

Marketing Support

Beyond the wide array of in-stock marketing materials available for order, ASMI also assists retail operators in planning and developing marketing initiatives.

These include:

- Planning promotions and seasonal events
- Targeted user-group marketing (i.e., Hispanic marketing)
- Merchandising and display tips
- Best practices for case set-up
- Seafood counter staff training
- Information for seafood buyers (i.e., Alaska Seafood Buyers Guides)
- Assistance with designing insert advertising (i.e., weekly circulars)

For more information or assistance with your marketing initiatives, please contact us at (206) 352-8920 or (800) 806-2497, or visit us online at www.alaskaseafood.org.



www.alaskaseafood.org