

SAVOR SUCCESS

10 STRATEGIES TO ENGAGE CUSTOMERS
AND BOOST FOOD PRODUCT SALES



SUSTAINABLE INITIATIVES | [SUSTAINITALL.COM](https://sustainitall.com)

CREATIVE MARKETING FIRM FOR FOOD, TECH +
SUSTAINABLE COMPANIES



INTERACTIVE SOCIAL MEDIA CAMPAIGNS

- Run interactive campaigns such as "Create Your Own Recipe" contests or "Caption This Dish" challenges on social media.
- Encourage customers to participate by sharing their entries and voting for their favorites, generating buzz and user-generated content.

2



FOOD TASTING EVENTS

- Organize live food tasting events at your physical location or partner with local stores and venues.
- Offer samples of your food product along with special discounts for attendees to encourage sales.



INFLUENCER TAKEOVERS

- Collaborate with food influencers to do Instagram, Tik Tok, YouTube or Facebook takeovers featuring your product.
- Let influencers showcase creative recipes or dishes using your food item to inspire their followers.

4



LIMITED-EDITION FLAVORS OR PACKAGING

- Introduce limited-edition flavors or special packaging designs for a seasonal or exclusive feel.
- Create a sense of urgency and FOMO (Fear of Missing Out) to drive sales



AUGMENTED REALITY (AR) EXPERIENCES

- Develop an AR app that allows customers to virtually "try" your food product in their own space.
- Gamify the experience by incorporating rewards or discounts for trying the AR feature.

6



STORYTELLING THROUGH VIDEOS

- Create compelling video content that tells the story behind your food product, its ingredients, and production process.
- Emphasize the brand's values and commitment to quality, connecting emotionally with your audience.



INTERACTIVE PACKAGING OR QR CODES

- Design packaging with interactive elements or QR codes that lead customers to online content, recipes, or exclusive offers.
- Make the unboxing experience fun and memorable



POP-UP FOOD TRUCKS OR STALLS

- Set up pop-up food trucks or stalls in high-traffic areas or events.
- Offer samples, demonstrations, and engaging activities to draw in potential customers.



CUSTOMER LOYALTY PROGRAMS WITH REWARDS

- Implement a loyalty program that rewards customers for repeat purchases and referrals.
- Offer exclusive rewards, discounts, or early access to new products.

10



COLLABORATIVE RECIPE E-BOOK WITH INFLUENCERS

- Partner with food bloggers or influencers to co-create a recipe e-book featuring your product.
- Promote the e-book through both your and the influencers' channels, expanding the reach to a larger audience.

**LET US CREATE AN
ENGAGING AND IMPACTFUL
MARKETING STRATEGY FOR
YOUR FOOD PRODUCT.**

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