

Good Ways to Advertise Ice Cream Promos

A frosty ice cream cone on a hot summer day sells itself, as long as potential customers know when and where it's available. Promotions are one facet of an effective marketing campaign. While ice cream has a longer shelf life than fresh produce for example, it's still perishable. Getting the ice cream out of the freezer and to your customers results in fresher inventory for them and increased sales for you. Establishing a social media presence has helped food truck businesses tell their customers where they plan on being for each meal and when. Whether you sell your ice cream on the go with a cart or truck or have a brick and mortar ice cream store, social media works for you as well. Promote your new flavors with Google Plus, Twitter and Facebook. Encourage your followers to post what they think of the new flavors. Compile a list of potential customers by offering a free ice cream cone if they sign up for your list. The cone can be extra small and not your usual serving size if you make that clear in the offer. Include the offer on your social media sites as well as in person. When you offer a special, such as any chocolate flavor at half price mail it to your email list. Texting the promos is also an option. Users of smart phones and other mobile devices give their permission to allow the service provider to access their location through their phone. Advertisers then send ads to the mobile devices when the user is in their geographic location. Advertise after lunch through late afternoon and early evening after the dinner hour when ice cream is most appealing to those mobile device users who work, live or are shopping close to your store.