

## Overview

BOLDLY BRINGING VEGAN TO A CITY NEAR YOU

### Vegan Mainstream

**Who we are** Vegan Mainstream provides marketing solutions to vegan and vegetarian businesses. Launched in October 2009, its strategic planning and marketing expertise will exceed your marketing ambitions for your business.

**How we can help** Vegan Mainstream uses innovative marketing tools to spread awareness for your animal friendly business to both vegan and non-vegan consumers. We want to propel your vegan or vegetarian businesses into the mainstream.

#### Here's how:

- ✓ Increase customer volume
- ✓ Improve web traffic
- ✓ Manage a Twitter campaign
- ✓ Identify new customers
- ✓ Create product promotions
- ✓ Get detailed market intelligence
- ✓ Simplify campaign management
- ✓ Gain PR mastery

### Why Work With Us

**We are apart of the community** We care about and support the vegan and vegetarian movement. From experience we've found that it is easier and more pleasurable to work with people who share the same passion.

**Team expertise** We excel as a result of our team's shared experience across all industries – and we don't just hire individuals for their marketing expertise, each team member has roots in the vegan and vegetarian community. This ensures that we are thoroughly connected and committed to your vision.

**Our approach to marketing** We believe the best marketing approach is a tested marketing approach. All products and services offered to our clients (from websites to Twitter accounts) are the successful products of rigorous testing procedures. We develop holistic solutions that include both marketing and reporting and always develop calculated marketing plans to ensure your product or brand benefits from marketing success.

### Vegan and Vegetarian Market Data

The market for vegan and vegetarian food is expanding – from around \$646 million in 1998 to \$2.8 billion in 2006, and still growing. In its 2009 Vegetarian Foods Market Assessment, Research and Markets declared that “vegetarian foods have moved from being a niche sector” to becoming “a mature and mainstream sector.”



A 2008 poll conducted by *Vegetarian Times* magazine found that while 3.2% of adult Americans are vegetarians, an additional 10% identify as “vegetarian inclined.” The veganism lifestyle has also become more popular over the years. Around 2% to 3% of the world's population is now vegan, accounting for approximately 168 million vegans worldwide.

According to Mintel, a global market research firm, vegan sales have continued to increase, hitting heights of \$2.8 billion in 2006. Mintel and SPINS, the natural products industry expert, expect the organic food and drink market to increase by 61% between 2008 and 2012. This growth is giving an extra kick to the expanding business of organic produce and natural foods companies.

A 2006 Vegetarian Foods Market Assessment report found that 12% of 1,000 adults were vegetarian or belonged to a household where at least one person was already vegetarian. In 2009, around 3% of Americans were vegetarian and around 1% were vegan, according to the Vegetarian Resource Group.



*The vegan lifestyle is gaining popularity each year.*

Request a Proposal Today



## Marketing Services

Vegan Mainstream's team of experts collaborate using innovative marketing tools to provide the best approach for your animal friendly business to both vegan and non-vegan consumers.

### Social Media

- ❑ Facebook or Twitter strategies
- ❑ Customized contest and giveaways
- ❑ Daily account management
- ❑ Responses to follower or fan post
- ❑ Online reputation management (monitoring and response)

### Public Relations

- ❑ Press releases
- ❑ Media distribution and communication
- ❑ Web content analysis and copywriting
- ❑ Positioning as leader in your field
- ❑ Media training

### Email Marketing

- ❑ Build email list
- ❑ Set up email acquisition strategy
- ❑ Design email newsletter
- ❑ Email distribution (any frequency)
- ❑ Email reporting and ROI tracking

### Integrated Campaigns

- ❑ Defined target audience
- ❑ Increased sales
- ❑ One cohesive messaging strategy
- ❑ Creative campaign development
- ❑ Successful customer relationship management

### Lead Generation

- ❑ Trackable ROI
- ❑ SEO and Paid Search
- ❑ Two- to six-week marketing campaigns
- ❑ Measurable results
- ❑ A-B testing opportunities



### Coupons And Contests

- ❑ Coupons submitted to popular coupons sites
- ❑ Seven to ten day Twitter promotion to drive traffic to site or retail location
- ❑ Traffic increase
- ❑ Coupon design and submission
- ❑ Promotion campaign
- ❑ Sales and exposure boost