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Our Client

Heartland Steaks



What We Did

- Custom Web Software
- E-Commerce Website
- Website Maintenance
- Search Engine Optimization
- Consulting

Our Opportunity

Filet Mignon, Boneless Strips, Ribeyes, T-Bones and Porterhouses... anybody hungry yet? Heartland Steaks, a child company of Weinstein Distribution—one of the largest suppliers to distributors of fresh beef, poultry and seafood in the Midwest—was, but not for dinner. They may be proud to be an authorized retailer of Certified Angus Beef brand steaks and gourmet meats, but as an online company with no brick or mortar locations, they required something in the digital realm to digest. The problem? Heartland Steaks was unhappy with their web development company. Requests for simple changes to their site took weeks to be made, their current ecommerce cart was cumbersome and lacked natural search engine ranking for their products. They were in dire need of some old-fashioned online marketing fulfillment.

Our Solution

The website development firm side of TM provided complete new ecommerce software and a website in 3 weeks while duplicating and maintaining the look and feel of their current site. Why reinvent the look of the wheel when everybody already likes it? The marketing and ad agency sides of TM took over next and with new product descriptions and search engine friendly design, Heartland's products were being found on Google, Yahoo, MSN and Froogle within a week. Best of all, with only 5 weeks to market their products during the holiday season, TM was able to successfully bring in record sales and increase Heartland Steaks' revenues from the previous year by 34%. TM; it's what's for digital dinner.