

## 1. Social Media Marketing (Instagram & TikTok)

- **Content Creation:** Post engaging content like recipe videos, customer testimonials, and promotions. Use high-quality images and videos.
- **Frequency:** Post 3-5 times a week on both platforms.
- **Hashtags:** Use relevant hashtags like #RabbitMeat #HealthyFood #TaltexMeathub to increase visibility.
- **Engagement:** Respond to comments and messages quickly to build a relationship with followers.

## 2. Influencer Marketing

- **Partner with Food Influencers:** Collaborate with local food bloggers or influencers to promote your rabbit meat dishes.
- **Offer Discounts or Free Meals:** In exchange for posts, stories, or reviews from influencers.

## 3. Paid Ads (Facebook & Instagram)

- **Targeted Ads:** Run Facebook and Instagram ads targeting food lovers, health-conscious consumers, and local audiences.
- **Objective:** Focus on promoting special offers, new menu items, and fast delivery service.
- **Ad Type:** Use carousel ads to showcase different rabbit dishes, video ads for cooking demos, and story ads for limited-time promotions.

## 4. Search Engine Optimization (SEO)

- **Optimize Website Content:** Ensure your website is SEO-friendly, with keywords like "order rabbit meat online," "fresh rabbit dishes Uganda," and "rabbit meat delivery."
- **Local SEO:** Optimize for local searches, especially focusing on delivery areas.

## 5. Email Marketing

- **Collect Emails:** Offer a discount on first orders to build your email list.
- **Weekly Newsletters:** Send out weekly newsletters with menu updates, exclusive offers, and health tips related to rabbit meat.
- **Personalized Emails:** Send personalized offers based on customer orders and preferences.

## 6. Customer Referral Program

- **Reward Referrals:** Offer discounts or free items for customers who refer new customers.
- **Track and Reward:** Use a referral tracking system to ensure both the referrer and referee get their rewards.

## 7. Content Marketing (Blog)

- **Health Benefits of Rabbit Meat:** Publish blogs about the health benefits of rabbit meat, comparisons with other meats, and easy cooking tips.
- **Recipe Sharing:** Share simple rabbit meat recipes on your website and social media.

## 8. Loyalty Program

- **Offer Points:** Create a loyalty program where customers earn points for each purchase, redeemable for discounts or free meals.
- **Promote Loyalty Program:** Announce this via social media, email, and on your website.

## 9. Online Reviews and Testimonials

- **Encourage Reviews:** Ask satisfied customers to leave positive reviews on platforms like Google, Facebook, and your website.
- **Showcase Testimonials:** Use customer reviews in your marketing materials and social media posts to build trust.

## 10. Time-Sensitive Offers

- **Flash Sales:** Run flash sales for limited periods (e.g., 2 hours) with discounts or bundle deals.
- **Seasonal Offers:** Offer discounts during major holidays or events (e.g., Easter, Christmas)