

the**foodconnector**

The Premier B2B Digital Marketing Platform for the Food Industry

Digital Roadmap for Success

Connect with prospects and customers with a comprehensive, multi-channel digital marketing platform customized to meet your food industry goals. Research-based consultation, identity design, targeted marketing campaigns and data analytics.

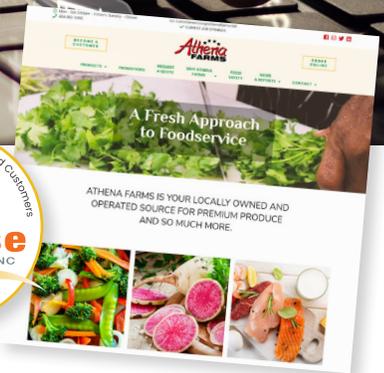
Services for Food Manufacturers

Build awareness, generate leads, and help sell more products. Revitalize your brand, develop robust and segmented databases to connect with prospects and current customers. Sales content campaigns and digital tools to better penetrate accounts.



Services for Food Distributors

Vendor-supported programs to communicate awareness, service and value. Spark sales, engage customers and inform prospects with email campaigns, social media, improved websites and custom sales materials. Highlight new products, suppliers and deals to generate more leads and quote requests.





Services for Food Marketplace Operators

Support growers, processors, manufacturers, brokers, and suppliers by better positioning your marketplace as a foodservice leader. Grow digital presence with compelling content, increased social media followers, marketing programs and proprietary events that add value and media exposure.



Website Technology, Digital Ads, and Analytics

Website development, maintenance, and hosting to maximize uptime, security and SEO. Keyword setup, ad creation, behavior analytics, performance metrics of Google, LinkedIn and Facebook ads and social media activity to optimize web visitors, product inquiries and quote requests.



Company Events & Convention Marketing

Plan, design, and execute innovative food industry internal events, vendor expos, convention marketing, industry tours, and newsworthy contests. Develop marketing strategies, detailed budgets, operational plans, digital communications and media tactics.



How can we work together?

www.thefoodconnector.com • (415) 785-8539

