



Quarterly Quick 15

Mushroom Month + Q4



Fresh Marketing Assets Ready to Download

Content

Q4 Content Themes + Links

Q4 Social Graphics

Mushrooms 101

Mushroom Month Campaign (Sept)

National Mushroom Month: Explore Mushrooms!

Goals: *Celebrate mushrooms, spotlight the people and places making them trend, build our mushroom community and make people hungry.*

Mushrooms are everywhere: in restaurants, in the press, in your kitchen...even in furniture. They're a cultural phenomenon sweeping the nation.

September is Mushroom Month. To celebrate mushrooms and the people making them trend, we're hitting the road to showcase the best of mushrooms each region has to offer. Buckle up!



United States of Mushrooms: Regional Pitstops

Regional Spotlights

Each week we'll take followers to a different region of the U.S.

(Northeast, Midwest, West and South) and share a variety of content.



United States of Mushrooms: Regional Pitstops



- 📖 Sundays: New Region Kick-off
- ✓ Mondays: Fun Facts
- 🍽️ Tuesdays: Regional Recipes
- 👤 Wednesdays: Restaurant Spotlight
- ❤️ Thursdays: Nutrition Tip
- 😎 Fridays: Mushroom Trends
- 🍄 Saturdays: Variety Spotlight

United States of Mushrooms: Assets

How It Will Come to Life...

- **Digital Hub:** A specially created landing page to serve as the roadmap for sharing the mushrooms around the nation.
- **Campaign Graphics:** Promotional graphics to bring the campaign to life.
- **Social Media:** Posts, polls, ads and more to engage followers and new fans.
- **Geo-targeted Digital Ads:** Banner ads promoting the campaign regionally.
- **Giveaways:** Weekly giveaways prompting visitors to engage with MC content (e.g., subscribe, follow, etc.)
- **Consumer Eblasts:** Regional roundups of the week and prompts to engage.
- **Industry Eblasts:** Each Wednesday, the industry will receive an email with the following week's assets and ways to engage/share.
- **Press Outreach:** Coordinate deliveries/presentations aligned to campaign.



Mushroom Month: How You Can Support

Share this information and content with your entire staff, including your marketing teams, social media managers, and/or agency and ask them to:

- Share and engage during your region's spotlighted week (and other weeks!)
- Use the [sample content/posts](#).
 - Post to social media.
 - Post to your blog/website.
 - Send out emails.
- Share the [campaign graphics](#).
- Ask your customers, industry peers and others to share **#NationalMushroomMonth** posts celebrating mushrooms!



Content Calendars: Q4 Social Media Themes

	OCTOBER	NOVEMBER	DECEMBER
Social Graphics	October Graphics	November Graphics	December Graphics
Seasonal Themes	Fall Comfort Food Football	Holidays Family Gatherings Comfort Food	Holidays Winter Wellness Cold Weather
Holidays	Pasta Month Pizza Month World Vegetarian Day 10/1 Taco Day 10/4 Farmers Day 10/12 Mushroom Day 10/15 Halloween 10/31	Stuffing Month Sandwich Day 11/3 Nachos Day 11/6 Daylight Saving 11/7 Thanksgiving 11/25 Hanukkah 11/29	Comfort Food Day 12/5 Christmas Eve 12/24 Christmas Day 12/25 Kwanza 12/26 New Year's Eve 12/31
Content Links	It's Time to Tailgate with Mushrooms Score with Game Day Mushroom Recipes No Tricks, All Treats	5 Easy Ways to Cook with Mushrooms at Home How to Make the Ultimate Stuffing Why We are Thankful for Mushrooms	Holiday Help from Mushrooms
Relevant Recipes	Pasta Recipes Pizza Recipes Vegetarian Recipes Taco Recipes	Sausage & Mushroom Stuffing Leftover Stuffing Mushroom Strata Mushroom Gravy Loaded Veggie Nachos	Loaded Mac & Cheese with Bacon, Mushrooms and Potatoes Creamy Spinach, Mushroom & Lasagna Soup Garlic Mashed Potato Bowl with Bacon and Roasted Mushrooms

Content Calendars: Q4 Downloadable Social Graphics

OCTOBER



NOVEMBER



DECEMBER



Reminder: Industry Assets in Google Drive

2021 Monthly Assets:

- Graphics
- Content Themes

2021 Folder: https://drive.google.com/drive/folders/1RLkqJmxHjNyjYTUg-v3_t4ZBlc5i-gba?usp=sharing

Evergreen Assets:

- 101 Materials (logos, photos, brochure, etc.)
- Blend Materials (logos, photos, sell sheets, etc.)
- Sustainability Materials (infographics)

Industry Materials:
https://drive.google.com/drive/folders/1DGh8DdiJAegD4pGPsEYCVyX7YEvwz3_j?usp=sharing





**Looking
forward to
supporting
your Q4
marketing
efforts!**

