

Social Media a Valuable Tool for Leading Consumers to Eat More U.S. Potatoes

Consumers in South Korea do not need to wonder where their next fix of U.S. frozen potatoes will come from; all they need to do is check Potatoes USA's social media page and find a location. With U.S. frozen potatoes popping up on menus everywhere in the country, Potatoes USA is utilizing MAP funding to showcase all the great locations via social media. Since launching the facebook page in February 2016, the number of fans has nearly doubled to 11,232, with 91,144 people reached (organically) during the first quarter of the current July 2016-June 2017 marketing year. Viewer engagement continues to grow, with more than 8500 viewers liking, commenting or sharing potato posts during the first quarter of the current year.

By providing consumers with easy potato recipes, tips and with images of delicious U.S. potato dishes along with where you can find them at a local restaurant, the facebook page is encouraging more Korean consumers to eat more U.S. potatoes in more ways. Social media has been particularly valuable in supporting U.S. potato promotions. For instance, during October, fifteen trendy pubs in Seoul launched gourmet U.S. fry menus to celebrate U.S. Potato Week and Octoberfest Dishes. By creating a U.S. potato map and posting it on Facebook, Potatoes USA was able to increase the promotion's reach; participating restaurants even commented that they had new customers coming in for the first time, with the U.S. potato map in their hand. U.S. potato social media is also encouraging consumers to take the hunt for U.S. fries into their own hands. A "Potato-Razzi" facebook post encouraged U.S. potato fans from different cities throughout Korea to go out and report on hidden potato spots in their neighborhood, with results to be published in coming months.

