

WHY TO TARGET YOUNG FAMILIES ON SOCIAL MEDIA TO INCREASE

CSA SHARES

CHILDHOOD OBESITY IS A PUBLIC HEALTH CONCERN



Over 30% of children are considered overweight or obese. A poor diet is partially to blame. Help young people eat more fruits and veggies by targeting young families to sign up for CSA shares!

POTENTIAL MARKET SHARE



There are roughly 100,000 young families in Greater Portland/Southern Maine. Getting 50 additional CSA shares from this audience is only .05% of the potential market!

INCREASED REVENUE



At the current rate of \$345/ CSA share: 20 additional subscriptions = increased revenue of \$17,250 with small social media budget investment.

SOCIAL MEDIA IS KEY



80% of people ages 25-29 are using Facebook daily, and Instagram isn't far behind. Maximize reach by tweaking and optimizing current social media activity to expand reach and increase CSA subscriptions.

NEXT STEPS



- Consider Twitter account
- Look into MOFGA project
- Consider discount/coupon code
- Expand delivery options