

In Store, No More

The GIANT
Company
Dietitians Reach
the Masses with
Virtual Classes!!



By:

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Dietitian's Role Pre-COVID

- **In-store**
 - Nutrition classes
 - Store tours
 - Samplings/Demos
 - Consultations
 - Preceptor to dietetic interns
- **Large-scale activations**
- **Media**
- **Article writing**
- **Community Events**



Role Shift During COVID

- Virtual Nutrition Classes
- Media
 - Blog Contributor
 - TV/ Radio
- Social Media/ Videos
- Virtual Consultations
- Virtual Dietetic Interns
- Shopper Marketing Partnership



Free Virtual Classes

- Dietitian preferred topic in April 2020
- Consults convert to “tracks”
- My favorite was weight management
- Sign up on Eventbrite so we can collect information about the consumer
- Sent a zoom link to join the event
- Classes started growing, due to family-feel
- Promoted in our individual areas
- Classes offered 6 days/week





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Table Talk

Dietitian & Pharmacist
Heart Health Discussions

Marketing

- Brand support to promote (press release, email)
- Social: IG Stories, Reels
- Class flyer distribution- at events
- Choice points awarded for class attendance

Class Growth

- 2020: very slow growth- class attendance 0-20ppl
- 2021: More than doubled with 40-80ppl per class
- 2022: again, doubled class size with >100ppl per class



VIRTUAL June: Build a Board



VIRTUAL June: Mocktails in a Minute



VIRTUAL June: Family Meals at 5



VIRTUAL July: Feature Friday



VIRTUAL July: Better for You Baking



VIRTUAL July: Table Talk
Wed, Jul 6, 2022 12:00 PM EDT +



VIRTUAL July: Skills on the Grill



VIRTUAL July: Mini Chef Mornings

QUESTIONS?

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Visit our classes on Eventbrite at:

<http://thegiantcompanynutritionists.eventbrite.com/>

