotational grazing, encourages the regrowth of grasses and increases the soil's organic matter. Healthier soils are better at sequestering carbon from the atmosphere, reducing the overall carbon footprint. Furthermore, this method prevents soil erosion and encourages the biodiversity of plants, microorganisms, and insects—all of which are essential for maintaining a balanced ecosystem.

### 2. Conserving Water

Water is one of our most precious resources, and grass-fed beef plays a role in conserving it. Conventional beef production often relies on water-intensive grain crops like corn and soy to feed the cattle. Grass-fed cattle, on the other hand, consume natural grasses that don't require irrigation in many regions. Additionally, the improved soil health from grazing can enhance water retention, allowing rainwater to permeate the ground more effectively. This means less water runoff and reduced need for irrigation, making grass-fed beef a more water-efficient option.

### 3. Supporting Local Farmers and Sustainable Practices

By choosing grass-fed beef, consumers can support local farmers who

response 2

## 5 Ways Eating Grass-Fed Beef Helps Preserve Our Planet

In a world where sustainability is becoming increasingly important, the choices we make about our food can have a profound impact on the environment. One such choice is opting for grass-fed beef over conventionally raised beef. While many people choose grass-fed beef for its health benefits, fewer realize that it also contributes to the well-being of our planet. Here are five ways grass-fed beef helps preserve the environment and supports a sustainable future.

**1. Soil Health & Regeneration** Grass-fed cattle play a crucial role in maintaining and improving soil health. Unlike grain-fed cattle that spend most of their lives in feedlots, grass-fed cows graze freely on pastures. This natural grazing helps stimulate plant growth, promotes biodiversity, and prevents soil erosion. By trampling and consuming grass in a rotational grazing system, cattle help return organic matter to the soil, enriching it with essential nutrients. Healthier soil means stronger plants, which are better able to sequester carbon dioxide from the atmosphere, ultimately reducing the effects of climate change.

**2. Water Conservation** The production of grass-fed beef is also less water-intensive compared to conventional feedlot systems. Grain-fed cattle require large quantities of water for growing feed crops like corn and soy, not to mention the water used to sustain the animals in confinement. Grass-fed cattle, on the other hand, primarily rely on rainwater to maintain the pastures they graze on. Furthermore, healthy soil enhanced by grazing can retain water more efficiently, reducing the need for artificial irrigation. By choosing grass-fed beef, you're supporting a production system that conserves one of our most precious resources: water.

↓ **3. Supporting Local Farmers** When you purchase grass-fed beef, you're often supporting small local farms that prioritize sustainable practices

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# Social Media Ideas

- <prompt> You are a world class social media expert. Please create **social media post ideas with a focus on Eco-Friendly Autumn** (from ideation chat). Ideas should include promoting sustainability, environmental benefits and fun facts

## 1. "Green Autumn Facts" Series

- **Post Concept:** Share a series of fun, bite-sized facts about the environmental benefits of grass-fed beef. Each post can focus on a specific topic, like soil health, water conservation, or carbon emissions.
- **Example Post:** 🌱 **Green Autumn Fact** 🌱  
Did you know? Grass-fed cattle help improve soil health through natural grazing, which promotes plant growth and prevents erosion. 🌿 Healthier soil = a healthier planet! 🌍  
#EcoFriendlyAutumn #GreenFacts #Sustainability
- **Visual:** Infographic or illustration with simple icons, vibrant colors, and a brief fact.

## 2. "Sustainability Snapshot"

- **Post Concept:** Highlight the eco-friendly practices your company follows. Show how River Watch Beef contributes to environmental sustainability, from rotational grazing to water management.
- **Example Post:** 📸 **Sustainability Snapshot** 📸  
At River Watch Beef, sustainability isn't just a word—it's our way of life. 🌱 From rotational grazing that enriches the soil to using natural water sources, we're proud to keep things green. 💧  
#SustainableFarming #EcoFriendlyAutumn #GrassFedBeef
- **Visual:** A photo carousel showing different sustainable practices, with short captions explaining each one.

## 3. "Eco-Friendly Autumn Challenge"

- **Post Concept:** Create a fun, interactive challenge encouraging followers to share how they are being eco-friendly this autumn, from using reusable bags to cooking with seasonal produce.
- **Example Post:** 🍁 **Eco-Friendly Autumn Challenge!** 🍁  
We want to see how you're keeping things green this autumn! Share a photo of your eco-friendly habits and tag us for a chance to be featured. 🌿 Whether it's recycling, composting, or cooking with local ingredients, let's inspire each other!  
#EcoFriendlyChallenge #AutumnSustainability #GreenLiving

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# Facebook Posts

- <prompt> You are a **world class social media expert**, familiar with current best practices. Please create **7 Facebook posts** based on the following ideas [paste 7 ideas from previous chat]

## 1. "Did You Know?" Series

Post Text: 🌱 Did You Know? 🌱

Grass-fed cattle play a crucial role in improving soil health! 🌱 By grazing naturally, they help aerate the soil, encourage plant regrowth, and increase biodiversity. Healthier soil means better carbon sequestration, which is great for our planet! 🌍

#GrassFedBeef #SoilHealth #EcoFriendlyFarming

Visual: Eye-catching infographic with an illustration of cattle grazing on a lush pasture, arrows pointing to healthier soil, and facts about soil improvement through natural grazing.

## 2. "Meet Our Farmers"

Post Text: 🌿 Meet Our Farmers 🌿

We'd like to introduce you to [Farmer's Name], who has been raising cattle sustainably for over [X] years. 🌱 Watch as they explain how our grass-fed cattle are raised on open pastures, free to graze naturally. It's all about respecting the land and caring for the animals. ❤️

#SupportLocalFarmers #SustainableFarming #GrassFed

Visual: Short video clip of the farmer in action, feeding or herding the cattle, and explaining the eco-friendly practices they use. Include subtitles for accessibility.

## 3. "Eco-Friendly Cooking Tip of the Week"

Post Text: 🍴 Eco-Friendly Cooking Tip of the Week 🍴

Make the most of your leftovers! 🌱 Got some extra grass-fed beef from last night's dinner? Turn it into a delicious stir-fry with seasonal veggies or add it to a salad for a quick, protein-packed lunch.

👉 Reducing food waste has never been tastier!

#EcoFriendlyCooking #ZeroWasteKitchen #GrassFedBeef

Visual: A photo carousel featuring creative, easy-to-make dishes using leftover grass-fed beef, with each slide showing a different meal idea.

## 4. Infographic Post: "The Sustainable Choice"

Post Text: 🌍 The Sustainable Choice: Grass-Fed vs. Conventional Beef 🌍

Check out how grass-fed beef stacks up against conventional beef when it comes to sustainability. From lower water usage to better soil health, the choice is clear! 🌱 Swipe to see why grass-fed is



# Website SEO

- **<prompt> You are a world class copywriter. Please **rewrite the following homepage copy** to **enhance SEO rankings**; also edit for clarity. Please focus on the following keywords: grass fed beef, sustainable, antioxidants, steaks, ground beef, roasts, etc. The homepage URL is <https://riverwatchbeef.com>**

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## Welcome to River Watch Beef - Premium Grass-Fed Beef for a Healthier Lifestyle

At River Watch Beef, we are dedicated to providing the highest quality, 100% grass-fed beef that's not only delicious but also sustainably raised. Our cattle graze freely on lush, open pastures, allowing us to deliver beef that's rich in flavor, high in nutrients, and environmentally friendly. Whether you're looking for tender steaks, flavorful ground beef, or succulent roasts, River Watch Beef is your go-to source for premium, farm-fresh beef products.

### Why Choose Grass-Fed Beef?

Choosing grass-fed beef from River Watch Beef means choosing a product that's better for your health and the environment. Our beef is packed with essential nutrients, including omega-3 fatty acids, vitamins, and antioxidants, making it a healthier option for you and your family. Unlike conventional beef, our cattle are never fed grain, hormones, or antibiotics, ensuring a cleaner, more natural product.

### Sustainable Farming Practices

We believe that great beef starts with great farming. That's why our commitment to sustainable farming is at the heart of everything we do. By raising our cattle on open pastures, we promote soil health, conserve water, and support biodiversity. Our sustainable approach ensures that each steak, ground beef, and roast you enjoy from River Watch Beef is not only tasty but also responsibly sourced.

### Experience the Difference with Our Steaks, Ground Beef, and Roasts

From our tender ribeyes and juicy sirloins to our versatile ground beef and slow-cooked roasts, every cut of beef we offer is carefully selected and prepared to bring out the best flavors. Our grass-fed steaks are perfect for grilling, while our ground beef makes an excellent addition to your favorite family recipes. And if you're looking to elevate your Sunday dinner, try one of our flavorful, melt-in-your-mouth roasts.

### Order Online and Enjoy Farm-Fresh Beef Delivered to Your Door

It's never been easier to enjoy the benefits of grass-fed beef. With River Watch Beef, you can conveniently order your favorite cuts online and have them delivered straight to your doorstep. We offer a range of bundles and packages to suit your needs, so you can stock up on high quality

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# Email Newsletter

- **<prompt> You are a world class copywriter that understands current best practices for online newsletters. Please write a 4 paragraph newsletter with headers for our grass fed beef customers. Topics should include, sustainability, fall recipe ideas, nutrition facts and a 'Did You Know.' Please include a conclusion and key takeaways.**

## River Watch Beef: Embrace Sustainability This Fall

Dear River Watch Beef Family,

As the leaves change and temperatures cool, we're reminded of the beauty of nature—and the importance of preserving it. At River Watch Beef, sustainability is at the core of everything we do. Our 100% grass-fed cattle graze freely on open pastures, promoting soil health, conserving water, and supporting local ecosystems. By choosing grass-fed beef, you're not only savoring delicious, high-quality meat but also helping protect the planet. Together, we can make a positive impact, one meal at a time.

## Warm Up with These Fall Recipe Ideas

Fall is the perfect season to enjoy comforting, hearty meals with family and friends. Looking for new ways to cook with our grass-fed beef? Try our mouthwatering Beef & Pumpkin Chili, a delicious blend of tender ground beef, seasonal pumpkins, and spices that will warm you up on chilly nights. Or, slow-cook one of our succulent roasts with root vegetables and herbs for a meal that's sure to impress. Head over to our website to discover these recipes and more, each crafted to highlight the rich flavor of our premium beef.

## Grass-Fed Beef: Nutrient-Rich and Delicious

Did you know that our grass-fed beef is packed with nutrients that support a healthy lifestyle? Each bite is rich in omega-3 fatty acids, antioxidants, and essential vitamins like B12 and E, which are crucial for heart health, brain function, and boosting your immune system. Our beef is also leaner than conventional options, providing you with high-quality protein without unnecessary fats. Eating clean has never been this delicious—or this nutritious!

## Did You Know?

Did you know that grass-fed cattle naturally help improve soil quality? By grazing on pastures, they stimulate plant growth, promote biodiversity, and enhance soil's ability to capture and store carbon. This means that by choosing grass-fed beef, you're supporting a farming method that's good for the planet. At River Watch Beef, we're proud to raise our cattle in a way that benefits the environment, the animals, and you.



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# Facebook Advertising

- **<prompt> You are a world class social media advertising expert. Please create a set of 3 ads for a Facebook Traffic campaign. Ads should include calls to action and a 15% coupon code. Please use these topics to guide the ads [insert data]**

## Ad 1: "Healthier, Cleaner Beef for Your Family"

- **Image/Video:** Vibrant image of a family gathered around a dinner table with delicious, home-cooked meals featuring your grass-fed beef cuts. Alternatively, use a short video of a mom preparing a wholesome family meal with River Watch Beef.
- **Ad Copy:**

"Give your family the best this season with healthier, grass-fed beef! 🍖 Our premium, dry-aged beef is packed with nutrients, Omega-3s, and free from added hormones. Perfect for busy families looking for quality and taste.

👉 Get 15% off your first order with code **HEALTHY15** and start cooking meals you can feel great about.

Tap to shop now and taste the difference! 🍴"
- **Headline:** "Better Beef, Better Health for Your Family – 15% Off First Order!"
- **CTA Button:** "Shop Now"

## Ad 2: "Eco-Friendly, Family-Farmed Grass-Fed Beef"

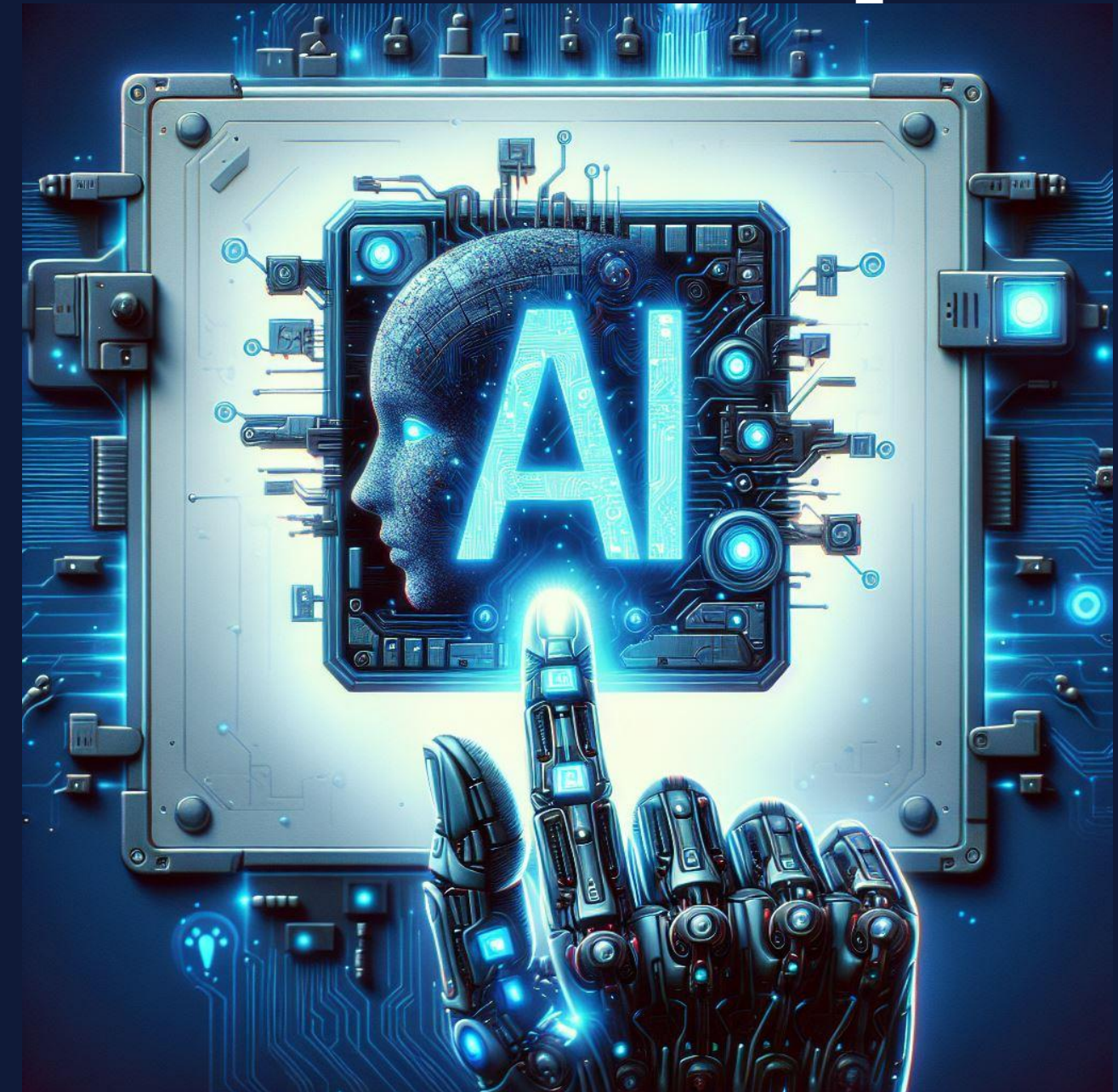
- **Image/Video:** Show the farm with cows grazing on green, open pastures under a blue sky. Optionally, a video snippet of your farming process or a scenic view of your eco-friendly practices.
- **Ad Copy:**

"Experience beef that's as good for the planet as it is for your family! 🌱 At River Watch Beef, we're committed to sustainable farming, animal welfare, and delivering quality grass-fed beef from our family farm to your doorstep. ⬇️"



# AI As A Customer Focus Group

<Prompt>: You are a **grass fed beef customer that is 44 years old**, high income and health conscious with young children. Please **act as a customer focus group** and **identify any gaps in our marketing strategy**, content ideas and marketing campaigns (blog, social media, newsletter, homepage). Please identify additional opportunities that we may have missed.





# Focus Group Feedback

## 1. Marketing Strategy Feedback

### Strengths:

- Your focus on sustainability, health benefits, and supporting local farmers resonates well with health-conscious families who are willing to pay a premium for quality products.
- The use of educational content, like blogs and social media posts, effectively builds trust and positions your brand as a thought leader in the grass-fed beef space.
- Incorporating recipes and eco-friendly tips adds value and engages the audience beyond just promoting products.

### Gaps/Opportunities:

- **Lack of Personalization:** Your marketing strategy feels broad, and there is an opportunity to personalize it further. Consider segmenting your audience based on their purchase behaviors (e.g., frequent buyers, new customers, families, fitness enthusiasts) and tailoring content that speaks directly to their needs and lifestyle.
- **Highlighting Quality and Taste:** While sustainability and health benefits are clear, the message around the superior quality and taste of your grass-fed beef could be emphasized more. Taste is often a deciding factor, and a focus on this could help draw in new customers.
- **Customer Testimonials:** Incorporate more real customer testimonials or stories about why they choose your grass-fed beef. This adds authenticity and can help new customers trust your product.

## 2. Blog Content Feedback

### Strengths:

- The blog content is informative and educational, which helps establish credibility.
- The topics around sustainability, local farming, and health benefits align well with the brand's values.

### Gaps/Opportunities:

- **More Lifestyle Integration:** Add content that connects grass-fed beef to a broader lifestyle. For

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## 3. Social Media Feedback

### Strengths:

- You're doing well with engaging visuals, informative posts, and sharing behind-the-scenes content.
- The mix of recipes, eco-friendly tips, and "Did You Know?" facts keeps the content varied and interesting.

### Gaps/Opportunities:

- **User-Generated Content:** Encourage customers to share photos and stories of their meals made with your products. Create a branded hashtag (e.g., #MyRiverWatchBeef) and run occasional photo contests. This not only provides authentic content but also builds a community around your brand.
- **More Video Content:** Short-form videos (like reels, stories, or TikToks) showing easy meal prep, quick tips on storing and cooking grass-fed beef, or farm-to-table stories could boost engagement. Consider short videos featuring a chef or nutritionist explaining the benefits of grass-fed beef.
- **Live Q&A Sessions or Webinars:** Host live Q&A sessions with a farmer or a nutrition expert to answer questions about grass-fed beef, its benefits, and cooking tips. This builds trust and allows for direct engagement with your audience.

## 4. Newsletter Feedback

### Strengths:

- The educational approach to your newsletters is great for building brand awareness.
- Including recipes and special offers can drive engagement and repeat purchases.

### Gaps/Opportunities:

- **Segmented Newsletters:** Tailor your newsletters based on customer behavior and preferences. For example, offer different versions for new customers, regular buyers, or those interested in fitness and health. This helps ensure content is relevant and valuable to each segment.

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# Additional Considerations



# Resource Planning

- **Start Small**
  - 1-2 Test areas, test & learn, scale what works
- **Monitor Results & ROI**
  - Track time savings, calculate costs, compare with traditional
- **Build Gradually**
  - Start with training, focus on quality, consider outsourcing
- **Factors for Success**
  - Clear ownership and roles, process documentation, performance tracking





# Cost-Benefit Analysis & ROI

- **Identify Quality & Performance Metrics**
  - Cost, time, quality
- **Compare Traditional vs. AI Outputs**
  - Speed, quality, workflow
- **Track Productivity Gains**
  - Time savings, ROI, timelines
- **Risk Mitigation**
  - Start with pilot, maintain oversight, document best practices





# Implementation Phases

- **Phase 1: Foundation (Months 1-2)**
  - Select and set up AI tools
  - Team training and onboarding
  - Establish workflows and processes
  - Create initial test campaigns
- **Phase 2: Initial Implementation (Months 3-4)**
  - Launch first AI-powered campaigns
  - Monitor and optimize performance
  - Refine processes based on results
  - Scale successful initiatives
- **Phase 3: Optimization (Months 5-6)**
  - Analyze performance metrics
  - Expand successful programs
  - Additional team training
  - Integration with other systems





# Final Thoughts

- Fundamentals Are Key
- Think of AI as a Tool
- Create a (Marketing) Plan
- Get Smarter About Customers
- Stay Current on Competitors and the Marketplace
- Insights Inform Ideas
- Ideas Inform Campaigns
- Be Curious & Have Fun!







Thank You!

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Q & A

