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Mango board boosts online marketing efforts

The Orlando, Fla.-based National Mango Board has incorporated new programs for consumers, trade, retail and foodservice into its online marketing efforts, according to a news release.

The board will expand its Web site offerings at www.mango.org and use social media and even "widgets" to make mangoes an interactive experience, the release said.

Some examples:

The board created two widgets that mango fans can add to their MySpace and Facebook pages or place on their own blogs or Web sites. One is a game widget, the Jango Mango Match Game, and, for recipe aficionados, the board has developed a mango recipe widget, which automatically displays each new recipe as it is added to its database.

The board is using MySpace, Facebook and YouTube in addition to its own Web site to interact with consumers and make mangoes more accessible, according to the release.

Special pages for every season and event have been added to the upgraded Web site. For example, March Mango Madness recipes are featured to help basketball fans enhance their party food with mangoes.

The National Mango Board also has a Mango Marketing Toolkit available at www.mango.org/graphics that gives retailers access to point-of-purchase materials, logos, images, recipes, nutrition information and marketing messages.

And the board has expanded the Web site's foodservice section to include selecting, ripening and storage information for mangoes, and it has beefed up the industry section, which now includes a tools and resources section in English and Spanish.