



Enterprise
Nation



How to build your food business on Facebook and Instagram

Alison Battisby, founder of Avocado Social

@



Square



@e_nation
enterprisenation.com/join
#FoodExchange

How to build your food business on Facebook and Instagram



Alison Battisby

- Digital Marketing Consultant
- Founder of Avocado Social
- Facebook Accredited Trainer
- Advise SMEs on expert Social Media Strategy



#SheMeansBusiness

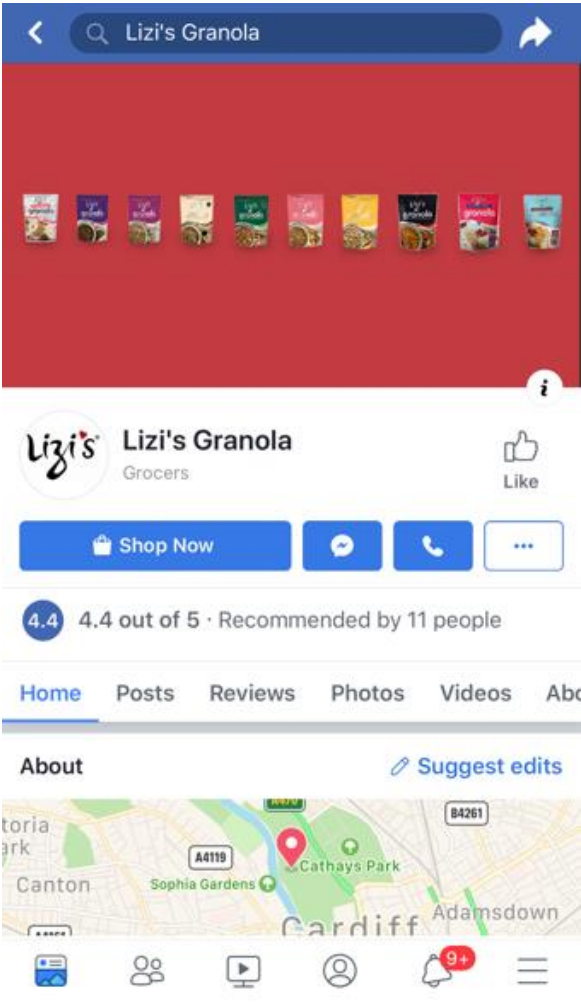
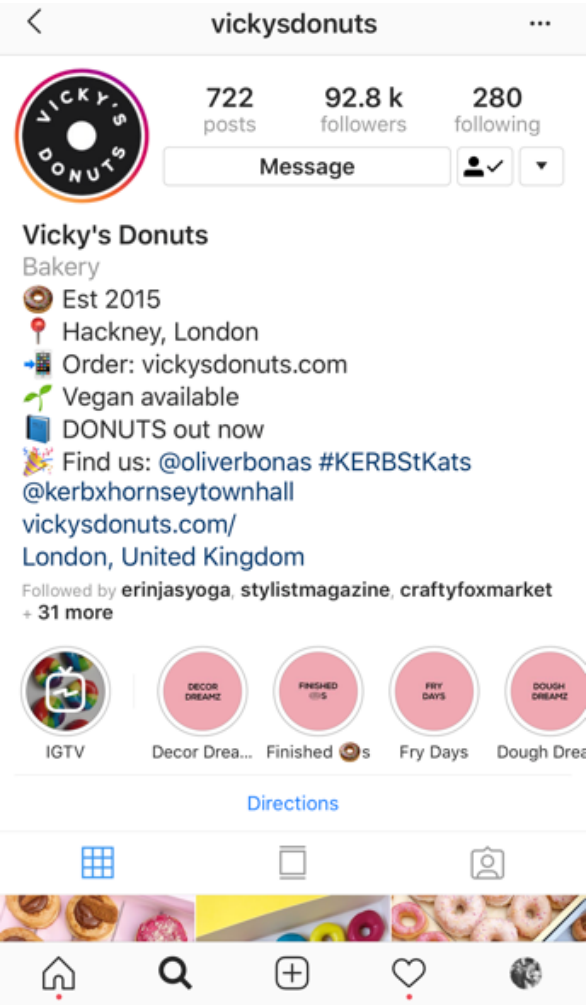


How to build your food business on Facebook and Instagram

1. Setup for success
2. Knowing your audience
3. How to curate and create
4. Growth tactics
5. Measure



1. Setup for success



2. Know your audience



- Who is your social media audience?
- What platforms do they use the most?
- What brands do they follow?
- What content are they looking for?

2. Know your audience

How to make granola

how to make granola

how to make granola **bars**

how to make granola **from oats**

how to make granola **at home**

how to make granola **breakfast**

how to make granola **clusters**

how to make granola **yogurt**

how to make granola **bars healthy**

how to make granola **bars no bake**

how to make granola **cereal**



3. How to curate & create



honeywellbakes • Following
• United Kingdom

honeywellbakes Truth 🍪
This weather calls for chunky blankets and cups of tea (and a biscuit or two 🍪)
Snuggly pic by lovely @lustliving and gorge @laurenastondesigns blanket

honeywellbakes #autumnmood
#chunkyknit #cozyhome #aquietstyle
#abmlifeishappy #creativehappy life
#wipsandblooms #createmakeshare
#myhandsmaking #waketomake
#makersgonnamake
#freestylecreativeliving #createeveryday
#thehandmadeparade #livecreatively
#modernmaker #doitforthe process
#abmcrafty #showyourwork
#wearethemakers #handmadewithlove
#seekinspirecreate #craftsposure
#agameoftones #celebratinghandmade
idrees_zakky Love the colours c

174 likes
OCTOBER 23, 2017

Add a comment...

Costa Coffee
25 August at 13:02 · 🌐

Happiness can be found at the end of the rainbow... 🌈 ☕
#CostaCoffee #BankHoliday 📸 @gemma_boden

A photograph of a Costa Coffee store at night. The building is illuminated, and a large, vibrant rainbow arches over the roof. The sky is dark, and the rainbow's colors are clearly visible. The store has red awnings and the Costa logo is prominent on the building.

2K
139 Comments 131 Shares

Like Comment Share Buffer

3. How to curate & create



Pic.Tap.Go!



3. Growth tactics - Hashtags



dashdrinks • Following

dashdrinks Wastes not, wants more.. 💧

cakedropidn Loveeeee

dashdrinks #healthyliving
#hydration#health #fitness #dreams
#colours#bright #zerowaste
#flavouredwater#colour #green
#springwater#raspberries
#dashwater
#greattastenowaste#squashraspberries
#wonkylemons#lemons #healthyeating
#london #drinks#refreshing #water
#nosugar#nosweeteners #dash
#sparklingwater#nocalories
#tastenotwaste #springwater#fresh

heathcurrier I love your page!

nickmckay You guys at Lunch next week?

dashdrinks @nickmckay absolutelv. stand



338 likes

5 DAYS AGO

Add a comment...

...



#cupsinframe

316,823 posts

Top Posts



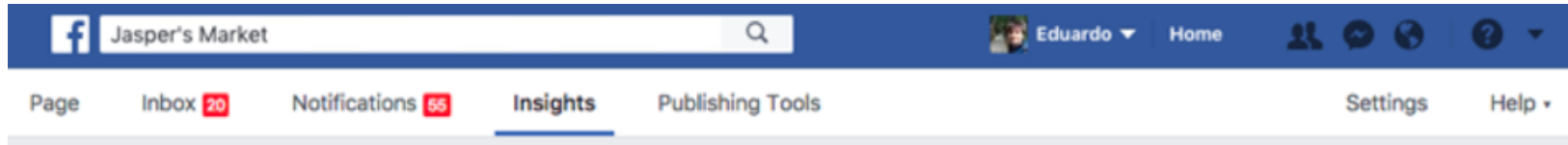
4. Growth tactics - competitions



4. Growth tactics - influencers



5. Measurement



Published ▼	Post	Type	Targeting	Reach ⓘ	Engagement	Promote
24/04/2018 12:56	 How will GDPR affect social media marketing? We've			85 	3 0 	Boost Post
19/03/2018 17:16	 This week, join us at: 1 In stagram for Business: A lun			616 	142 16 	Boost Post
10/03/2018 09:32	 Alison has been nominated as a Top 50 Advisor in Ente			428 	102 28 	Boost Post
01/02/2018 10:49	 #ThrowbackThursday to be coming a Facebook She M			244 	25 11 	Boost Post
31/12/2017 10:55	 Get organised this new year, with our 2018 social medi			223 	6 4 	Boost Post

