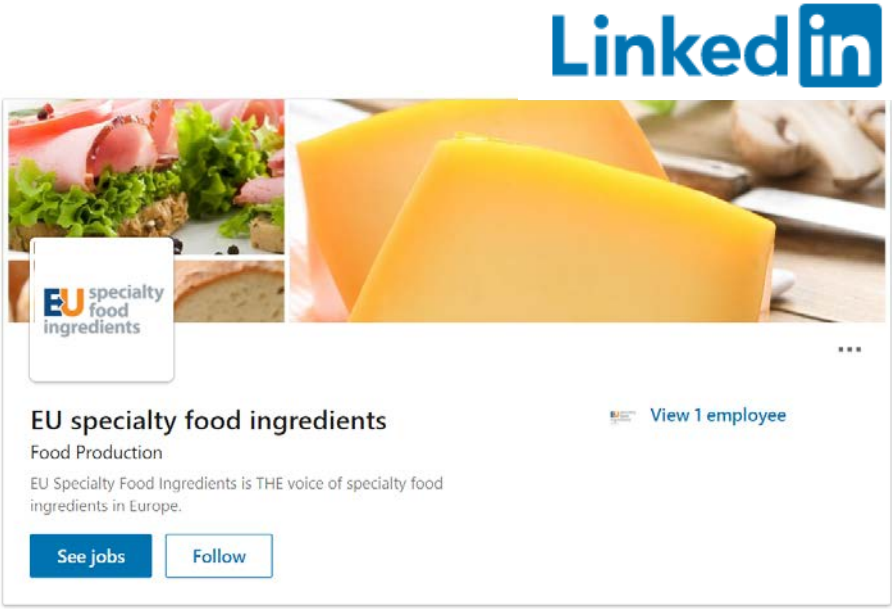
Social Media presence

LinkedIn

- Good platform for growing brand awareness among industry professionals
- Ability to target an audience by their industry, company or job function not just their demographics
- EU Specialty Food Ingredients company page (151 followers)
  - Regular updates
  - Paid ads
  - +53% followers by end August 2020 compared to end 2019

→ Mapping of LinkedIn groups? Est. €5K ca



Twitter ?

- Twitter mapping to assess relevance of opening an account in 2021?