



marketing communications

RAPID FIRE

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HOW IMPORTANT IS SOCIAL MEDIA TO YOUR MARKETING MIX?

Social media plays a critical role in our B2C and B2B marketing mix. It is a great way to connect with our consumers and customers on relevant topics that are important to them. We also find social media a strong platform to drive awareness of new news, such as new items and new promotions for our customers.



WHAT'S THE BIGGEST CHALLENGE YOU WILL FACE IN YOUR JOB IN 2023?

The biggest challenge facing many marketers and businesses in 2023 is the impact of inflation and the economic instability. Costs have gone up for manufacturers and consumers. We all are going to have to do more with less in the upcoming year. Our customers are going to be making difficult decisions on where and how to spend their money. We have several plans to stimulate growth, like most companies, but I believe there may be challenges ahead.



WHAT'S THE BEST SUPER BOWL SNACK?

My favorite snack is a buffalo chicken dip with Crunchmaster Multi-seed crackers. A great savory crunchy combination with a little kick!