

# SOCIAL MEDIA MARKETING PROGRAM

## SocialStudio keeps your social media followers engaged with minimal effort

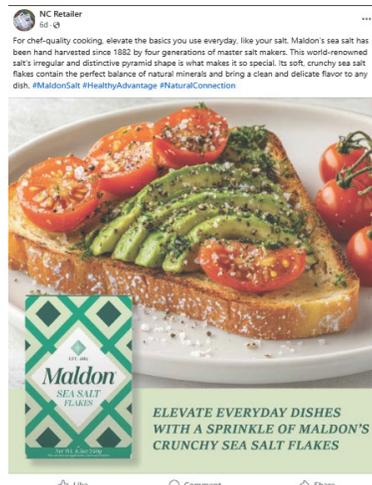
Establishing a strong social media presence is crucial as shoppers increasingly rely on these platforms during their shopping journey. SocialStudio helps you to stay active on social media with minimal time required. **Easily boost consumer engagement and drive sales** when you promote ads and share product information across your social channels.

### Program Includes:

- Weekly consumer engagement posts on Facebook, Instagram, and X platforms
- Store ads posted on your behalf
- Ability to design custom posts with our content creator tool
- Content calendar to view & manage all scheduled content
- Analytics dashboard
- Options for customized content and post boosting

### Retailer Benefits:

- Cost-effective marketing tactic
- Increase brand awareness
- Improve customer engagement & community outreach
- Build customer loyalty & trust
- Access to analytics tools to track customer engagement, behavior, and preferences



## RETAIL MARKETING



### WHY CHOOSE UNFI?

- Grocery expertise
- Curated content from our supplier relationships
- Integration with your other external marketing tactics
- Simplified billing through UNFI

### FAST FACTS

# +50%

More than half of all grocery sales are digitally influenced

# +70%

Over 70% of Facebook users visit local business pages at least once a week

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PROFESSIONAL SERVICES

# CHOOSE YOUR PACKAGE

## MONTHLY AD PACKAGE

- Facebook, Instagram, X
- 1 consumer engagement post per week
- Your store circular posted monthly
- Built-in content creator tool
- Content calendar provided
- Analytics dashboard
- Optional boosted ads

## WEEKLY AD PACKAGE

- Facebook, Instagram, X
- 2-3 consumer engagement posts per week
- Your store circular OR 1 special ad posted weekly
- Built-in content creator tool
- Content calendar provided
- Analytics dashboard
- Optional boosted ads

## WEEKLY AD+ PACKAGE

- Facebook, Instagram, X, Google Business
- 2-3 consumer engagement posts per week
- 1-2 custom consumer engagement posts per week
- Your store circular OR 1 special ad posted weekly
- Built-in content creator tool
- Content calendar provided
- Analytics dashboard
- Optional boosted ads

## OPTIONAL ADD ON: FACEBOOK BOOSTING

Please contact us for package pricing information.

## RETAIL MARKETING



## SOCIAL NETWORKS SUPPORTED



- GET SOCIAL
- GET NOTICED
- GET FOUND

### SIGN UP FOR MORE INFORMATION

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

Contact **Natural:** Madison Valls | [Madison.Valls@unfi.com](mailto:Madison.Valls@unfi.com)  
Information: **Conventional:** Cora Lundquist | [Cora.Lundquist@unfi.com](mailto:Cora.Lundquist@unfi.com)

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