

FAIR FOOD PHILADELPHIA

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TABLE OF CONTENTS

Previous Digital Presence

Implemented Strategies

Google Adwords

E-Newsletter Template

Website Re-design

Facebook

Youtube Page

Metrics

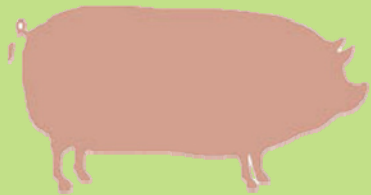
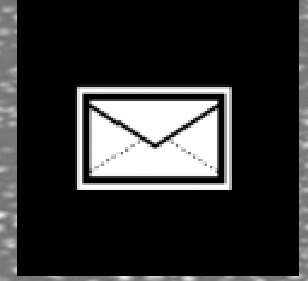
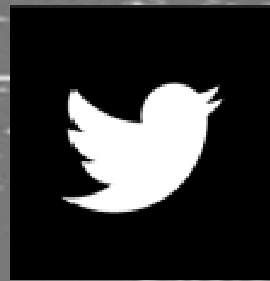
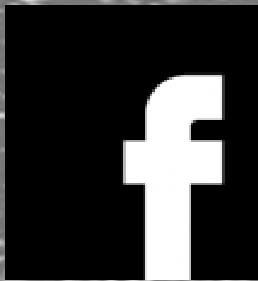
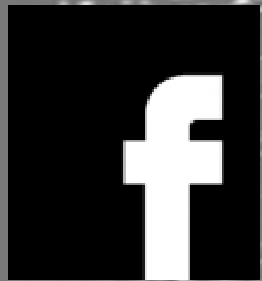
Analytics

Conversion Rates

New (*and improved*) Digital Presence



PREVIOUS DIGITAL PRESENCE



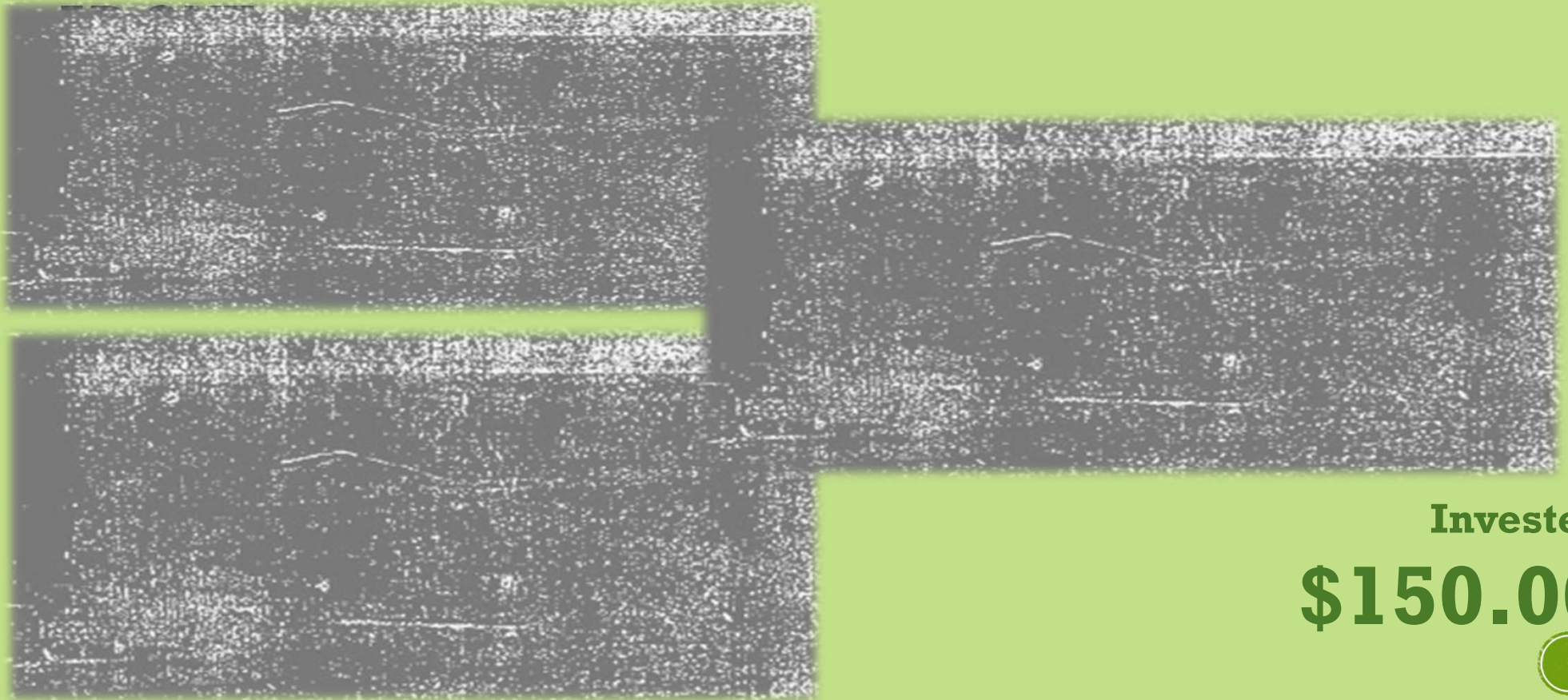
GOOGLE ADWORDS OBJECTIVES

- 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

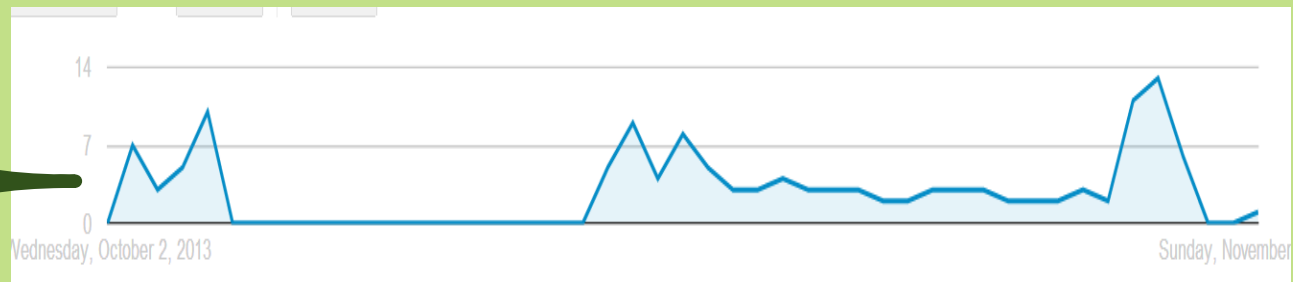
- IMPRESSIONS: 18,299
- CLICKS: 35
- AVERAGE POSITION: 2.1

AD 2

- IMPRESSIONS: 12,124
- CLICKS: 25
- AVERAGE POSITION: 2.2

Specialty AD

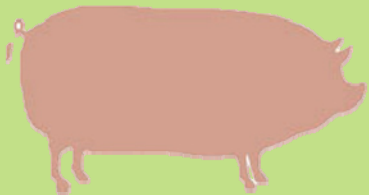
- IMPRESSIONS: 57,326
- CLICKS: 70
- AVERAGE POSITION: 2.6



E-NEWSLETTER OBJECTIVES

OBJECTIVE:

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



NEWSLETTER AFTER

Fair Food Newsletter: Oct 10-16



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 olive oil and sea salt, and roasted them for about 25 minutes on each side at 450F. 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 kinds straight out of the pan. They were *my* *best* yet.



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 (sometimes called Crispin) boast Golden Delicious parentage on an outside scale—specimens range from softball-size to baby head, and they're a great crossover apple. Eat them fresh, slice them into slaws or salads, or (my favorite) bake them into something delicious like these **Apple Pie Cookies**, which will wow/woo/generally amaze 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 Tuscanara Organic Growers- sweet and beautiful with their swirled white-and-pink pattern, they also make a delicious (and super healthy) lacto-



We now have white and cheddar cauliflower from Trauger's Farm- now 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



Weekly Recipe

Candied Sweet Potatoes

Recipe from Fair Food member Strengthening Health Institute. Make this healthy version with Fingerling sweet potatoes from Landsdale Farm. They're new at the Farmstand this week!

[Click here for more details](#)

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!





WEBPAGE OBJECTIVE



- OBJECTIVE:

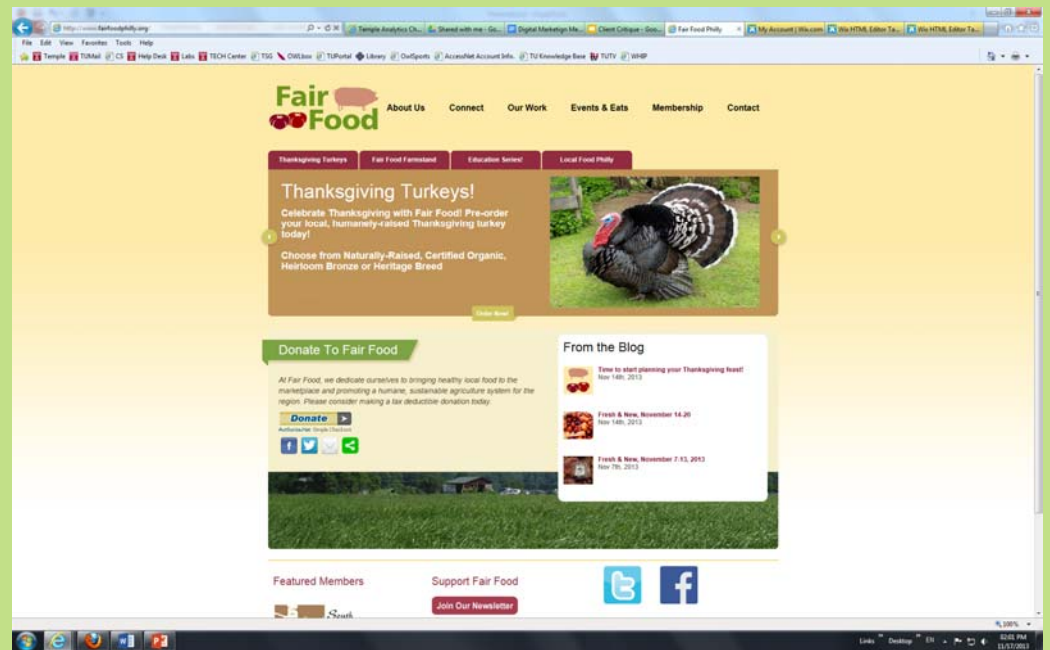
Consolidate brand with
visuals to drive consumer
interaction



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



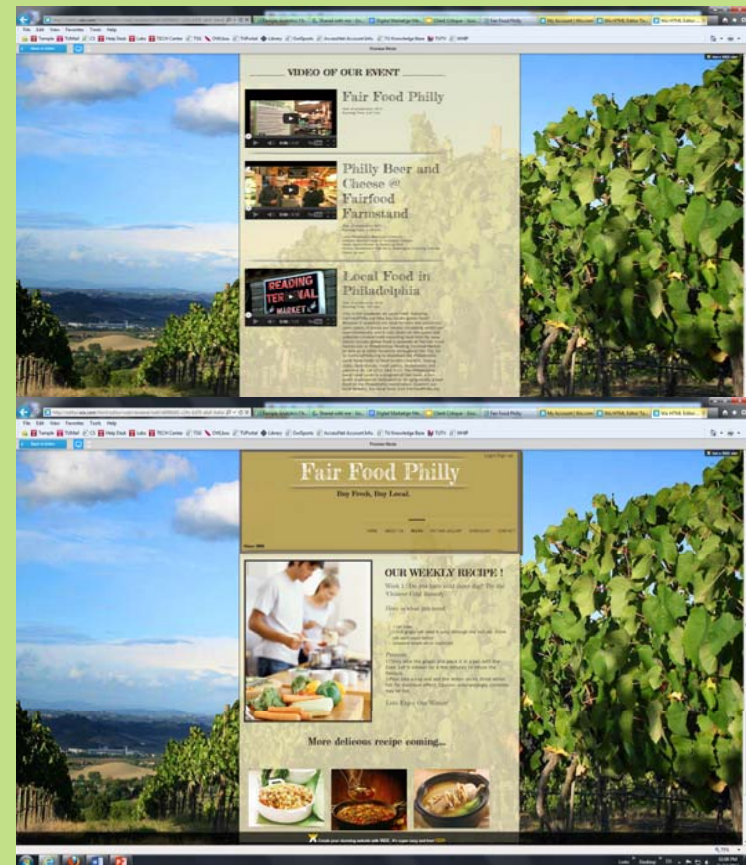
WEBPAGE REDESIGN- AFTER

- 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

← → ↻ <https://www.facebook.com/pages/Fair-Food-Philadelphia/241995876405>

Fair Food Philadelphia Home Maxwell



Fair Food
Proudly "serving up" healthy, local food since 2001!

Fair Food Philadelphia
1,913 likes · 8 talking about this

Like Message

Create Page

Recent
2013
2012
2011
2010
Founded

Get Updates From Similar Pages See More Suggestions

 Grid Magazine Like	 Birchrun Hills F... Like	 The Food Trust Like	 In Pursuit of Al... Like	 Slow Food Phil... Like	 Fair Food Farm... Like
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Non-Profit Organization
For fans, friends, food lovers and members of Fair Food.

About - Suggest an Edit

FEA 1,913
Photos Likes

BUY FRESH BUY LOCAL
2013-14 PHILADELPHIA
AL FOOD GU...
by with us!



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

 Fair Food Philadelphia  Home 2



Fair Food
Proudly "serving up" healthy, local food since 2001!

Fair Food FARMSTAND
Connecting You to Local Family Farms

Fair Food Thanksgiving Turkey

Fair Food Philadelphia
★ ★ ★ ★ ★
2,763 likes · 57 talking about this · 2 were here

Specialty Grocery Store · Food Consultant · Farmers Market
51 N. 12th Street, Philadelphia, Pennsylvania 19107
(215) 386-5211
Today 9:00 am - 5:00 pm

About - Suggest an Edit

 Photos  Shop Our Farmstand  Map  Likes **2,763**



YOUTUBE OBJECTIVE

- OBJECTIVE:

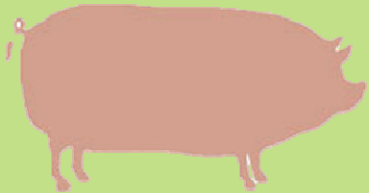
Advertise and Increase Social Presence



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](https://www.youtube.com/FairFoodPhiladelphia)
- YouTube Channel Art and Icon
- Outbound Links
 - Website
 - Facebook
 - Twitter
- [Canning Event Video](#)

The screenshot shows the YouTube channel page for FairFood Philly. The channel art features the FairFood logo with a pig and tomatoes, and the text 'Fair Food' in large green letters. A red arrow points to the channel art. Below the channel art, there is a navigation bar with 'Home', 'Videos', 'Discussion', and 'About' tabs. A red arrow points to the 'Visit FairFood's Website!' link in the top right corner. Another red arrow points to the 'Subscribe' button in the top right corner. The main content area shows a list of activities, including video uploads and likes.

FairFood Philly
by FairFood Philly · Active 13 hours ago · 1 video
Dedicated to bringing locally grown food to the marketplace and to promoting a humane, sustainable agriculture system for the ...

Visit FairFood's Website! [Facebook] [Twitter]

FairFood Philly

Home Videos Discussion About Q

All activities ▾

FairFood Philly added to Favorites and liked

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

Philly Beer and Cheese @ Fairfood Farmstand
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
by BGGardenLive · 1 year ago · 32 views
Today up at Reading Terminal Marketplace in Philly I had the privilege 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

Start Ad 1

End Ad 1



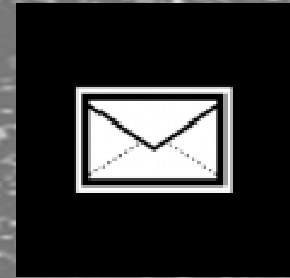
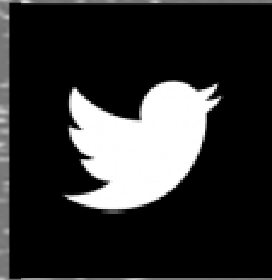
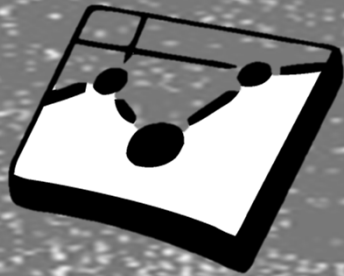
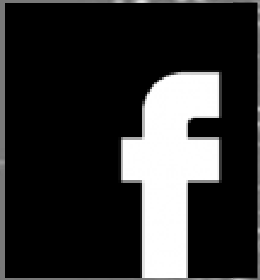
Start Ad 2 and Thanksgiving Ad

End Ad 2

Run Ad 1 and Ad 2



NEW DIGITAL PRESENCE



+ GOOGLE ADWORDS

