

WHO?

Prime – Your Trusted Butcher, which opened in 2014, is a specialty butcher shop and grocery store in Arlington, Massachusetts. We're best known for our hand-cut steaks, quality meat, and affordable prices. We offer an excellent selection of marinated products: marinated chicken, beef, turkey, and pork.

WHAT MAKES YOU UNIQUE?

People ultimately shop and return to Prime because we're unique. We're different. All of the meat at Prime is cut by the butcher each and every single day. It isn't packaged in containers. The meat is all sourced locally, and there are no fillers whatsoever. Our customers know where they're getting their product from, and we believe that is extremely important. Customers experience the difference the moment they walk into our store. From our Butchers introducing themselves to personally helping guests craft the perfect meal, Prime becomes a beacon as the neighborhood butcher.



MARKETING ON OUR OWN:

We originally were responsible for our own marketing. We were spending some time on Facebook and we did some direct mail along with a website. But our marketing efforts were mostly hit or miss. We put some things out there, hoped they would stick, but never really did a lot to assess what was working and not working. There wasn't consistency, there wasn't enough posting and interacting, and there wasn't a well-defined strategy.

THE ALISTE MARKETING SOLUTION:

With the Aliste team, our social media and marketing is now much more dynamic. It's not just about putting out posts; it's about how we interact with the customer and get them involved in what we're doing. Within a few months of launching the new website, consistently posting and interacting on social media, and encouraging customers to write reviews on YELP, we have started to see greater engagement, more website traffic, and an increase in our fan base.

We're able to speak with the Aliste team and tell them, "okay, for the next two months, I want to gear our marketing towards how can we drive more catering sales to the store." And they'll tailor the marketing efforts to increasing catering sales. We'll then be able to look at the campaign and decide if it was effective, and learn as a result for next time.

Without the marketing, it's difficult obviously for us to continue to expand. It's pivotal to what we do. To the extent that we can get better at it, and make those connections even stronger within the community and our customer base; they go hand in hand. The three words that come to mind when working with Aliste Marketing have been *Responsive, Accommodating, and Forward-Thinking*

