

MAILER:

Smithfield

OBJECTIVE:

Smithfield faced the challenge of increasing partnerships with retail meat buyers and increasing B2B sales of their meats.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign for Smithfield that reached grocery store owners, grocery store product buyers, butcher and meat shops and other meat purchasers. The email campaign was targeted by job title/function including purchasing responsibility. The campaign was geo-targeted to a U.S. Nationwide audience with two strategic deployments of over 150,000 records with a value added deployment of an additional 150,000 emails sent. The creative featured the benefits of becoming a Smithfield partner as well as a strong call to action to learn more about Smithfield's partnership program.

OUTCOME:

The email marketing campaign generated high open and click through rates and overall engagement was very strong. The company reported that they had an increase in partnership inquiries as a result of the email campaign.

Smithfield



When you're a retail meat buyer, you're slugging it out for sales every day. You need a partner in your corner who can deliver a knockout and make you look like a champ.



PARTNERING WITH SMITHFIELD PROVIDES MANY BENEFITS, INCLUDING:

- Superior knowledge and capabilities
- Robust consumer and category insights
- Vertical integration
- Sustainable practices
- US-based operations

Click here for more information about how Smithfield can help [boost your bottom line](#).

LEARN MORE

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