

Indy Local Grocers Coalition



Digital Marketing Toolkit

Indy Local Grocers Coalition

The mission of The Indy Local Grocers Coalition is to be a supportive network of culturally diverse individuals that, by creating one, unified voice, can implement a change in the local grocery industry. This can be accomplished by increasing nutritious food access and food distribution within Marion County regardless of geographic barriers.

Indy Food Council

The Indy Food Council connects food system stakeholders, catalyzes ideas, and advances initiatives to grow a sustainable food system that improves the health and quality of life for all.

Indianapolis Office of Public Health and Safety

The Office of Public Health and Safety works to address root causes of crime and reduce violence in Indianapolis neighborhoods.

Credits

The Indy Local Grocers Coalition's Digital Marketing toolkit was created through a partnership with students at Butler University. Katie Cooley, Camille Carafiol, and Zachary Gossett contributed content. Peter Larson designed the toolkit.

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Overview

The Importance of Digital Marketing

Digital marketing can be a daunting, difficult task for small, local businesses. It requires time, money, and strategy, but as owners, managers, and employees, you have many responsibilities already, preventing you from adding digital marketing to this list. Larger businesses can hire a marketing specialist, but for many small businesses, this path is not an option. That is why fifty percent of small businesses are not using social media. But as this section will show digital marketing is still important for success in today's world. Seventy-eight percent of salespeople that use social media outsell competitors, for instance. The Indy Local Grocers Coalition has created this Digital Marketing Toolkit to empower you to create and operate digital marketing methods.

What is digital marketing?

Digital marketing is advertising and engaging with people through technology. It includes websites, social media, email, and texting, for instance. Digital marketing exists in opposition to traditional marketing methods, which are not electronic or online. These traditional methods include print, broadcast, mail, phone, and outdoor advertisements. While people refer to digital marketing as e-marketing or online marketing, among other names, they generally refer to similar non-traditional methods that rely on technology and electronic devices.

Why is digital marketing important?

In general, marketing is valuable because it drives sales. People learn about your grocery by interacting with materials or people that have some relation to it. Traditional marketing has been around for centuries, slowly adapting with new innovations like radio and television. Digital marketing, however, is relatively new. With groundbreaking inventions like the internet, smartphones, and social media, people are more connected than ever, and this change requires newer marketing methods. Social media, for example, is a network connecting billions of people. While this Toolkit will not enable you to reach all those people, it may help you reach a few hundred!

Digital marketing methods give you new opportunities to connect with potential customers, and it has many advantages compared to traditional methods. Here is a small list of advantages that digital marketing gives your business:

1. Digital marketing is quick.

When you send an email or post to Facebook, it could be seen immediately whereas a flyer in the mail may take several days to arrive. Therefore, digital methods ensure marketing has more immediate effects. This feature enables grocers to adapt and respond quickly to a growingly rapid world – you could have more pop-up sales or deals to drive businesses!

2. Digital marketing is much cheaper than traditional methods.

The major social media platforms are free to use, and many email providers are free. By using these free services, you will have a wide variety of tools to organically grow your network. However, many platforms also offer paid advertising mechanisms.

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The Importance of Digital Marketing

3. Digital marketing expands your businesses reach.

These digital platforms significantly reduce the barriers to connection between people and businesses. People no longer have to form a direct connection, like walking by it, to hear about your grocery – they can learn about it by seeing interactions and posts online from the comfort of their home. For customers and businesses, digital platforms provide a cost-free way to share information. On Twitter, for example, your grocery could post about a deal, and your loyal customers might retweet that deal, which shows your deal to those loyal customers' network. Therefore, people that have not connected with your business before will know about it through their friend on Twitter.

4. Digital marketing fosters better connections with customers.

Before these digital platforms, customers mostly interacted with grocery stores when they shop. Now, these platforms enable your grocery to interact with customers every day. Social media has also become a primary point of contact for customer relations – customers often ask questions in comments or posts, and you can answer those questions directly. Not only does this opportunity help your customers, but it also makes your grocery look good. People like to shop where they feel connected, where they know the business, and digital marketing can build that relationship faster.

5. Digital marketing allows you to create a brand.

Through digital marketing, your brand is your story. These platforms give you the opportunity to not only sell your business on its products but also on its character. People get tired of businesses only trying to sell them things; however, your connection can run deeper than that. You can showcase your store in intimate detail, articulating the hard work your grocery does to help people bring food to their table. You can also highlight your connection to the community. By creating a brand, you show that your grocery is not just like a large chain or another store – you can show that you are a local grocer.

Using the Digital Marketing Toolkit

The Local Grocers Coalition's Digital Marketing Toolkit gives a basic introduction into digital marketing and social media. It introduces strategy, websites, social media, and messaging. It also provides some store showcases and definitions.

The Digital Marketing Strategy section describes and guides you through Target Demographics and Platforms, Personality and Branding, Post Ideas, and Understanding and Growing Engagement. This section will help you establish best practices and general knowledge about digital marketing.

The Creating a Website section articulates the importance of websites and Google Business Profiles. It also directs you to free and cheap website builders that make website creation much easier.

Overview

The Importance of Digital Marketing

The Posting on Social Media section outlines how to post to the three largest social media platforms: Facebook, Instagram, and Twitter. This section describes the kind of posts, and it shows examples of these posts.

The Sending Mass Messages section describes the value of mass texts and emails, and it provides some free or cheap providers.

The Store Showcase section highlights a few local grocers in Indianapolis, and it serves as an example of what you could do for your store.

The Definitions section provides descriptions of key words and phrases for digital marketing.

Each section provides links to more information on that subject. These links are underlined by a green line. You can navigate to the linked webpage on Windows by pressing “Ctrl” and left click and on Mac by pressing “Command” and left click.

Digital Marketing Strategy

Target Demographics and Platforms

When beginning digital marketing, strategy is often the most intimidating part. It requires thoughtfulness, ingenuity, and dedication, but it is actually easier than it sounds. The most important aspect of strategy is simply effort. Keep your grocery present in people's mind by posting or messaging regularly!

These regular actions are the tactics that constitute your strategy. Marketing tactics are the specific actions or steps that you take to reach your goal whereas marketing strategies are the bigger picture plan to reach your goals.

Therefore, the first step to creating a digital marketing strategy is to determine your goal. While there are many goals to choose from, if your grocery does not have a strong online presence, your goal should just be to grow your network to reach more potential customers. Since this Toolkit only introduces digital marketing, we will use this goal for guidance.

Target Demographics and Platforms

Every business has a target demographic. For digital marketing, this demographic is the audience that your efforts should focus on. Your target demographic determines where and how you post and message. By finding people who belong to your target demographic, you can find relevant topics and language that helps reach more people within this demographic.

Building Buyer Personas

Your target demographic depends on the character of your store and customers. You can determine your target demographic or audience by developing a buyer persona, which is a generalized customer that highlights the characteristics that many of your customers share. These personas typically have other similarities besides those traits that relate them to your grocery. Through digital marketing, these other similarities are employed to relate more to your store.

Finding these similarities may require some research. However, this research ranges from simple conversations with customers to online searches. In this research, you are looking for trends between customers. These trends are characteristics like gender, age, culture, income, household size, hobbies, education level, employment, fears, goals, tech savviness, social network preference, communication preferences.

Depending on these factors, you can find the best way to frame messages or posts and which platforms to use. If you recognize more than one buyer persona, that is okay! You will just use different marketing tactics to reach them.

Digital Marketing Strategy

Target Demographics and Platforms

Social Media Platforms

When your buyer persona is clear or established, you can begin to target that demographic through relevant posts or message on the appropriate platform. For social media, Facebook is the biggest platform – 69 percent of US adults use it. Of those users, 74 percent use Facebook at least once a day. However, that does not mean Facebook is always the best option for content, but it is always a safe option. Each platform has unique features and populations that will determine where you should post for your grocery.

Facebook has a wide base of users, but it is mostly used by people age 18-49, but this range is closely followed by people age 50-64. Facebook also supports a wide range of formats, including text, photos, and videos. The most successful content on Facebook, however, tend to be videos and curated content. Facebook is great at referring people to other websites for information. Your grocery could post most digital content on Facebook for most users, but you should keep posts succinct and specific. You can learn more using Facebook at [The 6 Fundamental Facebook Best Practices](#).

Instagram is mostly used by younger people. Amongst adults, people age 18-24 use Instagram the most – 75 percent of this range use it. Instagram is primarily for high quality images and short videos, but it is not great for driving traffic to websites. The platform allows large captions, but users focus on the visuals. Your grocery should only post high-quality photos or short videos (Instagram Reels). You can learn more at [7 Instagram Best Practices to Build Your Audience](#).

Twitter has a smaller population primarily used by younger adults – people age 18-29 use it the most. Twitter is primarily used for short updates, news, and conversation. Your grocery could use Twitter to announce deals, answer questions, and provide updates, for instance. You can learn more at [26 Twitter Tips for Beginners](#).

Tailor to Your Audience

On these platforms, there are more ways to tailor to your audience. You should follow or friend important figures in your field, neighborhood, Indianapolis, and Indiana. Follow or friend the Indy Food Council, for instance! Through social listening, you can monitor conversations among customers to find relevant topics that can be used to target these buyer personas. You can then post or message about these topics, which will make you look more engaged with your customers. You can learn more about targeting your audience at [How to Find and Target Your Social Media Audience](#).

While posting about relevant topics is important, you should frame your posts and messages to be appealing to your buyer persona. You should use language and ideas that are familiar to your target demographic. You can find that language by observing customers' and other grocers' posts. Also, this social listening should help your grocery be culturally sensitive.

Cultural sensitivity is the willingness to adapt or acknowledge cultural differences. Through cultural sensitivity, your grocery can better engage with your potential customers by making your marketing more relevant. You can discover more needs in the communities you serve, and you can highlight your ability to provide for those needs.

Digital Marketing Strategy

Personality and Branding

Personality and Branding

Digital marketing enables you to tell your grocery's story. That story should include more abstract ideas like your mission and vision, but it should also include the day-to-day work. Your story should portray you as an authority in food – it will give you credibility among potential customers. This branding helps you build a relationship with customers, which will make them more likely to buy from you.

Tell Your Story

Your grocery has a story. Through your digital marketing, you can bring that story online, making it accessible to potential customers. Your digital marketing efforts should give people more insight into your grocery. It could reference or “throwback” to your grocery's past. It could highlight owners, employees, and loyal customers. You could post videos or written narratives summarizing interactions with customers. When telling your story, you have the freedom to be creative. These post or messages will help you convey your mission or vision.

Making a Mission Statement

If your grocery does not have a written mission or vision statement, you should create one. Mission statements outline businesses' purpose – they articulate why companies exist. Your mission statement should say why, how, and what your grocery does. Your mission statement will describe your grocery's values and passions, which should be reflected in your marketing. You can learn more about creating a mission statement at [How to Write a Mission Statement](#).

Using Branding and Personality to be Memorable

Your values and passions relate to your grocery's personality. This personality should be apparent in your marketing. People are more willing to buy from businesses with which they are more comfortable or familiar. You can make your business seem more approachable by letting your personality shine through your marketing. You do not need to be neutral as a business – you can show your position in your community. That position can also be expressed with personality like humor. Many businesses are highly successful on social media by seeming more genuine and human. You can learn more about adding personality to your brand at [5 Tips for Adding Personality to Your Branded Content](#).

To be familiar, your brand needs to be recognizable. When people see your grocery on social media, it should be memorable. People require six to eight interactions, or touches, to qualify a business or product for purchase. Recognizable logos and color schemes help make these touches memorable. You can create nice designs with templates on [Canva.com](#). These logos and color schemes should be present on your grocery's social media profile.

Being an Authority and Answering Questions

This branding helps catch people's attention, but your marketing should also convince them that your grocery is trustworthy. Your grocery should be seen as an authority on food. You can achieve this view by posting curated content that expresses expertise and valuable information on food like blogs or news stories. You can find these materials by following field leaders and news sources.

Digital Marketing Strategy

Post Ideas

This authority is solidified by answering customers' questions. You can answer questions directly by replying to the post. This engagement also makes customers feel more connected with your grocery, meaning they are more likely to buy from you.

Post Ideas

While branding and personality are important for making your grocery stand out on crowded digital platforms, you first need content to post. Finding content may seem difficult, but you can find inspiration anywhere. For example, interesting things happen at your grocery throughout the day, your job is to show those interesting things to your network. These interesting events are opportunities to show the character of your grocery. There is nearly an unlimited list of potential posts, and you can find new ways to post them. Try using photos and videos to provide engaging visuals!

Here is a list of post ideas:

- Advertise a deal
- Announce a new shipment of goods
- Ask questions about your grocery: soliciting feedback helps you engage with customers
- Ask questions about needed products
- Bring up history about your grocery, neighborhood, Indianapolis, and Indiana
- Celebrate holidays
- Circulate job listings
- Commentate on trending topics
- Give recipes for products at your grocery
- Highlight customer reviews
- Interview an employee or loyal customer
- Introduce new employees
- Offer a sweepstake or contest
- Promote events
- Provide industry tips
- Repost a news article: this content helps you look like an authority.
- Repost an infographic
- Share a blog post
- Share an interesting fact
- Showcase your store: behind-the-scenes pictures and videos humanize your grocery
- Show product photos
- Start conversations
- Tell a story: interesting stories are memorable
- Use quotes to show company culture

You can find more post ideas at these locations:

- [22 Facebook Post Ideas for Businesses that Practically GUARANTEE Engagement](#)
- [15 Facebook post ideas to increase engagement](#)
- [52 Effective Social Media Post Ideas and Examples to Fill Your Calendar](#)
- [30 Social Media Content Ideas and Examples for Brands](#)

Digital Marketing Strategy

Understanding and Growing Engagement

Understanding and Growing Engagement

For digital marketing, maximizing engagement is crucial to success. Social media engagement is the measurement of interactions with posts, including shares, likes, and comments. Every platform has different names for these interactions, but the effect is the same – engagement creates better relationships and expands reach. Analyzing these engagements help you determine what efforts work best, and these determinations guide your future efforts.

Understanding Social Media Engagement

Engagements with your digital marketing efforts foster relationships with customers and expand your reach. From a potential customer perspective, interaction with your posts serve as social proof for your grocery. If potential customers see positive interactions with your grocery, they are more likely to interact as well. From a data perspective, interactions promote your posts. While each platform has different algorithms, they generally push content with more interactions onto users' feeds. Therefore, by getting more interactions, you expand your reach to more potential customers.

Growing Social Media Engagement

Your digital marketing strategy should maximize interactions, but that goal requires analyzing your engagements. Facebook, Instagram, and Twitter provide analytics to observe and analyze engagement. These analytics can help you tailor your content to your target audience and incentivize engagement by posting more successful content more often at the appropriate time. You can learn more about analytics tools for Facebook, Instagram, and Twitter. You can also use Google Analytics to get data for emails and websites – you can learn more about using Google Analytics for your grocery at [Google Analytics Interface 101: A Beginner's Guide to Understanding Google Analytics](#).

Through analytics, your grocery can observe engagements, but you can use this data to improve your digital marketing efforts. The simplest improvement is to recognize your most successful posts and frame new content similarly. If you are not having much success with any posts, you should keep experimenting! However, you can also improve posts through other organic methods, which are unpaid. You could use hashtags to connect your posts to conversations related to your grocery. Hashtags are words or phrases preceded by #. They function as tags that mark conversations and topics. You could use hashtags like #FeedIndy and #IndyLocalGrocers.

You can learn more about hashtags at [How to Use Hashtags: A Quick and Simple Guide for Every Network](#).

You can also use paid advertising to expand your reach. Each social media platform offers promotion, but there are different costs and regulations on each. These platforms allow you to target people based on their demographics and interests, but you still need to use content that drives engagement. Therefore, your analytics should inform paid advertisement as well. These advertisements can also be measured in analytics on the various platforms. You can learn more about advertising on specific platforms at [Social Media Advertising 101](#).

Creating a Website

Website Builders and Google Business Profile

For small businesses, websites are big investments of time and energy. That is why only 51 percent of small businesses have website, but websites' value is undeniable. Customers regularly search for products online, and those searches could drive traffic to your website and, eventually, your grocery. Websites not only help businesses promote their products but also makes them seem trustworthy.

A functional and organized website shares important information, builds your credibility, attains more customers, and makes you stand out from competition. Your website can include your mission statement and story, which will help humanize your grocery to potential customers. It could include product listings to help customers find what they need, and it could highlight deals. You can even integrate online shopping. Your grocery's website can serve as a permanent home for the content that you post on social media, allowing you to repost that content in the future! You can learn more about a websites value at [Five Reasons Every Small Business Needs a Website](#).

Easy and free website builders

While creating a website can be a lot of effort, website builders remove the coding side, allowing you to build a website on looks alone. These builders offer many features for free, but they charge for extra benefits. Here is a small list of popular website builders:

- Wix.com
- Squarespace.com
- WordPress.com

Here are general steps to create a website, but these steps will differ based on which builder you use.

1. Sign up for your website builder
2. Choose which template kind of website you want to create
3. Customize that template found on your website builder which will be your starting point
4. Drag and drop design features to make your website suitable for your business
5. Publish your website
6. Drive traffic to your website by promoting it through your social media accounts

You can learn more about setting up a website at [WebsiteSetup.org](#), or you can watch [How to Make a Website in 10 mins - Simple & Easy on YouTube](#).

Google Business Profile

While a Google Business Profile is not a website, it is crucial for connect your business to potential customers, and it is free! This profile lists various information about businesses, which can include addresses, contact information, reviews, photos, stories, mission statements, catalogues, websites among other features.

Your grocery should be easy to find on Google, and Google Business Profile ensures that potential customers can find and interact with your grocery. This profile is easy to setup – you can begin the process at [Google My Business](#).

Posting on Social Media

Creating your profile

Social media is quickly growing and changing medium. Users are not there to read advertisements – they are looking to learn and engage. That is why your grocery’s social media needs to show personality and authority – it should be perceived as a trustworthy source for food and information. You can build that perception through the guidance in the Digital Marketing Strategy section, but this section will teach you how to post on the three biggest platforms: Facebook, Instagram, and Twitter.

Profile

Your profile represents your grocery, so it should be well crafted. You must include valuable information and features. Your profile picture should be an image of your grocery’s logo that can be easily identified. You can use your heading or background to show your store, employees, or something brand related. Your profile’s biography should include:

- Your grocery’s name
- A link to your website
- A snippet of your personality
- Contact information

Posting on Social Media

Facebook

Facebook offers three ways to post: posts, stories, and livestream. Posts can be attached to a page or group, and you can include text, images, videos, and other visuals. Stories are temporary posts that appear on a user's page for 24 hours. Facebook Live is a livestream, and users can interact through comments and emojis while it streams. After a livestream, the video is automatically published to the user's page.

Post

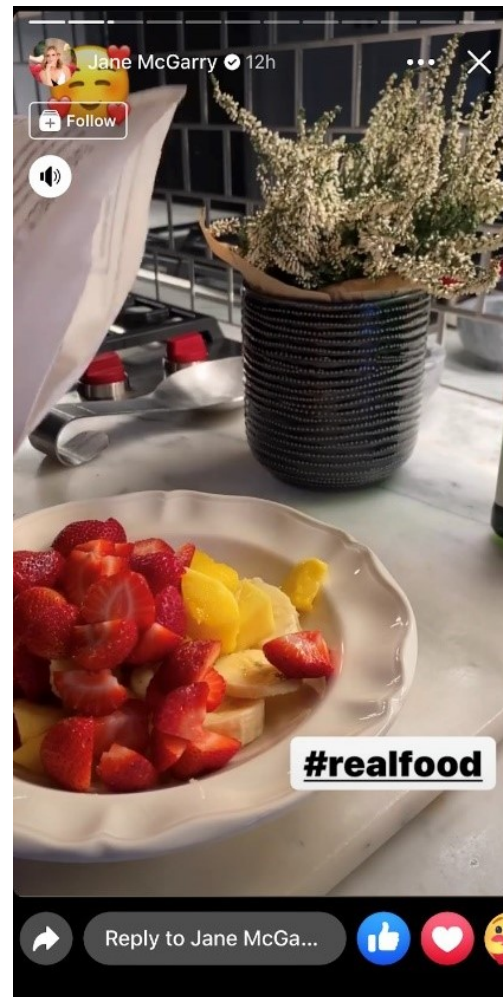
1. Open Facebook on the app or website.
2. Click "What's on your mind?"
3. Add text and/or an image/video.
4. Add a location, tag friends, and add how you are feeling or what you are doing to the post.
5. Click the globe logo to choose your audience.
6. Click post!

You can learn more about posting on Facebook at [How Do I Share Something on Facebook](#), or you can watch [How to Make a Post Public on Facebook](#) on YouTube.

Stories

1. Go to your Facebook page.
2. Scroll down to "Your Page's Story" or "Publish."
3. Click "Create a Story" or "Add to Story."
4. Upload an image/video.
5. Add filters and text after choosing the image/video.
6. Click "Next."
7. Click "Your page's story" and then the arrow in the bottom-right.

You can learn more about posting stories on Facebook at [How to Create a Facebook Story](#), or you can watch [How To Post Facebook Stories](#) on YouTube.



Posting on Social Media

Facebook

Facebook Live

1. Open Facebook in the app or a web browser
2. Click “Live” under the “What’s on your mind?” line.
3. Add a description for your live video.
4. Add more information like location through the globe or face icon.
5. Tap the three dots in the upper-right corner to add “Audience restrictions” based on age, gender, and location.
7. Go back to the screen and tap “Start Live Video” and once you are finished it will post!

You can learn more at Facebook Live Video, or you can watch Facebook Live Streaming Tutorial on YouTube.



Posting on Social Media

Instagram

Instagram offers four main ways to post: Posts, Stories, IGTV, and Reels. Posts and Stories can be images or videos, but Stories only stay on the page for 24 hours. IGTV and Reels are videos, but Reels only last up to 15 seconds.

Post

1. Open Instagram app.
2. Click the plus sign (+) in the box at the bottom.
3. Choose or take a photo or video.
4. Edit your content.
5. Click “Next” in the upper right corner.
6. Write your caption, tag people, and add a location if applicable!
7. Click “Share” in the upper right corner.

You can learn more about posting things on Instagram at [How to post on Instagram](#).

Stories

1. Open Instagram app.
2. Once on Instagram, swipe your feed from left to right.
3. That will open the camera.
4. Click on the box in the bottom left corner.
5. You can then choose an image/video from your camera roll.
6. Click “Send to” on the bottom-right corner.
7. Click “Share” next to “Your Story.”

You can watch [How to Make Instagram Stories on YouTube](#) to learn more about posting stories.



Posting on Social Media

Instagram

IGTV

1. Download a separate IGTV app.
2. Sign into Instagram on the IGTV app and create a channel.
3. Navigate to your avatar from the main screen.
4. Tap the plus sign in the top right corner.
5. Upload a video from your camera roll.
6. Add a title and description for your video!
7. Put a cover image for the video. Either upload a custom one from your camera roll or choose a thumbnail from your video.
8. Tap “Post” and make sure you monitor the engagement by clicking the “...” icon.

You can learn more about posting videos on IGTV at [How to Upload Videos to IGTV](#), or you can watch [How to Upload an IGTV Video on Instagram on YouTube](#).

Reel

1. Open your Instagram app.
2. Swipe from left to right to open the camera and choose “REEL.”
3. Click the record button, or select a pre-recorded video and trim it.
4. Edit your video on the left-side of the page.
5. Post the reel on your story or Instagram feed, or save it as a draft, which will appear in the Reels tab on your profile.

You can learn more at [Instagram Reels Tutorial](#), or you can watch [Beginners Guide to Instagram Reels on YouTube](#).



Posting on Social Media

Twitter

Twitter offers three methods for posting: tweets, threads, and retweets. Tweets are standard posts that can have images and videos, but they are limited to 280 characters. Threads are used to connect thoughts on Twitter. Since there is no conventional comment feature and tweets have limited characters, users string tweets together through replies to tell stories or relay complex ideas. Retweets share another user’s post, giving the retweeter an opportunity to comment.

Tweet

1. Go to the Twitter app or website.
2. Click the “Tweet” button, which on the app looks like a feather in the bottom right.
3. Write the Tweet.
4. Click “Tweet”

Twitter Thread

1. Go to the Twitter app or website.
2. Click the “Tweet” button, which on the app looks like a feather at the bottom right screen.
3. Write the first tweet that is going to be the start of your Twitter thread.
4. Click “Tweet.”
5. Tap the message icon on the left side of the tweet to add a new tweet. Keep repeating this until you are done with your thread.

You can learn more about Twitter threads at [How to use Tweet threads](#), or you can watch [How To Make A Thread On Twitter](#) on YouTube.



Sending Mass Messages

Text messages and emails

Emailing and texting customers to inform them about current deals or new products can be a great way to attract people to your business. There are many free and low-cost options for businesses to send these messages. Some options offer automated features, so you can write out and schedule when texts will be sent in advance. Most services offer small free versions to try, or at least a trial period before you have to pay. The Federal Communications Commission requires written consent for businesses to be able to send automated messages. That means messaging is primarily used for willing or loyal customers who opt-in to receiving messages. Messaging services can be automated, so they can be tailored to the receiver for more successful engagement.

Texts

In today's world, most people have phones, and text messages are a popular way to reach out to people. You could have customers sign up for texts to receive special deals, which rewards loyalty potentially driving more engagement. Texts are quicker and shorter than emails – they are better for quick, short information. You can learn more about the benefits of mass texts at [Pros and Cons Of Sending a Mass Text as a Business](#).

Here are a few mass texts services:

- SlickText
- JookSMS
- EZ Texting

Emails

While emails may have smaller reach than text, they offer more opportunity for design and customization. Emails can send images, videos, and other visuals to help entice loyal customers to continue shopping or come buy a new product.

Here are a few mass emails services:

- Constant Contact
- Vertical Response
- Mailgun

You can learn more about email marketing and automation at [Email Automation and Does Email Marketing Still Work](#).

Store Showcase

Highlighting members of the Indy Local Grocers Coalition

The following stores are member of the Indy Local Grocers Coalition. The linked videos highlight their stores. Each store is unique – they sell different products, and they cater to their communities in different ways. However, they are all working to improve food access and security.

Cleo’s Bodega

You can watch a video highlighting Cleo’s Bodega at Cleo’s Bodega Showcase on YouTube.

Rock Fresh Market

You can watch a video highlighting Rock Fresh Market on YouTube.

Wall Street Market

You can watch a video highlighting Wall Street Market on YouTube.



Definitions

Key words for digital marketing

Definitions

- **Analytics:** the information and tools to analyze social media engagements
- **Buyer Persona:** a business's generalized or idealized customer for targeted marketing. It typically includes demographic information and interests.
 - The Ultimate Guide to Developing Buyer Personas (with Templates!)
 - The Science of Building Buyer Personas (infographic)
- **Conversion:** occurs when a social media user completes a desired action, including purchases, downloads, etc.
- **Culture sensitivity:** willingness to acknowledge and adapt to cultural differences
 - The Importance of Cultural Sensitivity in Business Dealings
- **Feed:** updated list of new content that is controlled by algorithms
- **Hashtags:** a word or phrase that is preceded by “#” to tag posts with a topic
- **Lead:** a form of contact information that establishes a connection with a potential customer
- **Metric:** measure of engagement and interactions on social media, including likes comments, and conversion rates, for instance.
- **Organic reach/social:** number of unique users that view content without paid promotion
- **Owned media:** digital marketing channels of which a organization has complete control
 - What is owned media — and how to capitalize on it
- **Paid reach/social:** number of unique users that view content from paid promotion
- **Social listening:** process of monitoring social media for mentions of your brand or content relevant to your customers that are opportunities for future action
 - What is Social Listening, Why it Matters, and 10 Tools to Make it Easier
- **Social Media Engagement:** measure of shares, likes, and comments on posts

You can find more social media definitions at [The Ultimate List of Social Media Definitions You Need to Know](#).