

Video Timestamps for Training Module #10| Raising Brand Awareness

Note: PDF versions of the Microsoft Word documents are available on the website:

https://www.ruralgrocery.org/learn/grocery-operations-training/module_10.html

00:00:51 - [Mod10 1 Raising Brand Awareness Concepts](#)

00:02:13 - Advertising

00:02:20 - Brand Setup

00:06:56 - Knowing Your Audience

00:07:30 - Social Media

00:12:41 - [Mod10 2 Social Media Content Template](#)

00:15:49 - Marquee Board

00:17:11 - Plastic Gift Cards

00:19:38 - Gift Card Promotion Bonus Holiday

00:21:57 - Food Assistance Programs

00:25:24 - Food Trucks

00:26:38 - Advertising Bench

00:28:45 - Building Wall Space

00:31:37 - Store Signage

00:33:04 - End Caps / Shippers / Cross-Merchandising

00:39:22 - Loyalty

00:40:20 - Loyalty Program

00:42:06 - Loyalty Data

00:43:28 - Engagement

00:43:41 - Make Friends

00:45:16 - Volunteer / Be Present Within the Community

00:47:03 - Community Donations

00:49:04 - Allowing Fundraisers on Store Property

00:50:22 - Create / Emphasize Special Occasions

00:50:38 - [Mod10 3 Events Calendar Template](#)

00:54:42 - Create Contests with Prizes

00:59:18 - Sidecar Services

01:02:29 - Generosity

01:02:34 - [Mod10_4 Post Writing](#), [Mod10_5 Post Pictures](#)

01:06:57 - Destination

01:07:09 - Free Samples

01:08:03 - Local Products

01:11:22 - Homemade Items

01:12:19 - Custom Orders

01:14:44 - “Old Fashioned”

01:15:39 - Internal Grocery Audit for Improvement

01:16:14 - Clean, Bright, & Friendly

01:18:37 - [Mod10_6 Shelving Reset User Guide](#)