



# GO-TO-MARKET BEST PRACTICES

## CREATIVE ADVERTISING

- Your local neighborhood app
- Flyers to be handed out with any deliveries or order pick up
- Outdoor signage such as banner signs, sidewalk menu boards
- Door hangers
- Email campaign to loyal customers:
  - Email templates
  - Reward program members
  - Emailing your distribution list
- Radio ads
- Digital – tv, web, streaming services (Pandora, Spotify, Google Music)
- Live page of participating locations
- SDV – small delivery vehicles – mobile advertising:
  - Decal stickers on catering vehicles
  - Wraps
- Google and Apple Maps Reviews:
  - Update your description to market that you are participating

## TRADITIONAL ADVERTISING

- Social media:
  - Store hours to shop
  - Show daily products available and pricing on a live video or post
  - Create exclusivity and promote safety by making appointments:
    - While supplies last
    - Seniors (certain hours)
    - Appointments for the general public:
      - Use a scheduling tool to allow consumers to select their time slot
  - Boosted posts
- Mailer
- Flyer or post card
- Update your website



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We care about your business and we are here to help.

