

MARKETING UPDATE



Super local vendor Irish Spike's Unique Hot Sauces released 3 new sauces in May and hosted an exclusive tasting with us on May 5, 2022 at the Co-op before releasing the sauces at the Farmers Market.

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Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop or crambo@moscowfood.coop.

See the attached Promotions Playbooks for June, July, and August. The 2022 Media + Marketing Plan is finalized and is available [to review here](#).

Social media highlights

- Our transition to the FloDesk email platform has been really successful, more information on page 2.
- We've gained 44 new Instagram followers from May - June. Growing our local audience is a strong priority right now, and we're currently sitting at the highest follower count we have ever hit. I say this every month, but this growth is powerful because it is largely comprised of local followers, rather than bots or non-customers.

Celebrating June as Idaho Wine & Cider Month



We're excited to have a total of 4 free tastings throughout June to celebrate Idaho Wine & Cider month.

June 2: Sheppard's Fruit Wines (Harrison, Idaho)

| 4:30 - 6:30 p.m.

June 9: Two Bad Labs Vineyard (Lewiston, Idaho) & Summit Cider (Ponderay, Idaho)

| 4:30 - 6:30 p.m.

June 16: Artwalk - Colter's Creek (Julietta + Moscow, Idaho) | 4 - 7:30 p.m.

June 30: Camas Prairie Winery (Bovill, Idaho)

| 4:30 - 6:30 p.m.

[CLICK HERE TO VIEW THE WEBSITE](#)

[CLICK HERE TO SEE THE FACEBOOK EVENT](#)

City of Moscow's Artwalk, May + June

We participated in the City of Moscow's Artwalk on Thursday, May 19. We hosted a reception for our currently featured artists, the Palouse Watercolor Socius.

We hosted approximately 70 people from 4 - 7:30 p.m. - a great number of attendees compared to April's event. We featured reps from 2 Towns Ciderhouse (Corvallis, Oregon) and Bombastic Brewery (Hayden, Idaho). We shared nearly five times the usual number of beer samples, and it was a great success in terms of attendees and brand awareness for our visiting cider and beer reps.

The next event will be Thursday, June 16 featuring a show made of staff submissions. We'll also host Roadhouse Brewery (Jackson Hole, Wyoming) alongside Colter's Creek (Julietta and Moscow) in celebration of Idaho Wine & Cider Month.



Left: Amanda from 2 Towns Ciderhouse tabling at May's Artwalk event.



Below: To be featured in June: "Liminal" by Ix W., Bakehouse



The Palouse Watercolor Socius group, featured for May's Artwalk event.

Recent transition to new email service provider



Marketing transitioned our newsletter service platform from Squarespace (the same platform that hosts our domain, SSL or secure sockets layer, and website), to a new service called FloDesk as of May 31.

Significant improvements we experience with FloDesk:

- Improved single-reader analytics
- Ability to subscribe to a specific email list (like Co-op Kids, versus Sales & Discounts) and not all of them, which helps audiences self-identify what they would like to read which improves our metrics
- Ability to create sign-up pages for any and/or all lists, which gives readers a better experience
- Single-click email optimization dashboard that shows us how our email can be improved to reach more people or boost engagement
- Saving money, as FloDesk is nearly 20% less expensive per year than our Squarespace sub

Marketing, Outreach & Education Briefs:

- The Co-op will be a sponsor the lunches for volunteers at the upcoming event at NIAC, "Moscow Mayhem," which will be a great draw for the Crossfit and functional fitness-focused community.
- We're excited to welcome an additional intern through WSU's AmeriCorps program. Edgar will be the lead on coordinating donations to our network of 33+ local food banks. He's a sophomore at WSU and is passionate about our efforts to reduce food insecurity in our community.
- Change for Good: You'll see a new fund featured at the registers this month. In support of June as Pride Month, we're sharing the opportunity to donate your tokens to Inland Oasis, a volunteer-run organization dedicated to providing support services to Moscow's LGBTQIA+ Community and Allies, in addition to Moscow Day School and PCEI.

We hosted Corrie from Charlie's Produce (Spokane) for a free melon tasting on Tuesday, May 24. She made melon kabobs and talked about spring melon harvest in our parking lot.



Produce held a great sale on seeds, offering 10% to all shoppers and 20% to all Co-op owners, from 5/29 - 6/4.