

Stop-N-Save

Marketing Plan & Report

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Summary

We have had the pleasure of meeting with Joe Abboud to learn the history of his store, Stop N Save, a homey grocery store that sells high-quality produce along with home necessities. They have a business that has become a staple in many consumers' lives as well as in the Downtown Dayton area. Business has been good, but it can of course always be better. Putting a focus on a specific target market, we have developed four key strategies to help boost foot traffic and bring in more revenue to the store. First, we'll focus on forming the brand's identity by increasing local awareness and creating in-store events/experiences. Then, building an online presence by going over the business's website, social media development, and its online search image. Thirdly, plan out an effective marketing strategy by engaging with the local community, optimizing online advertisements, and focusing on offline marketing tactics. Lastly, we will want to expand the reach of Stop N Save by developing a delivery system, BOPUS options, and collaborating with local influential figures.

Business Overview

In 1997, Tony Abboud became the first proprietor of Stop N Save Foods to create a high-quality, reasonably priced, and homey grocery store in downtown Dayton. The store is in a prime area with wide sidewalks supporting heavy foot traffic, a block away from a bus station, making it easily accessible, and only 800 feet from the popular Dayton Arcade. His top priority is offering the freshest vegetables, meat, and deli goods at competitive rates with excellent customer service.

Tony's son, Joe Abboud, started working in the store and stacking shelves in high school and college. In 2008, he joined the company as a partner. As the neighborhood grocer, Joe carries on his heritage by being passionate about meeting and serving the needs of the Dayton community. Within the past few years, Stop N Save has gone through various renovations/remodels to boost business production and customer satisfaction. Some of these come in the form of the interior design of the store and the back-of-house kitchen, where produce

and hot meals are made. Joe Abboud is dedicated to growing the business and looks for innovative ways to bring in more customers.

SWOT Analysis

Strengths

Stop N Save is uniquely positioned within the downtown Dayton community, which offers a high-potential market due to its walkable neighborhoods and close-knit population. The store has invested in recent renovations, particularly in the kitchen and interior space, which provides a great foundation for implementing in-store experiences and events that can drive traffic and enhance customer engagement. The business also benefits from being in a location with lots of nearby foot traffic, allowing it to implement effective low-cost offline marketing methods like sidewalk ads, bulletin boards, and collaborations with local apartments and coffee shops. These community-focused strengths make Stop N Save a business with strong potential for transformation and long-term growth.

Weaknesses

Stop N Save faces major visibility challenges despite its strong location and recent upgrades. Many residents in the area are either unaware of the store or unclear on what kind of business it is, largely due to a brand identity that lacks clarity and an outdated name that doesn't convey that it's a grocery store. While there is an effort underway to build a website and improve social media, the online presence is currently incomplete, which limits outreach and customer engagement. Without a smooth, modern digital presence - including updated visuals on Google or Apple Maps and an engaging website - potential customers may overlook or underestimate the business.

Opportunities

Stop N Save is in a strong position to capitalize on several exciting opportunities. First and foremost is the potential for rebranding. A fresh name and updated brand identity could better communicate the store's purpose and offerings, instantly attracting new attention. The store also has a great chance to build brand loyalty and visibility through hyperlocal marketing

tactics, such as working with neighborhood coffee shops, laundromats, and apartment buildings to share print materials and promotions. Expanding the store's digital footprint also presents a major opportunity—developing a functional, easy-to-navigate website and creating an active, community-driven social media presence can foster stronger relationships and consistent engagement. The store can also tap into modern consumer preferences by implementing delivery options through Instacart or setting up an “Order & Pickup” system for convenience. Finally, hosting in-store events like themed shopping days or cooking demos and creating user-generated content campaigns through social media can help position Stop N Save as more than just a grocery store—it can become a true neighborhood staple and gathering place.

Threats

Stop N Save operates in a competitive landscape, with larger grocery chains offering wide product selections, lower prices, and extensive delivery options. These competitors are often the first choice for customers unless Stop N Save can demonstrate its convenience, local focus, and value. In today's digital world, businesses without a modern online presence are at risk of being overlooked entirely, especially by younger or more tech-savvy consumers. Another threat is the heavy dependence on low-budget, manual marketing strategies. While grassroots marketing is cost-effective, it requires high effort and consistency, and it may be hard to scale effectively without more resources. Additionally, if the rebranding process, such as changing the store's name, is not executed with clarity and strong communication, it could confuse existing customers or dilute the store's growing recognition. The key will be to ensure all brand changes align with the community's needs and expectations while emphasizing convenience, familiarity, and reliability.

Products & Services

Stop N Save offers a variety of grocery items that cater to the everyday needs of its local community. As a neighborhood grocery store, the goal is not just to provide food but to create a personalized and convenient shopping experience for downtown Dayton residents. With the recent renovations to the store and kitchen, Stop N Save is in a prime position to expand its services beyond basic groceries. The store can begin offering ready-to-eat meals, quick food options, and cooking essentials all in one place—perfect for busy individuals or families looking

for fast, affordable, and local meal solutions. In addition to the regular grocery selection, Stop N Save can curate specialty items that reflect customer favorites and locally sourced products, further strengthening ties with the community.

Goals & Objectives

Stop N Save has the foundation that many businesses desire. The goal we are working towards is to promote the business to increase its profit levels, brand recognition among consumers, and expand its reach to attract further customers. The products currently being sold are great and will always be in demand, selling food and household necessities. Our group has come up with four main strategies that can help with each of these three goals. We are keeping in mind that there is a limited budget and that all of our strategies need to be cost-effective yet impactful. We'll be focusing on forming the brand's identity, building up an online presence, fresh marketing strategy, and expanding the reach of the business.

Target Market

Downtown Dayton has a variety of demographics living in the city. With a population of roughly 134,000 residents, 32% are 20 - 39 years old. Out of all the people located downtown, a little over 50% have never been married. We are focusing on the goals and objectives stated for the younger age and single demographic. Of course, some of the suggestions will work for families, married couples, and other age groups. However, we want to focus on this target market due to their busy lifestyle and possible desire to meet new people. The reason is, they prefer a lifestyle of convenience and a desire to go out and try new things. With convenience in mind, our suggestions to help Stop N save are to incorporate modern trends to appeal to this audience while catering to the screen time usage of the younger demographic.

Forming Brand Identity

Before looking at the marketing and strategies for the business, we believe it will be beneficial to look inward first. We can achieve this by putting a focus on Stop N Save's image of the store and focusing on rebranding efforts. It will be important to keep the target market in mind to further develop a loyal customer base while still managing to bring in new customers to the store. To achieve this, we'll target this challenge by looking to increase the local awareness of Stop N Save, develop in-store events and experiences, and possibly change the name of the business.

Increase Local Awareness

After one of our meetings, you mentioned that there have been customers who have come to shop and were excited to find Stop N Save. They said they've seen the store but didn't know what it was until walking inside, and wish they had known sooner, as they love the store. It wouldn't be a stretch to say that more people in the downtown area are in the same boat as customers like these. To bring in as many of these potential customers, we'll want to do different kinds of on-hand marketing strategies to get the name out there and more eyes on the business. Putting up printable ads and business cards in various locations is a great start that is also budget-friendly. Engagement has found that 82% of consumers trust print ads when making a purchase decision. Places such as coffee shops, laundromats, and apartment complexes are hot spots to display them on bulletin boards and tables where there is heavy foot traffic and eyes to see them. Studies have shown that for every \$1.00 spent on print marketing, the average return on investment is around \$3.00 - \$5.00, especially in local campaign settings.

In-Store Events and Experiences

To retain your current customer base as well as attract new ones, we believe having an in-store event or experience can keep them coming back. The key is to get people into the store while making it collaborative with friends, family, or just the community interacting. Examples of these that are on the smaller scale are things like "\$5.00 Fridays", where an item may be on sale for \$5 on Fridays only. "Taste Test Tuesdays" could be an event where your kitchen makes a dish with the ingredients/produce in store, and people can come and try it out. Businesses like *Whole Foods* have grown in popularity by hosting wine tastings that are paired with food and music, making it a communal place to interact with one another. EventTrack has found that 91% of consumers have more positive feelings about brands after attending events, and 85% are more likely to purchase after attending a live marketing event. Where it

becomes successful is that they bring people through the doors and have them experience what they have to offer, leading to more sales. With the new renovations to the kitchen and the store, there could be many ideas that can be successful when planned out correctly

Name Change For The Business

As I mentioned above in the ‘Increase Local Awareness’ section, many customers are just unaware of what Stop N Save is, and we want to reach them. The store has been open for an impressive amount of time and has gotten through the harshest of ups and downs in the economy. This is because you have a welcoming presence in the store, and the products you sell are quality that customers enjoy. In one of our phone calls, we talked about how it could potentially be the name of the business causing this barrier. Not every business needs to be named with its market to be recognizable, but some do, and both can be successful. Most drug stores or pharmacies are always named with it attached to tell the customer which store it is. Names for a business are usually personal and important to the owners, so we aren’t suggesting you change it if you love the name, especially with the history attached to it. However, if it is something you would be open to, align it with grocery and food to be easily recognizable to those potential new customers we seek to bring in.

Building An Online Presence

Building an online presence is just as important as building a physical one. In an age of technology and convenience, many consumers want things to be easily accessible and fast to support their life habits. To build an online presence, we’ll want to focus on Stop N Save’s website, social media presence, and adjusting the online search images.

Website

Having a smooth website can be important to maintaining success in a business. You’ve mentioned there are things still in development, but there are a few things we want to make sure you have. Websites help increase your credibility and make the proper first impression. Google Analytics has shown that the average bounce rate from a business’s landing page is 70% - 90%, meaning that when someone clicks on their website, that percentage just leaves without clicking anything else. However, grocery store websites only have an average of 40% - 50% bounce rate. Have important changes and details easily accessible for customers to always be in the know. Things such as store hours, special dates/events, business changes, holiday hours, etc. It would be ideal to have a place where customers can leave

feedback and/or suggestions for you about the store, products, and service. Customers feel they matter more to a business when they are heard and that their opinions matter.

It would take more time to get set up, but adding an email list feature can help promote word-of-mouth marketing to those who engage with the store. Having a pop-up menu when they enter the website or click on a tab to find more information is a great place to put this. Those who sign up with their email will be able to send out direct information from you that they can look out for. Newsletters about deals and upcoming in-store events to attend are examples of what some of these emails can contain. This can help increase the turnout at the events you set up by spreading the word to those loyal customers who receive the emails.

Social Media

Having a consistent social media presence can be the key to having a successful marketing and even a successful business. Your social media accounts should be a place separate from the website, but both achieve the same goal of getting the name and face out there to the public. The links to both the website and media accounts should be listed on each platform for easy access to consumers. A good strategy is to make your social media pages personal and relatable. Show things like behind the scenes, post positive reviews, and give a spotlight to a new product/goods that has come to the store. Keep the focus on posting things for the local audience with words like “your local” and “your only grocery”.

Many businesses use social media in different ways. Some only post funny things and get attention for being bizarre with their pages, which are nothing like in-store. Some are very professional and vanilla, with all kinds in between. The creative freedom is all in your hands, but the focus shouldn't be on all who could see it and looking for high feedback, large and far, but concentrated on the local Ohio area. Fun videos like “how to” or even recipe videos can be positive that the community can engage with.

Online Search Image

When someone searches for Stop N Save online via Apple/Google Maps, the images that appear could use some refreshing. Getting photos taken of the store and products by a professional photographer or someone with great knowledge of cameras is very important. As much as people shouldn't judge a book by its cover, it's impossible to eliminate opinions. Some will look up the store and see the photos and not see anything with high resolution, proper framing, and color grading, and potential customers will assume poor quality products as a result. According to Google, businesses with quality photos receive 42% more requests for directions and 35% more website clicks. Getting these photos refreshed and updated will help not only with the image of the business but also help bring in potential customers who look up the store and see something that looks inviting.

Marketing Content Strategy

Marketing is a crucial part of the plan to increase the productivity you desire for Stop N Save. We want to maximize the marketing in a budget-friendly way, as after discussing many times, there isn't a budget to put towards marketing for anything large-scale. Some may think this means there is nothing that can be done, but that's where they would be wrong. Keeping the target market in mind and working on forming the brand's identity, you'll be able to market successfully by focusing on leveraging local community events, optimizing existing online ads, and other offline marketing tactics.

Local Community Engagement

Ohio is a state where there are a plethora of tight communities and all sorts of events/festivals going on all year. Taking the time to set up a booth at one of these or even just going to walk around costs little to nothing. It's a great place to hand out food samples made from your kitchen, hand out flyers/business cards, and engage with the local Dayton community. This sort of marketing is not about generating revenue through promotion at the event, but getting the store's name, and you being the owner, the owner's face, out there where people will remember you and come see the store's physical location.

Other ways to engage with the local community are through your website and social media accounts. Host small competitions with prizes and rewards that can be used in-store. Something simple like having people post their shopping hauls and post pictures of meals they made with ingredients bought at the store. Having the customers use a specific hashtag allows you to monitor those participating by viewing it all in one place. The purpose of this is to have people post and spread the word of the business while giving back to customers who shop.

Optimize Online Advertisements

We think it would be great to take a look and reevaluate the current ads you have circulating around. A third party is currently managing your ads through Facebook, but you aren't feeling that they are working out by bringing more traffic to the store. We recommend speaking to them about what exactly they are trying to develop, and having more interactions to help better the store. Getting clicks and impressions is one thing, but if it leads to no change in business operations, then there needs to be changes to where the ads are, who is running the ads, or the ad itself. With a limited budget for marketing, this is certainly easier said than done, but make sure to ask the right questions and take the right steps to maximize the ads.

Offline Marketing Tactics

Since there is little budget for marketing, we need to look at other ways to help promote the store that are cost-effective. With there being a lot of sidewalk space in front of the store, you should take advantage of the foot traffic walking by. Simple things like adding a sign that will catch the attention, and sidewalk art such as chalk to promote items. Many people nowadays walk with their heads down, looking at their phones, so things on the ground can catch their attention, like the bright lettering of chalk. Have the store's doors open with music playing to give a comfortable and interesting look. Some people will be curious enough just to walk into the store.

Expanding Brands Reach

Digital marketing and other offline marketing campaigns will take up the majority of any budget and attention for running. However, there are other ways to boost the business that don't require money to market the store specifically, but rather only market features of the business on the store's website and via word-of-mouth. The main focus to further the reach of the store will be to work on getting a delivery system off the ground, offering pick-up options, and work on partnering with locals.

Delivery System

We discussed before that you have looked into Instacart, but it has been put on the back burner as far as finalizing the activation. There is a large market that is being untapped by the lack of delivery service options, either by the store or a third party. Instacart is the most viable option to move forward with, as it has no extra cost or time for you to find the products and get them packed and delivered. Everything is done for you as they come to your store and deliver for you as well. There has been a steady trend of consumers wishing for convenience and easier ways to get what they need with as little effort as possible. The use of Amazon Fresh deliveries, Uber Eats, curbside pickups, etc., is all an example of the popular chains making things more convenient. It will be important to make the delivery system known to all new and recurring customers. Post signage within the store, at every transaction, make sure to mention the new delivery system, and make sure to have a section on your website that mentions the options for delivery. City life is quick; not everyone who gets off work has the time to go shopping, which allows them to get what they need without having to take time away from what they need to do.

Order & Pick-up Options

As much as consumers enjoy the convenience of delivery, not all of them are willing to pay the extra money for it to be delivered, as well as leave a tip in most cases. This is where we recommend you develop an "order & pick-up" option for customers to still have the speed and quickness without the extra

cost of delivery. Stop N Save is located around many busy buildings, much like the courthouse. The convenience for a customer not to have to walk around a store to find all their goods and be able to walk in and out quickly is an ideal scenario for many. OPI (Optical Phusion Inc.) is a company that designs wireless technology such as tablets, kiosks, and barcode scanners. They have found that 67% of shoppers in the U.S have used BOPUS in the past 6 months at least once, and 75% of these shoppers are more likely to make an additional purchase while picking up their item in the store. Offering this system can seem daunting at first regarding the manpower and time to pick the items, but regarding the size of the store, I believe it can be beneficial since you are aware of each item's location. When Target began curbside pick-up, their sales soared 600% in early 2020 and 500% in the second half of 2020. Getting this process started can take some time, depending on budget and route desired, but many businesses run it through their website, which is connected directly to a computer or phone in-store to monitor the orders placed. If time is a concern, there are filters that can be put on the orders that make the window for pick-up far enough ahead to give plenty of time for either you or another employee to fulfill the order and have it ready.

Collabing With Locals

We are currently in the digital age of expressing everything online, whether that be businesses and marketing, personal social media, journalism, and many more. In recent years, there has been an increase in food reviews and hidden gems within cities that influencers like to go to for content. Simply reach out to these individuals, offer them a discount on some items, or even free if the situation feels worth it, in exchange for their review on their platform. Many businesses underestimate the influence and power that a lot of these reviews can bring. IZEA Worldwide, a company specializing in marketing technology, discovered that 62% of customers trust influencers more than celebrities or the business itself and that 46% of this audience has purchased products they recommended.

Timeline of Execution

We want to focus on tackling this plan in four phases to maintain the process and not be overwhelmed trying to do too many things at once. Patience will be the key factor with this particular marketing plan for a variety of reasons. Some of the strategies presented will take time not only to get started but also to gain enough traction to be noticed. Since the majority of the process is furthering the reach of the business to those in Dayton, word of mouth is a primary

marketing source we are relying on. It is one of the most, if not the most, effective way to market and promote businesses.

Weeks One & Two

Within weeks one and two, we want to lay down the groundwork to set the business up for success. Get a photographer scheduled to take photos of the store, both inside and out, to be used online. These photos will make the store more appealing when people go to look up directions or Google the store online and move to the image tab. Adding appealing images subconsciously tricks consumers into believing they are getting a better quality product and experience. There should be a focus on getting the social media accounts that aren't associated with Stop-N-Save started during these first two weeks. Begin brainstorming on the different in-store experiences and events that the store can support. Lastly, brainstorm potential name changes for the business to replace Stop-N-Save.

Weeks Three & Four

During weeks three and four, building off the foundation from the first two weeks is where things will begin to take hold. Finalizing the setup for Instacart and promoting it online on the website as well as in-store will both be just as important. Find a schedule that works best for you to post on social media consistently. Whether that is once a day, once a week, etc., is up to you, but consistency builds following and attention. Ohio has a plethora of festivals and events that take on all around the Dayton area and neighboring cities. It's important to find some events that are affordable to go to and have your stand/booth to represent the store. As more events you can attend, the better, as the amount of foot traffic these events bring out is large, the name and brand recognition will be the key.

Weeks Five & Six

Heading into weeks five and six, this is the time when the brainstormed ideas and tasks will be set in motion, if not done so already. The in-store events & experience that was decided should begin to be marketed with planned dates/times. Make sure to have taken the proper preparations needed to sustain the event before marketing it. By this point, look closely at the ads that are being run through Facebook and other means. Reassess what works and what doesn't,

and begin running a new campaign. Reach out to the local influencers and review channels to come out and ideally check out the new in-store event to help get the feedback necessary from the public. Begin looking at the steps needed to set up an “order & pickup” system to provide easier and more convenient shopping for your customers.

Following Months After

The following months after these steps, you’ll want to focus on managing the effectiveness of each marketing strategy and business changes. Always be looking at the ads and the effectiveness they are producing, and adjust accordingly if necessary. Keep expanding on branching out to the community to better get the name and face out there for possible partnerships and community engagement. Remember to keep an open mind and always change things when you feel something will work better or needs to be changed.

Monitoring Success & Activities

Here are the different ways that you can help monitor the success of these strategies once implemented. We have listed a combination of a combination between quantitative and qualitative metrics that work best with each of the suggestions we have mentioned.

Forming Brand Identity

Once any rebranding takes place, such as the new name of the store, ask for feedback at the checkout to see what customers' honest opinions are. Also, take note of any customers who comment on any of these changes, whether positive or negative. If you go forward with changing the name of the business, it would be ideal to brainstorm some ideas and as customers come in, ask them to pick their favorite name out of a pool of names so you find something that resonates with the community.

When trying to increase the local awareness, ask any customers if they look new how they heard about you. With the use of online ads, flyers, business cards, etc., there could be many ways, and understanding what is working and what isn’t can help you decide what to focus more on in the future. Could even add a message on flyers asking them to bring it into the store for a

discount, which alerts you to know that is what brought them in. There are also people counters you can purchase that will monitor the foot traffic coming in and out of the door throughout the day. Most of these are relatively inexpensive and worth looking into. This will allow you to monitor if foot traffic is increasing as a result of certain strategies or if it stays around the same.

When hosting any events, keep count of the people who attend either manually, with the counter at the door, or by sign-up. Keep track of sales on the days when events are taking place and compare it to a normal day to judge how different of revenue it creates. This gives you the insight into whether hosting these events will be worth the time and effort, if they produce more revenue or around the same. Make sure to ask for feedback during the events or at the end to get the customers' thoughts and if they'd come again or change something. The more open the business is with its customers, the more important they feel, as you want to cater to their desires.

Building An Online Presence

Getting familiar with Google Analytics (which is free) can help you monitor how many people visit your website and how long they stay on there. You'll be able to see how many engage with different tabs and links within the website, and change anything depending on the metrics you receive from it. It helps make the websites more customer-friendly and easy for those looking for convenience and a quick search.

When wanting to grow your social media accounts, measure how many followers you get each month or week. Take note of when you try new things, such as videos, photos, funny things, etc., and if it boosts engagement. You can then simulate and continue such posts to further growth and performance.

Using Google Business Insights will allow you to monitor if people are requesting directions to your store. Since the photos of the business are attached to the directions once searching for the store, you will also be able to track how often your store images are viewed as a result. By looking at these metrics, if there is an increase in views and searches, look if there are also spikes in revenue and foot traffic for any correlation.

Marketing Content Strategy

If you decide to attend any events or festivals, whether on foot or with a booth, make a note of how many people take flyers, free samples, business cards, and just engage with your

booth or legitimate conversations. You can hand out special flyers at these events with promo codes for in-store purchases, allowing you to know specifically where that customer has heard about you. Make sure to stay in constant contact with the people who are running your online ads. Make sure they are optimizing them as much as possible by monitoring the clicks, costs, and impressions. Stay on top of it to make sure there are proper changes if nothing is working, because we want to find what works and not drain money, as it is a scarce resource regarding marketing budgets. Try focusing on different locations/areas to find where it has the biggest impression.

Conclusion

The strategies that we have discussed can give Stop N Save that extra length you are looking to achieve. Sticking to the plans laid out, you'll be able to solidify your business as a must for many consumers living in the Downtown Dayton area. The store will become a place where people rely on their groceries, and even a communal place to hang out during any events potentially planned. Getting an online presence will help those potential customers come to the store by giving them the confidence that it's a legitimate business and carries quality goods. Things will be more organized and easier for them to navigate and get answers to their questions. The development of further marketing of the business will always be worked on even past these plans, as the business and world will forever be changing. Stop N Save will be able to grow its market by expanding its reach with delivery and BOPUS options for customers who have busy lifestyles. We truly wish the best for you and the store.

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