

FLORIDA HERITAGE FOODS MARKETING TOOLKIT

MARKETING MODALITIES

It's important for one to consider advertising events through a variety of modalities in order to attract the widest and most diverse audience possible. Although social media is often the best way to reach the largest number of people in an area, not everyone is active on or attentive to social media. Some sectors of our community need to be invited to attend an event through face-to-face interactions or written invitations. Others respond positively to an email or flyer. Below are multiple ways one should consider marketing an event in order to maximize community outreach and engagement.

PRINT MATERIAL

Banners, flyers, recipe cards, bookmarks and other forms of printed materials can be disseminated person-to-person or posted in high traffic areas throughout a community to share important dates and activities for upcoming events.

Dependent upon the event, distribution can be at local farmers markets, community events, churches, colleges, or public libraries. Print material can also be left for handout at local grocery stores and food vendors.

SOCIAL MEDIA

Social Media is essential to reaching the most people in the most cost-effective manner. Free online platforms may be followed by thousands of people in your community and one event can get exposure to people at all times, every day. Adhere to professional standards and branding from your institution.

You should announce your Florida heritage foods event through sites such as Facebook, Instagram, a website, etc.

PRESS

Press releases are essential for officially notifying the community of upcoming events.

These releases should be specialized to spotlight what can be expected at each event.

Press releases should be shared with local newspapers and magazines, local public radio stations, city or county commissioners, and other such groups.

PERSONALIZED OUTREACH

Members of the organizing group should contact key leaders in the community through personalized outreach. They should also promote events during public presentations or local speaking events.

This personalized outreach should be used for city and county commission meetings, key community organizations (e.g. Rotary Club, Senior Recreation Center, YMCA, Martin Luther King Organizing Committee, etc.), local museums, coffee houses, churches, etc.

MARKETING TIMELINE

This section is a step-by-step timeline on how to plan food festivals. Florida Heritage Foods encourages you to have a minimum of three months planning time for best results. This checklist is to ensure all tasks completed, no missed tasks or unexpected surprises. Keep in mind this checklist was developed for Florida Food Festivals and can be altered based on needs and growing seasons in other parts of the globe.

PRE-EVENT PLANNING

Time	Task	Description
10 Weeks Before	Identify Attendees and Community Groups	Start Crowd Building
8 Weeks Before	Print Materials	Create and start distributing flyers for the event.
	Social Media Engagement	Start advertising the event on social media. Create a "Save the Date" feature on social media. Determine the #hashtag or @people related to your event.
6 Weeks Before	Personalized Outreach	Send an email invitation to key community groups and leaders. Share information about event, dates, times, and relevance to the community.
	Press Release and Local Media	Create a press release for local newspapers, TV stations and media outlets. Ask local reporters and photographers to cover the event.
	Print Material	Continue distributing flyers of your event in the community.
	Social Media Engagement	Highlight crops to be featured, cooking demos, and relevant information about your event every week. Use the #hashtag or @people related to your event.
4 Weeks Before	Personalized Outreach	Send another invitation to community members and attach an agenda to let them know what to expect.
	Press Release	Contact local newspapers, TV stations and radio stations to confirm if they can cover the event.
1-2 Weeks Before	Print Material	Distribute another round of flyers through various community venues and check whether the first round of flyers are still posted in public settings.

PRE-EVENT PLANNING

Time	Task	Description
	Social Media Engagement	Post information about featured chefs and engagement activities being planned. Use the #hashtag or @people related to your event.
	Personalized Outreach	Text and/or email reminders to speakers, attendees, media, and community partners about the time and place of event. Share the event itinerary.
During the Event	Print Material	Bring and distribute educational marketing material such as Florida Heritage Foods recipe cards, educational brochures, and harvest charts.
	Social Media Engagements	Post live photos of staff and video clips of musicians, chefs, and crops for sale on social media. Use the #hashtag or @people to tag in photos.
1 Day after Event	Social Media Engagements	Thank attendees, speakers, and staff for a successful event. Upload engaging photos or videos to showcase the event success and engagement.
	Personalized Outreach	Send personalized emails to those who attended the event and contributed to its success.