



## Marketing and Press Support

Bespoke support carefully designed to identify and make the most of opportunities to market your new award. There are different options for how this is provided, to best suit the needs of your business. All bespoke marketing plans will be costed individually depending on what will be included and at what level. A full price breakdown will be provided.

### Aims of package

- Promote your business to your target audience as food pioneers
- Get the message out and raise the profile of your achievement
- Make the most of opportunities to market
- Reach the public as well as staff and customers
- Make use of social media, industry and local press

### Options available:

- ✓ Marketing plan – a detailed plan of timeline and responsibilities (core)

### Social Media:

- ✓ A tutorial in social media and how to utilise it
- ✓ Specific designed social media posts to utilise. Guidance on how to utilise them at the right times for the best responses
- ✓ Press releases

### Quote Gathering:

- ✓ Gather quotes from customers, e.g. patient feedback, responses from school governors, patents. Valuable tool for winning business in the future

### Design Assistance:

- ✓ Design assistance for menus and marketing materials. This could be simply adding your logo to existing FFLSH marketing materials or creating new co-branded marketing material specifically for you
- ✓ Printing of any additional marketing materials

### Media:

- ✓ Create and publish online PR as part of an overall content marketing plan. Served Here have contacts with all the reputable sector specific online media and can connect and network with the rapidly emerging online audiences of editors and bloggers who will publish, share and link to your content online
- ✓ Advertorials in catering press
- ✓ Enhanced co-ordinating of social media support. Using suppliers and other interested parties such as local press to join in with any social support to create a splash.
- ✓ Photography

### Event Support:

- ✓ Provide support for any upcoming events
- ✓ Event PR

### Ad-hoc Marketing & PR Campaigns:

- ✓ Single press releases/articles
- ✓ Media placement/pitching
- ✓ Campaign content generation e.g. a bold, creative social media campaign to increase parent awareness

To request support or discuss your requirements please get in touch with your Food for Life Served Here Development Manager or email [catering@foodforlife.org.uk](mailto:catering@foodforlife.org.uk)