ANSWERS

Choosing Tactics to Attract New Customers Quiz

Concept Review

Some tactics are best at bringing in *new* customers, while others are better for retention/loyalty.

- **Attraction tactics** bring *new eyes* to the business (ads, signage, events, partnerships, PR).
- **Retention tactics** (loyalty cards, discounts for existing customers, newsletters) strengthen relationships with *current customers*.
- **Mixed tactics** (like sampling) can help *attract new customers* and deepen relationships with *existing customers*.

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1) Food Truck (downtown lunch crowd)

✅ a) Instagram specials – Eye-catching photos can reach people who haven't tried the truck yet.
✅ d) Office partnerships – Discounts promoted by office managers bring in new faces.
❌ b) Punch cards – Great for loyalty, not attraction.
❌ c) Email newsletter – Works only after someone is already a customer.

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2) Pick-Your-Own Flower Farm

✅ b) Seasonal event – Creates buzz and draws newcomers.
✅ c) Posters/flyers – Reaches locals who may not know about the farm.
❌ a) Instagram contest – Fun, but tends to engage existing followers more than new ones.
❌ d) Loyalty card – Repeat customer tactic.

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3) Neighborhood Food Store

✅ a) Flyers in apartments – Brings in neighbors who may not know you exist.
✅ d) Social media recipes – Shareable content that can introduce the store to new audiences.
❌ b) Discounts for existing customers – Retention.
❌ c) Community fair samples – Nice visibility, but often builds goodwill more than ongoing attraction.

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4) Specialty Cheesemaker at Farmers' Markets

✅ b) Winery collaboration – Taps into another business's audience.
✅ d) Food blogger/influencer – Puts your product in front of new followers.
❌ a) Market samples – Effective, but usually attract people already at the market.
❌ c) Customer raffle – Rewards repeat shoppers, not new ones.

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5) Rancher Selling Grass-Fed Beef Online

✅ b) Social media ads – Brings awareness to people who haven't purchased before.
✅ c) Gym/fitness partnerships – Targets a new health-conscious audience.
❌ a) Cooking demo – Engages existing followers more than new ones unless well-promoted.
❌ d) Recipe cards – Retention tool.

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6) Farm Stand on a Busy Road

✅ a) Roadside signage – Captures attention of passersby who didn't plan to stop.
✅ d) Brewery/ice cream partnership – Cross-promotion introduces your stand to their customer base.
❌ b) Facebook ads – Can work, but not as direct as physical signage for a roadside stand.
❌ c) Samples – Good once they stop, but not what brings them in.

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7) Food Hub Serving Restaurants & Institutions

✅ a) Cold-calling chefs – Direct outreach introduces your hub to new buyers.
✅ b) Chef open house – Invites new prospects to see what you offer.
❌ c) LinkedIn ads – Expensive, and often less effective locally than direct outreach.
❌ d) Thank-you gifts – Retention tool.

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8) Small-Batch Salsa Producer (retail & specialty shops)

✅ a) In-store demos – Converts store browsers into first-time buyers (and can deepen relationship with existing customers).
✅ c) Geo-targeted social ads – Reaches shoppers near stores who may not know your brand.
❌ b) Chip partnership – Strong potential, but often more of a co-promotion with current buyers.
❌ d) Postcards to CSA members – Only reaches existing customers.