



P5-M12

Social Media Marketing & Sales

For Healthy Food &
Drink Products

Interreg
Atlantic Area
Regional Programme Development and Research



CAHFES

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There are plenty of sources of good information
on how to maximise your SoMe activity

SOCIAL MEDIA & YOU



Social Media Strategy

The Objective – To increase Awareness & Sales

The Who- What- When -Where -and How?

The Who - Use of social media platforms and websites to promote a product or service.

The What - Creating “online posts” by using images, video, comment, blogs and segments of information

The When - A constant online presence, strategically posting, engaging, and interacting with your market

The Where – Research the demographics of the main platforms and post on the platform that is closely aligned to the personas of your target market by taste, age, region, and interests

The How – Use Keywords, brand logos, high-res images, videos and links to other content or website

It's the new-
Shop window,
End aisle display
Promotional flyer
all rolled into one
and much more!

Does my business need a SoMe strategy?

.....YES!!



Facebook



Twitter



Instagram



You need to start thinking of social media marketing

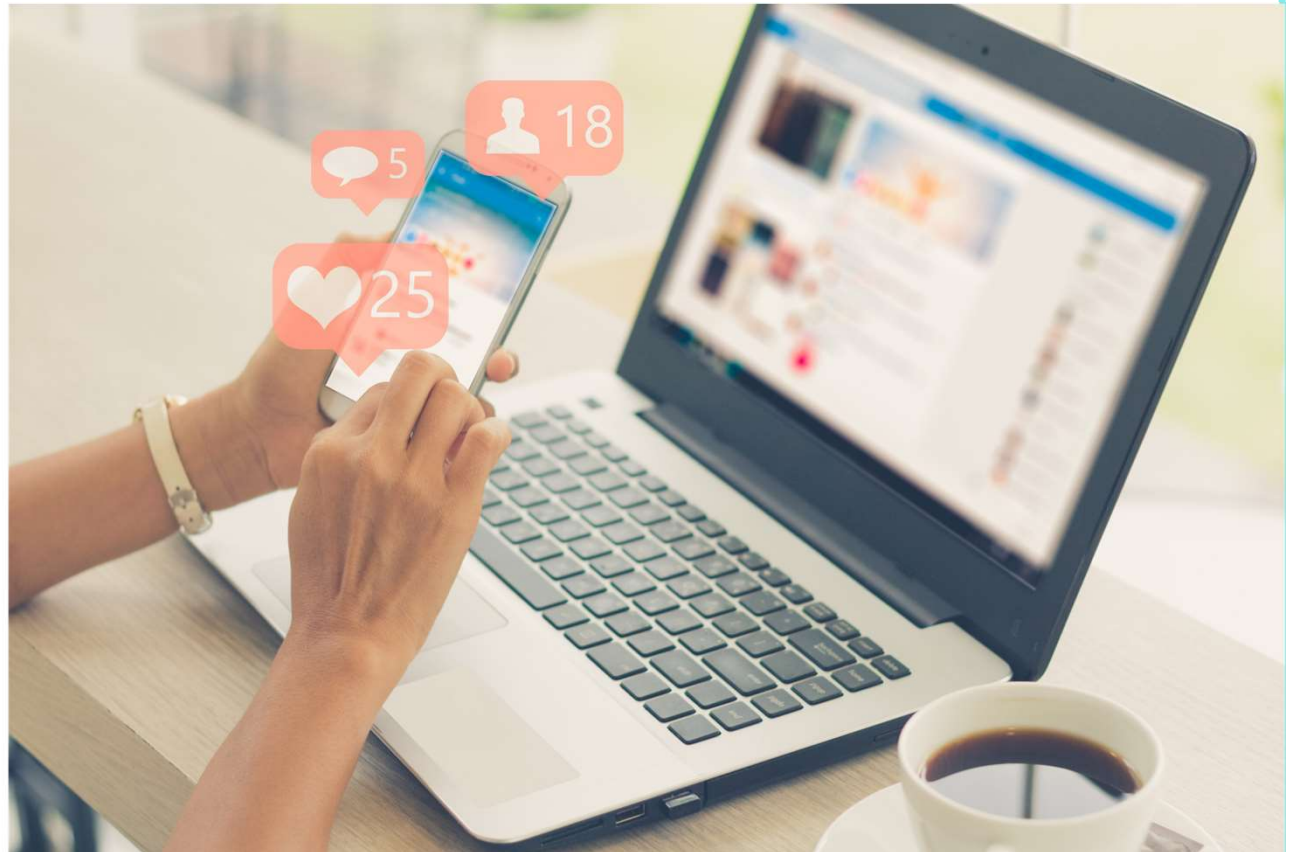
Why?

Because you need to be where your potential customers are already looking for you

Because Social Media is still growing

Because no strategy puts you behind competitors

Because it drives purchase decisions



A Social Media Strategy in 5 Steps

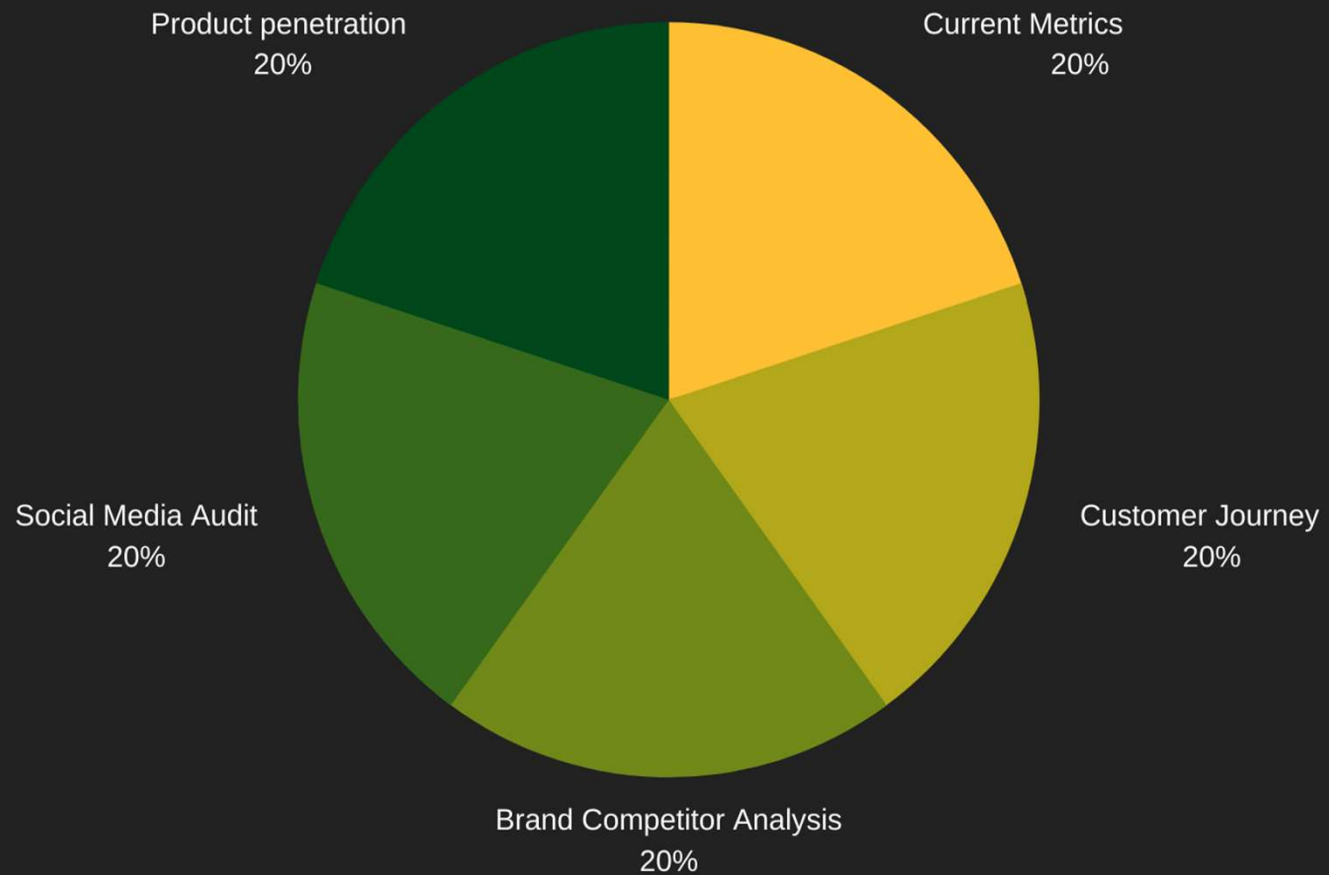
Create Value for your Brand

1. Analysis
2. Objectives
3. Find your Audience
4. Create Content
5. Test and Measure



**Research the 5
areas of interest
within the social
media world**

STEP1 - TAKE STOCK - ANALYSIS



**Record and
measure key
aspects of
activity**

Social Media Metrics

...

**Brand
Mentions**

**Audience
Engagement**

Brand Reach

Participation



Take stock of



A sample
list of the
areas to
look at



Whats working

Metrics

Engagement
clicks, reactions,
video views



Whats not

Audience
demographics

age, gender,
location

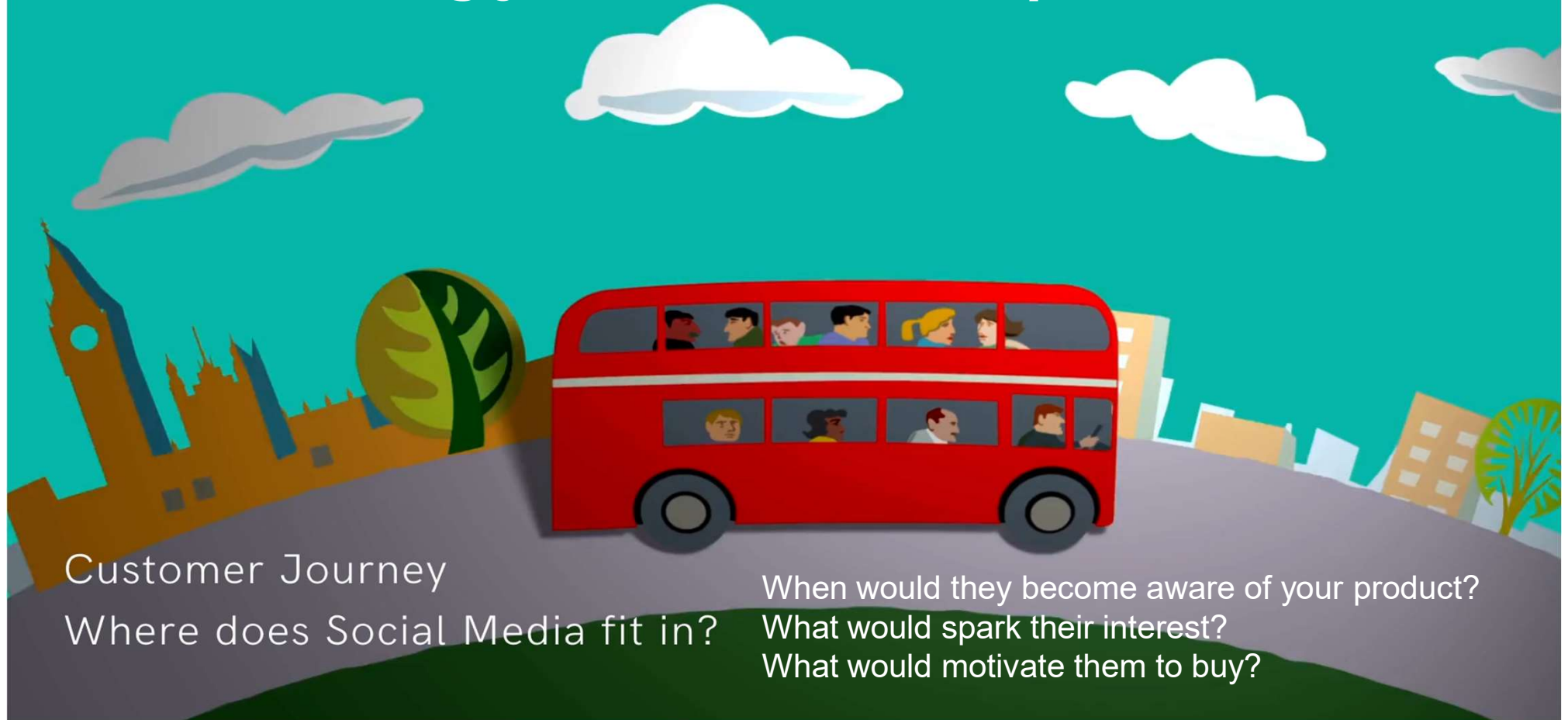


Improvement?

Referral traffic

Analytics, retweets,
pins, blog views etc

Growing your brands online presence



Customer Journey

Where does Social Media fit in?

When would they become aware of your product?

What would spark their interest?

What would motivate them to buy?

Competitor Analysis

Identify **competitors** on social media

What **platform** are they on?

How are they using them?

How often do they post?

How many followers do they have?

What **type of engagement** do they have?

Who engages with them?

What sort of **content** do they share?



Social Media SWOT Analysis

Use tools such as Buzz Sumo, Sprout Social



Step 2 - Set Goals



Increase
Brand Awareness

Generate
Leads and Sales

Grow
Your Brands Followers

Increase
Community Engagement

Increase Website Traffic



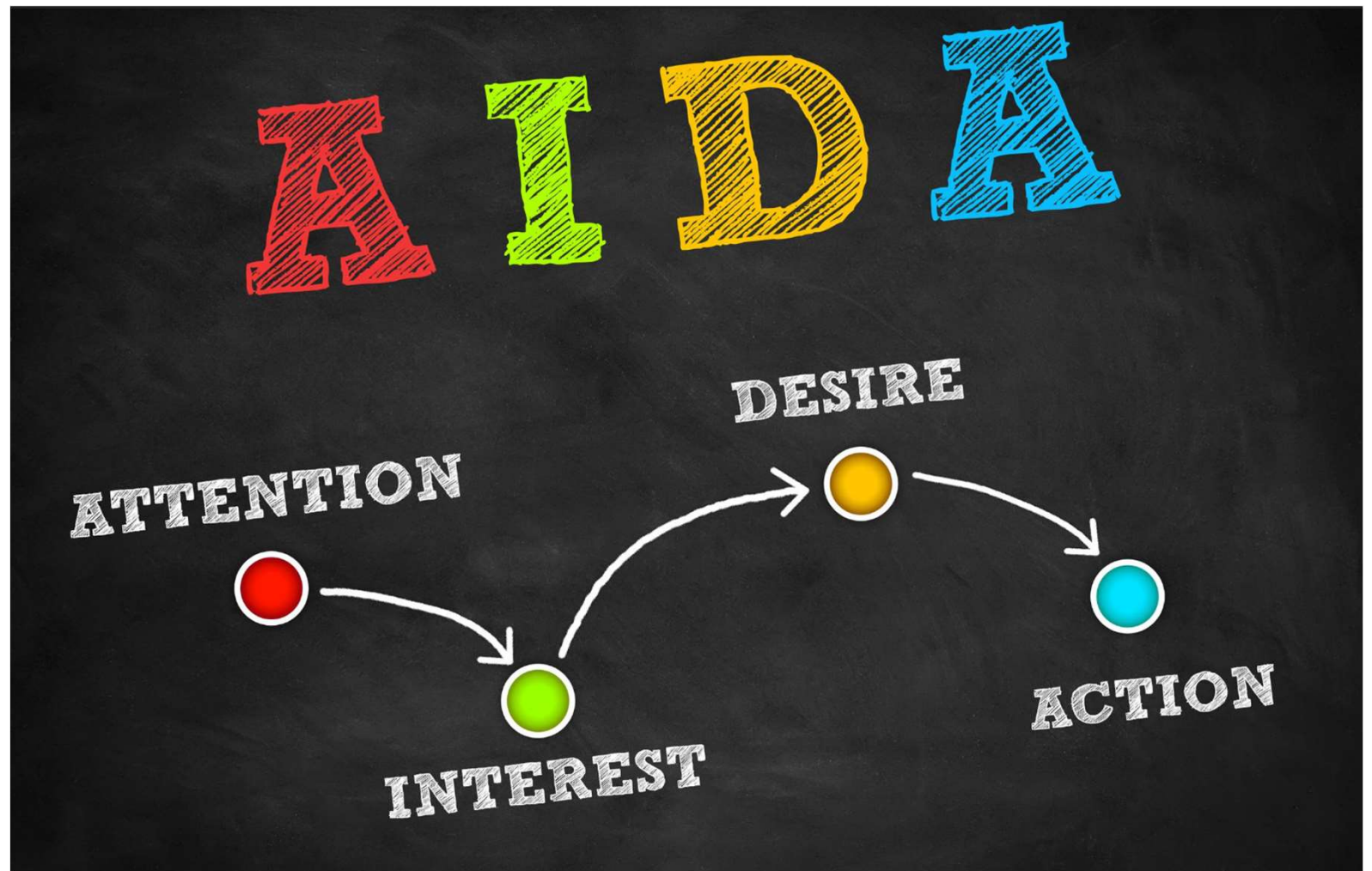
- Brand perception
- What do you stand for?
- What sets you apart?
- What communication resonates with your audience?
- What style / content fits with your brand?
- Consistent across all Social Media



AIDA

The Process of Engagement

1. Get their Attention
2. Stimulate Interest
3. Develop Desire
4. Call to Action



Get to know
who you are
talking to

Step 3

Research Your Target Audience

Gather **Real World Data**
Find out who follows and
who engages with you



Analysing
existing social tools



Use
data from your
Audit



Look at website
(Google) Analytics



Talk to customers



Use
tools such as Buzz
Sumo to research
content



Create Audience Personas

Why ? & How to?

Who are they? Age, Gender

...

Interests - Desires

Where are they found online?

When are they online?

Why do they consume the content?

How they consume content?

How to use them?

**Creating
good
content
is the
key to
success**

Step 4 **Create Content** ... for Your Target Audience

Tell your
brands story
through your
content

Which
channels are
you going to
post on?

When are
you going to
post?

What type of
content are
you going to
post?

How often
are you going
to post?

Create a
Content
Calendar

In terms of posting how much is enough



Instagram

5-10 Posts
2 Weekly
Stories



Snap Chat

5-20 Posts



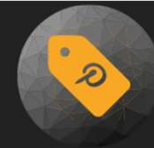
Facebook &
Linkedin

8-15 Posts



Twitter

21-70 Posts



Pintrest

35-70 Post



It is an ongoing process

Part of the new normal

Step 5

Test and Measure

Trial and error

Use Templates

Be adoptable

Remember objectives

Monthly reports with weekly monitoring

Evaluate strategy after one month and content weekly

Establish important metrics

...

How to measure your success

Social Media Metrics



Increase
Brand Awareness

Reach,
Views, Impressions, Engagement

Generate Leads and Sales

Number of leads and sales
from Social Media enquiries

Grow Your Brands Followers

Increase in followers on Social
Channels, Likes, Follows

Increase Community Engagement

Use Google Analytics to track
visits to your website

How to evaluate your activities

Analyze



the metrics, ask questions such as

How do these compare to metrics
from our Social- Media
audit?

Are they what you
predicted?

How
do they compare to
competitors or related
- products?

What can you do better?
and - Do you need help?



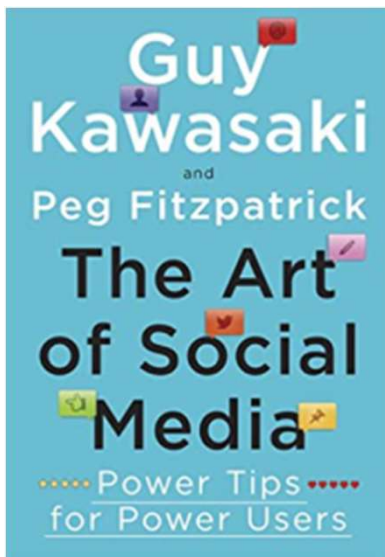
Its an ongoing journey

But even the longest journey
begins with the first step!



Recommended Further Reading

There are plenty of sources of good information on how to maximise your SoMe activity





This project is co-financed by the
European Regional Development Fund
through the Interreg Atlantic Area Programme





We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).

Acknowledgements

This is where you **give credit to** the ones who are part of this project.

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