



grassroots
young entrepreneurs in eco-health tourism

Marketing Campaign Food & Events

Includes Digital Tools!



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Food & Events Marketing

Campaign Taste local, celebrate life – with Tastes & Tales



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting local gastronomy and community events!



Step 1 Set Campaign Objectives and Message

Tasks	Set Campaign Objectives and Message
Introduction	By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting local gastronomy and community events!
Business Name	(Eco-tourism) Tastes & Tales
Objective	Attract travelers by highlighting sustainable food practices, local cuisine, and immersive community events.
Message	"Taste local, celebrate life – with Tastes & Tales."
Content Needed	<ul style="list-style-type: none">• Captivating visuals of traditional dishes, markets, and festivals.• Videos of chefs, farmers, or locals sharing recipes and food stories.• Testimonials from participants in food tours or events.• Informative posts like "How to Support Sustainable Food Tourism."

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Step 2 Create Engaging Content

Tasks	Set Campaign Objectives and Message
What to Create	<ul style="list-style-type: none">• Photos: Feature local dishes, street food, or farm-to-table meals.• Short Clips: Highlight cooking workshops or food tastings in vibrant settings.• Testimonials: Showcase travelers sharing their culinary discoveries.• Informative Posts: Educate on sustainable dining and supporting local food systems.



Tools Needed

Yummly	Generate and share unique, locally inspired recipes. Yummly https://www.yummly.com
Canva	For designing infographics, posters, and Instagram visuals. Canva https://www.canva.com/
GoPro Quik App	Edit food-focused videos for social media. GoPro Quik App https://gopro.com

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Step 3 Share and Promote



Tools Needed

Eventbrite	<p>Eventbrite is a platform designed for creating, hosting, and managing in-person and virtual events. It enables event organizers to promote their events, sell tickets, track attendance, and engage with participants.</p> <p>Eventbrite https://www.eventbrite.com/</p>
Pinterest	<p>Pinterest is a visual discovery platform where users can find, save, and share ideas for various interests, including design, lifestyle, recipes, and more.</p> <p>Pinterest https://www.pinterest.com/</p>
Instagram Live	<p>Instagram Live is a feature within Instagram that allows users to broadcast real-time video to their followers. It's ideal for hosting interactive sessions, such as Q&As, tutorials, interviews, or behind-the-scenes glimpses. Viewers can join, comment, and react during the live stream, fostering real-time engagement and building connections with the audience.</p> <p>Instagram https://www.instagram.com</p>
Facebook Groups	<p>Facebook Groups is a feature on Facebook that allows users to create or join communities centered around shared interests, hobbies, or goals. It provides a space for members to connect, share content, participate in discussions, and collaborate.</p> <p>Facebook https://www.facebook.com</p>



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Tasks	Share and Promote
Eventbrite	<ul style="list-style-type: none">• List Food Events: Organize and promote culinary tours, tastings, or cooking classes.• Ticket Sales: Manage registrations and provide easy booking options.• Highlight Sustainability: Emphasize eco-friendly ingredients and practices.
Pinterest	<ul style="list-style-type: none">• Visual Promotion: Pin recipes, event images, and food tips to attract foodies.• Boards: Create collections for local cuisine or sustainable dining tips.• Engage: Share community stories and food traditions.
Instagram Live	<ul style="list-style-type: none">• Live Cooking Demos: Host live events with local chefs or food artisans.• Q&A Sessions: Engage with followers to share culinary tips.• Real-Time Interaction: Highlight the atmosphere of food festivals.
Facebook Groups	<ul style="list-style-type: none">• Build Community: Create or join food tourism-focused groups.• Event Promotion: Share upcoming events and experiences.• Engage Locals: Involve residents in promoting their food culture.



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Step 4 Check Performance & Manage Engagement

Tasks	Check Performance & Manage Engagement
Check Performance	<ul style="list-style-type: none">• Eventbrite Stats: Track attendance and feedback.• Instagram Insights: Monitor live viewership and post engagement.• Pinterest Analytics: Review pin impressions and saves.
Manage Engagement	<ul style="list-style-type: none">• Follow-Up Emails: Send recipes or event highlights to participants• Social Engagement: Respond to live comments and posts in food groups.• Review Monitoring: Gather and share feedback from attendees.



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Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Share and Promote Tools [here](#)

Don't Forget to Connect with Us...



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