

FOOD TRUCK MARKETING IDEAS TO ATTRACT NEW CUSTOMERS

Your menu concept is solid. You've secured your perfect mobile kitchen and all of your food truck supplies. What's next? Creating a food truck marketing plan to drive customers to your business.

KNOWING YOUR MOBILE KITCHEN DEMOGRAPHICS

The most effective marketing strategies consider a brand's key demographics. To maximize your food truck marketing plan, know who comprises your fan base.

19.7%

43.4%

17.7%

19.2%

19.7 percent of consumers are under the age of 25

43.4 percent are ages 25 to 44

17.7 percent are between 45 and 54 years old

19.2 percent are over 55

4 TIPS TO ATTRACT NEW CUSTOMERS

Trying out different marketing campaigns is a smart way to reach a large consumer base and test your advertising plan.

1. Get Online

90 percent of consumers look up new businesses online, so capitalize on cyber-space.



6 out of 10 people check social media at least 10 times a day, so post menus and hours on social media, including in-feed reels and stories.



Update your Google Business Profile frequently.

UPDATE



There are over 196 million users following #foodie, utilize popular hashtags and create your own specific to your food truck brand, such as →

#foodtrucklife, #foodtruck[your city], #streetfood, #vegan, #lunch



2. Get Festive

Attend festivals and local events to introduce your food to new consumers.

Some lucrative ideas are:

- State and city fairs, as well as carnivals
- Food and beverage festivals
- Outdoor concerts
- Farmers markets

3. Get Together

Community-based campaigns are a fun way to get your name out there.

- Team up with other non-competing food trucks for a fun neighborhood foodie event.
- Collaborate with musicians and artists for a block party.
- Partner with pubs and bars that don't have dedicated food service options.



SMS messages have a 98 percent open rate.

4. Get Technical

Entice tech-savvy customers and use technology in your food truck marketing plan.

- Try location-based marketing to draw customers to you through geofencing advertising.
- SMS messages have a 98 percent open rate. Collect consumer phone numbers and send SMS alerts with your location and specials.