FAIR FOOD PHILADELPHIA

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PREVIOUS DIGITAL PRESENCE







GOOGLE ADWORDS OBJECTIVES

-AD ONE AND TWO OBJECTIVE

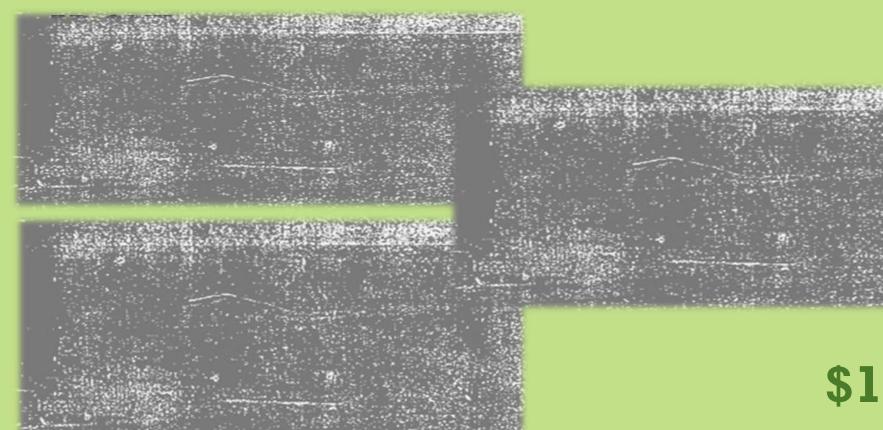
Raise Brand Awareness

SPECIALTY OBJECTIVE

Drive Sales



GOOGLE ADWORDS CAMPAIGN



Invested

\$150.00



GOOGLE ADWORDS KEYWORDS

SPECIFIC and COST EFFECTIVE keywords

- "Local Farmers"
- Reading Terminal Market
- Sustainability
- "Specialty Foods"
- +Produce +Markets and many more

- Thanksgiving Turkeys
- Turkeys to Order
- "Humanely-raised"
- Heritage Breed
- Order +Turkeys Online
- "Heirloom Turkeys"



GOOGLE ADWORDS METRICS

AD 1

IMPRESSIONS: 18,299

CLICKS: 35

AVERAGE POSITION: 2.1

AD 2

IMPRESSIONS: 12,124

CLICKS: 25

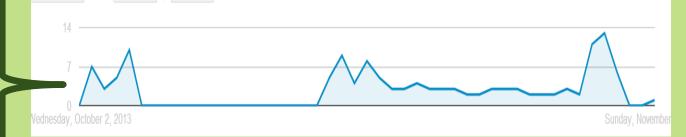
AVERAGE POSITION: 2.2

Specialty AD

IMPRESSIONS: 57,326

CLICKS: 70

AVERAGE POSITION: 2.6





E-NEWSLETTER OBJECTIVE:

Create a more visually and appealing digestible newsletter emphasizing the new products and promotions



NEWSLETTER BEFORE



Loving Local - Fair Food: October 10-16, 2013



In This Issue Early Bird Savings on Turkeys

uble Your Gift to Fair Food Fair Food Events Weekly Recipe Fresh & New! Meet the Farmer Series! Member News & Events Community Events

full product list

Be An Early Bird!



Take advantage of Early Bird Specials and reserve your Thanksgiving turkey

Fresh & New!

Alex Jones. Farmstand Product Manager

I ate my first winter squash of the season last night. I cored two colorful, striped DELICATAS, sliced them into 1/2 inch thick rings, tossed with plive oil and sea-

salt, and roasted them fo about 25 minutes on each side at 450°F Probably a bit too long, but by the time they were done, the rings had caramelized to a toasty brown with sweet, tender

flesh. I let them cool for a few minutes and then ate several rinds straight out of the pan - they were my

Which is just to say that, as tough as it can be to watch peaches and sweet corn be replaced with apples and butternuts on our shelves, there's always something to look forward to when you're eating

This week, we're stocking two new APPLE varieties from Beechwood Orchards: MUTSU and NORTHERN SPY. Northern Spies are an heirloom variety with a



red-green blush and pleasantly mild, sweet flavor. Mutsus

* Prices and savings vary for individual products. Discount will be applied at checkout

Help Fair Food earn \$5,000



Double your donation dollars to Fair Food thanks to singer/songwriter Jack Johnson's social action network All At Once. All donations to Fair Food will be matched dollar for dollar- up to \$2,500 by the Johnson Ohana Foundation!

Donate Now!

Join Us!

DIY Education Series Canning Crash Course

Tues. Oct. 29 | 6-8pm Spice up your pantry with this class on seasonal fruit chutney with Marisa McClellan of Food in Jars! **Buy Tickets**

Canning Crash Course Mon, Nov. 18 | 6-8pm Nothing says love like a homemade gift. Learn to put up your own local, seasonal preserves with blogger, author, and instructor extraordinaire. Marisa McClellan of Food In Jarsi

More new goodies: WHITE and CHEDDAR CAULIFLOWER from Trauger's Farm - now that it's cooling off, we can all start making gratins again! WATERMELON RADISHES, bunched with beautiful (and edible) tops - zesty and sweet flesh with a brilliant pink skin looks beautiful in any salad or especially grated over tacos, CHIOGGIA BEETS are back from Tuscarora Organic



pattern, they also make a delicious (and super healthy) lacto-fermented beverage, <u>beet</u> kyass, that's as easy as cutting. up a few things and throwing them a jar with water. The taste is something like beet lemonade, as Amanda says at

Growers - sweet and beautiful with

thair owirlad white-and-nink

the link, but less sweet and with a pleasantly complex flavor not unlike a dry white wine (although your kvass will only get boozy if you don't follow directions). And say hello to LONG ISLAND CHEESE PUMPKINS - the classic pie maker - from Oak Grove Farm this week, with additional delicious/beautiful heirloom varieties on the way

It's still October, which means we're celebrating American Cheese Month, and that means we're spotlighting one of our favorite Chester County Cheese Artisans this weekend. See below for more info on this great event series!

Please note: The Farmstand will be closed on Monday, October 14 for a staff retreat. We will open again on Tuesday. Thanks for your

full product list

Meet the Farmer Series!

Every weekend during the month of October (either Friday or Saturday) the Farmstand is hosting a Meet The Farmer event at the Farmstand in honor of Cheese Month. We'll he sampling select

Weekly Recipe



Candied Sweet Potatoes Recine from Fair Food member Strengthening Health Institute Make this healthy version with Fingerling Sweet Potatoes from Landisdale Farm. They're new at the Farmstand this week!

Click here for more details

Forward to a Friend

About Fair Food

Fair Food is dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the Greater Philadelphia region. We create a year-round marketplace for fresh, local and humane food products and we provide an assortment of programs and services that contribute to a strong and sustainable local food system. Supporting farmers, connecting consumers, educating the public and celebrating the joys of local food. Read on...

Farmstand Info

Fair Food Farmstand in the Reading Terminal 12th & Arch Street 215.386.5211 ext. 120

this is a unique opportunity to meet them!

Tomorrow, swing by the Farmstand on from 10-1 to meet the cheese makers from Doe Run Dairy and sample their aged St Malachi- a Fonting-style cheese



that's more like a huttery, densely flavored Provolone crossed with an aged gouda. And all this week, we're pairing St. Malachi with some of our favorite preserves. Try it with Tait Farm's tart, spicy Annie Penner Jelly or Piper's Peck's smoky, subtle Raspberry Chipotle Jam

Schedule for the rest of the month:

Eri. Oct. 11: Doe Run Farm. featuring St. Malachi (pasteurized cow's milk, aged Fontina-style)

Sat Oct. 19: Shellbark Hollow Farm featuring Sharp Chevre (pasteurized goat's milk)

Sat Oct. 26: Yellow Springs Farm featuring Yellow Brick Road (cave-aged raw goat's milk washed in Victory Brewing Co.'s Golden

Member News & Events

Saturday, October 12 | 10am-4pm Reading Terminal Market Harvest Festival Celebrate the foods of the Pennsylvania Harvest and enjoy hay rides, live music, games and more! Admission and activities are free and food is available for purchase.

Sunday October 13 I noon-form Weaver's Way 40th Birthday Bash Celebrate at Historic Clivedenl Try foods at the Taste Fair, sample a special beer from Earth Bread & Brewery brewed just for the event, groove to live music and eniny activities for kids



NEWSLETTER AFTER

Fair Food Newsletter: Oct 10-16





Fresh & New!

Alex Jones, Farmstand Product Manager

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This week we're stocking two new apple varieties from Beechwood Orchards: Mutsu and Northern Spy. Northern Spies are an heiridom variety with a red-green blush and pleasantly mild, sweet flavor. Mutsus (cometimes called Crissim) boast Golden Delicious perentage on an outsize scalespecimens range from softball-size to baby head, and they're a great crossover apple. Eat them fresh, slice them into slives or salads, or (my favoride) bake them into something delicious like these Apple Pile Cookies, which will wow/woo/operstally smarse anyone who eats them.



Say hello to Long Island cheese pumpkins- the classic pie maker- from Oak Grove Farm this week, with additional delicious/beautiful heirloom varieties on the way.



Chioggia beets are back from Tuscarora Organic Growerssweet and beautiful with their swerled white-and-pink pattern, they also make a descious (and super healthy) facto-



We now have white and cheddar cauliflower from Trauger's Farmnow that its cooling off, we can all start making gratins again!



Watermelon radishes with beautiful (and edible) tops- zesty and sweet flesh with a brilliant pink skin looks great on any salad, or grated over



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Donate Now!





WEBPAGE OBJECTIVE

-OBJECTIVE:

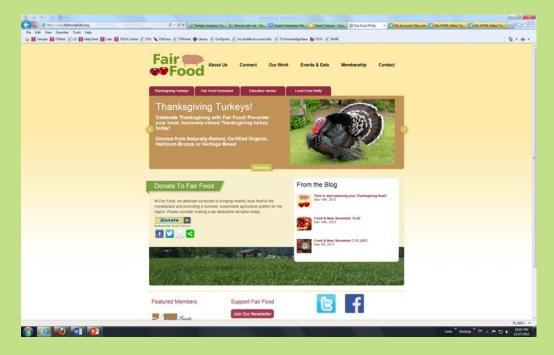
Consolidate brand with visuals to drive consumer interaction



WEBPAGE REDESIGN -BEFORE

Problem We define

- Construct a theme
- Limited Visual content
- Visitors unable to comment nor share
- Color scheme is dull
- Boring design
- Difficult navigation
- Disorganized





WEBPAGE REDESIGN- AFTER

- Clear theme
- More visualize variation
- Visitor able to comment and share
- Colorful design
- Easy access information
- Creative and catches attention
- Easy navigation
- Connects YouTube Channel





WEBPAGE REDESIGN- CREATIVITY

- More creativity
- Video links to the site
 - Connect with YouTube channel
- Weekly Recipe pages
 - Drive traffic of home cooker to the site.
- Building customer interaction





FACEBOOK OBJECTIVE

-OBJECTIVE:

Raise brand awareness and unite Brand with Sales Structure [Farmstand]

FAIR FOOD'S FACEBOOK





FACEBOOK BEFORE

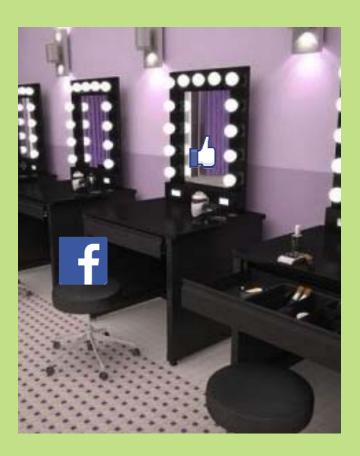


- "Death by text"
- Two Different Facebook Pages
- Only posted about themselves



FACEBOOK AFTER

- ONE official company FB Page
- -+850 likes
- New professional cover photo
- Posts are now more visual and interactive
- "Social Currency"





FACEBOOK AFTER



YOUTUBE OBJECTIVE

-OBJECTIVE:

Advertise and Increase Social Presence



YOUTUBE BEFORE

- No Presence on YouTube
- Unidentified YouTube Page with no activity
- Delete or Integrate
- Videos of FairFood found on YouTube can be uploaded on the official site





YOUTUBE AFTER



- @youtube.com/FairFoodPhiladelphia
- YouTube Channel Art and Icon
- **Outbound Links**
 - -Website
 - -Facebook
 - -Twitter
- **Canning Event Video**





Dowser Video: Judy Wicks on Building a Sustainable Food Movement

by DowserMedia · 3 years ago · 485 views

Philadelphia restaurateur Judy Wicks hadn't sought to become a food activist and sustainability entrepreneur when she opened the White Dog Café in 1983. But when she le...



FairFood Philly added to Favorites and liked

by fooderybeer . 2 years ago . 92 views Local Philadelphia Beers and Cheeses Stoudts Karnival Kolsh & Tominator Chees...



FairFood Philly added to Favorites and liked



Fair Food Talks Philly Farm & Food Festival

Philly Beer and Cheese @ Fairfood Farmstand

by BGgardenLive + 1 year ago + 32 views

Today up at Reading Terminal Marketplace in Philly I had the previledge of speaking with Fair Food manager Paul Lawler who shared with me what they will be bringing to the Philly Farm...

GOOGLE ANALYTICS OBJECTIVE

-OBJECTIVE:

Better understand the Fair Food consumer on digital platforms



GOOGLE ANALYTICS BEFORE





GOOGLE ANALYTICS AFTER

Total Visits: 3,196

Unique Visitors: 2,552

Page Views: 6,836

Bounce Rate: 53.72%

Average Time Spent on Page: 1:51



DEMOGRAPHIC INSIGHTS

18-34 YEARS OLD











GOOGLE ANALYTICS AND GOOGLE ADWORDS



NEW DIGITAL PRESENCE

