

# John Cant - MaruMarket

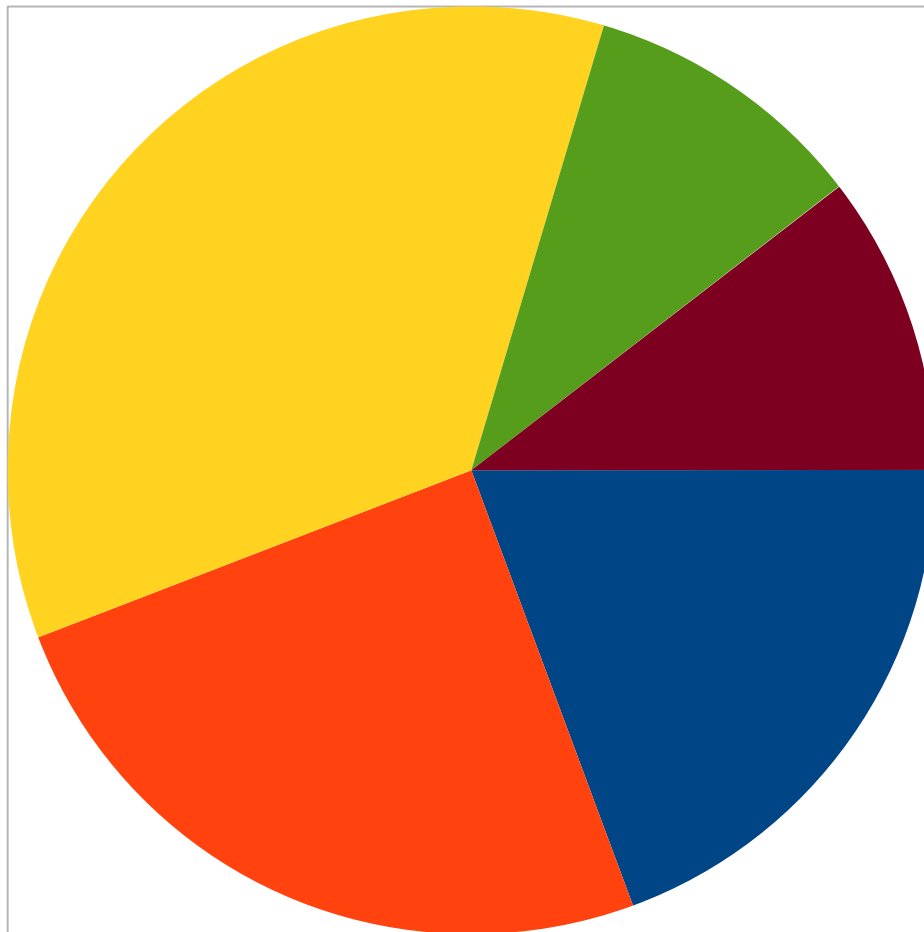
Runs a digital agency to help local food and grocery businesses sell online

# UK Veg Box Survey

- To gain insight into public attitudes to veg box schemes
- 1861 responses from UK residents
- Veg Box & Non Veg Box Customers

# UK Veg Box Survey

What do you most like about veg box deliveries?



■ convenient

■ easiest way to get organic produce

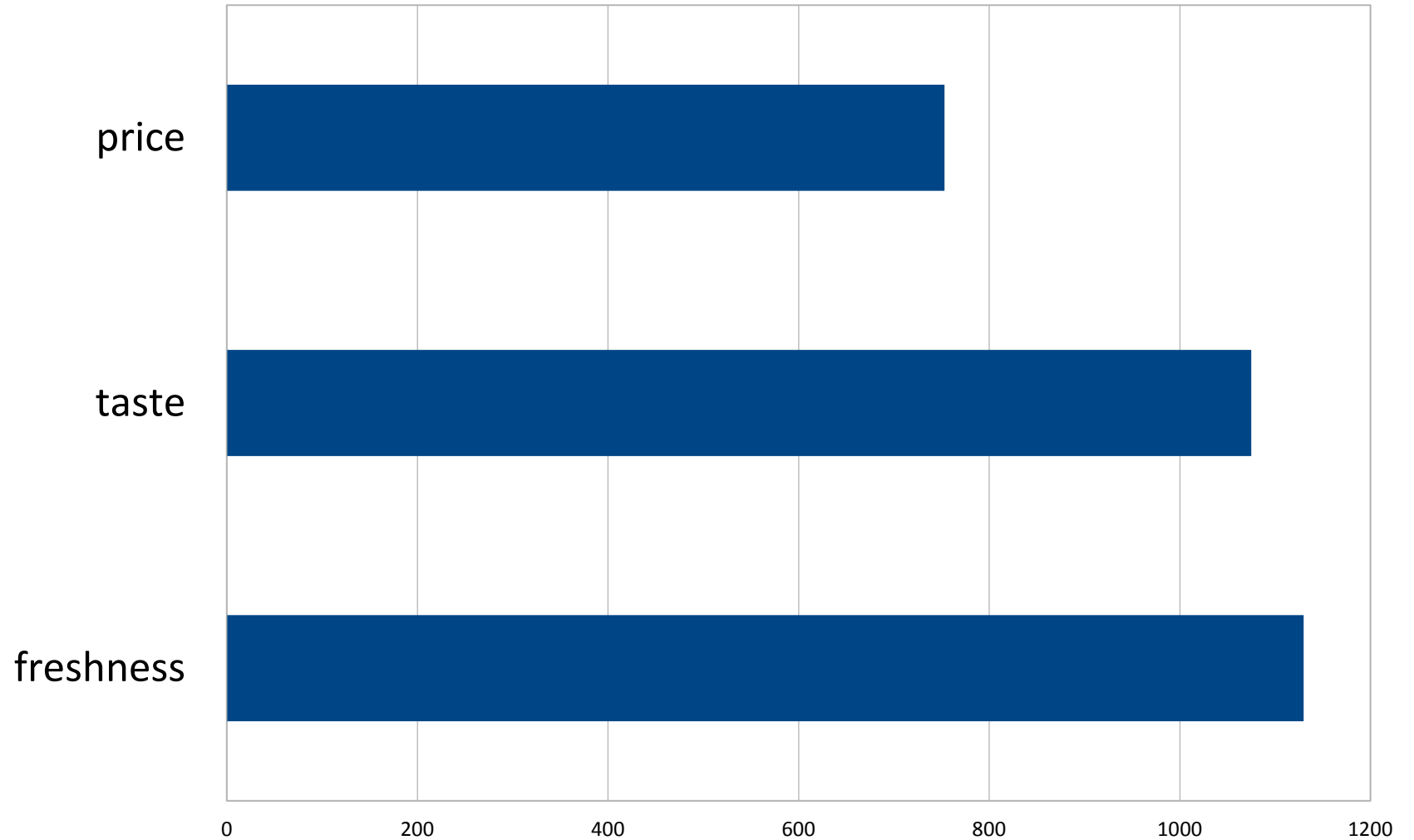
■ easiest way to get local produce

■ saves me thinking what to buy

■ saves carrying heavy shopping

# UK Veg Box Survey

Rate these factors of importance when choosing a box scheme.



How does that help us?

Feed the customer what they want

How does that help us?

Feed the customer what they want

Important

Less

Important

Local

Price

Organic

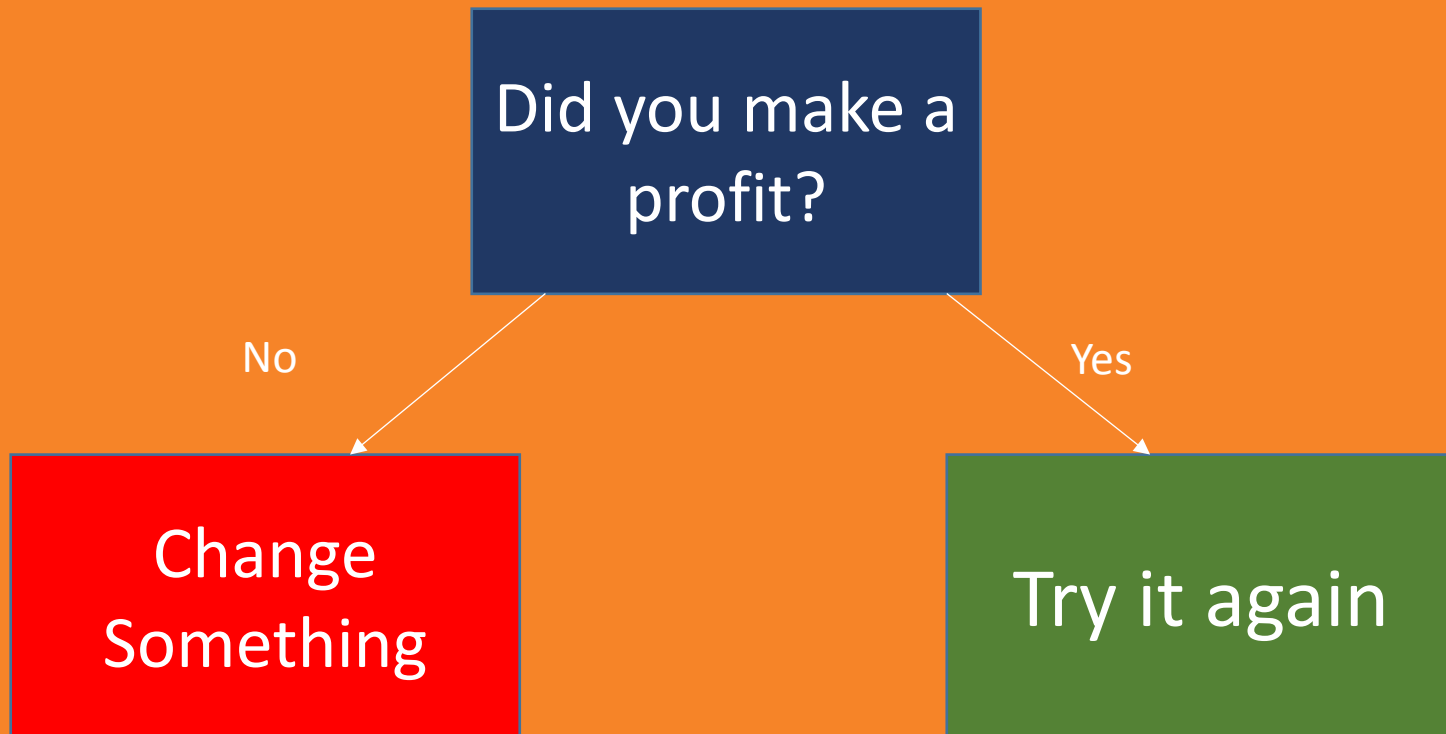
Fresh

# Getting Visitors to your site

- Google
- Facebook
- Twitter
- Advertising
- Partnerships
- Blogs
- Email Marketing

# Simple Experiment

1. Control your spend
2. Measure Results





You've Won!

# You've Won!

1. Post an advert on facebook
2. Use the headline "YOU'VE WON a free box of vegetables"
3. Point them to a landing page on your website.
4. Customer fills in their details to claim their prize.
5. Add an upgrade option to get a bigger box for an extra £5 or £10.
6. Sign them up for a regular delivery.

# Measure:

- Number of people who visited your landing page.
- How much you spent on your advert.
- How much you spent on produce for the free boxes.
- How much you generated from the upgrades.
- How much this group of customers spent with you after 1, 3, 6 and 12 months.

# VegBox Software

- Easy to Use for shops
- Easy to Use for customers
- Allows customer to exclude items from a box
- Integrates with email marketing software
- Easily printable picking and packing lists

vegboxideas.com

Free download of:

- ❖ UK Veg Box Survey Report.
- ❖ Step by Step Guide how to run and measure the success of a facebook marketing campaign.
- ❖ A Free guide to Veg Box Software

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