



How to make the Best Use of the Excellent Taste Awards

It is frequently overlooked, but it is an indispensable communication tool. So, begin by writing a press release. This will enhance your industry exposure and help you share your accomplishments with a broader audience.

- Start with a headline summarizing your award and highlighting your achievement. Describe the key factors contributing to your success.
- Provide some background information about the Excellent Taste Awards and the Mediterranean Taste Awards, such as their history and reputation, as well as the criteria for judging. Mention the award you won.
- Provide essential information about what your customers should expect by buying your award-winning product. Include your contact information, website, and social media.

Use the official badges of the Excellent Taste Awards and Mediterranean Taste Awards on your social media.

- We always provide the competition winners with our official badges in different formats such as .jpg, .png, for social media use.
- By using the official badge on your owned social media, you can help promote your achievement and build credibility with your audience.

Use keywords and [#hashtags](#).

- Identify relevant keywords that are related to your post and that people are likely to search for.
- The **Excellent Taste Awards** and **Mediterranean Taste Awards** have some powerful hashtags that you can use: #

- **#ExcellentTaste #ExcellentTasteAwards
#Mediterraneandiet #MedTasteStars #mtaawards
#MediterraneanTasteAwards #excellenttaste #excellenttaste**
- Don't overdo it with hashtags or keywords in your social media posts. As a rule, try to use no more than three hashtags per post. Otherwise, your post will look spammy and difficult to read.

Constant monitoring of Social Media Activity.

- It is crucial to interact with your audience on social media by responding to comments, messages, and mentions. This can help you build relationships with your customers and increase engagement on your posts.
- Repost any post related to the Excellent Taste Awards and Mediterranean Taste Awards on it and add the tag of our organisation. Our marketing team at Excellent Taste Awards reposts and retags posts with beautiful images.

Marketing Materials

To help you promote the award, we provide the following marketing materials:

- The Excellent Taste Awards and Mediterranean Taste Awards badge for social media and web use.
- Different sizes of marketing posters to be used at food exhibitions.
- High-resolution badges to be printed on the awarded product label. (Paid solution)
- Official license of Excellent Taste Awards and Mediterranean Taste Awards badges. Provided in electronic format and printed by the winner. (Paid Solution)

Developing a sound social media strategy can yield a substantial positive return on investment (ROI). Think of it as a vital ingredient of the overall business success.