

Grandma's Pasta Brand Analysis & Strategy

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The Grandma's Frozen Noodle brand has proudly produced fresh, frozen noodles for 60+ years. A Colorado, family-owned business, Grandma's understands the importance of quality ingredients to create a product people can trust.

This trust has built a community of Grandma's customers - people who have purchased and cooked with Grandma's noodles for their whole lives in recipes passed down within the family.

This strategy plan seeks to build upon the base Grandma's has built to connect a wider audience.



Online Presence & Media Engagement

Strengths

- Information has been removed to protect sensitive business information at the request of the client. Please contact me for more information.
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Weaknesses

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Smartphone
Friendly
Content

80%

of Americans own a
smartphone.

- Media consumption is up 20% across all categories.
- On average, people spend 4 hours and 12 minutes on mobile devices.
- People open their smartphones 58x a day.
- Mobile use has grown by 460%.

Mixed Media Content

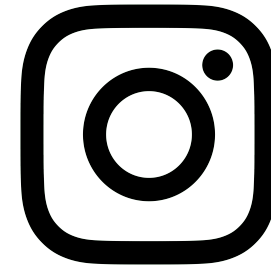
Generational disparities and ever-evolving technology poses a challenge for businesses to reach their targeted consumers and knowing how to reach new potential customers.

Businesses need to be adaptable and consider what their audiences want to see, rather than how businesses would prefer to market their products to consumers.

Mixed media allows companies to generate more leads through wider audience reach. Relying solely on word-of-mouth, websites, or ads is a thing of the past. Companies must adapt to the ever-present mixed media model of marketing to grow their consumer base.

Over
1 Billion
Instagram
Users

↑ by
73 Million
Users
between
2020-2021



Pictures vs. Stories vs. Videos

- Instagram isn't going anywhere anytime soon rising by 73.1 million users in a single year to now boasting more than 1 billion users.
- 71% of Instagram users are under the age of 35, the most popular age being 25-34, followed by 18-24.
- The #ad increased by 133% between 2018-2019. 80% of businesses consider Instagram engagement the most important metric.
- 4x more engagement on Instagram than Facebook.

- 500 million Instagram users view stories everyday.
- 1/3 of the most viewed stories are from businesses. This allows for greater engagement through sharing "everyday moments" with followers to improve visibility.
- Businesses are leaving curated content to their profile pages and sharing special discounts, promotions, or moments to their stories.
- #s aren't only for posts, and the average # has 10.7 million attached posts.

- "Organic" videos boast a whopping 38% higher engagement than pictures.
- TikTok took the world by storm, especially during Covid19. In an effort to keep up, Instagram rolled out Reels to compete with TikTok, but many reels originate from TikTok.
- Localized "viral" content and sophisticated AI mean easier reach to target audiences, especially younger ones.
- Authentic videos are preferential to "influencer" era of 2016.



Community Partnerships

Consumers are becoming more aware of their buying power and choosing to support local businesses that take their corporate social responsibility seriously. Working within your community and sharing these stories allows businesses to help out those in need while creating brand locality.

Grandma's Past has the opportunity to take their local support measures and grow them from charity to partnerships.

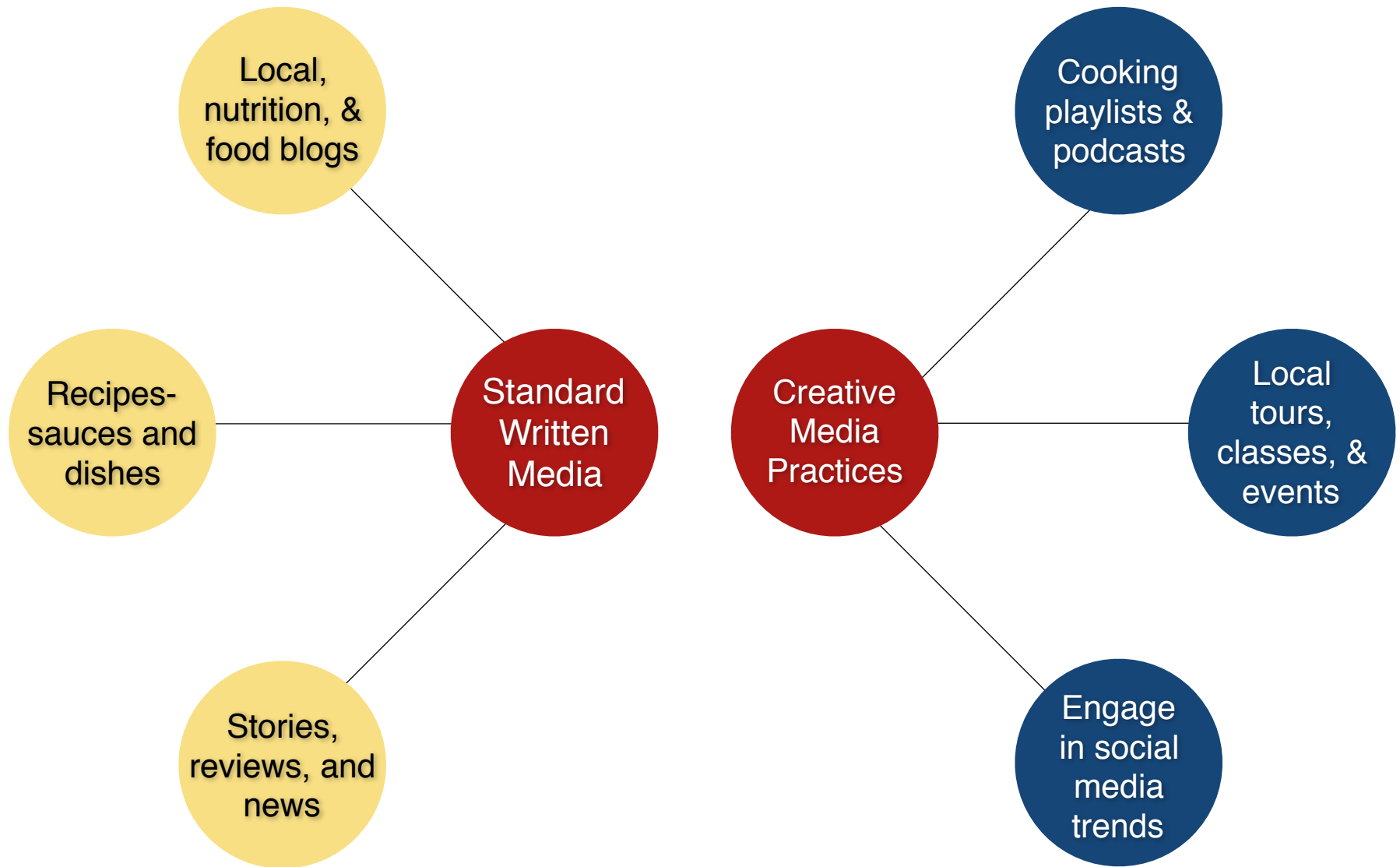
Creating a circular support system with local farmers markets and food bloggers can help Grandma's grow their market.

Sharing stories from local charity support cultivates interest from likeminded individuals.



Generate SEO by Generating Content

From mixed media to good old fashioned blogging, Grandma's Pasta can build a spider-web of searchable keywords all linking back to products through more content.



Related topics to generate interest

Sample Blog

Grandma's Guide to Seasonal Eating

When it comes to food, trends are a dime a dozen. People are always looking for the next best thing when it comes to diet, from fasting to juicing pretty much everything- please don't try juicing Grandma's noodles, trust me. ([If you are unsure how to best cook with our noodles, watch this helpful video.](#))

Normally I wouldn't jump on the diet trend, but this grandma has one tip that's an oldie, but a goodie - and no, I'm not talking about myself. I'm talking about seasonal eating. This is a method that goes back so far that it was a trend before diet trends existed. Seasonal eating is so old that it up until recently, it didn't even have a name. When we used to talk about seasonal eating, conversations about the seasonal eating "trend" simply went a little like this:

"What's for dinner?"

"Well, the kale and the pumpkins are ripe to pick, so let's have those."

Not only is seasonal eating easy, but it has a lot of surprising benefits that you may not have realized.

Mixed Media Content Links

First, what is seasonal eating?

Seasonal eating means eating produce that is in season (ready to pick) and grown in the local area. We live in a day and age where people can pop into the grocery store and pick up any fruit or vegetable they want, regardless of the time of year and weather. (Now, I planned on sparing you the "back in my day speech..." but...) back in the olden days, people here in Colorado couldn't get a fresh mango in the middle of a snowy winter. Seasonal eating is often used in the Farm to Table "trend" we see at a lot of restaurants now. But this trend, too, is really about people reconnecting with our past and patterns in nature and growing.



Does seasonal eating have any health benefits?

You bet, and quite a few of them at that! Fruits and vegetables lose their nutrients over time, so a tomato that has been picked at its perfect ripeness and eaten straight away is going to retain more nutrients than a tomato that is picked, then moved to a storage shed where it awaits sorting and packing, before being placed onto a truck and shipped from California to Maine, where it will eventually land in a grocery store, and finally on someone's plate. On top of this, produce that is locally and seasonally sourced is going to taste a lot better, too, as it hasn't been genetically modified (something very important to Grandma's Noodles!) for a longer shelf-life or transportability purposes over taste and nutritional value.

Another health benefit: variety. Seasonal means that the produce is always changing, and with changing produce, we get a variety of nutrients, too! This protects us from overload of one nutrient or a deficiency in another. A diet full of these nutrients - vitamins, minerals, antioxidants, etc. - is also linked better mental health, studies show. Check out [The Joy of Food](#) for more information on this topic.



“Spider web” to create internal linking within website.

Are there other advantages to seasonal eating?

Glad you asked! Seasonal eating is great for the environment and your dollar, too. As seasonal eating cuts down on transportation, benefitting both the environment and saving you a bit of money along the way. Speaking of money, seasonal eating can help support your community.

By purchasing fruits and veggies from a local grower, your food makes a difference. As a family-owned and operated business, we love to support our community. These local farmers really know what they are doing, and they know that rotating crops with different types of produce each season can help regenerate the soil, too.

Want to give it a try? Check out some of our favorite **local Colorado markets**, and don't forget to check out **Grandma's favorite recipes** for any season. Right now, we are loving our Pappardelle noodles with a **Winter Greens Pesto**. We even made a **Spotify playlist** for the exact amount of time it takes to prepare this fast and easy dish!



**Internal links
+ SEO keywords**



Creative advertising



**Circular economy +
partnerships**