



HEALTHY RETAIL MARKETING

**SOCIAL MEDIA MARKETING STRATEGIES TO
PROMOTE HEALTHY OPTIONS IN YOUR COMMUNITY**



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INTRODUCTION

OVERVIEW OF HEALTHY RETAIL

Retail environments significantly influence purchasing behaviors and, consequently, our dietary choices. For CalFresh recipients, these environments represent the final decision point where they spend their benefits. Research consistently supports the marketing principle that the majority of purchasing decisions are made in-store. Consequently, billions of dollars are invested annually in in-store advertising aimed at shaping consumer choices. However, few retailers employ marketing strategies to encourage healthier options.

To make healthier purchases, CalFresh consumers need both education on healthy shopping and in-store prompts at the point of decision. Product, placement, pricing, and promotion are key in-store marketing strategies that drive consumer purchasing. Enhancing the visibility and convenience of healthy foods can be effective in promoting better nutrition and health.

By collaborating with retailers to improve the selection, placement, and promotion of healthy products, CalFresh Healthy Living Implementers can help shift retail practices and community norms towards supporting healthier eating for all shoppers.

Implementing strategies that increase the availability and promotion of healthy foods in retail stores involves leveraging the 4 Ps of marketing: product, placement, pricing, and promotion.

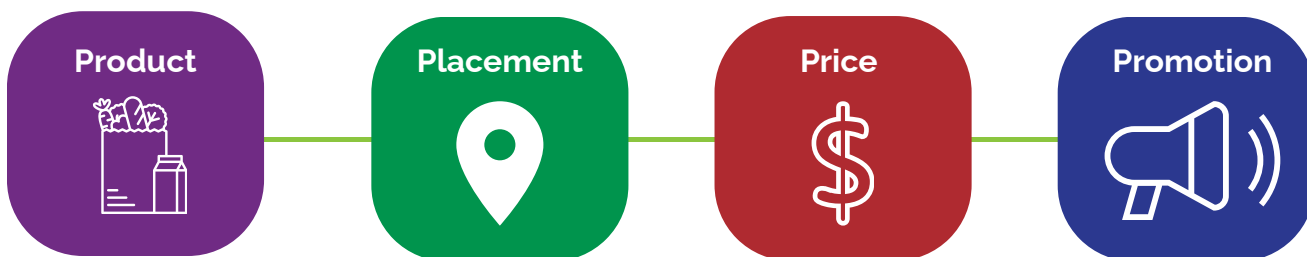


PRODUCT, PLACEMENT, PRICE, AND PROMOTION

Healthy retail strategies follow the 4 P's of marketing: product, placement, price, and promotion. These four retail marketing strategies can be introduced to the store manager or the owner to implement. Your organization can provide technical assistance around procurement, healthy item identification, nutrition standards, and nutrition education to supplement these marketing strategies. Retailers often benefit from basic nutrition education to understand the relationship between healthy food and positive health outcomes. In turn, store owners can become better partners in health for their customers' health.

- **Product:** Offer products to meet customer interest or demand, such as healthy grab-and-go items.
- **Placement:** Place healthy food items in areas that are highly visible, such as check-out aisles/lanes.
- **Price:** Price items at a price-point that is attractive to customers and consider incorporating a loyalty program to incentivize continued visits.
- **Promotion:** Promote healthy items and sales online via social media and in-store displays.

Marketing and promotional materials can increase followers, shoppers' awareness and selection of healthier foods. Social media is a free platform that can have a huge reach. This guide will show you how to utilize social media as a way to promote healthy products to CalFresh shoppers and encourage healthy purchases at their local retailer.



VIRTUAL HEALTHY RETAIL STRATEGIES

Marketing healthy foods and products online can support CalFresh shoppers in making healthy purchases. Online promotion also supports businesses in reaching their customers and attracting new customers.

PROMOTION AND MARKETING PRACTICES

Marketing and promotional materials can significantly boost shoppers' awareness and selection of healthier foods. Many customers turn to social media for word-of-mouth recommendations and brand or store promotions.

CUSTOMER ENGAGEMENT

Using social media to boost in-store healthy promotions enhances customer engagement, spreads awareness of healthy messaging, and can increase sales. Effective online marketing can influence the consideration of healthier products. Regularly updated social media content keeps customers engaged more frequently.

BOOST SALES

When customers are actively looking to make a purchase, they often can be driven from social channels to in-store visits. Using social media to drive people to your store is an additional media marketing tool that does not require any extra costs and may boost sales.

BUILDS LOYALTY

Customer loyalty is the key to growth. Ensuring customers receive quick and informed responses when on social media is just as important as having them engage with the store via phone, email, or in person.





SOCIAL MEDIA

Social media is a customizable, instant way retailers can reach and engage customers digitally. Retailers can use social media as a free marketing tool that allows for easy advertising. Marketing healthy foods and products online can support CalFresh shoppers in making healthy purchases. Online promotion also supports businesses in reaching their customers and potentially gain new customers.



HOW TO USE SOCIAL MEDIA FOR ONLINE HEALTH PROMOTION

HEALTHY MARKETING MESSAGES

- Provide CalFresh shoppers with tips on how to shop and prepare healthy meals using their CalFresh benefits.
- Including recipes for retailers is a great way for them to feature a product online and encourage followers to shop at their store for the ingredients. Encourage stores to include a list of ingredients, the recipe, and a reward such as a feature on their story for followers to participate.
- Find CalFresh Healthy Living Recipes here:
 - [CalFresh Healthy Living | Healthy Recipes](#)

PROMOTE GRAB-N-GO OPTIONS

- Grab-n-go options are ready-to-go foods that can be easily offered at a specific and convenient point in the store. Promoting this option via social media gives customers advanced insight into what is available in-store at any given time.
- Grab-n-go sections should include in-store marketing as well as online marketing. Promote grab-n-go offerings online by providing a snapshot to shoppers on popular food items and in-store specials for children and families. Stores should be encouraged to post frequently, at least once a week highlighting available items, since most grab-n-go sections are dependent on what is in season. Such items include:
 - Guacamole
 - Salsa
 - Vegetables with hummus
 - Sandwiches
 - Sushi
 - Fresh or dried fruit
 - Protein snacks
 - Water
- Healthy Food Kits are easy to make, all-in-one packages that may be offered by some of the retail stores. Such kits include:
 - Guacamole kit
 - Soup kit
 - Salad kit

A photograph of two young children, a girl and a boy, wearing white chef hats and aprons, focused on whisking ingredients in blue mixing bowls. The background is slightly blurred, showing a kitchen setting.

HOW TO USE SOCIAL MEDIA FOR ONLINE HEALTH PROMOTION

PROMOTE COUPONS, DISCOUNTS, SPECIALS, TWO-FOR-ONE DEALS/BOGO (BUY ONE GET ONE FREE), OTHER SALES AND PROMOTIONS

- An online coupon is the digital version of a traditional paper coupon.
 - Develop time-sensitive coupons. This promotes urgency for followers to visit the store, share with others in their own social media network, and potentially increase store followers and visitors.
- A loyalty program is a strategic marketing concept designed to retain existing customers through various rewards exclusive to members, while at the same time attracting new customers.
 - Loyalty programs include:
 - An easily communicated value proposition
 - Online platforms for keeping customers engaged
 - New channels—and a compelling reason—for communicating with customers
 - Tools to collect customer data and analytics to personalize their value offering

PROMOTE PROGRAMS AND CLASSES

- Highlight programs such as CalFresh/EBT and WIC.
- Virtual cooking classes
 - Make healthy and seasonal recipes with common pantry or store items. Promote these on your social media pages and invite the community to participate from home. Use platforms such as Zoom or Facebook Live.

PROMOTE HEALTH NEAR A HOLIDAY OR HEALTH RELATED DAYS

- Provide the store with a recommended content calendar that includes holidays. Apart from federal holidays, it is a great idea to promote other health observances such as American Heart Month or Child Health Month.
 - Use these observations as monthly themes for the stores to promote store activities on social media. Include a post and a short description of the promotion to encourage followers to visit the store.
 - Consider creating a few key messages around the holidays for store owners to post.
- Seasonal produce can be included and promoted in the healthy foods and beverage sections.
 - Ask the retail store to choose from a variety of seasonal fruits and vegetables and learn more about each one. Use facts and other details to post alongside the featured fruit or vegetable. Explore the [Seasonal Produce Guide](#) for additional information.

PROMOTE HEALTHY FOODS AND BEVERAGES

- Inform customers of alternative and low-calorie beverages that are available in the store. For example:
 - Low-fat milk
 - Nut milk
 - Beans
 - Brown rice
 - Quinoa

PLATFORMS:

USING SOCIAL MEDIA PLATFORMS FOR STORE PROMOTION

INSTAGRAM

Instagram is an effective tool for retail stores to promote their healthy products. Retailers can boost engagement by posting photos of their healthy options and encouraging customers to share their purchases. This increases online interaction and strengthens the store's digital presence. For information on setting up an Instagram account for your business, visit [Instagram for Business - Get Started](#).



FACEBOOK



Facebook provides a versatile platform for retail businesses to display essential information such as business hours, address, reviews, and phone numbers. Customers can conveniently click to call directly from the app. Additionally, retailers can enhance their presence by posting healthy recipes featuring seasonal fruits or vegetables. For more details on using Facebook for your business, visit [Facebook for Business - Get Started](#).

X

X is ideal for sharing concise, 280-character messages, allowing retailers to quickly update followers on daily sales of healthy products, new produce arrivals, and upcoming events. Posts can also include links to external sites like healthy recipes or other social media platforms. Discover how to set up and optimize your business account at [X for Business](#).



YELP



Yelp is widely used by businesses to provide comprehensive details about their operations while enabling customers to leave reviews, comments, and upload photos. Retail stores can incorporate healthy messaging into responses to customer interactions and photo uploads to effectively promote their offerings. Highlighting phrases like "We offer a variety of fresh fruits and vegetables sourced locally" can enhance visibility and engagement. Explore more about leveraging Yelp for your retail store at [Yelp for Business](#).

GOOGLE BUSINESS

Google Business offers retailers a powerful tool to manage their online presence effectively. By updating and maintaining their business profile with accurate information such as operating hours, location details, and contact information, retailers ensure potential customers can easily find and connect with them through Google Search and Maps. Additionally, retail stores can maximize their profile by posting high-quality photos showcasing their business environment and highlighting healthy produce offerings. Get started with Google Business by visiting [Google Business](#).



REVIEWING METRICS

Social media metrics are important to track in order to help stores understand the value of the work and the effect of the decisions made. It allows you to understand who your followers are as well as measure performance and engagement. Lastly, it allows you to improve content for further engagement and customer loyalty. View these social media metrics that matter: [Social Media Metrics You Need to Track](#).

IMPORTANT FACTORS TO CONSIDER WHEN REVIEWING METRICS

CONTENT CREATION

- Ensure posts are easy to read and visually appealing.
- Maintain a consistent tone to engage your audience effectively.
- Use tools like HootSuite or Canva to create, manage, and track posts efficiently.
- Utilize the [CalFresh Healthy Living Social Media Toolkit](#) for ready-made content or create original posts to keep content fresh and relevant.

FREQUENCY OF SOCIAL MEDIA POSTS

- Some stores will need to post more often, and some might need to post less. See the chart created by our partners at RESCUE Agency for posting frequency recommendations: [Social Media Training: Best Practices](#).

FOLLOWER ENGAGEMENT

- Encouraging engagement is crucial to building brand awareness for your grocery store on social media. You can interact with customers on a personal level by engaging with them in the comments or answering their messages in your messaging platform. You can also create open-ended posts on your social media. A prime example of this is a poll. Some platforms, such as Facebook and X, give you the option to post polls, which creates a great interactive opportunity to get followers to view your grocery store's content.

REVIEW FEEDBACK

- Encourage store managers to ask for employee feedback regarding posts.





BEST PRACTICES

Social media platforms are a powerful tool for connecting with the local community, attracting potential customers, and building customer loyalty, all of which can contribute to increased profits. The **Social Media Training: Best Practices chart**, created by our partners at RESCUE Agency, includes what each platform is useful for, recommended posting frequency, and the types of engagement that stores can have with their followers.

Tips for Effective Social Media Use:

- **Bridge Online and Offline Engagement:** Social media can help to bridge the gap between customer engagement online and offline.
- **Drive In-Store Traffic:** Social media can draw customers to the store if used effectively.
- **Cost-Effective Marketing Tool:** Social media is a low-cost, easy-to-use tool.
- **Enhance Visual Appeal:** Clear photos and minimal filters can be used to enhance the look and feel of your message.
- **Concise Messaging:** Quick, to-the-point messaging grabs and focuses the customers' attention.

By leveraging these tips and the best practices outlined in the chart, stores can effectively engage with their audience, promote their offerings, and foster a loyal customer base.

HEALTHY MESSAGING AND POST IDEAS

EASILY INCORPORATE HEALTHY MESSAGING INTO EVERY POST

The following are social media posting recommendations that retail stores can use to create personalized posts.

- **Create Online Giveaways**
 - Host giveaways featuring a specific vegetable or fruit. Encourage followers to like the post to enter and spread the word to friends.
- **Picture Contest**
 - Encourage customers to post a picture of their favorite product, more specifically a fruit or vegetable, or any other healthy snacks offered at the store.
- **Feature Local Farmers**
 - Showcase the farmers behind your local produce with brief videos or posts, emphasizing what they grow and their contribution to your store.
- **Engage Customers**
 - Share user-generated content such as healthy recipes submitted by customers or stories from those who had successful healthy shopping trips.
- **Announce Seasonal Produce**
 - Highlight new or seasonal produce arrivals, offering quick cooking or consumption tips to inspire customers.
- **Fresh Produce Delivery Updates**
 - Provide updates on freshly delivered produce, showcasing the vibrant variety available in-store for the day.
- **Feature Food Demonstrations**
 - Provide updates on freshly delivered produce, showcasing the vibrant variety available in-store for the day.
- **Share Recipes**
 - Source healthy recipes from reputable platforms like [CalFresh Healthy Living](#), sharing them with your audience to inspire nutritious meal ideas.



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APPENDIX

RESOURCES



Promoting Health in the Grocery Store

Includes in-store marketing strategies to improve food and beverage options in the community.

Get More at the Farmers Market!

The campaign focuses on increasing awareness about food and nutrition benefits that can be used at local farmers markets.

Stock Healthy, Shop Healthy

The community toolkit includes best practices for forming a community network, strategies for partnering with and promoting healthy stores, and tips for providing community outreach and education.

Healthy Retail Playbook

This tool is designed for local public health departments, community-based organizations and local elected officials working on nutrition, alcohol and tobacco control. The playbook includes 15 strategies to improve the retail food environment.

Healthier Food Retail Action Guide

The guide provides guidance for public health practitioners on how to develop, implement, and partner on initiatives and activities around food retail to improve access, availability, and affordability of healthier foods and beverages.



EatFresh

The website features recipes and meal plans that are culturally sensitive and budget-friendly, along with links to explore different types of foods and additional resources.



CalFresh Healthy Living Website

The website includes recipes and resources to teach Californians about good nutrition and how to stretch their food dollars.



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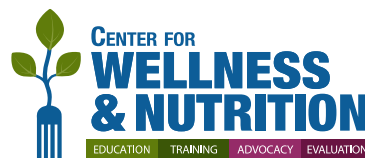
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