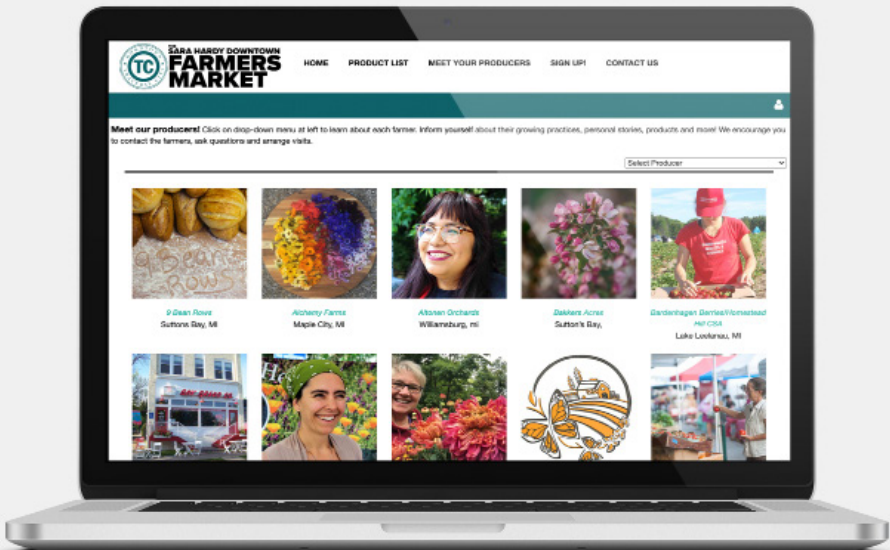




MARKETING: FOR GRANT APPLICATIONS



LOCAL FOOD MARKETING

Taste the Local Difference works with over 2,400 Michigan local food businesses and nonprofit partners 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 and nonprofit partners 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 and your grant project be successful. Tell us about your business or organization, your goals, existing capacities and what you're aiming to accomplish with your grant project. We'll use this information to work with you and build a custom marketing solution to match your needs.

EXAMPLE PROJECT QUOTES

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

Hourly Rate	\$75
Online Store Set-up	\$1,820
Email Templates + Content (2)	\$975
B2B Regional Hot Lead List	\$650
Social Media Strategy + Plan Template	\$525
SEO Report with Recommendations	\$780
1-hour Photoshoot, all images	\$300
Pitch & Write Third-Party Article	\$455
Report or Infographic Design	\$375
20 Hours Consulting	\$1,500

MENU OF SERVICES

Online Store Set-up

Get online fast! Use our staff to help solve problems, learn the system and increase efficiencies. Build in a training schedule to help train your team to perform 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.