# MARKETING UPDATE

*"Back-to-school" messaging is a priority on our social platforms for September, including focus on the Co+op Basics cost-savings program.*

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## Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop.

See the attached Promotions Playbook for September - November.

## Social media highlights

Posts about our store and our local producers continue to rank highest.

- We experienced a 60% increase in number of Facebook likes from August 23-29 when compared to our usual recruitment rate, along with a 59% increase in follower rate for the same time period.
- Our "welcome to the Co-op" post (shared 8/22) is our newest high-performing post, with 1,836 impressions and reaching 35 non-followers. This is a high number of non-follower interaction for us!
- New all-time high post reach via Facebook, leveling at 2,113 views in June 2021. We continue to reach an average of 2,219 viewers weekly
- Yes - we have a TikTok. No, we don't really dance that often. Follow us on the app @moscowfoodcoop.
- Our total "actions on page" is lower than desired, (receiving directions, phone number, or website clicks). We'll keep working on improving direct calls to action and ease-of-use.
- Check out our breakdown on analytics below!

# Social dashboards and reviewing our analytics

We have access to an incredible quantity of information on our readership via social platforms. Our analytics dashboards offer a wealth of information. The dashboard below compares our 5 most recent posts, as well as the current level of engagement on each. This is just one example of analytics offerings, and offers great insight into how our engagement tracks across the kind of content (link, photo, or video) along with the topic. We review this information weekly to make informed decisions about social strategy.

Your 5 Most Recent Posts

Create post

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|---|---|---|---|---|---|---|
| 08/30/2022 5:59 AM | Meet Paul and Annette of the Spring Valley Family Tree Farm! | | | 1.9K | 42 64 | Boost post |
| 08/29/2022 2:12 PM | Back-to-school season is here! Whether you're packing lunches or | | | 428 | 4 2 | Boost post |
| 08/21/2022 6:30 AM | Starting tomorrow, our campus location in The Center will be open | | | 947 | 5 8 | Boost post |
| 08/20/2022 1:25 PM | We're so excited to be the host of a new donation station for Backyard | | | 1.5K | 47 23 | Boost post |
| 08/17/2022 2:07 PM | Tomorrow! We're excited to share all the tasty smells with downtown | | | 288 | 3 0 | Boost event |

See All Posts

# "Welcome" promos boost August ownership recruitment

Marketing put together three promotions to support owner recruitment in August, a month that usually ranks high in the number of new owners joining the Co-op due to the high number of folks moving to town for start of school or positions at the universities.

All owners who signed up in the month of August received a coupon for $5 off a future purchase of $25 or more valid through 9/16. Chloe gave away free 12 oz. drink coupons at two tabling events as well as a specific partnership with the Identity living community.

As of August 30, we have welcomed 136 new owners into the Co-op family. Welcoming new faces to the store will continue to be a priority in marketing messaging throughout the rest of the year.

# Wine 101 class series restarted in August, September

Marketing assistant Peg Kingery hosted "Wine 101: White Wines" on Thursday, August 4 in celebration of National White Wine Day.

The Co-op provided light snacks including vegan and dairy-based local cheeses, crackers and gluten-free crackers, as well as organic nectarines and pluots. The classes were supported by Ron Navarette (Beer & Wine Buyer), and Chloe Rambo (Marketing Manager). Tickets sold for $8/person with a maximum capacity of 25 attendees.

The promotion of the white wines class included social media posts, a Facebook event, multiple newsletter features, and "sneak peeks" of what participants would be tasting during the class on social media. Our next class will take place on Thursday, September 29 and will be focused on red wines. This class sold out as of August 28. We are currently considering the meeting space and will potentially release more tickets.

Marketing is tentatively planning classes focused on port/dessert wines in October, sparkling/champagnes in November, and sake in the future. Stay tuned for more information.

*Center: Example of social media post sharing a sneak peek of wines to be tasted during the class. Right: Peg teaching the white wines class on August 4 at the Latah County Fairgrounds.*

**Click here to see more upcoming classes from the Co-op.**

# Co-op participation in back-to-school activities

The University of Idaho's Department of Student Involvement coordinates SYNC (Serving Your New Community) annually as a one-day event during the week of new student orientation. Marketing coordinated a service day at the Co-op on Saturday, August 20 for a crew of 18 incoming freshman collecting donations for the Vandal Food Pantry, the primary food bank on campus.

The group interacted with customers for a little more than two hours outside both main doors and received more than 120 pounds of food, along with $250 in cash donations. They did an amazing job, and the student groups were excited to learn more about the Co-op, our product offerings, and about our cooperative values. We hosted a competition between the groups and the winners received a coupon for a free 12 oz. drink (featured on 2), and all the volunteers received a Co-op sticker.

Chloe and Edgar (our AmeriCorps staff member focused on food insecurity outreach and education) tabled later that day at Palouasfest, the event welcome new Vandals to Moscow by introducing them to 150+ organocations and student groups.

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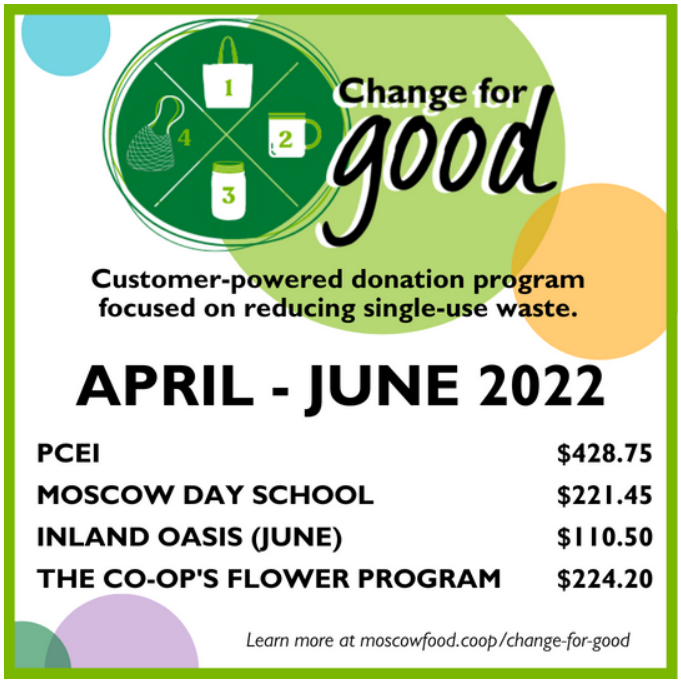
*Left: One of three student groups tabling at the Co-op for food donations. Center: Our new promo sticker. Right: Our table display at Palousafest, complete with free drink coupons, prize wheel, stickers, buttons, and free cookie samples.*

# Q2 Change for Good donation totals




We rolled out "Change for Good" in April 2022 with the goal of reframing the 21¢ bag charge. In brief review, Change for Good is our customer-powered donation program focused on reducing single-use waste across the store. Customers are given a 5¢ token to which they can donate to one of three featured nonprofit organizations or causes.

We wrapped up the first quarter of Change for Good in June 2022, and to the left you'll see our donation totals.

We're continuing the program now (through Q3) with three new featured organizations: Palouse Advocacy League, Community Action Center (Pullman), and the University of Idaho Women's Center.

Click here to learn more about Change for Good. We'll be accepting applications for Q4 through 5 p.m. on September 10.

# Local Love campaign highlights regional producers, vendors, growers online and in-store

*Moving left to right: Staff Picks tags posted in-store on select favorite items. Specialty fresh deals signs created with producer photos. Specialty signs made for the cheese sale on Brush Creek (Deary). Specialty Local Love signs created for the produce department. Customers can now read select profiles on growers and producers in the produce department as they're looking at local goods.*

We created the Local Love campaign to run during the August A sales cycle. This campaign included heavy promotion of local producers and in-store signage marked with the orange branded tags.

We received great feedback and will continue to share profiles of local producers on our online platforms.

# Marketing, Outreach & Education Briefs:

- We have a fully-booked gallery schedule for the remainder of 2022. Click here to stay updated on the art gallery.
  - Photography by Steven Devine: 8/15 - 9/1
  - Oil Paintings by Duane Mickelsen: 9/2 - 9/30
  - Works by Araya Carreiro: 10/4 - 10/17
  - Digital Prints by LynnLin Qiao: 10/18 - 11/1
  - Watercolors by Cheryll Root: 11/1 - 11/17
  - Works by Julene Ewert: 11/17 - 12/2
  - Oil Paintings by Maria Marx: 12/2 - 12/18
  - Staff Show: 12/18 - 1/1/2023

- Chloe tabled at New Faculty Orientation at the University of Idaho on Monday, August 15. She met with new faculty and shared more information about the downtown Co-op and Co-op on campus, while giving away cookie samples and free drink coupons.

- The annual Hatch Chile Roast was a great success! Corrie from Charlie's Produce (Spokane) visited us on Thursday, August 18 with her cage of fire. We sold out of all hatch chiles in the store by 6:30 p.m. We paired the chile roast with a beer and seltzer tasting (ran by Chloe) as well as live musical entertainment from Rob Ely. Thank you, Rob!

- The Co-op will be a site sponsor for the full 2022-2023 Artwalk season, meaning we'll be hosting a reception and vendor tasting every third Thursday from October - June. Keep an eye on our Facebook page and enewsletters to stay in the loop on our monthly receptions.

*We've been focusing on bringing never-before-seen artists to the deli gallery. Top: The first gallery show by 17-year-old Rielee Emma! Here acrylic paintings of landscapes and cows were loved. Bottom: The first gallery show of photographer Steven Devine. Many folks have loved his incredible action shots of skiiers shredding down Schweitzer Mountain.*

*Left: Corrie from Charlie's Produce running the hatch chile roaster.*
*Right: Charlie's Produce prepared small flyers with recipe ideas on the flip side to share with customers during the tasting.*

*Top: Melinda and Chloe tabled at the Pour Company Artisan Grains Beer Fest at the Latah County Fairgrounds on Friday, July 7. The event was a culmination of the Artisan Grains Conference hosted by UI Extension. Melinda and Chloe sold whole wheat pita made with local Harvest Ridge grains (Lewiston) and our classic Lentil Brownies made with PNW Lentils.*