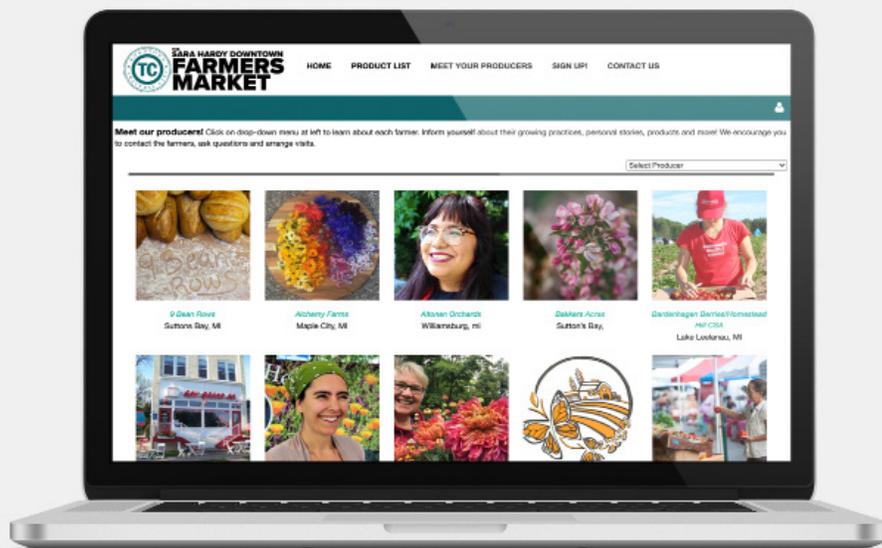


# MARKETING + TECHNICAL ASSISTANCE



## LOCAL FOOD MARKETING

Taste the Local Difference works with over 2,400 Michigan 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

We know Michigan's local food industry, and we want to help you. Tell us about your business, your goals and existing capacities. We'll work together to build a custom marketing solution to match your business' needs.

After an initial discovery meeting, TLD will put together a proposal with quotes and recommendations for you to review with your SBDC consultant. You can qualify for up to **\$4,000** worth of marketing services and technical assistance.

## EXAMPLE PROJECT QUOTES

These are simply estimates based on previous project experience. Each custom quote would be based on the individual business' needs.

<b>Hourly Rate</b>	\$65
<b>Online Store Set-up</b>	\$1,820
<b>Email Templates + Content (2)</b>	\$975
<b>Regional Hot Lead List + Introductions</b>	\$650
<b>Social Media Strategy + Plan Template</b>	\$260
<b>SEO Report with Recommendations</b>	\$780
<b>1-hour Photoshoot, all images</b>	\$300
<b>Pitch &amp; Write Third-Party Article</b>	\$455

## MENU OF SERVICES

### Online Store Set-up

Get online fast, use our staff to help solve problems and learn the system. Even build in a training schedule to help train your people for ongoing updates and maintenance.

### 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.

### Business to Business Connections

TLD has vast experience in local food networks and is perfectly positioned to help build business relationships for you in the industry both locally and across the state.

### 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.

### 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.

### 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