

# 7 Ways

# SPECIALTY FOOD Brands Drive Sales with DIGITAL

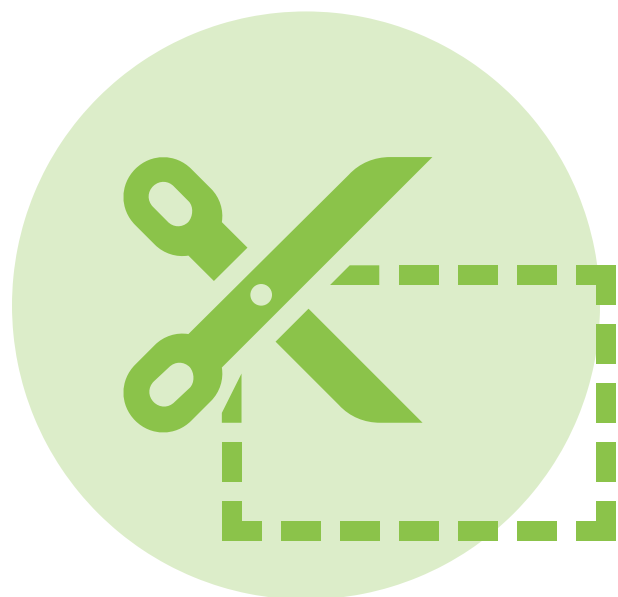


## WAY # 1: SEO

SEO helps your website become more visible by tailoring and expanding content to appeal to search engines. Create content that is useful to your audience.

## WAY # 2: SEM

SEM reaches prospects who are searching for what your food and beverage brand has to offer by placing your website at the top of their Search Engine Results Page (SERP) for keywords related to your product.

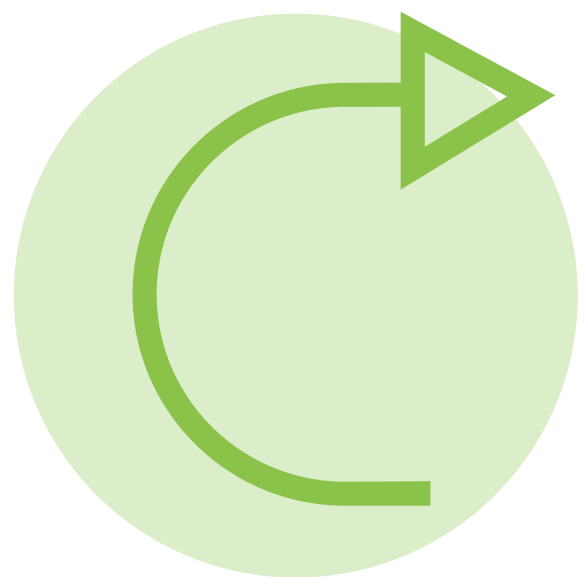


## WAY #3: COUPONING

High-value digital coupons are a great way to drive trial and build the loyalty of newcomers. Coupons can drive engagement and increase clickthrough rates on digital ads.

## WAY #4: DESTINI

With the ability to provide real-time store-level product availability information to customers, Destini is a game-changer for food products. The product locator includes data from over 80,000 retail locations through IRI or Nielsen and is the only locator solution that includes natural & specialty retailers that report to SPINS.



## WAY #5: REMARKETING

Remarketing is a powerful tool that will help you get more out of all of your marketing efforts. It focuses on previous website visitors by using display and text ads with calls-to-action (CTAs) that encourage them to return to and reengage with your website and brand.

## WAY #6: EMAIL

Don't overlook your email list to promote new/additional products to your current customers. This direct, low-cost channel is also an effective, expressive medium.



## WAY #7: CUSTOM AUDIENCES

Simply load your email list onto your chosen social media platform to easily deliver content and offers using paid social media ads delivered to customers on your email list when they log on to social media.