

Start-up: Promotion

Dry Delights has a target market of families and people wanting to improve their health. We believe in spreading health and love. Knowing our target market will help us to advertise our product in a way that will draw in customers. When we make advertisements, we can depict a mother giving the fruit to her child on the way to school or a hiker taking the fruit for some extra fuel on his journey.

Our brand is warm and inviting. With bright colors like red and yellow, we are bold and our presence is strong. This makes our company stand out and tell people “i’m here.” Our brand fits the industry, because dried fruits are colorful and are meant to make people feel happy. With warm and lighthearted colors, customers will feel drawn to our product.

Our target audience will generally be found on Facebook and Instagram, but they can also be found on TikTok. Dry Delight’s currently has an Instagram account where we post about our products and any sales we have. We will also be creating a Facebook page as well. We will also create a Tiktok where we will share videos of the process of making our products and draw customers. On all three platforms, we will also buy advertisements to help get our name out there. Lastly, we will also be highlighting our product in television commercials as many people from our target market still use cable.

Competitors in this industry use similar platforms to advertise their products. Their main source of advertising comes from television ads which is why we will also be participating in advertisements via television.

Certain fruits remind people of the seasons. For example, mango tends to remind people of tropical fruits and is associated with summer. On the other hand, cinnamon apple may remind

people of Christmas and are associated with winter. We can use this to our advantage and promote our product differently depending on the season.