



WISCONSIN SCHOOL NUTRITION **IN A NUTSHELL**

Marketing School Meal Programs

Marketing

Marketing is one of the key factors to success in your school meals program. The goal of marketing is to match your products and services with the customers you aim to serve. When this happens, both your SFA and students benefit.

Includes:

- Promotion of products and services.
- Using the best method(s) to reach your customers.
- Persuasive communication
- Telling your own story

Successful marketing can influence student's choices and lead to an increase in average daily participation.

Image

The image you put forth is incredibly important for successful marketing. Your image will influence students' impression of your meal program. What do customers see when they look at your menu, service line, cafeteria, or staff?

Menu Review:

- Variety:
 - Meals with a variety of colors and textures are more desirable.
- Multiple Menu Offerings:
 - Providing students with choices may lead to increased participation.
 - Consider pairing a labor intensive entrée with a less labor intensive option.
- Seasonal Items
 - Consider menu items that feature seasonal produce.
 - Seasonal produce tastes better and is less expensive.

Brand

Your School Meals Brand is how customers perceive your program. Consider what sets your school meal programs apart. A mission statement or logo can be used to build your brand.

Branding helps:

- Highlight the benefits of your program.
- Engage with customers.
- Build a sense of pride in your staff and school community.

Communication

Effective communication must be clear. Each communication must have a target audience, a group of people you are intending to reach most with a particular communication.

Communication Methods:

- Social Media Platforms (Facebook, Instagram, Twitter & TikTok)
 - Connects with customers.
 - Increases awareness about your School Meals Brand.
 - Create the same (or similar) username across platforms.
- Non-Social Media Platforms
 - Emails
 - Newsletters
 - Presentations at school board meetings
- Based on your target audience, decide which communication method is best.

Customer Service

Refers to the relationship between the business (your SFA) and its customers (your students)

Key Factors

- Quality
 - Defined by customer perception.
- Consistency
 - Important to build trust in your school meal operations.
- Reliability
 - Essential for customer confidence and satisfaction.

Benefits:

- Happy customers are easier to serve.
- Continued participation in your school meal programs.
- Free advertising through positive word of mouth.

Promoting School Meals

Promotional marketing is the use of any special offer intended to raise customer interest and influence a purchase. Promotion includes events, activities, contests, social media, and non-social media outlets.

Events

- One of the easiest ways to promote your School Meal Programs is by participating in local and national events involving School Meals.
- The [School Nutrition Calendar of Events](#) highlights events that your SFA can participate in.

Social Media

- Helps connect with your customers, increases awareness about your School Meals Brand, and may lead to increased participation.
- Posts should use creative messaging and imagery with a clear purpose for your target audience.
- Consider adding a hashtag (#) to connect related content.
 - #schoollunch
 - #schoolmeals
 - #WISchoolMealsRock