FIVE FACTORS FOR INCREASING MARKETING SUCCESS

MARKETING PLANS

- Include people from all levels of your operation in the planning stage.
- Meet early and often as you plan for your school year.
- Research existing marketing resources.
- Share social media posts for exposure to a wider audience and gather support for your program.
- Market your meals. Ask your team to submit photos of meals and serving lines to show students and their families.
- Share the importance of school meals via morning announcements, social media, school messenger, email, and text.

MENUS

- Start and end your year with the same menu and energy.
- Include seasonal and limited-time menu items.
- Plan ahead with distributors.
- Bring loyalty to your products with branding.
SOCIAL MEDIA POSTS

- Decide on the social media platform for your audience.
- Include authentic and spontaneous posts.
  - “How-to” videos
  - Challenge videos
  - School colors/mascot
  - Photos of faces in the kitchen
- Hashtag items to encourage sharing and increase the searchability of your post.
- Increase excitement by teasing the audience with what is coming.
- Feature student pictures in your posts (with permission).
- Update social media regularly to create change in your posts.

PHOTOGRAPHY

- Show color – filters can enhance pictures, but food must look authentic.
- Display a variety of locations and production.
- Use portrait mode to emphasize a feature point of the picture.
- Display menu items to entice customers.

HASHTAGS

- #healthy
- #nutrition
- #eatfresh
- Include hashtags as part of the post description.
- Include multiple hashtags to emphasize details.

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