

Food Rescue Hero

Smart Marketing for Food Rescues



LET'S TALK ABOUT MARKETING



LET'S TALK ABOUT **SMART** MARKETING



Marketing for Food Rescue Organizations

Challenges:

- Broad Audiences
- Different Motivations
- Inconsistent Volunteer Needs
- Limited or Shared Marketing Resources
- Limited or Nonexistent Budget





Jon Meck
SVP of Marketing
Bounteous x Accolite



Smart Marketing

1

**Aligned With
A Plan**

2

**Has Multiple
Use Cases**

3

**Creates
Durable Items**



LET'S TALK ABOUT **SMART** MARKETING



LET'S TALK ABOUT CONTENT MARKETING



Let's Start With Some Assumptions

1

You have more marketable material than you realize. Do the easy stuff first.

2

Having a plan is better than having no plan. Writing it down makes it real.

3

The goal is not perfect, the goal is to get a little bit better every year.



WHAT IS CONTENT MARKETING

Smart Marketing for Food Rescue Organizations

Content Marketing in Action

Goals

Create material that aligns with your organization and themes.

Create material that answers questions or educates your audiences.

Create durable, lasting material that is easy to find and easy to reference.

Benefits

Content can be used across many different channels.

You can create derivative works and adapt into multiple formats.

Content can be used by different teams for different audiences / segments / stages.







STRATEGY

EXECUTION

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Strategy

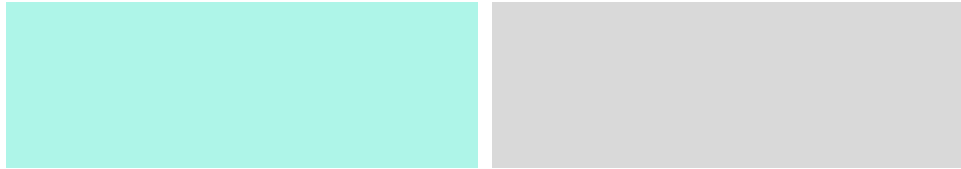


WHAT IS OUR CONTENT IS ABOUT?

MESSAGES / THEMES



AUDIENCES



SEGMENTS



STAGES



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Messages/Themes



WHERE'S THE BEEF?



MESSAGES / THEMES

Marketing Themes 412 Food Rescue

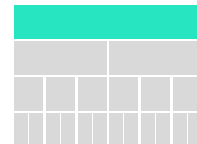
Our mission is to both **decrease food waste** and **increase food accessibility** to healthful foods for communities in need of support in the Greater Pittsburgh area. Our organization accomplishes this through facilitating food rescue initiatives and other programs to repurpose and redistribute food to community members experiencing food insecurity.

We will **educate** individuals and local organizations about the **benefits** of getting involved in food rescue, **fostering conversations and advocacy** that drive widespread adoption of this vital cause.

We will actively **engage interested media and fundraising organizations**, effectively sharing our message and expanding our reach.

To accomplish our mission, we will strategize our marketing plan to **increase volunteer rates and raise donations**.

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Audiences

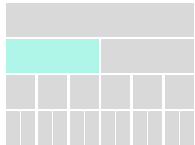


Audiences

Common Audiences

- Volunteers
- Funders
- Thought Leaders/Media Outlets
- Food Donors
- Nonprofit Partners

Share any additional
audiences in the
Webinar Chat!



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Segments



SEGMENTS

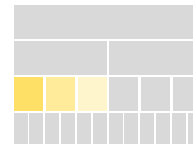
Audiences

Volunteers - Ideal Client Profiles

Retired	At-home parent	Young Adult	Student	Activists
Free time during day	New resident	Environment	Community service hours	Current events
Vehicle	Time	Vehicle	Resume builder	Time
Something to keep busy	Vehicle	Commute home	Driving hours	Vehicle
	Set good example	WFH get out of the house	Climate change /Social Issues	
	Running errands during day			

Motivations include "giving back" attitude and history of volunteering, making food recovery and direct delivery highly satisfying and personal.

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SEGMENTS

Break down audiences into smaller categories.

Get specific! Write out what we know about these segments, how they find out about us, where they spend time, what their preferences are.

Uncover motivations and reasons for why they are a good fit.

Talk to different teams to understand what excites these groups, how to inspire action, and what can turn them into advocates.

Consider creating “personas” to help pressure test your messaging.

Use surveys and conversations with actual individuals to create representative personas, to use in your planning and tracking.



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Stages





Reservevoice
6 stages of the consumer buying process ...



Yahoo
Consumer Buying Process ...



Global Reach
Navigating The Consumer Buying Process ...



Lumen Learning
Reading: Buying-Process Stages ...



Thrive Strategies
The Client Buying Process



Business LibreTexts
28.8: Buying-Process Stages - B...



Strategic Dynamics
Why Map the Customer's Buying Process ...



Powered by Search
Content Marketing to the Buying Process ...



SlideTeam
Consumer Buying Process | Presentat...



LinkedIn
The 5 Stages of the Buying Process and ...



Launched Marketing
Classic Stages of a Buying Process ...



Propel Growth
Buying Cycle With Content Marketing ...



IONBS
Buyer decision process and types ...



Geek4Geeks
8 Steps of Business Buying ...



Toronto Metropolitan University Pressbooks
4.3 Stages in the B2B Buying Process ...



Lumen Learning
Organizational Buy...



UdNote
Consumer Decision Process (Buyer ...



OpenStax
4.4 Stages in the B...



Imagine Hub
the consumer buying decision process ...



CIM
customers' buying journey ...



SketchBubble
Business Buying Process PowerPo...



WordPress.com
Buying Decision Process



Shopify
Understanding the B2B Buying Process ...



You Exec
Stages of Buying Process - You Exec

Related searches

- business buying process
- 7-step consumer decision making process
- b2b buying process



STAGES

AWARENESS

CONSIDERATION

DECISION

RETENTION



Stages

Plan and create content for the various stages.

Content can be adapted and used across different segments.

Consider where and how people in those stages will see your content.

Think through the various messaging channels you have available to you, and prioritize the right channel for the right stage.

Tag all of the content to record which stage it falls into.

Create a repository of easy to sort content based on the specifics about who they are and what stage they are in.



FREAKONOMICS**RADIO**™



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Execution



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Creating and Promoting



WHAT TYPE OF CONTENT DO WE CREATE?

Marketing Activity Matrix

We use content and marketing activities to establish ourselves as experts, contribute to our communities, endear ourselves to our partners, and drive meaningful opportunities. We track these efforts on the marketing matrix, which helps our teams focus on a wide variety of activities and helps generate a content scorecard, ensuring we are prioritizing high-value, externally-validated material that can grow our brand and drive leads.

Establish Expertise			Generate Leads		
Industry Shoutpiece blog, social	Industry Contribution tool, resource, open-source, trainings, meetups	Earned Thought Leadership speak at conference, panel, premiere guest post, award, case study	Paid Association conference sponsorship, booth, paid thought leadership, advertising	Rich Content Campaigns webinar, gated content, outbound promotion	Targeted Prospect Events In-market events, training events for clients/prospects

bounteous

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Proprietary & Confidential



WHAT TYPE OF CONTENT DO WE CREATE?

Establish Credibility

Generate Results

Industry Shoutpiece
blog, social

Industry Contribution
resource, trainings,
meetups,
community

Earned Thought Leadership
speak at
conference, panel,
award, case study

Paid Association
conference
sponsorship,
advertising

Rich Content Campaigns
webinar, gated
downloads

Targeted Events
in-market events,
for volunteers,
donors



Creating Content

1

Create content.

2

**Give it a home.
(Discover)**

3

**Promote it.
(Broadcast)**



How Do We Execute Better?

Create playbooks to make the process easier.

Create triggers for yourself to eliminate decision paralysis.

Create open channels of communication to other teams/initiatives.





ELEMENTS OF A PLAYBOOK

PRE-WORK

WORK

POST-WORK



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Prioritizing Work



HOW DO WE DECIDE WHAT TO WORK ON?

STRATEGY AND SCHEDULING

REACTING TO TRIGGERS



HOW DO WE DECIDE WHAT TO WORK ON?

PROACTIVE

REACTIVE



How Do We Decide What to Work On?

Prioritize your audiences / messages and allocate percentages.

Set goals for what you plan to do, and align with organizational objectives. Revisit these percentages annually or as needed.

Align resources and planning to your allocations.

Break the year into smaller pieces and estimate number of articles, activities, etc. to the broader goals.

Align with campaigns and aim for multiplicative efforts.

Look for the crossover events and activities that can reach multiple audiences/segments at one time.



Setting Meaningful Goals

Set goals for both bottoms-up and top-down views.

Explore what data you have access to and what you need access to.

Only measure what will help you make decisions.



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Take Aways



Go Forth and Create!

1

Use your internal celebrities.

Everyone has a role to play in marketing. Curate stories and marketable highlights from other teams.

2

Be purposeful and strategic.

Writing it down is good first step! Consider audiences, segments, and stages and build appropriate messages. Track your efforts.

3

Curate the first impression.

Extend the shelf-life of marketing materials through durable activities and material.

4

Create repeatable playbooks.

Don't miss the easy stuff. Put marketing on autopilot and get the most value out of your efforts.



Smart Marketing for Food Rescues
Thank you!

FOOD RESCUE HERO

PEOPLE-POWERED TECH