



Tri-City Medical Center

Vista STRAWBERRY Festival

MARKETING TOOLKIT

For Businesses & Vendors

05.24.2020

8 AM - 6 PM

HISTORIC DOWNTOWN

VISTA



01

SOCIAL MEDIA TOOLKIT

We encourage our partners & vendors to promote the event and their involvement with Vista Strawberry Festival on their business and personal social media channels. Don't forget to tag us and use our festival hashtag!

TAG VSF ON SOCIAL MEDIA

Whenever posting about Vista Strawberry Festival, tag our accounts and use our tag! We will be sure to engage with all posts and share your platform!

- Facebook (FB): Vista Strawberry Festival
- Instagram (IG): @VistaStraberryFestival
- Hashtag: #VistaStrawberryFestival



02



POST ABOUT YOUR INVOLVEMENT!

Help us spread the word about #VistaStrawberryFestival! Use our sample posts and customize for your own business!

- Mark your calendar! May 24 is the @VistaStrawberryFestival! Come show your Vista pride and celebrate the wonderful strawberry with us! Leave a 🍓 if you're joining! #VistaStrawberryFestival
- @VistaStrawberryFestival here we come! Come see how we'll be celebrating the amazing strawberry this year ~ 🍓 #VistaStrawberryFestival
- We're proud to be a part of this year's @VistaStrawberryFestival! Join us on May 24th for a day of smiles & strawberries: [https://www.vistastrawberryfest.com/!](https://www.vistastrawberryfest.com/) #VistaStrawberryFestival
- 🍓 Have a berry good time with us at this year's @VistaStrawberryFestival! We're serving some strawberry realness on May 24 in Historic Downtown Vista 🍓 #VistaStrawberryFestival
- Got strawberry? 🍓 We do! Join us at the annual @VistaStrawberryFestival and celebrate the wonderful berry of Vista. More info at [https://www.vistastrawberryfest.com/!](https://www.vistastrawberryfest.com/) #VistaStrawberryFestival

03

THE DAY BEFORE – MAY 23

Last minute readiness & one final push!

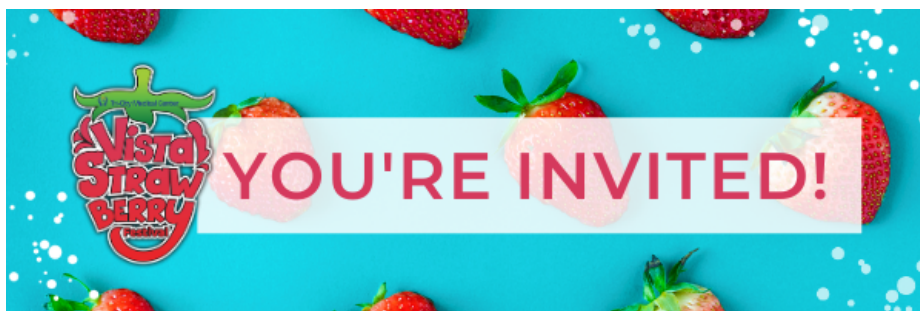
- Remind your followers about the event details and what time you'll be there!
- Share a behind-the-scenes look at your preparations for the big day! Add
- polls on IG Stories or Twitter to engage with your followers. Ask them questions about the festival to build anticipation. Will you see them there?

THE BIG DAY – MAY 24

- Don't be shy and post often throughout the day!
- Post updates and tag the Vista Strawberry Festival social media handles for greater visibility. Let the festival attendees find you on social!
- Monitor your social media mentions throughout the day, reshare, and interact with your followers!
- Use lots of images, videos, stickers, and GIFs to stand out!

04

SAMPLE EMAIL / NEWSLETTER



Subject: 🍓 You're Invited! 🍓

The Annual Vista Strawberry Festival is coming soon – the only festival in San Diego that celebrates the joy of the strawberry, brought to you by the Vista Chamber of Commerce! Once the “Strawberry Capital of the World,” Historic Downtown Vista will be the destination for this family-friendly event on May 24th, with live music, food, 400+ vendors, carnival rides, & contests! With a wide range of [activities](#) & [events](#), there will be something for everyone of all ages! Athletes of all ages can challenge themselves in the Vista Strawberry Festival Run. There will be rides, games, pageants, and lots of strawberry treats for kids. Adults can enjoy local craft brews in the beer garden and view the wonderful selection of local art in the Shades of Red Mixed Art Show. The Vista Strawberry Festival will be a complete festival experience, filled with food, fun, unforgettable memories, and of course – strawberries!

We invite you to join the 100,000 people who have attended the Festival in the past years to celebrate our Vista community and the wonderful strawberry! For more information, visit VistaStrawberryFest.com. Stay connected by following on [Facebook](#), [Instagram](#), and [YouTube](#)!

60-DAY MARKETING PLAN

FOR BUSINESSES & VENDORS

Prepared by Puzzle Pieces Marketing

60 DAYS BEFORE - MARCH 25

- Announce your involvement in social channels
- Update social media bios
- Hang up event poster in location

30 DAYS BEFORE - APRIL 24

- Spread the word and send email/newsletter with event details & highlights
- Continue to promote on social channels with sample posts

7 DAYS BEFORE - MAY 17

- Accelerate promotions through social channels with sample posts
- Share and engage with @VistaStrawberryFestival posts
- Start previews of festival preparations to build excitement

THE DAY BEFORE - MAY 23

- Heavy social outreach to remind followers that the event is tomorrow
- Share a behind-the-scenes look at preparations on social channels
- Engage with followers on social through polls, Q&A's, etc.

THE DAY OF - MAY 24

- Heavy social outreach throughout the day, focused on #VistaStrawberryFestival activities and updates
- Monitor social media mentions and reshare posts
- Go live and interact with your followers!