

# SOCIAL MEDIA MARKETING PROGRAM

## CONNECT AND ENGAGE WITH YOUR CUSTOMERS

Your customers are spending six hours every day with their digital devices and only 12 minutes per day with newspapers. What are you doing to take advantage of social media, the digital channel that is changing how the world stays connected? We offer a variety of options to build, grow and/or run your social media program.

## social5

We have partnered with Social5, a leader in providing affordable social media solutions for over 6,000 independent businesses. Our experienced team of writers create engaging content and execute exciting social campaigns and social advertising.

### FULLY MANAGED PROGRAM INCLUDES:

- Professional branding and design of your business Facebook page
- Content creation with professional writing and graphics
- Weekly Ads Promotion
- Ad spend to promote your content to new customers
- Quarterly contests and prize giveaway to drive participation
- Campaign management app and communication tool
- Social5 University training

### ADVANCED SERVICES INCLUDE:

- Instagram
- Online Directory Clean-up and Management
- Review Management
- Paid Targeted Advertising

Willie's SuperValu  
It's time to take a look at our weekly ad! Come visit us now through 4/23/2023 to pick up your grocery favorites including Fresh Family Packs of 85% Lean Ground Beef for just \$3.99 a pound! Stop by and see us when you can, we hope to see you soon!  
<https://www.williesupervalu.com/weekly-ad>



Monticello Save a Lot  
April 9 at 3:42 PM  
Love fresh asparagus? Choose firm stalks that have a smooth texture with closed tips. Look for deep green stalks that are uniform in width for consistent cooking. Trim the bottoms, stand up in a cup of water and refrigerate until cooked. <https://goto.sc/3Dor>



Save a Lot  
Monticello Save a Lot  
24 Items - 1.5K Followers

## RETAIL MARKETING



### WHY CHOOSE UNFI?

- Our program will help you reach shoppers using a new digital communication channel
- We provide a monthly social media calendar

### FAST FACTS

# 77%

of social media users expect a grocery to connect with them

# 78%

of adults use at least one social media account

**UNFI**   
PROFESSIONAL SERVICES

**\$500 PER STORE  
SET-UP FEE +**

**\$105**

**PER STORE WEEKLY FEE**

### BASE SOCIAL PACKAGE

- Managed Business Facebook Page
  - 12 Posts Per Month
- 4 Rapid Promo Posts Per Month
- \$100 Per Month Facebook Ad Spend
- Quarterly Contests and Prize Giveaways
- Social5 Content Preview App
- Access to Social5 University

**\$500 PER STORE  
SET-UP FEE +**

**\$150**

**PER STORE WEEKLY FEE**

### BETTER SOCIAL PACKAGE

- Managed Business Facebook Page
  - 12 Posts Per Month
- Managed Instagram Page
  - 12 Posts Per Month
- 4 Rapid Promo Posts Per Month
- \$200 Per Month Facebook Ad Spend
- Quarterly Contests and Prize Giveaways
- Social5 Content Preview App
- Access to Social5 University

**\$600 PER STORE  
SET-UP FEE +**

**\$215**

**PER STORE WEEKLY FEE**

### BEST SOCIAL PACKAGE

- Managed Business Facebook Page
  - 12 Posts Per Month
- Managed Instagram Page
  - 12 Posts Per Month
- 4 Rapid Promo Posts Per Month
- \$200 Per Month Facebook Ad Spend
- Quarterly Contests and Prize Giveaways
- Social5 Content Preview App
- Access to Social5 University
- Directory Listings
  - Google Verification
  - Listings in 50+ online directories, major search engines, mobile directories, in-car navigation, local directories & GPS
- Review Management
  - Review Solicitation
  - Monitor Feedback
  - Respond to Customers
  - Promote Positive Reviews on Social Media
  - Dashboard access for store owners to monitor and respond to reviews from multiple channels

**\$300 PER STORE  
SET-UP FEE +**

**\$115**

**PER STORE WEEKLY FEE**

### ADVERTISING UPGRADE

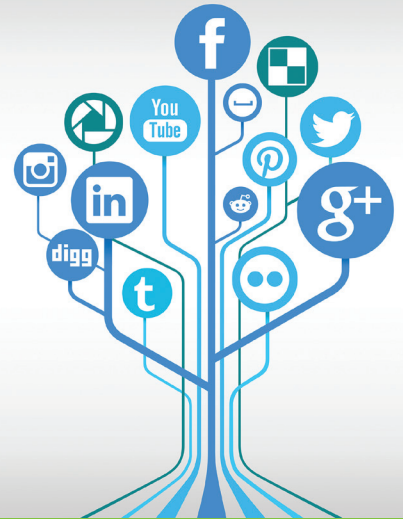
- Paid Advertising:
- Facebook & Instagram
  - \$200/month ad spend
  - Multi-ad Creation
  - Ad Monitoring
  - GEO Targeting
  - DEMO Targeting

### SETUP FEES INCLUDE

#### INITIAL CONSULTATION & SOCIAL MEDIA STRATEGY CALL WITH YOUR ACCOUNT TEAM

Plus: Account creation, onboarding and buildout of your package, Facebook cover image, quarterly contesting, technology setup, hosting and connecting all locations to the S5 Content Delivery System.

## RETAIL MARKETING



**GET SOCIAL**

**GET NOTICED**

**GET FOUND**

**FAST FACTS**

**10M**

consumers reached while managing hundreds of social media pages each year

### SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: [Cora.Lundquist@UNFI.com](mailto:Cora.Lundquist@UNFI.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](http://Services.UNFI.com) or [view our brochure](#).

**UNFI**   
PROFESSIONAL SERVICES