

FOOD TRUCK
Training Group

**Marketing in
The Off Season**

**Sponsored
by**



Corporate Trainer



Street vendor



Author



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NATIONAL
STREET FOOD VENDORS
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ASSOCIATION

Analyze Past Performance and Market Trends

Review Sales Data: Look at the previous off-seasons to identify what worked and what didn't.

Guest Feedback: Before the slow season ask, "Do you think staying open would be worth it for me this winter?" then follow up with "Can I count on you?"

Competitor Analysis: Observe how competitors have adapted to the off-season, noting any gaps in the market that you could fill.





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Break Even Should Include Setting Aside Money for the Off Season

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Seasonally Redefine Your Guest Pool

Segmentation: Identify which guests are most likely to engage with your food truck during the off-season.

Guest Needs: Adjust your marketing to address the seasonal needs and preferences of your target audience.



meal prep



party catering

Adapt Your Offerings

Menu Adjustments: Tailor your menu to include seasonal ingredients and comfort foods that appeal during cooler weather.

Special Promotions: Offer holiday-themed specials or limited-time offers to create urgency and attract guests.

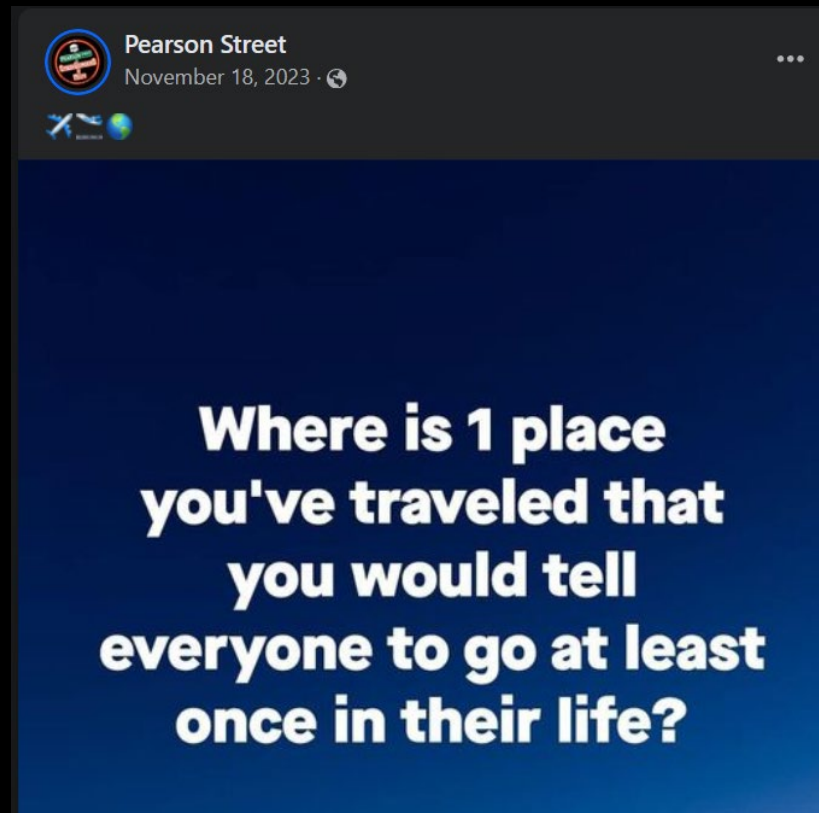


Ramp Up Engagement Tactics

Email Marketing: Send regular newsletters to keep your brand top-of-mind, featuring menu updates, special events, and exclusive offers only for the email list.

Social Media Campaigns: Utilize platforms like Instagram and Facebook to post engaging content that highlights your seasonal offerings and behind-the-scenes action.

Stay Engaged: Social Media is a two-way conversation. Ask questions, share personal stories, behind the scenes posts, etc. Build excitement for the reopening.

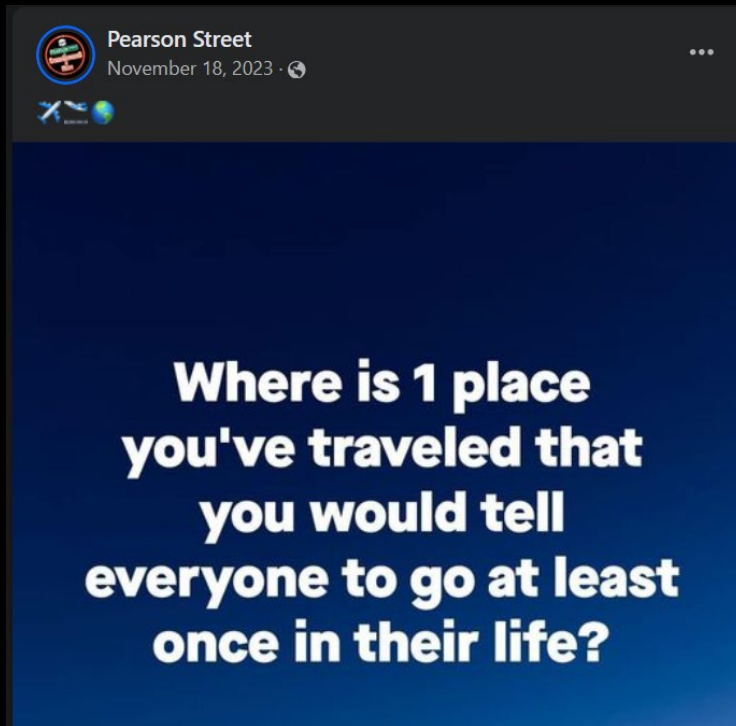


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**Collect Guest
Contact Info Year
Round**

**Branding & Marketing
Master Class**



More Revenue Streams

Catering Services: Market your food truck as a perfect solution for holiday parties, corporate events, and private gatherings.

Merchandising: Sell branded merchandise such as apparel, sauces, or recipe books.



Collaborate and Partner

Local Businesses, Events and other Food Trucks: Partner with local businesses for pop-ups or collaborate on special events to reach new guests.

Sponsorships: Engage with community events that align with your brand for increased visibility. Fun Raisers, Parades, Charity Events.

Themed Events: Host themed food events that resonate with the season, such as a Halloween trick-or-treat or a Thanksgiving feast.

Community Involvement: Participate in local community events to keep your truck/business active and engaging during slow months.



Optimize Your Online Presence

Website: Ensure your website is updated with your winter schedule, location updates, and current / planned menu.

Online Ordering: Set up or enhance online ordering systems to make it easy for guests to purchase despite colder weather. Deliver to vehicle when the guest arrives.

Explore Delivery: Internal delivery staff saves money while 3rd party is always an option.



Loyalty Program

Loyalty Offers: Develop a loyalty program that rewards repeat guests with discounts, freebies, or early access to new items. Stay in touch with Loyalty Participants in off season. Allow them to earn points / punches for helping promote your business on social media

Guest Appreciation: Host guest appreciation events or offer special discounts to your most loyal fans.



The image displays two digital screens showcasing the Taco Bell Rewards program. The tablet screen on the left features a navigation menu with options: MENU, LOCATIONS, DELIVERY, REWARDS (highlighted), NUTRITION, and GIFT CARDS. The main content area is titled "PROGRAM BENEFITS" and includes four promotional cards: "FREE REWARDS" (Choose from a selection of Taco Bell favorites, and get a free reward*** just for signing up.), "EXCLUSIVE OFFERS" (Be in the know on special deals.), "BONUS POINTS CHALLENGES" (Complete challenges to get rewards faster.), and "FREE BIRTHDAY GIFT" (Your special day just got cooler with a regular Mountain Dew Baja Blast® Freeze****.). The smartphone screen on the right displays a "FREE REWARD FOR JOINING*" offer, stating "Become a Taco Bell Rewards Member to choose a free reward*. Only on the app." with a "GET THE APP" button.

Monitor Results and Adapt

Track Metrics: Monitor sales data, customer engagement, and overall performance of marketing campaigns.

Adapt Strategies: Be prepared to tweak your strategy based on what's working or not, ensuring agility in your marketing approach.



KPIs

Q & A

