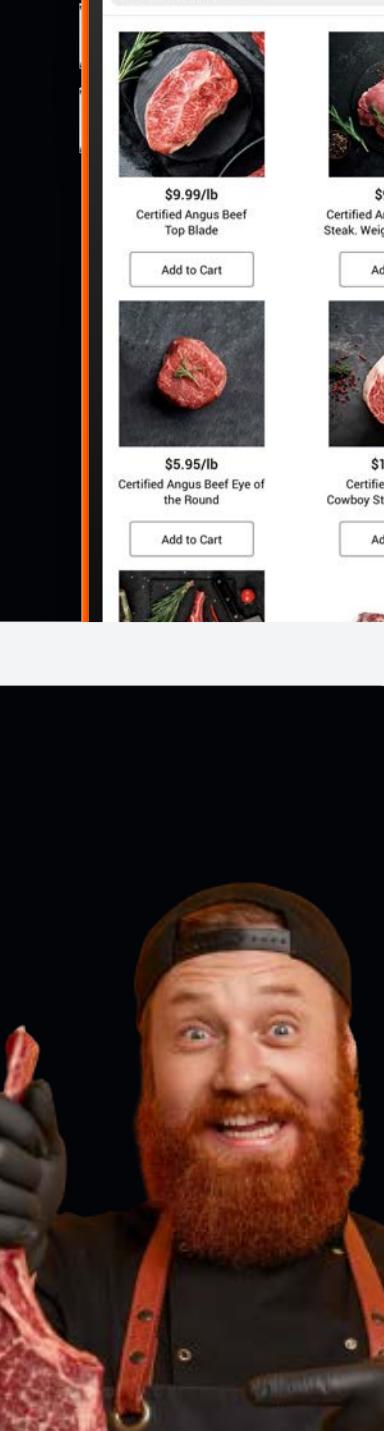
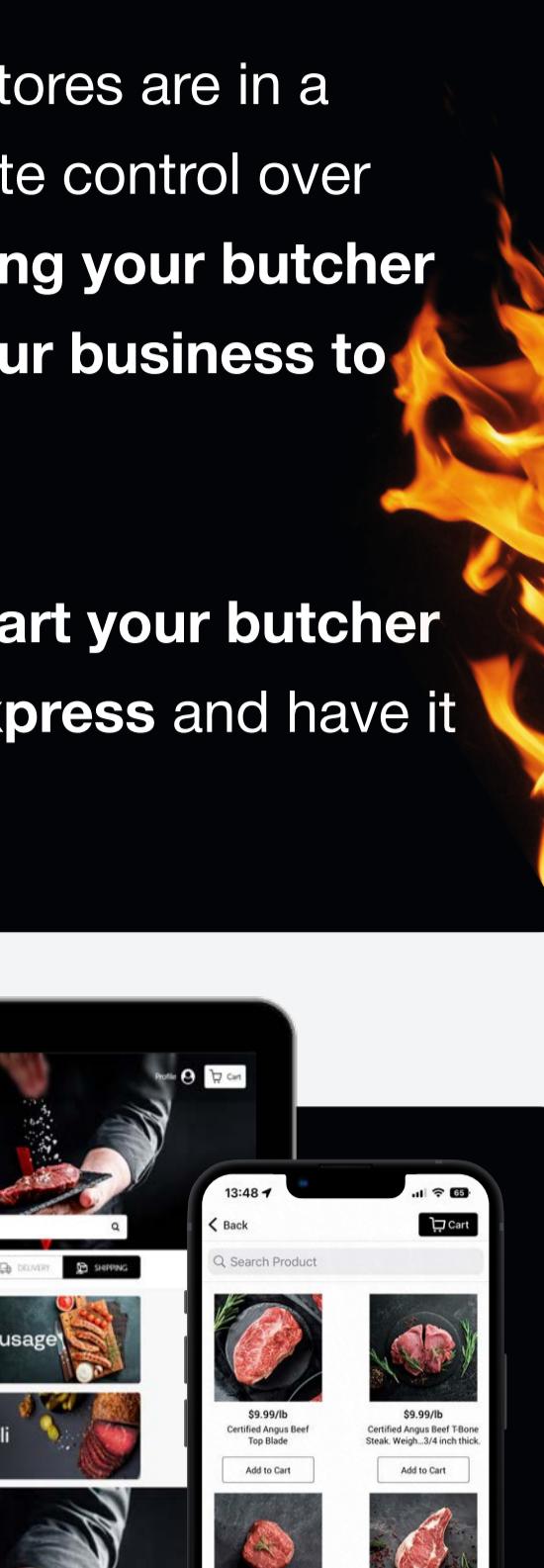




How to Sell Meat Online: Start Your Digital Butcher Shop step-by-step guide

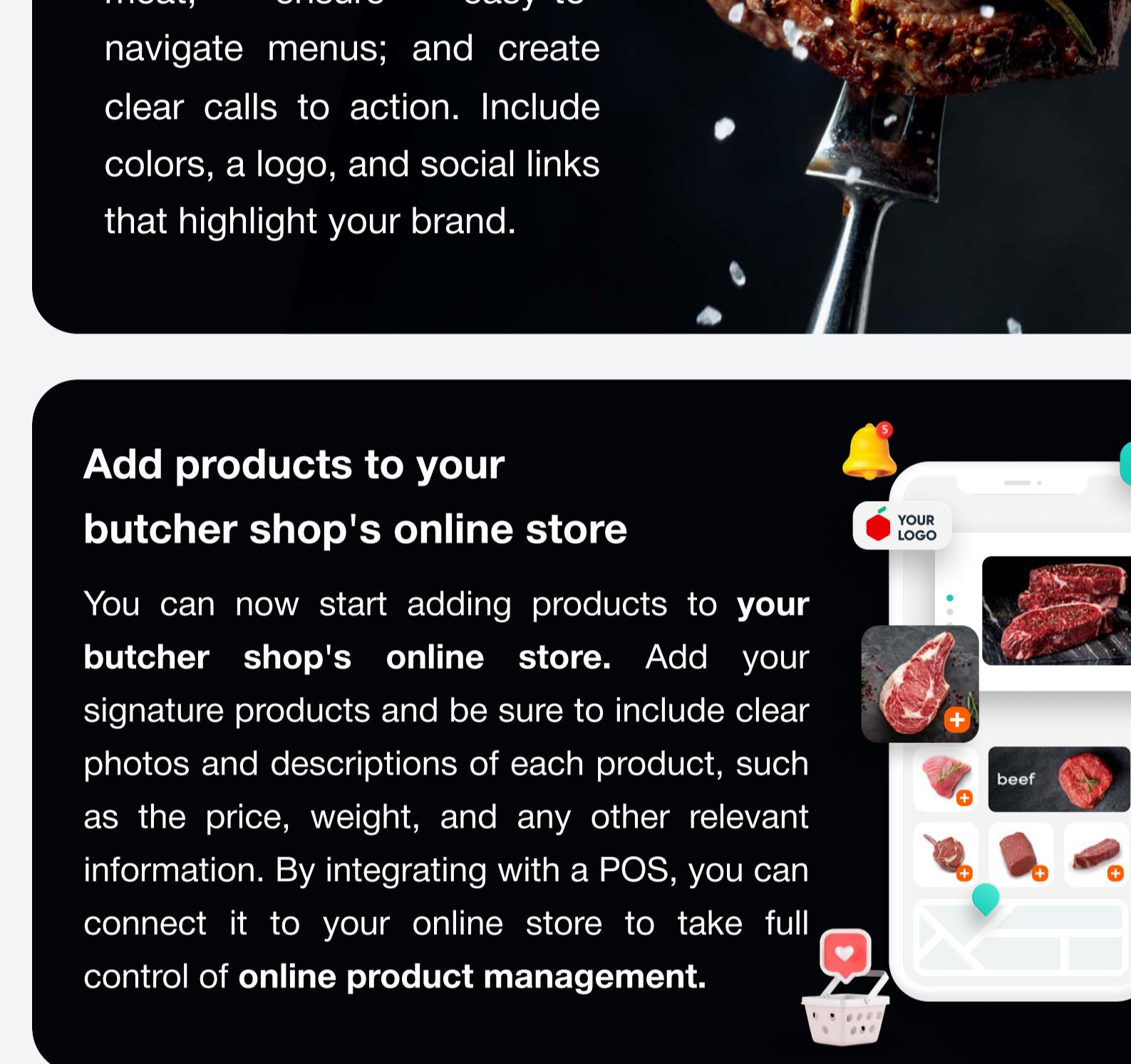


Already in 2022, we can reasonably conclude that the pandemic is making room for smaller butchers in the United States. They are experiencing an increase in demand. Even with the rise of alternative diets such as vegetarianism and veganism, meat consumption in the U.S. remains high, implying that butcher shops remain great businesses.



Sellers that run their own internet stores are in a different league. They have complete control over the experience of their clients. **Taking your butcher shop online can help you take your business to the next level.**

This guide will show you **how to start your butcher shop's digital store with Local Express** and have it up and running in just a few hours.



Choose an online solution for your butcher shop

Choose a platform to help you go online. It can be a simple website or a mobile app to start with. **You want something that is easy to use and reliable.** Make sure that the platform you use can connect with other software that butcher shops need, such as **shop-specific POS systems.**

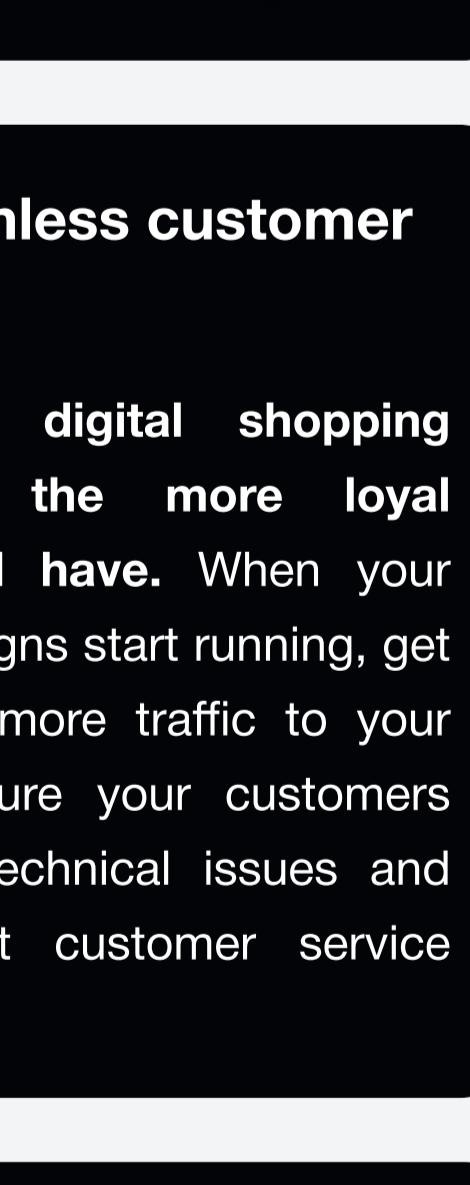
Design your own online butcher shop

Your butcher shop's website should be designed to attract attention and give customers a good idea of what they will find when they visit your store. **Use high-quality photos and videos** of mouthwatering pieces of meat; ensure easy-to-navigate menus; and create clear calls to action. Include colors, a logo, and social links that highlight your brand.



Add products to your butcher shop's online store

You can now start adding products to **your butcher shop's online store.** Add your signature products and be sure to include clear photos and descriptions of each product, such as the price, weight, and any other relevant information. By integrating with a POS, you can connect it to your online store to take full control of **online product management.**



Set up delivery

Now it's time to decide how to get the meat to the door of your customer. Set your business hours and how you will be providing deliveries.

One option is to create your own delivery team by hiring multiple delivery riders and buying delivery vehicles. But there is a more effortless and cheaper way.

Local Express help manage your deliveries. We can help you with last-mile delivery and curbside pickup.

[Learn How >](#)



Define your sales strategy

Determine your target audience and the value propositions you wish to convey to them.

Identify your butcher shop's Unique Selling Points (USPs), which are the qualities that make you stand out from other butcher shops in the area.

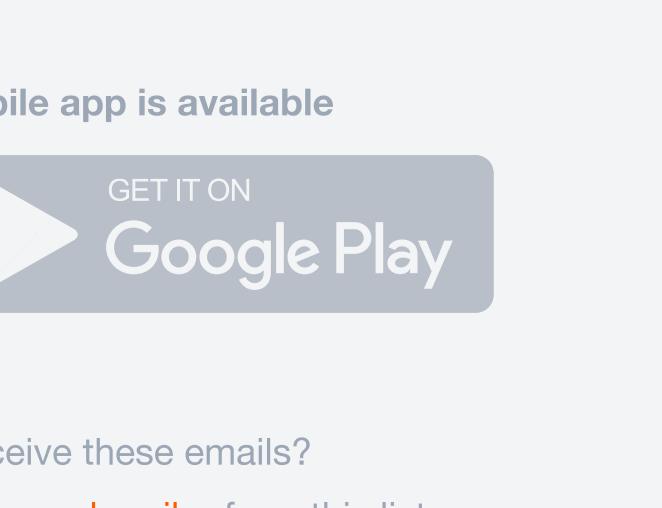
A comprehensive sales plan includes

3 key main components:

1. Your ideal customers

2. Anticipated outcomes

3. Your market position, measurable objectives



The better the digital shopping experience is, the more loyal customers you'll have. When your marketing campaigns start running, get ready to handle more traffic to your website. Make sure your customers don't face any technical issues and provide the best customer service possible.

Now you know how to take your butcher shop online. You are ready to start selling meat on the internet and reach a whole new customer base.

IT'S EASY TO GET STARTED!

If you want to learn more about how **Local Express can help you with eCommerce, contact us today.**

We can assist you at **every stage of your butcher shop's digitalization journey** and help you take your butcher shop to the next level.

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