

Two-Month Micro-Marketing Playbook

For Local International Food Businesses in Pietarsaari



Made with GAMMA

Playbook Overview: Goal & Approach

This playbook aims to increase awareness and trial of lesser-known international dishes and products within your local food business in Pietarsaari. We'll achieve this through simple in-store actions and light digital amplification over approximately eight weeks.

Goal

Increase awareness and trial of unique international dishes.

Duration

Approximately 8 weeks.

Control

You retain full control; no access to your systems needed.

Playbook Steps

Step 0: Baseline & Focus Items

Step 0: Baseline Data

Before starting, record key baseline data to measure your progress, if possible compare to the previous year and the current season. This includes weekly customer counts, sales figures for your focus items, current reviews, social media followers, and your busiest hours. This initial snapshot will help you quantify the impact of your micro-marketing efforts.

Step 1: Choose Focus Items

Select 2-3 lesser-known dishes or products that you want to highlight. Prioritize items that are tasty, offer consistent quality, and are easy for customers to sample. These will be the stars of your micro-marketing campaign.

Step 2 & 3: Tastings and Flavor Profiles



Micro-Tastings

Conduct two tasting sessions per week (recommended) or at least once a month, featuring your selected lesser-known items. Actively promote these tasting events on your social media channels to attract more customers and generate excitement.



Flavor Profile & Reactions

When describing dishes, use simple, evocative flavor words like 'spicy,' 'creamy,' 'tangy,' or 'smoky.' Encourage customers to share their feedback and describe what they taste. This engagement helps them connect with the food.

International Food



Step 4 & 5: Story Cards & Staff Script

Step 4: Story Card

Create small, printed story cards for each focus item. These cards should include details about the dish's origin, its flavor profile, suggestions on how to best enjoy it, and any allergen information. Include a QR code linking to a quick survey for customer feedback.



Step 5: Staff Script

Equip your staff with a friendly invitation script. For example: "Would you like to try this? It's a sweet-and-sour chicken." Encourage them to ask for immediate feedback after customers try the sample. This personal touch enhances the customer experience.





Playbook Steps

Step 6 & 7: Digital Amplification & Copywriting



Digital Amplification

Maintain an updated Google Business Profile, ensuring your menu and photos are current. Post weekly on Instagram and Facebook, always including your location and a clear Call to Action (CTA) to drive engagement and visits.



Copywriting & QR Codes

Craft simple, appetizing titles for your dishes, retaining their original names. For example: 'Tender Chicken in Tomato Sauce (Chakhokhbili).' Use AI tools like ChatGPT to generate compelling descriptions. Add QR codes linking to your menu or a dedicated landing page.

Step 8 & 9: Customer Surveys & Weekly Logs

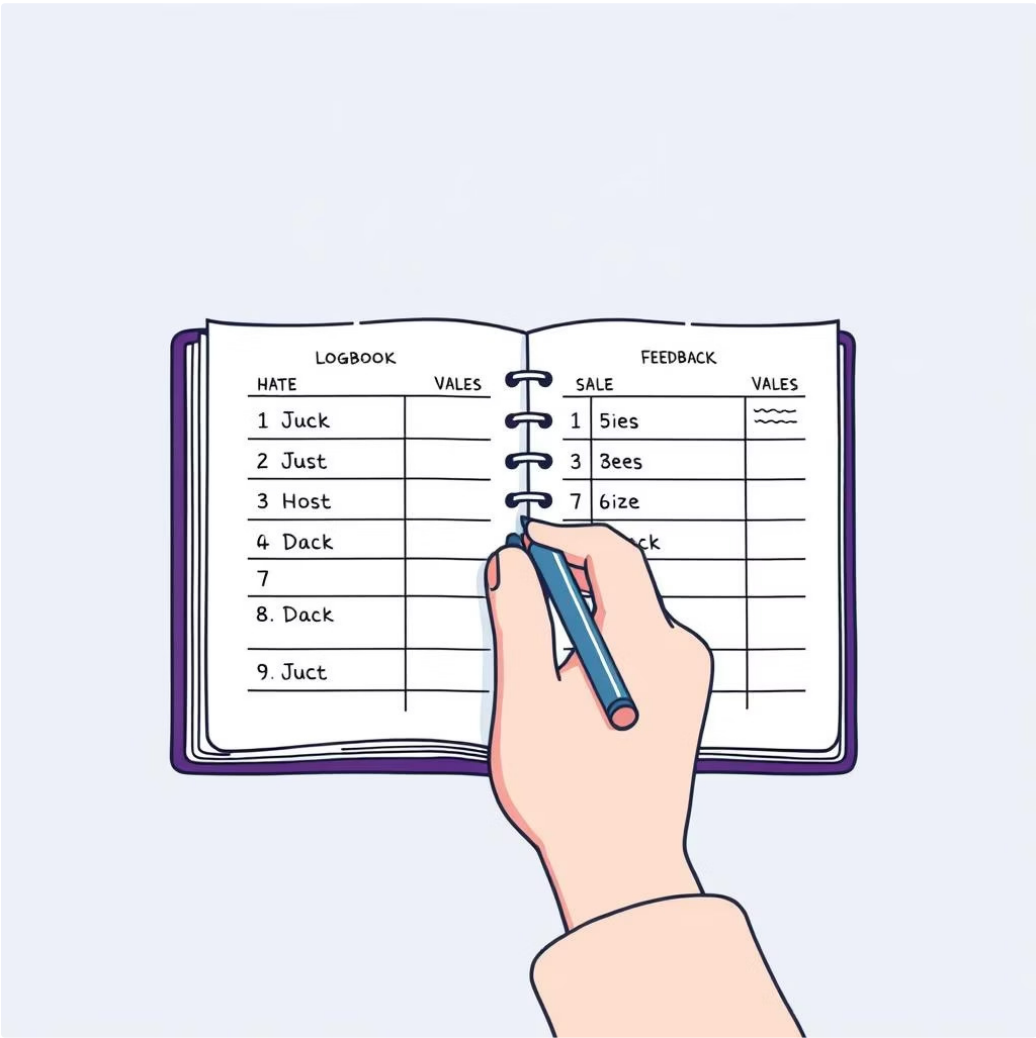
Step 8: Customer Micro-Survey

Implement a brief, three-question survey for customers who try your focus items. Ask: "Did you know this dish?", "Would you try it again?", and "One word to describe the taste." This provides quick, actionable insights into customer perception.



Step 9: Weekly Log

Maintain a weekly log to track key metrics. Record the number of samples given, immediate sales generated from focus items, survey responses, any customer comments, and changes in new reviews or social media followers. This log is crucial for monitoring progress.





Playbook Steps

Step 10 & 11: Menu Highlights & Buddy Boost

Menu/Shelf Highlight

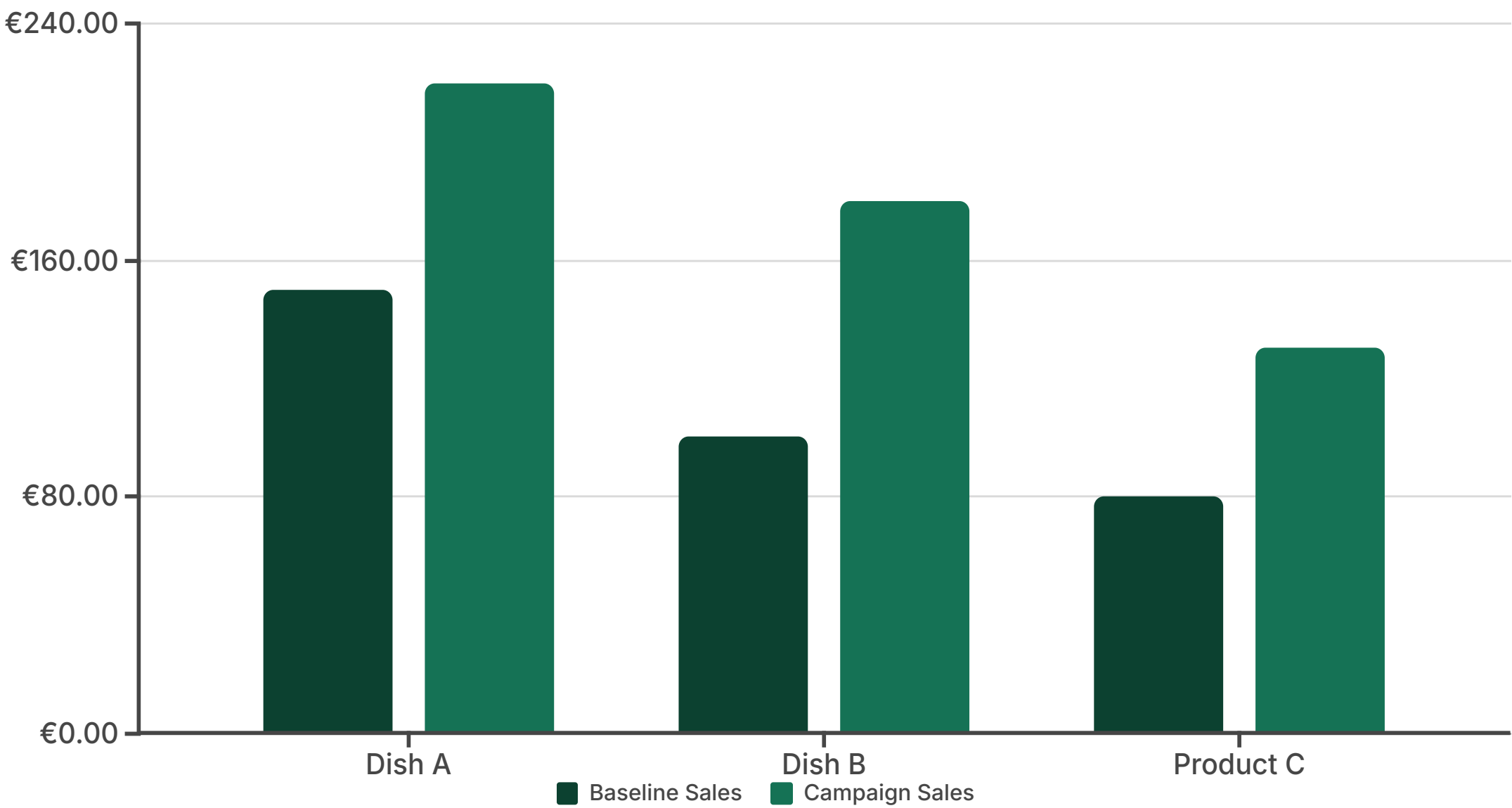
Visually mark your focus items on your menu or shelves with a clear "Try something new" label. Additionally, add shelf labels that feature the simple flavor words you've identified, helping customers make informed choices and encouraging exploration.

Buddy Boost

Once during the eight-week period, tag a local community page or another local business in a social media story. This "buddy boost" can expand your reach to new audiences and foster local business relationships.

Step 12: Results Summary

After the two-month campaign, compile a comprehensive results summary. This report should detail which items were featured, the observed changes in sales for those items, overall customer reactions, any shifts in digital engagement (reviews, followers), and key lessons learned throughout the process.



This chart illustrates potential sales increases for featured items, demonstrating the impact of the micro-marketing playbook.

Key Takeaways & Next Steps

Engage & Educate

Micro-tastings and story cards are powerful tools for customer engagement and education about new dishes.

Amplify Digitally

Consistent social media presence and an updated Google Business Profile are crucial for reaching a wider audience.

Measure & Adapt

Regular logging and customer surveys provide valuable data to refine your strategy and identify successful items.

By implementing this playbook, your local international food business can effectively introduce new flavors to Pietarsaari, fostering a more diverse and engaged customer base.



Implementation Checklist



Preparation

- ☐ Record baseline data (sales, followers, reviews)
- ☐ Select 2-3 focus dishes/products
- ☐ Create story cards with QR codes
- ☐ Train staff with friendly script

Weekly Execution

- ☐ Conduct 2 tasting sessions per week
- ☐ Post weekly content on social media
- ☐ Update Google Business Profile
- ☐ Log metrics weekly
- ☐ Collect survey responses

Optimization

- ☐ Highlight focus items on menu/shelves
- ☐ Add descriptive flavor tags
- ☐ Perform "buddy boost" with local business
- ☐ Monitor digital engagement

Wrap-up

- ☐ Compile results summary
- ☐ Analyze changes in sales
- ☐ Document lessons learned
- ☐ Plan next steps