

# Golden Plate Media Kit

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you by:

Food Safety  
Industry Council



Industry



Education



Compliance





Your food establishment has been awarded a Golden Plate. Let's celebrate this recognition for making Yavapai County a safer place to eat. On the following pages, we provide the tools to promote your commitment to food safety.



# Congratulations Golden Plate Winners!

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**3 Publicizing Your Golden Plate Award**  
Winning a business award is an exciting achievement and can serve as a great marketing tool if properly publicized!

**7 Marketing Message**  
Use this award in conjunction with your company's message to communicate what you do to your target audience.

**8 Digital Media**  
Audio, video, podcasts, digital art transmitted through computer, tablet, cellphone, web-based systems and apps.

**9 Print Materials**  
Print Marketing Materials are any items that help to communicate your products or services to your customers.



# Publicizing Your **Golden Plate** Award

The Yavapai Community Health Services will handle coverage for your Golden Plate including a publicized award ceremony and a public listing of all winning establishments. To attain greater reach and recognition, we suggest your company do the following:



## Press Release

Official press releases are a great way to announce awards for businesses.

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## Email

Sharing news about your award with your contact list through email is another way to publicize your award.

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## Publicize All Angles At Once

Publicize fast to your target market, industry, existing, and potential customers.

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## Press Release



### Distribute Your Own Press Release

Issue a press release to local newspapers, trade publications, local T.V. and radio stations, or other media outlets.

### Helpful Notes:

Organize your story in a way that interests readers while being accessible to journalists.

### Tips for writing a press release:

#### 1. Write a good headline

Create a catchy but informative headline, keep the headline to less than six words, make the font large and bold.

#### 2. Include location

Begin the press release with where you are and where the news is taking place.

#### 3. Get to the point

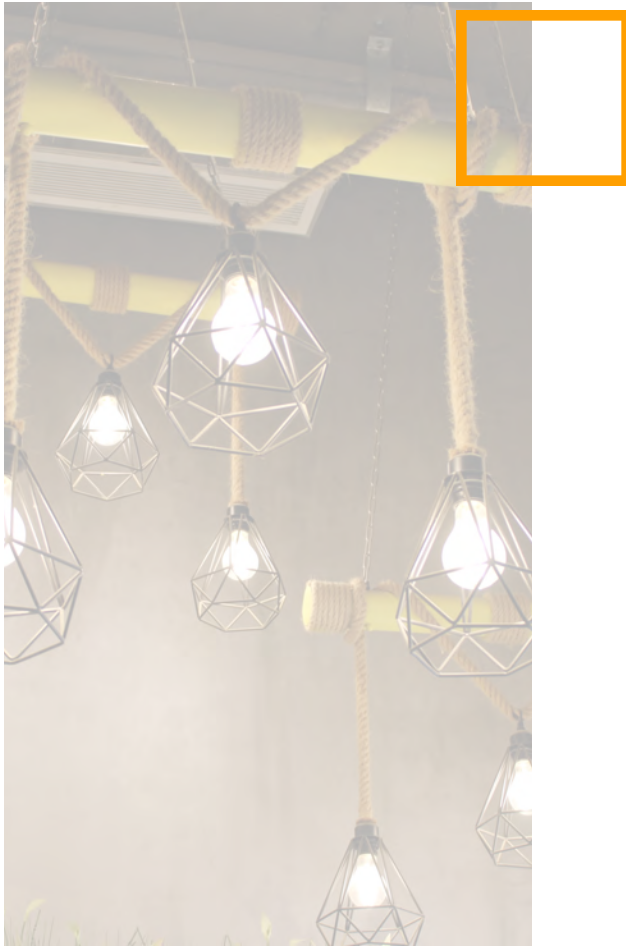
Make sure to have a strong lead and include all the critical information in the main paragraph. The second and third paragraphs are supporting information.

#### 4. Body

Answer: what, when, who, where, why, and how. This information must be capable of being read through quickly.

#### 5. Simplicity

Keep sentences short and simple. Focus on facts and information .



# Email

Sharing the news with your contacts through email is an excellent way to publicize your award. You can directly inform your current and previous clients of your accomplishment and what it means to your business.

Helpful Notes: If there is an official announcement from the awarding organization you can quote, repurpose the statement and include it in an email to your contact list. A third-party comment will validate the achievement much more than you and your organization saying how great it is.



# Publicize All Angles At Once!

Publicize fast, you earned this award.  
Be proud and tell people!



## Encourage Employees To Share The News

Celebrate with your employees, thank them and encourage them to be proud of what you have accomplished as a team.

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## Reach Out Directly To Reporters

If you have relationships with reporters who cover your industry, let them know about the award and how it impacts the trade.

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## Add as a 'Badge' On Your Homepage

Make your accomplishments visible! Create a section on your website's homepage that lists the achievements, recognition, or awards.

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# Marketing Message

A Marketing Message is the communication created to influence existing and potential customers to buy from your business.



## Define Your Target Market

The greatest source of information comes from intimately knowing your target audience.



## Solutions

Consumers are looking for solutions. So be sure to highlight the features and benefits of your business.



## Marketing in the Moment

Identify the right message for the right audience at the right time.



# Digital Media

Use various platforms and digital channels for marketing your business such as websites, social media pages, blogs, apps, or other internet communication.



## Website

Use methods to track how your strategies are working to increase your marketing efforts.

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## Social Media

Use social media to share information, increase brand awareness, and boost social interaction.

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## Digital Images

A picture is worth a thousand words! So use quality photos as a relatively low spending way to brand.

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# Print Materials

Custom marketing materials are essential for keeping your business at the top of your clients and customers minds.



## Market

Branded promotional products are valuable for strengthening your brand and increasing your customers awareness.



## Educate

Flyers, brochures or pamphlets are proven successful for educating, gaining awareness, and setting you apart from the competition.



## Reward

Loyalty cards, coupons, vouchers strengthen customer relationships, increase retention, and encourage repeat purchases.

# Congratulations!

Golden Plate Media Kit

<https://yavapaiaz.gov/chs/EH>

