



- Advertisement -

Industry Viewpoint: Digital marketing trends to be ready for

By

Tracy Shaw, digital marketing manager for the Healthy Family Project

September 23, 2021

Digital marketing consists of a lot of moving parts, and each one is becoming more important as we gear up for 2022. According to Business Insider, over 55 percent of people are doing grocery shopping online in 2021. That number is expected to increase to over 66 percent by 2024. So, how do you gain customer loyalty in a growing digital space as well as provide the best in-store experience? You must stay on top of the digital marketing trends. You have to stay current, and you have to be ready to change directions at a moment's notice. I guess if 2020 prepared us for anything, it's that we need to be willing to change and adapt to our customers' needs.

Through digital marketing you can increase your online presence through SEO, and build/maintain a brand with your social media presence. Did you know that over 4 billion people are on social media? That means they rely on phones for a lot of information. So, how do you capture their attention?

Here are a few suggestions:

Got reviews?

Go online and see if your store has online reviews. Online reviews are a great way to gain credibility locally as well as gain new shoppers, and keep the ones you have. Your Google My Business listing also helps establish your geographical location. That means when people Google or ask Alexa or Siri "Grocery Store Near Me" you will show up in the results. Which means you could potentially gain new customers.

In order to make sure your information that is displayed is correct, you should verify your Google business listing and keep information up to date.

Are you shoppable?

Most stores within our industry are shoppable thanks to 2020, but having a SHOP NOW link should be easily found as soon as a consumer comes to your website. Link to specific products on Facebook, Instagram, or in your Instagram stories. Today's shoppers want everything, and they want it now, and it can be hard to get. So, link to all those ingredients and use shoppable posts.

Start chatting

Each month, around 10 billion messages are sent between people and businesses via Facebook. Social media messaging apps provide prompt service to customers that are looking for that immediate attention. Messaging apps also increase customer loyalty.

If you don't have a widget on your website, you should.

Share stories

Social media stories are easy to use and are a great way to feature products. It's hard to ignore that

Instagram Stories and stories on other platforms are an effective form of digital marketing. Consumers like to stay up-to-date with those they follow to see new things daily. Don't forget to tag the brands you are sharing in your stories, hopefully they will repost it.

Be mobile friendly

People are spending more and more time on their mobile devices and less time on their laptops and computers. That means you want to make sure your website is designed with that in mind, you want mobile-users to have the best experience so that they keep coming back.

One of the most notable growth areas in the food industry over the last year has been in the areas of ordering and delivery, mobile payments and cashierless checkouts. Now, whether via apps, QR codes, or the web, there has been a huge shift toward mobile-optimized... everything.

Consumers still want interaction. Don't underestimate the power of online events. Be sure you are hosting online events. At Healthy Family Project we host Facebook Live Cooking Classes regularly, for us as well as our partners. This is not only educational for our followers, but it helps us gain a stronger relationship with our audience. Online events are a great way to spread the word about your brand in a digital space.

Photo: Tracy Shaw

[Print](#)