

Mississippi MarketMaker Newsletter

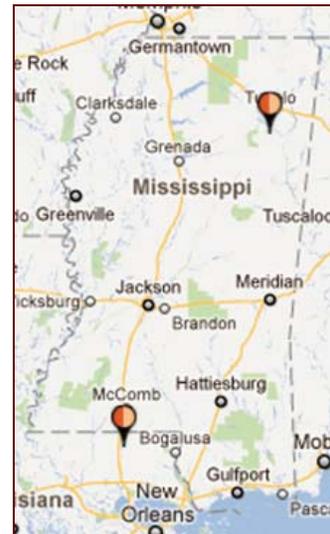


Marketing your Seafood Restaurant Using MarketMaker

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November 15, 2011

How many Seafood Restaurants are registered with MarketMaker in Mississippi?

Surprisingly, only 2 restaurants are registered! Obviously there are several restaurants that are not using MarketMaker to its full potential. One important market that these restaurants could be missing out on is the market of visitors and tourists! Being that they are not from Mississippi, MarketMaker is a free tool that will pop up when they search for seafood restaurants.



How does a Seafood Restaurant Register with MarketMaker?

Just like any other business, when creating a business profile, the restaurant owner can select the certain types of food the restaurant serves. MarketMaker covers a large spectrum of choices ranging from Seafood to Indian to Hot Dogs to Mediterranean.

How can I spread the word about MarketMaker?

As with many newer products and services, word of mouth is extremely important. The more people who know about MarketMaker, the more both businesses and consumers will benefit! If you ever have any questions, please do not hesitate to contact the MarketMaker Team located in Biloxi, MS at the MSU-Coastal Research and Extension Center.

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How much will it cost a business to become a member?

Membership in MarketMaker is FREE. The Mississippi State University Extension Service is maintaining it for the businesses in Mississippi. MarketMaker is also FREE for the consumer.

Are there any new State Members of the National MarketMaker?

Yes! As of last month, Alabama is now part of MarketMaker. The number of participating states is now 18, soon to be 20 with Texas and Wyoming in the process of joining. MarketMaker is a useful tool for finding locally grown food that consumers are becoming more interested in purchasing.

Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.

You can also find MM by searching for “Mississippi MarketMaker” in your favorite internet search engine.

You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>.

You can also follow MM at Twitter — <http://twitter.com/#!/FoodMarketMaker>.

“This program is funded in part through grants provided through Gulf States Marine Fisheries Commission, Oil Disaster Recovery Program under NOAA Fisheries grant award number NA10NMF4770481”.