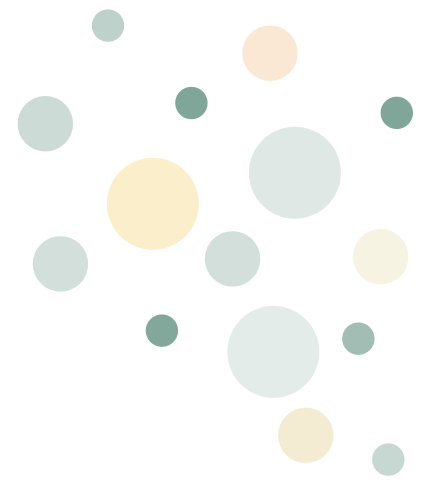




# Whole Foods Market — Digital Strategy

By Erika Greco

# About the Company



**Founded in 1980 by John Mackey in Austin, Texas**

**Reaches the US, Canada and the UK**

**Over 310 stores and employ around 62,000 people**

**Known as America's healthiest grocery store and is the leading supplier for natural and organic foods.**



# Whole Foods Market Value

Whole Foods Market was acquired by Amazon in 2017 for \$13.7 billion. Prior to the acquisition, its market capitalization stood at \$10.6 billion.

Following the acquisition, Whole Foods Market is no longer a publicly traded company. Instead, it operates as a subsidiary of Amazon.

## KEY POINTS

Acquisition Price: \$13.7 billion (2017)

Prior Market Cap: \$10.6 billion

Current Ownership: Subsidiary of Amazon

Publicly Traded?: No

Estimated Annual Revenue (2025): \$27 billion

# Target Audience

## EXISTING KEY AUDIENCE:

- Multicultural
- Mostly women between 25 and 40 years old
- Educated to a degree level
- Middle to high level incomes
- Health conscious

## NEW UPDATED AUDIENCE

- People who desire convenience | Working moms, students, full-time workers
- People with dietary restrictions | Gluten-Free, dairy free, paleo or paleo-based and peanut or other nut allergies



# Digital Strategy

Fight the misconceptions of healthy eating and educate the audience on how it can be budget conscious, better for your body and a sustainable lifestyle.

# Social Media



**X**  
4.86M Followers  
215K Posts



**Instagram**  
68,489 Subscribers  
2,532 Posts



**YouTube**  
68,489 Subscribers  
1,075 Videos

## Daily promotions and giveaways

- Weekly posts on various social media platforms
- Like and share posts to enter for savings
- Create content addressing misconceptions about healthy eating
- Infographic showing GMO foods vs organics
- Health benefits of organics vs health risks of GMOs

# Website Additions



Add menu items  
for the new target  
audiences

Recipes to fit  
with lifestyle,

Eating and  
shopping plans

Workouts

End-to-End  
Satisfaction

A section for moms, students, and full-time workers

A section for people with dietary restrictions

# Emphasize Community



## Local Store Pages

- Feature new products available by new local sellers
- Community outreach events
- Wine tastings
- Samples
- Potential cooking classes
- Outdoor event similar to Arts, Beats and Eats with music, foods and pieces and retail by local artists
- All social media platforms will continue to be utilized to communicate with customers and monitor their experiences, reviews and input.

# Mobile

Advertise social media platforms by creating pop up ads directing them to the social media with instructions on how to save as well as enter any ongoing contests.

Create a pop-up or banner ad for entering contest

Use trending hashtags like #WholeFoodsMarket #TasteTheGoodness #EatRealFood

Bar code scanner for nutrition facts and adding products to cart.

# Budget

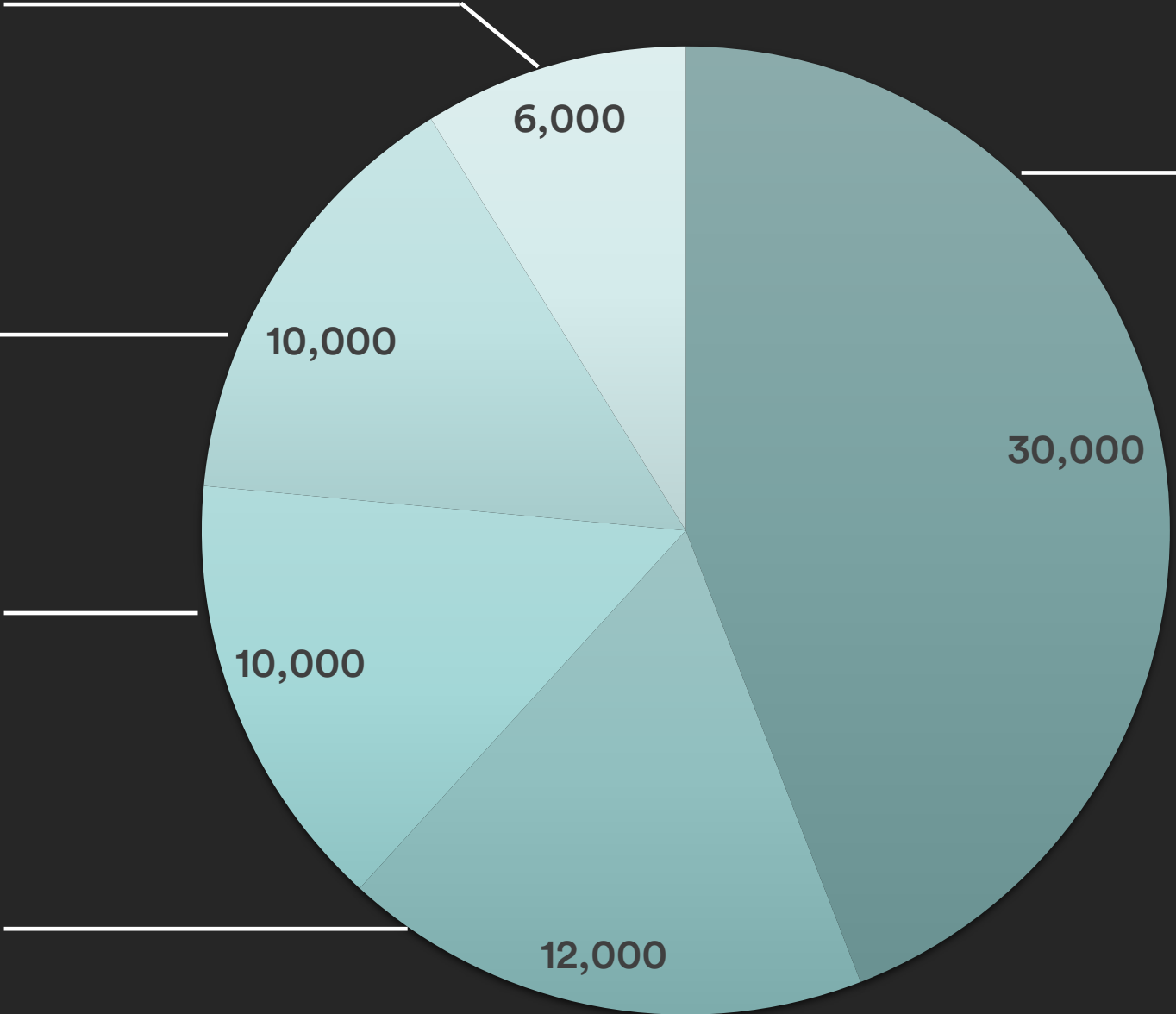
This budget will work around \$60-70,000 per month.

**MOBILE (\$6,000)** Continuous app development and revision for the best customer faced experience

**SEO (\$10,000)** Monitor traffic and the keywords and phrases

**CONTENT (\$10,000)** Content maintained, monitored and revised to cater to specific audiences

**PROMOTIONS (\$10,000-\$12,000)** Will vary rewards programs, outreach events and social media contests



**SOCIAL MEDIA (\$30,000)** To engage customers and draw them into the brand. Facebook, X, Instagram, Snapchat, Youtube and Pinterest

