



12 Ideas for a Successful Promotion

Make this the Best March
Frozen Food Month ever!



2021

Plan. Partner. **Promote!**

1

Cultivate Beneficial Partnerships

Retailers/Wholesalers should be connected with manufacturer, sales agent and/or local association partners to see what promotions they already have planned.

2

Promote and Leverage Brand Sponsors

The brands participating in NFRA's national program are already invested in doing national advertising for the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays as well.

For the most current list of participating brands, look for the [March National Program](http://NFRAweb.org) on NFRAweb.org.



3

Decorate Stores with March-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display.

Visit NFRA's [Online POS Ordering site](#) to see available items and to order.

4

Promote the Easy Home Meals National Sweepstakes

The March Frozen Food Month \$10,000 Sweepstakes creates consumer excitement. We invite you to promote the Sweepstakes in your ads and on your website. Direct consumers to EasyHomeMeals.com to enter. One lucky winner will receive a \$1,000 Supermarket Gift Card and eighteen winners will receive a \$500 Supermarket Gift Card.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Sweepstakes.



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Just Frozen!



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5

Promote the Coupon Giveaway

The Coupon Giveaway creates social engagement among your audience. Promote the Giveaway that will be hosted on the Easy Home Meals Facebook page. Winners will receive a VIP Coupon Pack from participating manufacturer brands.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Coupon Giveaway.

6

Compete for Golden Penguin Awards

Gain national recognition as an industry leader in promotion and marketing. [Enter the Golden Penguin Awards](#) – choose from many categories focused on effectively using different marketing vehicles.

7

Be a Social Media Influencer

Providing information about the benefits of frozen foods and recipes to make meal planning easier, positions your company/store as an authority and influencer.

NFRA has tip sheets, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Look for the [March Digital Toolkit](#) available on [NFRAweb.org](#).



8

Utilize and Leverage the March Frozen Food Month Brand

Provide a consistent look in your advertising for easy consumer recognition by using the March Frozen Food Month logo and theme.

Visit NFRA's [Artwork/POS Ordering site](#) to download the March logo for your website, flyers and circulars.

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9

Share NFRA's Content, Blogs and Posts on your Social Media Platforms

Easily take your promotion social by using NFRA's template social media posts found in the [March Digital Toolkit](#).

Follow [Easy Home Meals Facebook](#), [Instagram](#) and [blog](#) for stories that you can re-share on your own channels and in your newsletter.

10

Have RD's and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors so we can easily share content. We would love to have your chefs, RDs and experts share their frozen food knowledge on our Easy Home Meals blog.

Please contact NFRA about contributing a blog post on frozen or refrigerated foods throughout the year.

11

Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.



12

Host In-store Events and Demos

In-Store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special March event and draw more shopper attention to the aisle.

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