QUIZ
Choosing Tactics to Attract New Customers

Instructions: *Circle or underline the TWO tactics you believe are the MOST likely to attract new customers for the business in each question. Think carefully, as some answers may be a matter of opinion.*

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1) Food Truck (downtown lunch crowd)

a) Post daily specials with mouth-watering photos on Instagram
b) Offer “Buy 10, Get 1 Free” punch cards
c) Send a weekly email newsletter
d) Partner with a nearby office building to offer employee discounts

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2) Pick-Your-Own Flower Farm

a) Run an Instagram photo contest with a free bouquet prize
b) Create a seasonal event like “Sunflower Saturday” with music and food trucks
c) Put posters/flyers in local cafés and libraries
d) Offer a loyalty punch card

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3) Neighborhood Food Store

a) Distribute flyers in nearby apartment buildings
b) Run a “thank-you” discount for existing customers
c) Offer free samples at a local community fair
d) Post recipes and product spotlights on social media

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4) Specialty Cheesemaker at Farmers’ Markets

a) Give small tasting samples at the market
b) Collaborate with a local winery on a cheese-and-wine event
c) Run a “customer appreciation” raffle for repeat shoppers
d) Pitch a local food blogger/influencer to feature your products

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5) Rancher Selling Grass-Fed Beef Online

a) Host a cooking demo on YouTube or Facebook Live
b) Run targeted social ads in nearby towns
c) Partner with local gyms/fitness clubs for cross-promotions
d) Send recipe cards to current customers

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6) Farm Stand on a Busy Road

a) Put up colorful roadside signage with arrows
b) Run a Facebook ad targeted to people within 10 miles
c) Give free samples to passersby
d) Partner with a nearby brewery or ice cream shop for cross-promotion

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7) Food Hub Serving Restaurants & Institutions

a) Cold-call chefs and set up tasting appointments
b) Host a chef open house at the hub with farm tours
c) Run LinkedIn ads targeted to foodservice buyers
d) Send thank-you gifts to existing clients

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

a) In-store demos with free samples
b) Partner with a tortilla-chip brand for joint promotions
c) Run geo-targeted ads on Instagram/Facebook
d) Send postcards to existing CSA members