

Digital Marketing Plan

Madison Organics

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April 2026

Section 2 – Executive Summary

Madison Organics is a Wisconsin-based producer of USDA-certified organic, preservative-free, shelf-stable vegetables founded in 2016. The company was built on a passion for healthy eating, sustainable farming, and Midwestern agricultural tradition. Today, Madison Organics employs 58 people and generates an estimated \$2 million in annual revenue, selling through local grocery retailers, farmers markets, and a direct-to-consumer online channel. Its current product line includes three flagship offerings: Sweet Corn Melody, a fire-roasted organic corn blend in a light brine; Garlic-Dill Green Beans, crisp Wisconsin green beans pickled with garlic, dill, and mustard seed; and Heirloom Tomato Basil Blend, stewed organic heirloom tomatoes with basil and sea salt. All products are USDA organic certified, non-GMO, and packaged in 100% recyclable cans.

The organic preserved vegetable segment is a growing market. In 2024, organic products accounted for approximately 26.5% of total canned vegetable market share, and the category is projected to grow at 4% annually through 2034 as consumers increasingly seek food with fewer additives and greater transparency. Despite strong product quality and high customer satisfaction, Madison Organics currently operates exclusively within Wisconsin. This digital marketing plan is designed to support the company's next phase of growth: a Midwest regional expansion into Illinois, Minnesota, and Iowa, with targeted entry into the Twin Cities, Chicagoland, and Quad Cities markets.

This plan focuses on three objectives: expanding geographic brand awareness, increasing direct-to-consumer online sales by 15% year-over-year, and growing the combined social media and email audience by 25% within 12 months. To reach health-conscious, family-oriented Midwestern consumers this plan recommends a coordinated set of digital strategies. The website strategy prioritizes a mobile-first design with a strong landing page, conversion-focused UX, and a clean brand voice rooted in sustainability and expertise. SEO efforts will focus on on-page keyword optimization, local search presence tied to retail partners, and content marketing through a recipe and blog hub. SEM will deploy Local Campaigns and Search Ad Campaigns in the three target Midwest markets, using high-intent keywords such as 'organic groceries' and 'canned green beans.' Email marketing will support both expansion awareness and customer retention through personalized campaigns. Facebook will serve as the primary social media platform for both organic storytelling content and paid retargeting ads, using a CPM bidding model to maximize brand exposure. Mobile marketing will leverage geo-fencing, geo-targeting, and SMS promotions with a 98% open rate to reach consumers at key retail touch points. Legal compliance is embedded throughout the plan.

All advertising and data practices adhere to the Federal Trade Commission Act's requirements for truthful marketing and transparent privacy disclosures, and to the Colorado Privacy Act's consumer data protection provisions. ADA compliance standards are applied across all digital properties to ensure accessibility for all users. Performance

across every tactic will be tracked using a dedicated analytics framework including specific, measurable targets for CTR, open rates, social engagement, and sales conversion enabling Madison Organics to optimize spend and strategy on a continuous basis. Together, these recommendations provide Madison Organics with a comprehensive digital roadmap to grow from a beloved Wisconsin brand into a recognized name across the Midwest.

Section 3 – Organizational History, Mission, and Vision

Company History

Madison Organics is a Wisconsin-based producer of shelf-stable, organic preserved vegetables. The company was founded in 2016 by three friends who shared a deep passion for eating and cooking healthy meals. During the summer months, they frequented their local farmers market to purchase fresh, locally grown, organic produce. However, Wisconsin's harsh winters made it difficult to access a wide variety of farm-fresh vegetables year-round. Drawing on techniques passed down by one of their grandmothers, the three founders began learning how to preserve fresh vegetables in glass jars for use throughout the winter months.

Over the next two years, the founders experimented with a range of spices, methods, and recipes, refining their product and building on the rich agricultural traditions of Wisconsin. In 2018, they began selling their preserved vegetables at the Dane County Farmers Market. The response from customers was immediate and enthusiastic. Sales quickly expanded, and the founders recognized the potential for a sustainable, scalable business. They partnered with local farmers they had met through the market to purchase vegetables in bulk and established a small production facility, staying true to the family recipes and regional heritage that made their products unique.

Madison Organics initially expanded its presence by selling at various farmers markets and local craft fairs around Madison. The company soon grew into local grocery stores and launched an online direct-to-consumer sales channel. Today, Madison Organics has expanded its production facility, built out a dedicated sales team, and employs 58 people who share the founders' commitment to healthy living. The company currently generates an estimated \$2 million in annual revenue and is positioned to pursue its next stage of growth: a regional expansion across the Midwest to bring its full product line to consumers in Illinois, Minnesota, and Iowa.

Mission

Madison Organics will promote healthy lifestyles while supporting local farmers and offer shelf-stable organic vegetables without additives or preservatives.

Vision

Madison Organics wants to make healthy eating easy and convenient for consumers so they can spend time doing what they love.

The company started selling at various farmers markets and local craft fairs around Madison. They eventually expanded into local grocery stores and offered online direct sales to consumers. Today, they have expanded their production facility, added a sales team, and employ 58 people who share their passion for healthy living.

Madison Organics is looking to further expand their production facility. They would like to expand sales across the Midwest. They need to expand their brand awareness while seeking new outlets to carry their full product line.

Section 4 – Digital Marketing Objectives

Madison Organics is a Wisconsin-based producer of USDA-certified organic, shelf-stable preserved vegetables currently generating approximately \$2 million in annual revenue. Since its founding in 2016, the company has grown steadily within Wisconsin through farmers markets, local grocery retail, and a direct-to-consumer online channel. The organic canned vegetable segment represents a compelling growth opportunity: organic products accounted for roughly 26.5% of total canned vegetable market share in 2024 and are projected to grow at approximately 4% annually through 2034, driven by consumer demand for cleaner, additive-free food options. Despite strong product quality, high customer satisfaction, and a clear mission, Madison Organics faces meaningful competitive pressure from well-established national brands and must work to build brand awareness and digital presence before expanding into new markets.

To capitalize on this market momentum, Madison Organics is planning a deliberate Midwest expansion into Illinois, Minnesota, and Iowa targeting the Twin Cities, Chicagoland, and Quad Cities areas. The following three digital marketing objectives will guide the strategy, investment, and measurement framework for the upcoming fiscal year.

Objective 1: Expand geographic brand awareness into Illinois, Minnesota, and Iowa. Madison Organics will execute targeted digital campaigns including paid search, paid social, and geo-fenced mobile advertising to introduce the brand to consumers in the three target Midwest markets. Success will be measured by tracking new website visitors from those states, social media follower growth, and impressions generated through paid campaigns in each market.

Objective 2: Increase overall direct-to-consumer online sales by 15% year-over-year. By optimizing the website for mobile conversions, deploying SEM campaigns around high-intent search queries, and running promotional email campaigns to both new and existing subscribers, Madison Organics will grow its e-commerce revenue. Performance will be tracked through website purchase data, email campaign click-through rates, and SEM conversion metrics.

Objective 3: Grow Madison Organics' combined social media following and email subscriber list by 25% within 12 months. Consistent organic social content, targeted paid advertising, and newsletter sign-up incentives embedded in the website will serve as the primary growth drivers. Metrics will include follower counts across platforms, total email list size, and engagement rates per post.

Section 5 – SWOT Analysis

The following SWOT analysis was provided by Madison Organics and reflects the company's current internal strengths and weaknesses, as well as external opportunities and threats relevant to its planned Midwest expansion and digital marketing efforts.

Strengths	Weaknesses
• Authentic Founding Story • Clear Mission • Unique Product Line • High quality product – non-GMO • High customer satisfaction	• Limited geographic reach • Low brand awareness outside of local market • Small digital presence • Lack of marketing focus
Opportunities	Threats
• Market growth – organic canned vegetables projected to grow ~4% per year through 2034 • Regional expansion into Midwest • Product diversification with new flavors and blends • Story-telling marketing • Digital connection with target market • Analytics-driven optimization of digital strategy	• Intense competition from established brands • Economic downturns affecting premium food spend • Digital marketing competition • Consumer skepticism on quality/price relationship

Section 6 – Digital Marketing Value Proposition

Target Market Rationale

In developing the digital marketing strategy for Madison Organics, a target market was identified based on both the brand's values and its product characteristics. Madison Organics offers organic, shelf-stable preserved vegetables, a premium product that appeals to health-conscious consumers who are actively seeking clean-label food alternatives. Research into the organic food consumer landscape points to a segment of younger, educated, middle-to-high income adults with families, who prioritize both nutrition and environmental responsibility in their purchasing decisions. These consumers are digitally active, frequently engage with health and lifestyle content, and are responsive to brands that lead with authenticity and purpose. Given Madison Organics' Midwest expansion goals, targeting consumers in urban and suburban areas of the Twin Cities, Chicagoland, and Quad Cities where organic food adoption is growing represents the strongest strategic fit for the brand.

Digital Target Market

The primary digital target market for Madison Organics is health-conscious, environmentally aware adults between the ages of 28 and 45, living in Midwestern metropolitan and suburban areas. This audience typically has a household income above \$75,000, is college-educated, and is actively raising a family. They shop at grocery chains such as Hy-Vee and Whole Foods, seek out USDA organic and non-GMO certifications when making food purchases, and are active on Instagram and Facebook. They are motivated by convenience without compromise — they want healthy, trustworthy food options that fit into a busy lifestyle. This consumer is skeptical of overly processed food and values brands that demonstrate a genuine commitment to sustainability and community.

Buyer Persona

The buyer persona developed for Madison Organics is Joey Falcone, a 32-year-old junior executive at Epic Systems in Madison, Wisconsin. Joey earns approximately \$90,000 per year, is a father of two young children, and is an avid outdoor enthusiast. He values family health above almost everything else and is willing to pay a modest premium for food he trusts. He is most active on Instagram, where he follows outdoor lifestyle accounts, and uses Facebook to connect with local community groups. His key challenges are price sensitivity given the cost of raising a young family, and product availability if his family's preferred products are out of stock, he will shop elsewhere. Madison Organics can reach Joey by leading with environmental credibility, consistent product availability, and a seamless, no-friction purchasing experience. The full buyer persona visual is included below.

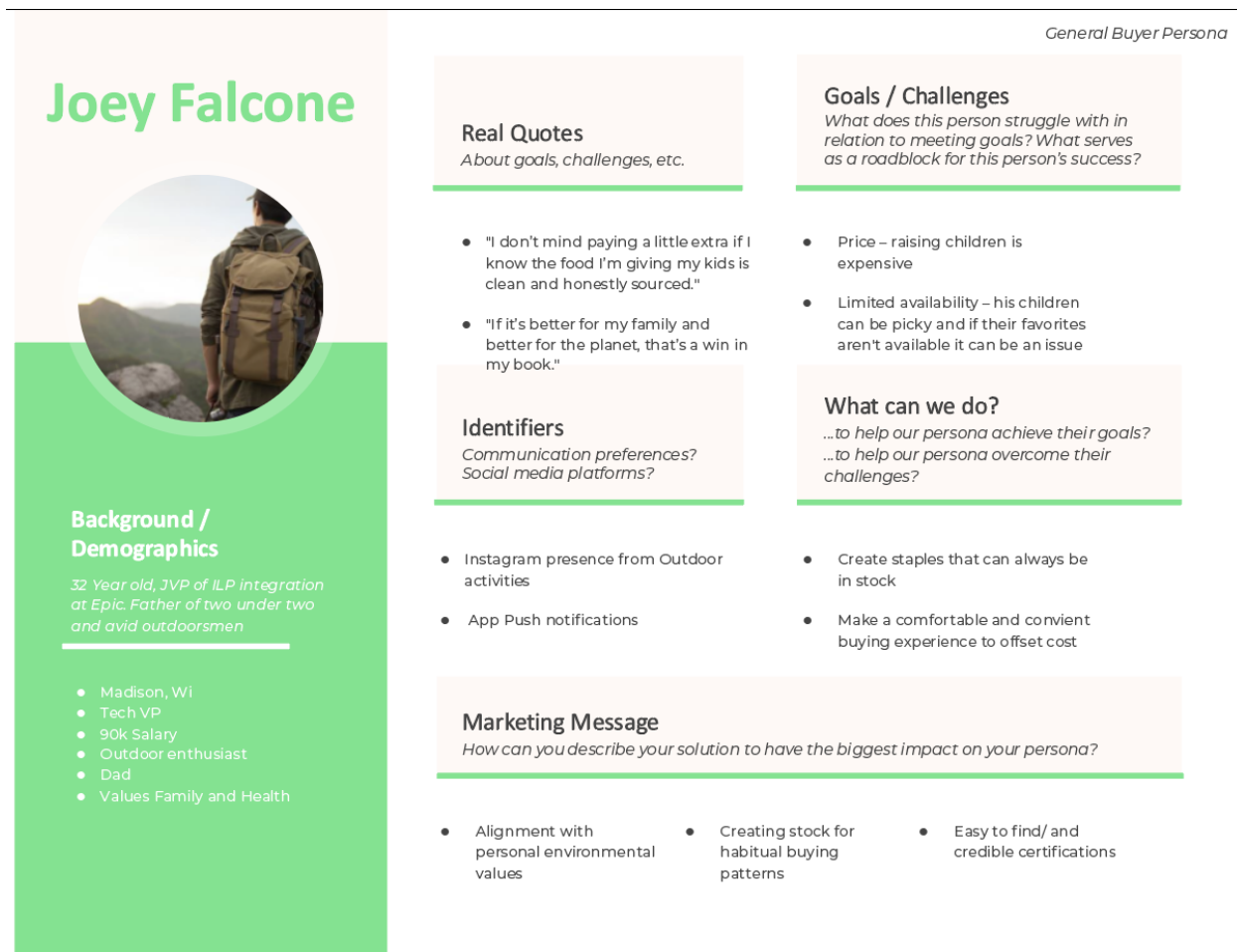


Figure 1 – Buyer Persona: Joey Falcone

Digital Value Proposition

For health-conscious Midwestern families who want to eat well without compromise, Madison Organics delivers USDA-certified organic, preservative-free vegetables rooted in Wisconsin farming traditions and sealed fresh for year-round convenience. Unlike mass-produced canned alternatives, every Madison Organics product is made in small batches using locally sourced ingredients and time-honored recipes, giving families the confidence to know exactly what they are feeding the people they love.

Section 7 – Digital Marketing Strategies and Tactics

7.1 Website

Madison Organics should adopt a mobile-first website strategy. Given the brand's target demographic younger adults and families who consume content primarily on smartphones and the fact that a significant share of traffic will arrive via mobile-targeted campaigns on social media and through influencer content on platforms like Instagram Reels and TikTok.

The recommended domain for Madison Organics is madisonorganics.com the most intuitive and brand-aligned choice a consumer would attempt when navigating directly to the site. It is also advisable to secure madisonorganic.com (without the plural) to prevent confusion from common misspellings. The website's look and content should feel professional and grounded, reflecting the brand's commitment to sustainability and agricultural heritage. Key features should include a high-converting landing page that leads with the brand story and a clear call to action, a live chat or service option to support conversions and retention, and a brief product recommendation quiz that guides new visitors to the right product based on their cooking preferences. The overall content voice should be clean, credible, and environmentally focused reinforcing Madison Organics' expertise without being overly casual.

7.2 SEO

For Madison Organics, a strong SEO strategy will be essential to sustaining long-term digital visibility in new Midwest markets without relying entirely on paid advertising. Three primary SEO tactics are recommended. First, on-page optimization should be prioritized: product and category pages should include keyword-rich titles, meta descriptions, and header tags that align with how target consumers search for organic food products. Second, local SEO should be implemented by claiming and optimizing Google Business Profile listings for any retail partners carrying Madison Organics products in Illinois, Minnesota, and Iowa, which will improve visibility in location-based searches. Third, building backlinks through partnerships with food bloggers, sustainability-focused publications, and Midwest lifestyle media will strengthen domain authority over time.

From a content standpoint, Madison Organics should invest in a blog or recipe content hub on the website. Publishing original, keyword-optimized content such as recipes using the product line, guides to organic eating on a budget, or articles on sustainable Wisconsin farming serves dual purposes: it improves search rankings and builds brand credibility with health-conscious consumers. Content should be developed around search terms such as "organic canned vegetables," "non-GMO preserved vegetables," and "healthy pantry staples".

7.3 SEM

SEM delivers faster, more targeted results making it a strong complement to Madison Organics' expansion strategy. Two campaign types are recommended. The first is a Local Campaign, designed to reach consumers in the three target Midwest markets: the

Twin Cities area in Minnesota, the Chicagoland corridor in Illinois, and the Quad Cities region on the Iowa-Illinois border. Geographically targeted ads in these markets will introduce the brand to consumers who have not yet encountered Madison Organics in-store. The second is a Search Ad Campaign, which will place Madison Organics ads alongside high-value search queries related to organic groceries and preserved vegetables, capturing consumers who are already actively searching for products like these.

Keyword research was conducted using Wordstream's keyword explorer tool to evaluate search volume, bid pricing, and competition levels. Three keywords were identified as priorities. 'Organic groceries' has a high search volume and low competition, making it cost-effective for building early brand exposure. 'Organic food grocery store near me' carries lower search volume but moderate competition and strong purchase intent, indicating users who are close to a buying decision. 'Canned green beans' is highly competitive but highly targeted, with strong click-through potential among users seeking a specific product that Madison Organics carries. Negative keywords such as 'restaurants' and 'fast food' are also recommended to prevent Madison Organics ads from appearing in irrelevant contexts that could dilute the brand image. A sample search ad is included in Appendix A.

7.4 Email Marketing

Email marketing represents one of the highest-ROI digital channels available to Madison Organics, particularly given the brand's emphasis on community and customer retention. The recommended email strategy centers on two core content pillars. The first is a geographic expansion announcement series, designed to introduce Madison Organics to consumers in new Midwest markets. These emails would be sent in partnership with regional grocery retailers such as Hy-Vee informing existing store customers that Madison Organics products have arrived on their shelves. The subject line approach for this campaign uses personalization and a welcoming tone: 'Hi [First Name], we're new to the neighborhood!' This type of introduction email is concise, brand-forward, and includes multiple calls to action pointing to the product page and store locator.

The second content pillar focuses on customer retention through loyalty-driven promotions. Discount emails sent to existing subscribers featuring deals on flagship products such as Sweet Corn Melody or Garlic-Dill Green Beans deliver ongoing value to engaged customers while the brand is in growth mode. This keeps Madison Organics top-of-mind during the expansion period and reduces churn among the current Wisconsin customer base. A sample email subject line and structure are included in Appendix B.

7.5 Social Media

Based on the buyer persona of Joey Falcone, a 32-year-old, family-oriented outdoor enthusiast, Facebook is identified as the primary social media platform for both organic and paid efforts. Joey and consumers like him are active on Facebook, where they participate in local community groups, follow family-relevant topics, and engage with brands in their geographic area. Organic content should be posted during late morning

hours on weekdays ideally Tuesday through Thursday before noon when this demographic is most likely to be engaged. Organic posts should focus on brand storytelling, community events, farmers market appearances, and seasonal product launches. The organic post example in Appendix D features Madison Organics' Spring 2026 event schedule, including appearances at the Minneapolis Farmers Market, Quad Cities Area Fair, Naperville Street Food Market, and the Braghton County Fair in Appleton directly reinforcing the Midwest expansion narrative and building community connection in new markets.

For paid social media, Facebook Feed Ads are recommended using a Cost Per Mille (CPM) pricing model. The specific paid ad example developed for this plan targets Twin City locals who have previously encountered the brand but have not yet made a repeat purchase, a retargeting strategy designed to convert warm audiences with a compelling offer. The ad features a Buy One Get One promotion on Garlic-Dill Green Beans at all St. Paul Hy-Vee locations. CPM is the appropriate bidding strategy for this particular ad because its purpose is brand exposure and offer awareness rather than driving an immediate click-through, making impressions the most relevant success metric.

Targeting criteria for this paid campaign include: geographic location (St. Paul metro area), interest in organic or natural food products, and household composition (families with children). Both the organic post and paid ad are included in the Appendix.

7.6 Mobile Marketing

Madison Organics has a strong opportunity to leverage mobile marketing tactics to support its Midwest expansion particularly through SMS-based strategies. It is not recommended that Madison Organics invest in building a branded app at this stage. The cost of development and the high cost-per-install would be difficult to justify given the company's current product line size and the absence of a proprietary storefront or standalone e-commerce platform. The target demographic, while smartphone-savvy, is better served through a well-optimized website, SMS updates, and a digital newsletter. SMS marketing is particularly powerful for Madison Organics: text messages carry a 98% open rate, making them an ideal channel for time-sensitive promotions. Messages should be brief, personalized with the recipient's first name, and always include a clear call to action and a simple opt-out mechanism to ensure compliance. A sample promotional text is included in Appendix C.

Section 8 – Legal Recommendations

As Madison Organics expands its digital marketing activities across new Midwest markets, it is essential that all strategies comply with applicable federal and state laws governing advertising, consumer privacy, and digital accessibility. Two specific laws are particularly relevant to the tactics outlined in this plan, and compliance with ADA accessibility standards is equally important for the brand's digital properties.

The Federal Trade Commission Act prohibits unfair or deceptive acts and practices in commerce, which extends directly to digital advertising and consumer data communications. For Madison Organics, this law is relevant across all paid advertising efforts including SEM search ads, paid Facebook campaigns, and SMS promotional messages. All marketing communications must be truthful, non-deceptive, and clearly distinguishable as advertising. Claims made about product certifications, such as USDA Organic and non-GMO status, must be accurate and substantiated. Any privacy policy or data collection disclosure presented to consumers such as during email newsletter sign-ups or website interactions must honestly represent how customer data is collected, stored, and used. To comply, Madison Organics should ensure all ad copy is reviewed for accuracy prior to launch, that promotional offers (such as the BOGO text message campaign) clearly state any terms and limitations, and that the website includes a transparent and accessible privacy policy.

The Colorado Privacy Act grants consumers specific rights over their personal data, including the right to access, correct, delete, and opt out of the sale or targeted use of their personal information. While this law applies specifically to Colorado residents, it represents the growing national trend toward stricter consumer data protection, and its standards reflect best practices that Madison Organics should adopt broadly as it expands digitally. This law is directly relevant to the email marketing, SMS, and paid social media tactics outlined in this plan all of which involve collecting and using personal data such as names, email addresses, phone numbers, and behavioral data for targeting purposes. To comply, Madison Organics should implement clear opt-in consent mechanisms for all data collection, provide easy and accessible opt-out options across every digital channel (including the 'Reply STOP' mechanism in SMS campaigns), and work with any third-party marketing platforms to ensure data is not sold or shared without consumer consent.

Adhering to the **Americans with Disabilities Act** (ADA) in the context of digital marketing is not only a legal obligation but a moral and ethical responsibility. Ensuring that all digital content including the Madison Organics website, email campaigns, social media content, and digital advertisement is accessible to users with disabilities reflects the brand's stated commitment to inclusivity and community. Practically, ADA compliance for digital properties includes providing alt text for all images so that screen readers can interpret visual content, ensuring sufficient color contrast in web design and advertising visuals, captioning video content, and designing website navigation that can be operated by keyboard alone. Beyond the legal dimension, ADA compliance strengthens brand reputation and expands the potential customer base to include the millions of Americans who rely on assistive technologies to access digital content. For a brand like Madison Organics which is built on values of health, access, and community. Accessible digital design is an extension of the brand identity itself.

Section 9 – Analytics

Tactic	Target Metric & Goal	Measurement Tool
Website	Avg. session duration >2 min; bounce rate <50%; purchase funnel completion rate up 10% YoY	Google Analytics –
SEO	Organic search traffic up 20% within 12 months; target 3 primary keywords ranking in top 10 results	Google Search Console
SEM	CTR ≥3%; CPC ≤\$1.50; campaign conversion rate ≥5% per quarter	Google Ads Dashboard
Email	Open rate ≥25%; click-through rate ≥3%; new subscriber growth of 25% within 12 months	Mailchimp / Campaign Monitor
Social – Organic	Reach grows 25% within 12 months; average post engagement rate ≥4%	Facebook / Instagram Insights
Social – Paid	CPM ≤\$8; ad frequency 2–4 per week; BOGO campaign drives 15% in-store lift at target locations	Facebook Ads Manager
Mobile / SMS	SMS open rate ≥90%; promo code redemption rate ≥10% per campaign send	SMS Platform Analytics

Section 10 – Appendix

Appendix A – SEM Search Ad Example

www.MadisonOrganics.com

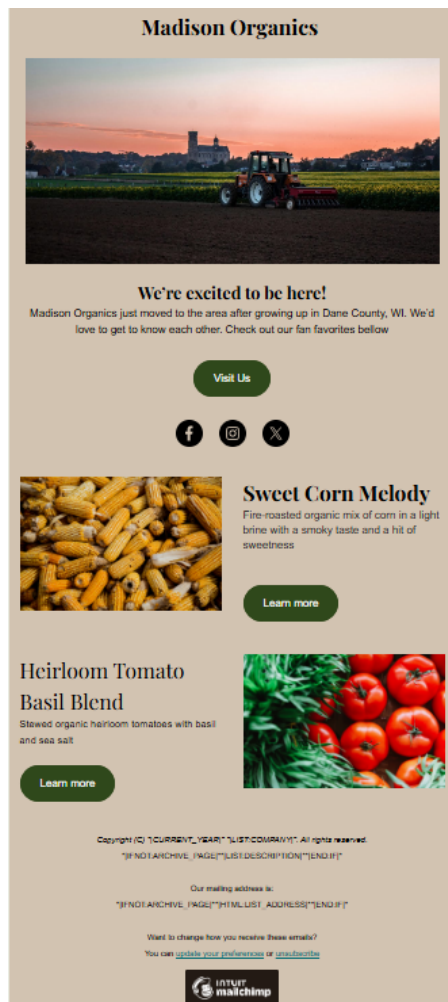
Sweet Corn Melody | Fire-roasted organic mix | Madison Organics

Fire-roasted organic mix of corn in a light brine with a smoky taste and a hit of sweetness. All products are USDA organic certified, non-GMO and packaged in 100% recyclable cans. The brand has stayed true to family recipes and small batch preservation.

[Sweet Corn Melody — The Madison Organics Story — Our Commitment to the Environment](#) | \$7.99

Appendix B – Sample Email Campaign

Subject Line: Hi {First Name}, we're new to the neighborhood!



This introductory email is short, personalized, and includes multiple calls to action highlighting who Madison Organics is and what products are now available at a nearby grocery store. It is designed to build brand awareness with consumers in newly entered Midwest markets by leveraging a co-marketing partnership with regional grocery retailers such as Hy-Vee, using their existing customer email lists to reach warm, geographically relevant audiences.

Appendix C – Sample Promotional SMS Text

Hi {{First Name}}, Just wanted to let you know we have a 2 for 1 fire sale going on for a limited time at participating Hy-Vees! Find a location near you: [Link] *Reply STOP to opt out*

Appendix D – Organic Facebook Post



Appendix D – Madison Organics Spring 2026 Organic Facebook Post (Upcoming Events)

Appendix E – Paid Facebook Feed Ad



Appendix E – Garlic-Dill Green Beans BOGO Paid Facebook Feed Ad (St. Paul Hy-Vee Locations)

Section 11 – Works Cited

Sachdev, R. (2025). *Digital marketing*. McGraw-Hill Education.

Additional paragraph refinement and spell checking provided by Claude AI, 2025