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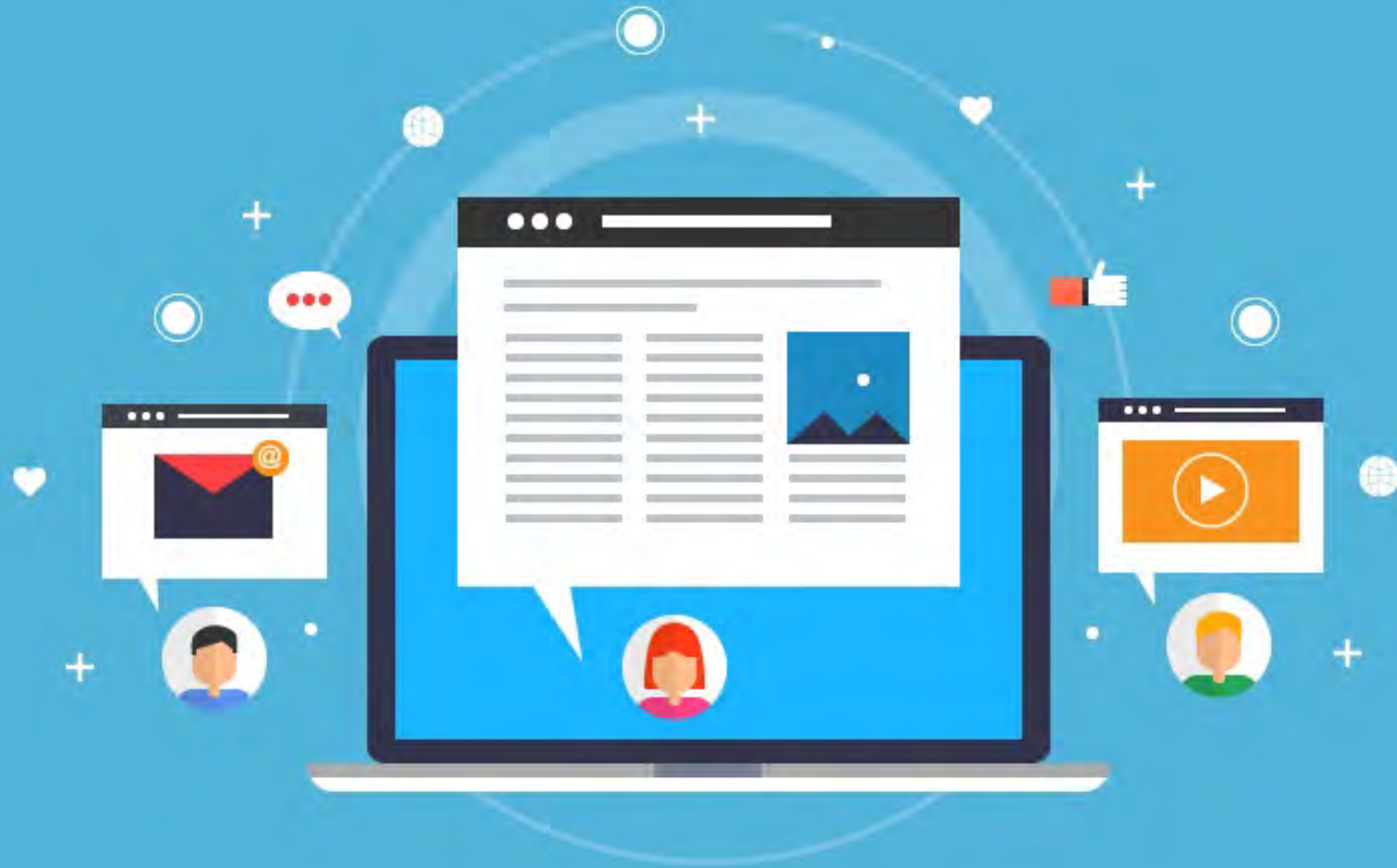


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MEAT & POULTRY
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SOCIAL MEDIA NOW: Strategies for Customer Engagement



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Our Panel:



Carrie Stanley

Director of Advertising
& Marketing,
Associated Grocers



Hilary Gerard

Retail Beef Brand
Manager, Cargill



Paula Skladanowski

Social Media Manager,
Heinen's Grocery Store



Kent Harrison

VP of Marketing &
Premium Programs,
Tyson Fresh Meats



SOCIAL MEDIA NOW: Strategies for Customer Engagement









The Facts:

- Total worldwide population is 7.7 billion
- The Internet has 4.2 billion users
- There are 3.4 billion active social media users
- On average people have 5.5 social media accounts and spend 116 minutes a day on social





Top Platforms

-  YouTube 73%
-  Facebook 68%
-  Instagram 35%
-  Pinterest 29%
-  Snapchat 27%
-  LinkedIn 25%
-  Twitter 24%
-  WhatsApp 22%



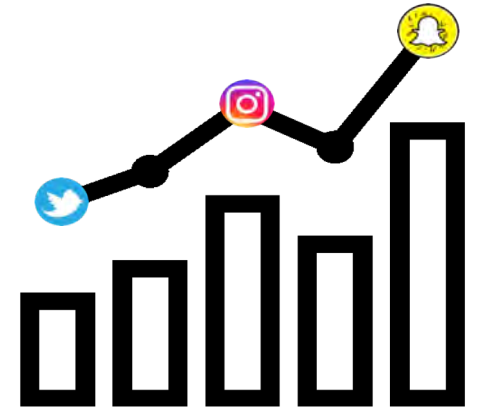
Breaking Through the Noise



How is the industry currently utilizing social media platforms in the ever-changing digital environment?



How are we currently targeting audiences for maximized engagement and are we focused on upcoming generations and influencers?



How are we optimizing investments based on learnings?
How much weight is put on data-based marketing when it comes to social targeting?



Key Takeaways:

- Keep it real. Be authentic and consistently tell your story. This speaks volumes to your audience and helps them develop trust toward your messaging.
- Listen to and engage with your audience. Don't forget that beyond the exciting content you are sharing, there is also a level of customer service that happens behind the scenes.
- Packer/processors can maximize their efforts to reach consumers by collaborating with retail partners who already have a presence on social media platforms.
- Social media marketing should be part of a multifaceted consumer awareness and messaging campaign that includes traditional media, signage and in-store elements. Communicate 8 times, 8 different ways.



Key Takeaways:

- Data over Demographics. Prioritize purchase behavior, lifestyle and online behavior over demographics when targeting social content.
- Find great influencers and get out of their way.
- Have a plan or get involved with planning your retail social media activity- suggest 1-2 meat content ideas per week that can fit into the plan for the marketing department to consider.
- Promote local favorites and promote weekly. Take a picture of the item, a little info about what makes it great and sell, sell sell! Local favorites from other departments can also tie into the meat department to sell - maybe it's a spice, marinade, sauce that goes great with a cut that you want to promote this week.

Thank you

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