

## Spice up your gourmet product sales!

# 5 TIPS FOR FOOD BRANDS

### INSTEAD OF THIS

1.

High-priced print advertising



2.

Social media posts if and when you remember to take a photo



3.

Messaging that is about selling



4.

Posting and crossing your fingers



5.

Relying on messaging and text alone



### TRY THIS

#### Paid social media ads

Spend your print budget, \$300 or more a month, on paid digital ads. A/B test your messaging and creative. Create unique ads for unique audiences.

#### A diverse content calendar that plans 30 days at a time

Make at least 1/3 of your posts be helpful content that isn't about you, but is about what your audience cares about. Recipes, meal plans, how-tos in the kitchen.

#### Messaging that invites engagement

Use contests to solicit user-generated content.

#### Sending samples and sending them liberally

Create recipe cards and send a couple of tablespoons or whatever quantity is needed for your potential customers to give it a try.

#### Harnessing the power of video

Short (under 1-minute) videos will be 3 times more effective than other posts across your channels. Re-purpose longer form YouTube videos into short, social-ready clips.



### Bonus Tip!

Don't sell all things to all people! Create campaigns specific to unique audiences. Think 'vegetarians' 'meat lovers' 'sea food fanatics'—general campaigns won't attract everyone, so create specific campaigns for different interests.