

MARKETING STRATEGY + SUPPORT



LOCAL FOOD MARKETING

Taste the Local Difference works with over 2,400 local food businesses to support their individual marketing efforts, from increasing brand awareness and supply chain development to advising on social media strategy and building an online presence.

We support these entrepreneurs in research, decision making, design, content creation, onboarding, training, and more

HOW TLD CAN HELP YOU

Marketing will help you sell more local food, but the variety of options for where to spend your time can feel overwhelming. Our goal is to help set you up with the tools and successful marketing strategies to make the most out of your online marketplace investment.

BASIC MARKETING PACKAGE QUOTES

Email tricia@localdifference.org to choose a specific package, or ask for a discovery meeting to learn more about what TLD can offer your business.

Email Templates + Content (2)	\$975
Social Media Strategy + Plan Template	\$525
1-hour custom Photoshoot, all images	\$350
TLD Stock Product Photography	\$100 (Use for LFM only)
Press Release + Media List Template	\$455
SEO Report with Recommendations	\$780
Ongoing Marketing Support	Custom Quotes Available

MENU OF SERVICES

Email Marketing

Based on your goals, TLD will design 1-2 templates for your email newsletter. TLD can advise and/or implement initial email lists, form set-up, scheduling and content.

Social Media Strategy

Work with TLD to develop a full-year of social media strategy. Receive templates to help you stay organized, and tips for creating and scheduling engaging content.

Professional Photography

Visual imagery is critical to the success of online platforms, TLD can support with custom professional images or our library of local food stock photography.

Third Party Media

TLD will help you craft an official press release, learn to build a media list, and develop strategies for maintaining a strong, fruitful relationship with Third Party Media

Search Engine Optimization (SEO)

TLD will provide you with a full SEO status report and recommendations for how to improve your standing. We can offer implementation and training in the process.

Ongoing Marketing Support

Hire TLD for ongoing custom marketing support, including content creation, product photography maintenance, social media management, third-party media representation.