

FOOD TRUCK MARKETING IDEAS TO ATTRACT NEW CUSTOMERS

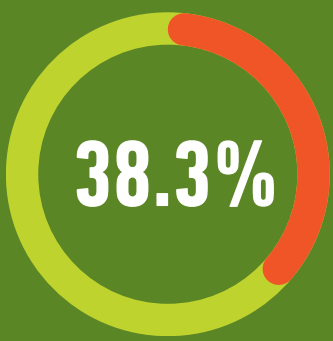
Your food truck is ready to hit the streets — but how do you make sure hungry customers find you? Check out these smart, proven marketing ideas to boost visibility, build buzz, and keep your service window busy.

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.



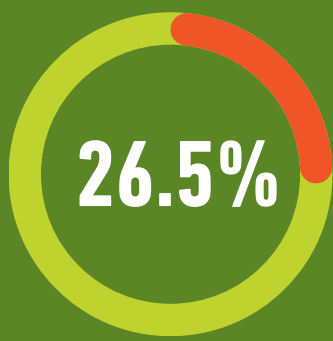
13.5 percent of consumers are under the age of 24



38.3 percent are aged 25 to 44



21.7 percent are between 45 and 54



26.5 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.



The average daily time spent using social media is 2h 20m, so post your food, menus and hours on social media, including in-feed reels and stories.



Update your Google Business Profile frequently.



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



Optimize your business info online to help you stand out in AI-powered searches.



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
- Seasonal events

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.



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.
- Make sure you’re listed on food delivery apps.
- SMS messages have a 98 percent open rate. Collect consumer phone numbers and send SMS alerts with your location and specials.