

PM Formalisation of Micro food processing Enterprises Scheme

HANDBOOK FOR MARKETING & BRANDING



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TABLE OF CONTENT

SNo.	Topic Name	Page No.
1	Marketing and Branding- Key Objectives	2
	1.1 Marketing Mix	2
	1.2 Marketing Campaign	8
2	Digital Marketing	18
	2.1 Guide to create a digital marketing strategy	18
	2.2 Digital Marketing Strategies	22
3	Distribution & Sales	25
	3.1 Distribution Management	28
	3.2 Distribution Channels	30
	3.3 Distribution Management Elements	30
4	Customer Acquisition Strategy	31
	4.1 Customer Relationship Management	32
	4.2 CRM that uses technology effectively	34
5	Branding	37
	5.1 The basics of food branding	37
	5.2 Ask yourself these 3 questions	37
	5.3 The 10 essentials of a successful food brand	38
	5.4 Best branding styles for the food industry	39
	5.5 In-store branding	42
	5.6 Food branding on social media	42
6	Brand Registration	43
7	Exports of Food Products	46
	7.1 Concept of Export of Food Products from India	46
	7.2 Documents Required for the Export of Food Products	46
	7.3 Labelling Requirements for the Export of Food Products	46
	7.4 Significance of NOC in the Export of Food Products	47
	7.5 Things to Remember for the FSSAI License for Exporters	48
	7.6 Procedure to Obtain FSSAI License for Export of Food Products	49
	7.7 Export potential of food products by Indian companies	50

MARKETING AND BRANDING

Key Learning Outcomes

- 1) To understand the concept of marketing mix and designing an effective marketing plan
- 2) To learn Digital marketing strategy and key elements of the digital marketing
- 3) To understand the importance of Distribution/channel management
- 4) To learn about the Customer acquisition strategy to boost sales and build customer relationship management using CRM tools
- 5) To know about the branding strategies and key elements in case of branding of food products
- 6) To learn the process of Brand registration
- 7) To understand the export potential of food products and key regulatory things required to streamline the export process

CHAPTER 1: MARKET MIX & MARKETING

Key Learning Outcomes:

At the end of this unit, you will be able to:

- Understand what is Marketing Mix
- Remember various product level model
- Remember various pricing strategies can be adopted by a start up
- Understand external & internal factors that are responsible for setting value and costs
- Understand about marketing campaign
- Remember various types of marketing campaign
- Remember steps Involved in marketing campaign

1.1 Marketing Mix

Marketing new products with limited resources are complex.

The holistic marketing plan will help to achieve the marketing objectives effectively. If marketing plans are structured, it helps to stay focused and ensures the alignment of marketing objectives with strategy and goals. It is useful in establishing tasks and timelines. To have a good marketing plan, you must have the right marketing mix.

Let's understand what is Marketing Mix?

- Product
- Price
- Place
- Promotion
- People
- Process
- Packaging
- Programs
- Performance

PRODUCT

The following 5 product level model provides a hint of how a product can be improved:

1. Potential product:

There is future variety of the product with product upgrades and needed for the growth of business.

2. Augmented product:

It embodies the additional services and accessories like complementary products, after-sales or customer service, installation, warranty, shipping, credits, etc.

3. Expected product:

It reflects the customers' future benefits and features that change according to individual preferences.

4. Generic product:

In the initial stages, they must profit early. They might need more time or resources to develop an accessorized product called minimum viable product (MVP), a simple variety with features to satisfy customers and provide feedback to improve in the future.

5. Core need and benefit:

It is the main reason for purchasing the product and representing the basic need.

Example- A Hotel Business

- A place to rest or sleep represents Core
- A bed, towels, a bathroom, and a closet are generic products.
- If the products are taken for granted, they are said to be expected products like a soft mattress, clean sheets and bathroom, etc.
- A free map of the town or room service, Wi-fi can be an augmented product
- Make potential products by give new service for guests like gym, spa, etc.

Being a start-up you must make marketing strategy for the specific group you are targeting by focusing the strength of your product.

PRICE

The cost to buy a service or product is the Price. The customer spends money to avail of a particular product or service, and the company gets money for providing a particular product. For marketing mix, Price is considered crucial as it is responsible for generating profit. Other dimensions in marketing mix generate costs.

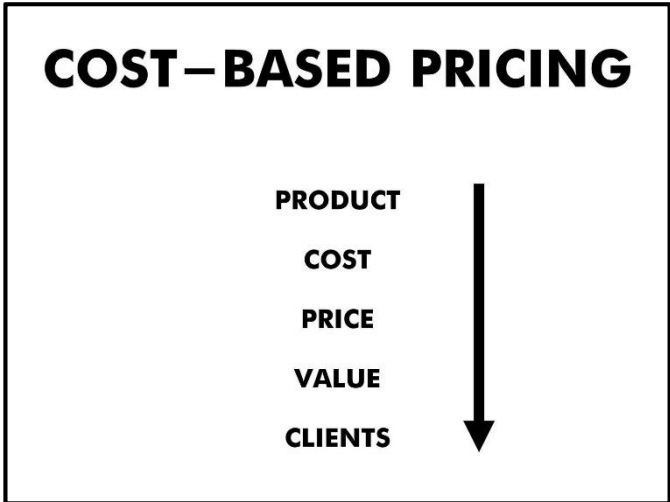
The two factors that are responsible for setting value and costs are:

i. Internal Factors:

- Fixed cost doesn't vary according to the production output, e.g.: insurance, lease payments, interest expenses, depreciation, property taxes, etc.
- Variable costs differ according to the production output, e.g. Raw material, employee, packaging, etc.
- Target of company
- Capacity of production
- Life cycle of product
- Brand

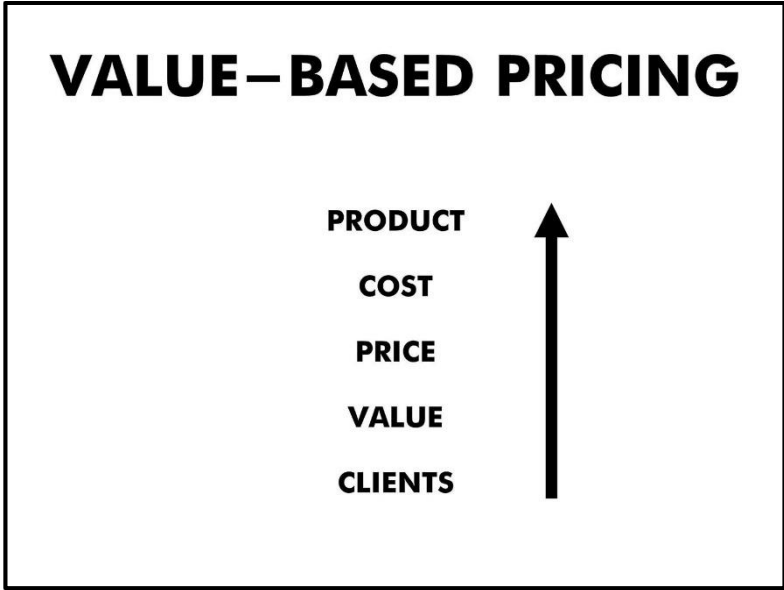
ii. External factors

- Percentage of market coverage by using strategy
- Percentage of market share that comes from difference between company's sale and total products sold in a section
- Target segment;
- Competition;
- Demand
- Economic context;
- Substitutes;
- Laws, regulations and taxes;
- Culture.
- Distribution channels



A company calculates the total cost of production and selling of a product/service and then adds a markup to make a profit. How is it possible to understand whether the consumer has paid high?

As evident, this model can generate the risk of underestimating the price.



- Value-based pricing begins by assessing consumers' value of a particular service/product.
- How much can the consumer pay for the offering?
- This model showcases a modern pricing approach and is effective for the products/services. The value attributed by the consumer generates the perfect margins from the order. There must be a complete understanding of the target customer.

A startup can take on any pricing strategy:

1. **Price skimming:**

There is a premium price to allure high-end consumers.

2. **Penetration pricing:**

There are meager prices for a competitive market that targets consumers who look upto convenience.

3. **Prestige pricing:**

It is a psychological strategy when the consumer doubts the quality/price ratio and avoids buying when the cost is quite low.

4. **Competition-oriented pricing:**

According to the competitors/product substitutes available in the market, it sets a benchmark for the product's price.

5. **Psychological pricing:**

It sets the costs a little lower than the rounded number, eg. A digit that ends with 9)

PLACE

A place where services/products are sold is called a marketplace. It can be a store or e-commerce.

PROMOTION

When you foster services/products by advertising is called promotion. Based on the segment and market strategies, promotion varies.

PEOPLE

People are essential in providing any service/product. They **represent the ones involved in the buyer's journey, like** partners, employees, customers, etc.

The variables affecting this dimension are:

- Recruitment and training of employee
- Scripting
- Queuing systems and wait management
- Managing social interactions
- Uniforms

- Handling complaints and understanding service failures

PROCESSES

Process includes the planning, mechanism, and decision that enable effortless delivery of a product or service. Some variables are as follows:

- Designing process
- Making blueprint allows in identifying bottlenecks and contacting point with consumers.
- Decide between standardization and personalization
- Locate critical incidents, fail points and system failures
- Track and monitor service performance
- Analyse resource requirements and allocation
- Create and measure Key Performance Indicators (KPI)
- Guidelines alignment
- Prepare operational manual (Standard Operating Procedures)

Packaging

A company's packaging catches the attention of new buyers in a crowded marketplace and reinforces value to repeat customers. Here are some ways to make your packaging work harder for you:

- Design for differentiation. A good design helps people recognize your brand at a glance, and can also highlight particular features of your product. For example, if you're a shampoo company, you can use different colors on the packaging to label different hair types.
- Provide valuable information. Your packaging is the perfect place for product education or brand reinforcement. Include clear instructions, or an unexpected element to surprise and delight your customers.
- Add more value. Exceed expectations for your customers and give them well-designed, branded extras they can use, like a free toothbrush from their dentist, a free estimate from a roofer, or a free styling guide from their hairdresser.

PROGRAMS

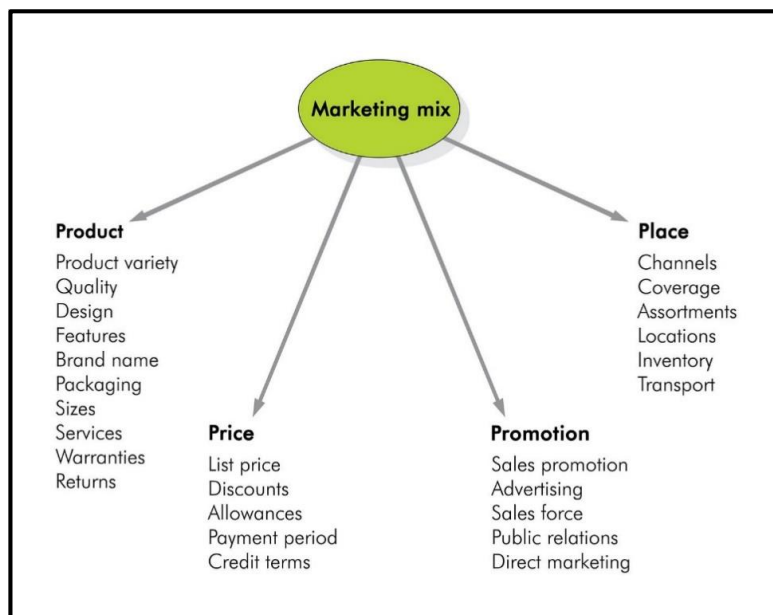
It lets marketers examine the portfolio of marketing activities; hence, all strategies and systems support each other. Online and offline activities help pursue multiple goals.

PERFORMANCE

All the non-financial and financial results of the company are represented by the performance.

There are various elements involves like:

- Profit
- Monetary value of the brand
- Ethical responsibility
- Social responsibility
- Equity of a company’s customers
- Legal responsibility



1.2 Marketing Campaign

When you create a marketing campaign, a lot of factors go into consideration that helps you build the right strategies. There are different ways in which you can reach out to your customers – you can address the masses at once, approach a specific bunch of (or individual), or use a combination of both approaches.

a) **ATL - Above the Line**

ATL marketing is the marketing approach that is not targeted to specific individuals or groups of customers. ATL marketing is often done on a large scale with the marketers not being in direct contact with their prospects or customers. You can go with this marketing approach if you want to increase the reach of your brand, spread awareness about your brand, and cater to a wider audience.

ATL marketing does not focus a lot on making conversions. The aim of this approach is often to use mass marketing strategies to spread your word among the masses. An ATL campaign focuses more on the media platforms used for carrying the promotional messages of the brands. Anyone having access to the chosen media platforms can be on the receiving end of your ATL marketing messages.

Few examples of ATL marketing campaign-

Search Engine Optimization (SEO)

In the age of digitization, it is important for businesses to make their presence felt on the internet. SEO allows the website of your company to be listed high on the search engine results pages (SERPs). Most businesses operating across multiple industries have been seeking professional SEO services to increase brand awareness and visibility on digital platforms.

Social Media Optimization (SMO)

With more and more people getting on the bandwagon of social media, brands have started focusing on improving their digital presence on these platforms. By creating official accounts on suitable social media platforms, brands can spread their messages and reach out to their audience effectively.

Targeted SMO services help you optimize your ATL campaign by building a base of prospects and customers in the form of followers. If you are consistent in creating and posting content that is relevant on social media platforms, you can make more people aware of your brand and get more digital traction.

Public Relations

Public relations allow you to spread the word about your brand to the public in an organic way. Whether you want to make an important announcement regarding your business, make the public aware of your new offerings, or simply rekindle the image of your brand

in the market, a PR campaign helps you get the work done without pushing your promotional messages.

Along with being an important ATL marketing example, PR also allows you to build fruitful media relations, manage crises, and build the reputation of your brand in the industry you operate in.

Television And Print Ads

Over decades, advertising has remained one of the most widely implemented ATL marketing activities. It allows several brands across the globe to reach out to their audience through a myriad of different platforms.

Even in the age of Google and YouTube banner ads, it is a matter of prestige for a brand to get a spot during major events like IPL games or FIFA World cup or be featured in a leading magazine.

Outdoor Advertising

Outdoor advertising allows marketers to grab the attention of their audience by being as minimalistic as possible. Essentially, this is because people looking at billboards and hoardings do not have enough time to read long texts.

If utilized well, outdoor advertising can be a really fruitful example of ATL marketing. It helps you increase the recall value of your brand, even if the prospects do not end up engaging with your business right away.

Key Benefits of ATL campaign

Wide Reach

The biggest benefit of ATL marketing is the reach it provides to your brand. It allows you to use mass marketing strategies to cover a large spectrum of audiences who can consume your promotional messages. As the focus of an ATL campaign is not to facilitate the immediate conversion, it allows you to make a lot of people aware of your brand. This often helps existing brands reinstate their image and allows new brands to increase awareness in the market.

Brand Building

ATL marketing allows you to circulate creative promotional messages amongst your audience, helping you build your brand successfully. Especially if you are entering the market with a new brand, ATL marketing is an ideal approach to get your promotional messages across in the best way possible.

High Recall Value

Thanks to the media platforms used for ATL marketing, you can create ads and craft promotional messages that increase the recall value of your brand. It is effective ATL marketing campaigns that have helped brands like Coca Cola, McDonald's, Nike, imprint their images in the minds of their audience through their ads.

High Penetration

Media platforms like television, newspapers and the internet have the power to reach the remotest corners of the world and make your prospects aware of your brand. As there is no need to engage with your audience directly, ATL marketing helps you carry your messages everywhere the chosen media platform can reach.

Key Drawbacks of ATL campaign

Expensive

As ATL makes use of mass marketing strategies, it leads to brands spending a fortune for reaching out to their audience. Media platforms like television, newspapers, and magazines are fairly expensive when it comes to getting your ads published/broadcasted.

Replacement Risk

Media platforms like television, newspapers, and magazines are quickly being replaced by digital alternatives that can be accessed at a much lesser price. As digitization is getting increasingly prevalent, customers across the board are drifting away from conventional media platforms. This reduces the longevity of these platforms being used for ATL marketing campaigns.

Reaching the non-target customers

With ATL marketing, you do not have control over the people consuming your ads and promotional messages. While this marketing approach helps you reach out to the masses, it is likely that a large chunk of the recipients does not belong to your target audience.

This makes you lose the impact of your ATL campaign, irrespective of how well-crafted it is.

b) **BTL - Below the Line**

BTL marketing approach involves targeting an individual or a group of prospects/customers for circulating promotional messages. BTL marketing is all about engaging your customers in a more personalized manner. It involves assessing the specific needs and preferences of your target audience and tailoring your marketing campaigns based on the same.

In the case of BTL activities, the focus is on making conversions instead of spreading awareness about the brand. This marketing approach revolves around persuading the customers to make the purchase and driving revenue home. BTL marketing is a more sales-oriented approach.

Few examples of BTL marketing campaign-

Sales Promotion

Sales promotion is a set of marketing strategies that revolve around attracting customers and boosting sales for a short period of time. The purpose of sales promotion is to drive more revenue home by providing exciting offers and discounts to the customers.

It involves persuading prospects and customers by providing them with incentives like free trials, free coupons, samples, personalized discounts, and more.

Direct Marketing

As the name suggests, direct marketing is a BTL marketing technique where the marketer engages directly with a prospect or a customer. Earlier, direct marketing involves sales agents physically visiting the houses of their existing and potential customers to sell them the offerings of their brands. With the advent of digitization, direct marketing has moved on to digital platforms.

Whenever an individual makes a purchase, the details of the same are recorded with the seller, ideally on their CRM (customer relation management) platform. These details are

then used to approach the concerned customer across multiple channels, asking them to have a look at similar products or make another purchase of the same offering.

One of the best and the most effective examples of direct marketing is Amazon recommending products to users based on their previous purchases. Such BTL marketing techniques personalize the services offered by brands, making their customers feel special.

Email Marketing

Most companies indulge in the creation of personalized promotional emails to persuade their prospects and customers for making purchases. Right from giving exclusive offers to asking the customers to opt for online newsletters, email marketing allows you to reach out to each of your customers based on their history of purchases, needs, and preferences.

However, it is advisable to get your customers' consent before sending them promotional content related to your brand. If they have given you their consent, make sure you provide them with the option to opt out at their convenience.

Sponsorships

Brands often decide to sponsor specific events to reach out to their target audience. Here, businesses attach their names with the events where they are promoted and talked about by the organizers. Based on the credibility of the event, this BTL marketing technique would give you the traction you are looking for.

Brand Activation

Brand activation refers to a set of activities that allow your customers to interact with your business and experience your offerings. This BTL marketing example is generally implemented by new and growing businesses. Here, you can get as creative as possible to get the desired traction from your customers.

There are different ways in which you can go use brand activation to increase your ROI and drive more revenue home. You can set up a physical storefront/canopy and make your customers try your offerings before they buy them. If you are willing to make the most of the modern technologies, you can use AR (Augmented Reality) to provide an immersive experience to your prospects and customers, making them aware of your brand and its offerings.

Exhibitions And Trade Fairs

This is one of the most cost-effective ways of optimizing BTL marketing for your brand. Several businesses prefer to be a part of trade fairs and exhibitions where they can expect a good number of visitors. Once you are a part of such events, you can attract prospects by being creative and optimizing your kiosk.

Key Benefits of BTL campaign

Personalized Approach

BTL marketing allows you to personalize your marketing processes for every customer you cater to. Whether you choose to do so physically (exhibitions and trade fairs) or by using a dedicated software platform (email marketing), you can rest assured that every customer is treated in a unique way.

The personalized approach of BTL marketing allows you to build long and healthy relationships with your customers.

Immediate Feedback

Most BTL marketing techniques allow you to obtain immediate feedback. Even if the prospect is not sure willing to make a purchase at the moment, you can always have their details recorded in your CRM to be used later. Such immediate feedback reduces the time your sales reps spend while nurturing your leads.

Better Returns (ROI)

As BTL marketing is all about closing deals, it provides you with a better ROI as compared to an ATL marketing campaign. Also, the cost involved in BTL marketing activities is fairly less, further increasing the profits you make on every sale. If your intention is to make more money by combining marketing and sales, you should certainly go the BTL marketing way.

Greater Control

You can have greater control over the audience consuming your promotional messages and the services you are willing to provide. This allows you to tailor your processes based

on different prospects and customers you encounter. BTL marketing also allows you to easily keep track of your marketing processes and the ROI you receive out of the same.

Experiencing Your Brand

One of the biggest reasons why BTL marketing is successful in making conversions is that it allows you to make your customers experience your brand/product. Whether you provide them with free/discounted samples of your products or allow a free trial before purchase, your customers get to have a first-hand experience in consuming your offerings. This allows you to establish a better and more personal engagement with your customers.

Key Drawbacks of BTL campaign

Detailed Research Required

While implementing most BTL marketing activities, there is a need to undertake detailed and tedious research – much more than the research required for ATL marketing.

While BTL marketing is effective in targeting a specific set of customers, it limits the reach you can achieve with your marketing practices. If you want more people to be aware of your brand and establish its presence on a large scale, BTL marketing may not be the best alternative to go for.

Extensive Data Management

The core of BTL marketing is data management. In order to provide personalized services to your customers, brands need to record every action performed by them and the specific needs and preferences of their customers. For organizations that are not equipped with adequate resources, extensive data management can get complicated and tedious.

Short-lived Impact

If you come up with exclusive offers and deal for your customers to drive more conversions, your success is likely to be short-lived. When you implement BTL marketing, you always stand the risk of your customers discontinuing engagement when you stop giving them offers.

Low Recall Value

With immense competition in the market, several brands offer short-term incentives to their customers to boost their sales. This may persuade the audience to engage with a brand purely based on the incentives offered. In most cases, this does not go down well with maintaining the image and recall value of a brand.

c) **TTL - Through the Line**

This is the marketing approach that combines the ATL and BTL marketing techniques. TTL marketing is a more holistic way of reaching out to your audience and persuading them to purchase your offerings.

TTL marketing is a fairly new approach that is thriving in the age of digitization. It facilitates mass engagement by circulating promotional messages on a large scale and driving engagement on an individual level.

To implement a holistic TTL marketing campaign, brands often use conventional media platforms like TV, radio, newspapers, magazines, etc. for reaching out to the masses and make them aware of their businesses. Once they are successful in creating brand awareness, they engage with the prospects and customers on a personalized level through targeted marketing (especially on digital platforms).

This combination of ATL and BTL marketing allows brands to leave no stone unturned in making their presence felt in a highly competitive market and generating the revenues they desire.

Examples of TTL marketing campaign are as follows-

360-degree Marketing

360-degree marketing is a comprehensive and holistic way of marketing your offerings. It follows generic and targeted approaches at different levels.

Especially in the case of bigger brands with greater resources, they choose to engage their customers using multiple platforms. While you see a Patanjali's ad on TV, you also get personalized emails and text messages from the brand. This way, you can have complete control over the channels you want to use and the manner in which you want to approach your audience.

However, it is important to note that 360-degree marketing is not limited to high-end enterprises. By using cost-effective media platforms, startups and SMEs can also make their presence felt and create their niche in the market with a good TTL marketing campaign.

CHAPTER 2: DIGITAL MARKETING

Key Learning Outcomes:

At the end of this unit, you will be able to:

- Understand term Digital Marketing
- Understand term Digital PR
- Evaluate a digital marketing strategy
- Remember various digital marketing strategy
-

➤ Digital Marketing

Digital marketing is an ideal example of a TTL marketing technique as it encapsulates the essence of ATL and BTL approaches. While a banner ad on Google can reach out to millions of prospects, email marketing with a smart call-to-action allows you to personalize your marketing processes.

Right from SEO and SMO to content marketing and PPC advertising, every tool of digital marketing can be considered a really good example of TTL marketing.

➤ Digital PR

While conventional public relations are largely a part of ATL marketing, digital PR is an efficient TTL marketing technique. As the name suggests, digital PR consists of PR activities performed via digital platforms. It involves the creation and publication of online press releases and PR articles. As every leading media house across the world, today has a digital presence, digital PR helps brands reach out to the public via digital platforms.

Brands also collaborate with content marketing experts and bloggers to share their stores on suitable platforms online. This is a very effective way of combining the essence of ATL and BTL marketing. As the online PR articles are in the public domain, they can be accessed by anyone having the links or stumbling upon the articles while browsing. Moreover, these articles contain links to the websites/applications of the businesses being promoted, leading to a more personalized approach to marketing.

Digital Marketing strategy will let you attain your sales and revenue growth goals online, including Search Engine Optimisation (SEO) and digital media. You can easily build product or brand awareness and generate sales at a low cost.

2.1 Guide to create a digital marketing strategy

A. Make customers/consumers profile.

- You must know about who you are marketing. A detailed buyer persona lets you make the best digital marketing strategies.
- A buyer persona that showcases the ideal customer is produced by surveying, researching, and interviewing the target customer.

Following are the initial steps to fine-tune your startup.

Quantitative and Demographic Information

- **Location:**

Web analytic tools help recognize the location of the entrance of website traffic.

- **Age:**

Recognize the trends in the prospect and contact database and gather the data.

- **Income:**

Collect details like income through personal interviews because people generally avoid sharing details online.

- **Job Title:**

It is relevant for B2B entities. Have a hint from the current customer base.

Qualitative and Psychographic Information

- **Goals:**

Have a word with genuine customers, internal sales, and customer service reps, and you get an idea of the goals of buyers' persona.

- **Challenges:**

Talk to customer service reps, sales, and customers to have a crystal clear picture of the challenges faced by customers.

- **Hobbies/Interests:**

Make an effort to know the interest and hobbies of the target audience. For example, fitness brands need to see the audience interested in fitness.

- **Priorities:**

It would be best if you talked to your target audience to find out what is essential for them concerning your business.

Combine all the details and prepare profile of customers that proves valuable for your business.

B. Recognise your goals and the digital marketing tools/channels

- Marketing goals must be linked to the fundamental goals of your business.
- For example, if your business aims to raise 20% online revenue, then the objective of the marketing team must be generating 50% more leads online.
- Evaluate current digital assets.
- Collect and categorize each asset in a spreadsheet to get an image of earned, owned and paid media.
- Use the earned, owned, and paid media framework to classify the digital assets or channels you currently use.

Owned Media

This is a digital asset owned by your company. Be it the website, blog content, social media profiles, or imagery. You have total control over owned channels. It also has some off-site content that is not published on your website.

Earned Media

The exposure you get through word-of-mouth marketing is called earned media. It may be through guest posts, PR, or customer experience. It gets you recognition. There is another way of earning media through press mentions, positive reviews, and social media channels.

Paid Media

- You spend money to grab buyers' attention, which is called paid media.
- It includes Google AdWords, sponsored posts, and paid social media posts.

- For example, on your website, you have a piece of content on the landing page that is generating leads. To increase the leads, you make it shareable via social media, which increases traffic to the landing page. This is referred to as earned media.
- If your earned and owned media are successful, you might feel free to invest in paid. Assess the perfect solution to fulfil your goals.

C. Audit and plan owned media campaigns.

- Owned media is a significant part of digital marketing and comes as content. Every message that is being broadcast by your brand is categorised as content, for example, ebooks, infographics, blog posts, podcasts, about us page, or social media posts.
- Content has the capacity to convert visitors into leads and improves the online presence of the brand. Make sure that content is SEO friendly so that it can boost organic traffic.
- Owned content is included in the digital marketing goal. In the beginning, you have to decide what content you need to reach your goals.
- If you plan to generate 50% more leads through the website in comparison to last year, you may not include an about us page in your strategy unless that page has generated more leads in the past.

Follow the process to know the owned content to reach digital marketing strategy content.

Audit your existing content.

- After listing current owned content, rank each item that performed best according to your current goals.
- For example, if you want to generate leads, rank the content that generated the most leads in the previous year, like an ebook, site page, or blog post.

Identify gaps in the current content.

- According to buyer personas, recognize the gaps in the content.
- For example, being a math tutoring company, you have the challenge of finding effective ways to study and produce some.
- Through the content audit, you may know that ebooks hosted on a particular landing page convert well.

- A math tutoring company may add an ebook about "ways to make studying more effective" to the content creation plans.

Create a content creation plan.

Recognize the gaps and create a content creation plan that is useful in reaching your goals.

It must include:

- A title
- A goal
- Format
- Reason of creating the content
- The priority level
- Promotional channels

Use spreadsheet including budget information if you have a plan to outsource the content creation.

D. Audit and plan the earned media campaigns.

- Evaluate the earned media so you can see where to focus your time. You must know from where leads and traffic are coming and rank every earned media source from most to least effective.
- A specific article draws much traffic to the website and helps in boosting conversions. You may find LinkedIn, where most content is shared and raises traffic.
- Based on historical data, you will know what kinds of earned media will help you reach your goals. Don't be afraid of being experimental.

E. Audit and plan your paid media campaigns.

- Evaluate the current paid media to clear the picture as to what is more helpful to meet your current goals.
- You must refine your approach if you don't get results after spending a lot of money on AdWords.

F. Bring your digital marketing campaign together.

After planning and research, you have a clear view of the elements you need for digital marketing strategy.

- A clear profile of your buyer
- Digital marketing-specific goals
- An inventory of the existing owned, earned, and paid media.
- An audit of your current owned, earned, and paid media.
- An owned content creation plan or wish list

2.2 Digital Marketing Strategies

A. Publish a blog

You can do marketing of business digitally through blogging. First, you must understand your target audience and pain points and write targeted content that a reader finds helpful.

B. Promote on particular platforms (e.g. Google Ads, Facebook Ads, or Instagram Ads)

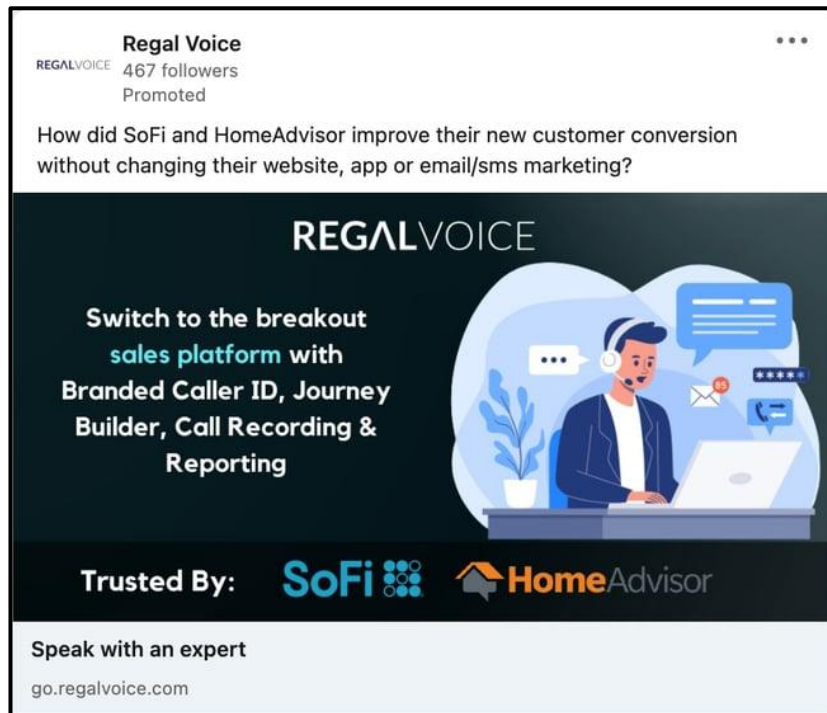
Only a fraction of the tale is told by an organic blogging strategy. Implementing non-organic moves, like sponsored advertising, is as crucial. This will not only help you increase brand awareness, but it will also enable you to target customers who haven't yet discovered your company organically.

When your site is still growing and not receiving as much traffic as you would like, this is a crucial tactic to employ. You should think about including the following forms of advertising in your digital strategy:

- Social Media Promotion
- Pay Per Click (PPC)
- Google Adds
- Internet Marketing

You may promote on almost any platform, either through a display network like Google's or through the platform's own integrated ad system like Instagram, Facebook, and LinkedIn's self-serve advertising portal.

Here is an example of a LinkedIn advertisement



Advertising has the advantage of not requiring a content or SEO plan. You just need to choose some imagery, create a few lines of copy, and launch your advertising campaigns. You should make an advertising plan that specifies who you're targeting, the channels you'll use, and your budget in order to make sure that your campaigns are successful.

C. Provide free instructional materials

Once you've gotten people to land the website or click on the ads, your digital marketing efforts don't end. Additionally, you must provide them with something of value in return for their email. Users "pay" with their contact information even if the gated content is free. This process is known as lead generation, and it's crucial if you want to.

D. Make your digital content search engine friendly

One of the key moves you can make in your digital strategy is SEO. Your product-related keyword rankings will improve, and more people will see your blog posts and instructional offers.

The greatest way to get those pages in front of people who are looking for those items and services if your product pages aren't getting any traffic is through SEO.

E. Hold a contest or giveaway online

Another technique to increase brand recognition online and strengthen your digital strategy is through giveaways and competitions. You'll receive hundreds of new followers and leads in return for a free product, and these people can be groomed into paying customers. This approach is especially helpful if you sell consumer goods or offer services that have tangible outcomes. A food product company might decide to provide samples, while a photographer would decide to offer a complimentary portrait session. Manufacturers and B2B companies might not benefit from this tactic, but you can surely tailor it to your needs by offering a free box of merchandise to the first consumers who sign up for your mailing list, for example. That is a possible illustration.

F. Set up a webinar

Webinars are the next best option if you don't think a contest is the appropriate match for your organisation, especially if you belong to a B2B company. They're crucial for informing the public about your goods and services and giving potential customers the chance to speak with a company representative directly about your offerings. They are then able to ask inquiries and receive responses in real time.

G. Create a podcast

You only need to consider how Clubhouse and Twitter Spaces have competed for market share to see that audio marketing is growing. Although podcasting is different than venues like Clubhouse, the concept is the same: You get to engage an audience while they are on the go. All they require is an audio player.

Podcasts can be a crucial component of your digital strategy since they give you access to audiences outside of search engines and social media. Additionally, it's a much more spontaneous, organic media, while you should still carefully organise each episode and make sure you're providing your audience with useful information.

H. Plan a marketing strategy via email

One of the most significant digital marketing tactics available today is email marketing. It gives you lots of chances to grow a consumer base of fervent supporters of your goods. After all, you wouldn't sign up for a brand's newsletter if it didn't interest you, and

companies aren't allowed to email customers who haven't registered to their mailing list. Not unless it wants to take a chance on email deliverability being lowered.

Through your blog, giveaways, and even webinars, you can gain subscribers. You have full authorization to target someone with an email marketing campaign whenever they provide you with their email and indicate that they would like to hear from you.

CHAPTER 3: DISTRIBUTION & SALES

Key Learning Outcomes:

At the end of this unit, you will be able to:

- Understand term Distribution & Sales
- Understand what are a Distribution Network and its benefits
- Understand Distribution Channels

3.0 Distribution & Sales

A company's constant goal is to get better and expand daily. Manufacturing and packaging are the primary activities of a core manufacturing company. If you are a food processor or maker, you have probably experienced a lack of a sales strategy on numerous occasions. There are thousands of businesses in India that sell high-quality culinary items. You can work with distributors if you believe in exceptional quality of your product and wish to get it to buyer. This is now essential to survival in today's cutthroat industry.

Distributors serve as your company's sales department. In essence, a distributor works as an independent contractor. It has a well-established retail channel for your product's sales and advertising. Participating in the distributors' business give your goods more access to a larger market without spending any company resources on the creation and administration of a business network.

A distributor is a business that purchases a product and resells it to customers, resellers, or wholesalers. The majority of distributors offer a range of services, including post-purchase repair, technical assistance, and warranties. Distributors don't need to be paid for that.

Although distributors have several advantages, the main reason we chose one is that they can sell our items and aid in our rapid revenue generation.

Creating a customer base is a distributor's most important task. Building strong relationships with both existing and potential customers is beneficial. That is incredibly helpful if you need to promote and sell a newly launched product quickly.

- **Sales and marketing expertise:** Distributors are professionals with experience in any product's sales and marketing. They are aware of when, how, and to whom to

market. Therefore, they are the only ones who can introduce a new product to the market and maximise sales.

- **Storage and logistics:** By hiring distributors, you can avoid spending money on storage space. Distributors enable you to expand your storage space. They offer dependable and established logistics, which makes moving things faster and more affordable.
- **A wider distribution network:** a distributor is not just restricted to one location. Its perimeter might range from a narrow territory to numerous states. The presence of your product will be spread out over a larger area as it covers. On the one hand, it expands your clientele, and on the other, it helps you avoid spending extra money on employees and real estate.
- **Rapid route to market:** Sales are all about providing your customers with your goods and services as soon as possible. A distributor establishes a distribution network to extend the reach of your goods beyond its local market to the international market. This extensive coverage aids in increasing revenue and profitability.

Now, you have two options: either you create your own distribution and retail network, or you enlist our assistance in doing so. We provide you an exclusive service in which we match you with the best distributor who can generate the desired sales volume in your market. We also help you set up a reliable retail channel to ensure a steady flow of your product to market. We have a team of professionals with experience can determine which retail channel to use and what kind of distributors will best meet your needs.

Now, in order to have a clear understanding of what is happening, you must be aware of the many types of distributors and their work functions prior to selecting distributors for your business.

The first classification divides distributors into two categories based on how they operate. Distributors who sell directly to consumers are known as direct distributors. By cutting out the middleman in the supply chain, he lowers the cost. Which typically consumes a sizable profit? However, disadvantages include a lack of extensive physical storage, limited marketing exposure, and costly marketing expenses.

Distributors who work indirectly: In order to achieve successful sales, a distributor needs the assistance of the entire supply chain. To distribute products, a distributor needs

a network of retailers, wholesalers, and resellers. It enables manufacturers to focus on production while distributors take on the responsibility of driving sales. The size of the firm, the type of product, and the amount of sales targeted will all affect the distribution channel used.

Other distributor classifications depend on consumer needs, to which distributors have shaped themselves.

Intensive distributors: If you want to sell out your product as soon as possible while simultaneously doing it through the broadest reach feasible, you should choose an intensive distributor. They collaborate with several distributors and resellers and generate enormous sales volumes while maintaining a tiny profit margin. Given that they created speedy routes to market, it's advantageous for mass-market products. They are able to quickly supply and replace consumer demand through this distribution channel.

- **Selective Distributors:** In this case, the distributors are skilled specialists. You might consider it if your manufacturing capacity is modest but your product quality is excellent because these distributors only work with a small number of wholesalers and retailers. They can successfully reach the customers here. Here, they continue to provide high-level service and prioritise customer pleasure over profit.
- **Exclusive Distributors:** If you are a manufacturer with a specialty product and a market that caters to a particular target market, you should choose an exclusive distributor. Exclusive distributors are required when we wish to retain the integrity, image, and reputation of our brands. They only sell to a very small number of exclusive wholesalers their appropriate retailers. When you need complete channel control over your distribution, choosing exclusive distribution is a viable option.

After learning about distributors and their roles, responsibilities, and benefits, it's important to understand how to choose a distributor and by what standards to evaluate him before partnering on a shipment.

- **Financially sound:** Given that he must make investments in stock infrastructure, he should be financially sound. His enormous sales are made on credit, so if he weren't financially stable, he couldn't compete in the market.

- **Experience:** Prior experience is required to comprehend the procedure and measures he should follow for your goods. It will also help to quickly establish positive relationships with retailers.
- **Infrastructure:** To maintain the amount and quality of the goods, infrastructure such as a warehouse, a vehicle, and labour are required.
- **Reputation in the market:** Reputation in the market is essential for relationships with wholesalers and retailers. This is significant since the reputation of the distributor immediately correlates to the reputation of the product he is selling.

Market knowledge includes general information about rivals, products, market attitudes, retailers, and consumers. This information is crucial for understanding the market.

3.1 Distribution Management

What are a Distribution Network and its benefits?

Connected group of storage facilities and transportation systems is termed a distribution network.

It is formed according to distribution strategy created to move goods from manufacturer to wholesalers, retailers or buyers.

Advantages:

Apart from delivering higher profits, distribution management abolishes waste in numerous ways, from reduced spoilage to warehousing low costs since the goods can be distributed as needed (“just in time” inventory), rather than kept in mass (“just in case” inventory).

Distribution management facilitates "one stop shopping" and other conveniences and benefits, such customer loyalty reward programmes, and reduces shipping costs and expedites delivery to customers. It also makes things simpler for purchasers.

Challenges in Distribution Management

Diverse interruptions can cause distribution problems. Severe weather conditions, a lack of raw materials (such as poor crop years), pest damage, and epidemics or pandemics are examples of natural disruptions. Riots, protests, battles, and strikes are examples of human disturbances.

Flight delays, maintenance issues, accidents involving transport vehicles, and new or stringent transportation rules, such as those frequently observed in trucking, are all examples of disruptions in the transportation system.

Recessions, depressions, abrupt changes in consumer or market demand, additions to or changes in fees or compliance costs, fluctuating currency exchange rates, and payment problems are all examples of economic obstacles.

Product recalls, packaging problems, and quality control problems are examples of product disruptions. Order modifications, address changes for shipments, and product returns are all examples of customer disruptions.

The Following 5 Factors Affect Distribution Management

Distribution management is influenced by a variety of factors. The top five are as follows:

- **Unit perishability:** If an object is perishable, it must be used quickly to avoid loss.
- **Purchasing patterns of consumers:** peaks and troughs in these patterns might affect distribution patterns, resulting in fluctuating distribution demands that can be predicted.
- **Customer needs:** such as adjustments to the just-in-time inventory requirements of a manufacturer or merchant; Product combinations change with the seasons, the weather, or other reasons.
- **Truckload optimization:** This method uses fleet management and logistics software to make sure that every truck is loaded to capacity and is driven along the shortest route.

Strategies for Distribution Management

The three distribution management strategies are as follows:

1. Mass

The mass market, such as those that sell to broad customers wherever, is the target market for the mass strategy.

2. Selective

The selective strategy intends to solely distribute to particular kind of manufacturers or retail industries, such as pharmacies, hair salons, and upscale department shops.

3. Exclusive

The goal of the exclusive distribution strategy is to reach a very small audience. For instance, producers of Gucci-brand products only sell to a small subset of luxury goods stores, and manufacturers of Ford automobiles only sell to approved Ford dealerships.

A Distribution Management System to Select

- Your organization's distribution goals, difficulties, and the distribution models and channels your business utilises all play a significant role in selecting the best distribution management system. But generally speaking, businesses should consider:
- Simple integration and backward compatibility with existing systems.
- Elasticity and scalability
- Data management, analytics, real-time data streaming, and ecosystem data exchange; security; and
- Adaptability: This refers to how well the system can change quickly in order to overcome challenges or seize new opportunities.

3.2 Distribution Channels

1. Wholesaler

In this route, products are delivered from producers to distributors. For instance, liquor producers sell their brands of alcohol to wholesalers.

2. Retailer

Retailers receive products from manufacturers or wholesalers. For instance, high-end retailing chains like Neiman Marcus, Nordstrom, and Macy's receive distribution of brand-name designer clothing and accessories.

3. Distributor

This route transports products from the manufacturer or source to a licenced distributor. An authorised Ford dealership, for instance, receives different Ford makes and models from a Ford factory for sale to customers or business fleets.

4. Ecommerce

This is the newest and most disruptive distribution method, in which products and services are digitally exhibited online before being delivered straight to the customer. As a fourth channel, e-commerce has sped up change and forced distributors to reconsider their conventional approaches.

3.3 Distribution Management Elements

Supply chain, blockchain, logistics, a system for placing orders and billing customers, customer relationship management (CRM), vendor relationship management (VRM), a

warehouse management system (WMS), an inventory management system (IMS), and a transportation management system are some of the components of distribution management systems (TMS).

CHAPTER 4: CUSTOMER ACQUISITION STRATEGY

Key Learning Outcomes:

At the end of this unit, you will be able to:

- Understand Customer Acquisition Strategy
- Remember steps in Customer Relationship Management
- Know how the customer service is improved by CRM system

4.0 Customer Acquisition Strategy

A funnel or other similar graphic that shows the steps in the purchasing process and the thinking of the prospect can be used to visualise the customer journey.



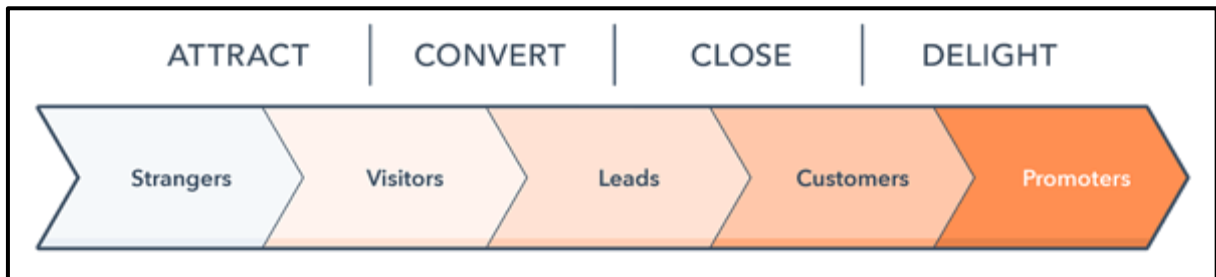
Customers become aware of your brand as they progress through the sales funnel and eventually convert to buyers by:

- Include your offering in their list of potential purchases.
- Make the choice to patronise your company with money.

Lead generation normally takes place at the top of the funnel, followed by lead acquisition in the middle, and lead conversion at the bottom.

Additionally, the term "client acquisition" usually refers to the entire funnel.

Here's another way to visualize it, in a less funnel-like fashion:



The food processing firms can keep up with the rising cost of client acquisition because of their low ticket prices. Here are several examples: - Run A/B Tests on Your Ads: Spending on customer acquisition may be reduced by increasing conversions. The straightforward A/B test is the best technique to enhance your internet marketing efforts. You can test web copy, Google Ads, landing pages, and pretty much anything else your team can think of. Change your marketing materials' headlines, colour schemes, calls to action (CTAs), and more to evaluate what works best. Use Google Analytics or a technology of a similar nature to assist you, if possible.

Visitor retargeting on websites: A lot of users would browse a website before leaving it without buying anything. Revisit this website

Encourage Customer Reviews: To better understand its target audience, your online firm is probably currently using AI and analytics tools. Although technology has advanced greatly, your current customers are the best people to solicit feedback from. They are the best people to understand why they choose your good or service.

To learn as much as you can about client behaviour, you should employ welcome emails, website surveys, post-purchase interactions, and other methods. This will enable you to identify the components of your client acquisition plan that are effective and those that need improvement.

4.1 Customer Relationship Management

The best method to maximise your customers' lifetime value is to concentrate on their pleasure and retention. Here are a few practical suggestions to achieve and maintain:

Offer a Referral Program:

Increasing the lifetime value of a customer is easy to do with referral programmes.

Customers who are referred have lifetime values that are 16% higher and churn rates that are 18% lower. In addition, 81% of customers believe recommendations from friends and family, and 55% of customers post about their recent purchases on social media.

Put your customers first and listen to them:

You'll be able to tell how well your business is doing whether the majority of your consumers are content or not. But always get the required information in order to more precisely gauge their happiness.

Optimize Your Customer Service:

A better customer experience results in a higher rate of customer retention and a higher customer lifetime value. 66% of customers use at least three different communication channels to contact assistance, so make sure your company is active on several social media platforms. Customers typically demand prompt responses to their inquiries, requests, and grievances; therefore, in an ideal world, you should offer live chat assistance continuously.

Create Content to Maintain Customer Engagement:

Content marketing is here to stay and will undoubtedly make your customers feel more connected to and involved with your business, particularly if you do it correctly. Customers who become familiar with your brand will not only be loyal to you for a longer period of time but will also contribute to promote your brand through their social media platforms or word-of-mouth.

Using Technology to Enhance Customer Experience

Technology keeps opening up new avenues for client engagement and communication for organisations. Here are some strategies shops can use to enhance the pre- and post-purchase experiences of customers.

Digital Payments:

With the advent of multi-dimensional features on smartphones, it is essential to allow customers to make payments using their mobile devices. Retailers will hasten the use of digital payments as zero-touch retail and contactless purchasing become more crucial to the consumer experience in light of COVID-19. The introduction of "scan and go" options will reduce the length of the checkout lines.

Customer Delivery Experience:

Being on time, keeping things safe, and having courteous drivers are just a few of the many aspects that go into making a successful delivery experience.

- Consistently making deliveries on time.
- Sending the appropriate packages to the appropriate location.
- Proper customer communication.
- Use packaging with caution.
- Taking care of your driving crew.

Create an online community for your customers. Building communities for brands has a number of advantages.

- Lower expenses for customer assistance — 49% of companies using online communities claim yearly cost reductions of 10% to 25%.
- Increased brand trust and visibility, making it simpler to sell without actually selling.
- 67% of companies use their online communities to gather feedback on upcoming goods and services.
- Improved customer retention and increased engagement.
- A platform for showcasing goods and services prior to their introduction.

Omni-channel Customer Support: The goal of Omni-channel is to provide customers with a unified, tailored experience across all channels and devices. This means that all of your channels coordinate with one another so that the consumer experience is seamless. This strategy takes into account every platform and gadget a client will use to communicate with the business.

4.2 CRM that uses technology effectively

A superior customer experience is essential for the food and beverage industry, and CRM software for this sector is at the heart of business.

When customers are acknowledged, they are pleased. Instead, they become discouraged when they are not. The secret to offering top-notch customer service in the food industry is CRM software. Customer relationship management provides a number of aspects, including data gathering, analysis, establishing a devoted clientele, and improving the experience.

CRM systems assist companies in acquiring repeat customers and increasing customer satisfaction in order to grow their business.

- **A loyalty programme with incentives:**

Rewards and loyalty programmes are the ideal technique to win a customer's repeat business. Owners of bars, cafes, and restaurants can customise their loyalty programmes for different clientele. You can offer your consumers tailored promotions based on their membership status.

Wishing your customers a happy birthday or anniversary and letting them know that their favourite cuisine is only available at a discount. The use of CRM software in the food business aids in tracking and utilising rewards and loyalty points. The following are some ideas for rewarding your devoted clientele:

- **Points for every dollar spent:**

To reward their consumers, the majority of F&B business owners employ a point system. If a customer spends \$100 at your restaurant, for instance, he will receive 10 points that he can use later.

- **Cash-backs:**

Using cash-backs to establish loyalty programmes is simple and efficient. Customers receive a specific percentage of every dollar they spend in your restaurant. The consumer can use the cash-back on their subsequent purchases because it is saved in the CRM software for the food sector.

- **Stamp coupons or cards:**

Restaurant owners can create a programme where customers can stamp a card each time they make a purchase and receive a free meal or beverage after a certain number of transactions. Customers may visit your business and test the things you want them to try thanks to coupons.

- **Targeted marketing initiatives:**

The client relationship extends beyond your outlets and includes time after that. You can communicate with your customers through social media, email, and SMS. It will help to boost your visibility, repeat consumers, and stay connected. We have filtered out the top practises to increase your marketing utilising a CRM software for food industry:

- **Email marketing:**

It is undeniable that this method of connecting with clients is the most successful. Owners of restaurants and cafes can email their patrons to let them know about new items, deals, and changes. With the least amount of human intervention possible, CRM will send all emails and birthday wishes.

- **SMS marketing**

Compared to other marketing channels, messages are more visible. It is an efficient technique to provide customers with discounts, offers, and links so they may place an online purchase or come into the restaurant.

- **Social media promotion**

Any café or restaurant needs to be active on social media and post visually appealing material. Restaurant operators may advertise their cuisine, menu items, and specials via social media marketing. You may combine your marketing techniques with articles, images, videos, and animated gifs to draw viewers and increase sale.

- **Provide the finest possible client experience:**

Customer service is without a doubt the key to every company's success. Anyone would return to a restaurant that offers delicious affordable meals and top-notch customer service. No matter how many customers are present, the restaurant should treat everyone equally.

How the customer service is improved by CRM system

- Because all teams are connected to the same platform, processing and serving the consumer is done more swiftly. It will assist you in striking a balance between the quantity of tables and servers.

- It is an ideal method for anticipating client preferences and demands.

- Implement consumer input: CRM in the food business assists in gathering feedback to pinpoint problems and put a plan in place to solve them. Feedback is a method to let your customers know that you value their business and that you care about what they think.

For instance, you should ascertain the cause of any client dissatisfaction with the services and make the necessary corrections right away. The best forum for finding objective consumer feedback is social media. For a F&B chain or shop to attract more customers, it needs favourable evaluations.

Use customer data:

The best use of data may be made possible with the use of CRM software for the food business. To obtain a thorough analysis of the sales, it is simple to combine CRM with POS (Point of Sales) software.



The most popular meals, the ones that are most lucrative, the best promotional avenues, client trends, and more may all be found with this method.

CHAPTER 5:BRANDING

Key Learning Outcomes:

At the end of this unit, you will be able to:

- Understand term Branding
- Evaluate the basics of food branding
- Understand the 10 essentials of a successful food brand
- Evaluate best branding styles for the food industry
- Understand In-store branding

5.0 Branding

No matter how well you believe you understand branding, food branding is more difficult to define than branding in other sectors.

The subtleties of food branding strategies need to be more evident to anybody working in the food industry, a large field that encompasses makers of packaged goods, brick and mortar stores, restaurants, food bloggers, food-related services, and beverage firms. This article provides a general overview of food branding and explains what you need to know to communicate with consumers effectively.

5.1 The basics of food branding

If your business were a person, its "branding" would be how that person presents themselves, including how they dress, style their hair, and behave, whether they make jokes or act professionally. Publicity is only one aspect of branding, which also affects how customers view your business and the value they place on it.

When done correctly, branding forges close even emotional bonds with your clientele while also meaningfully setting you apart from your competitors. You may achieve these objectives by leveraging visuals, such as the appropriate colours, forms, and typography, as well as your communication strategy or channel selection.

Your branding decisions should support your corporate objectives and commercial plans. For instance, a business that places client acquisition as its top priority would profit more from various branding techniques than a business that prioritizes customer retention as its top priority. However, to further complicate matters, the food sector must make

branding decisions that consider both their corporate culture and what their target market considers delicious.

5.2 Ask yourself these 3 questions

1. Who is purchasing your goods? Who is your ideal client or target market? What characteristics do they have? What do they like, how do they prefer to communicate, and what are their pain points—related roadblocks and annoyances that they would like to see eliminated from their lives—? The more you comprehend your target market, the better your branding will be since it will be personalized to them.
2. How would you sum up your company's image? This practice can help you identify your branding style more creatively. Great if you have a well-written response to this query! If not, don't worry about it; once you have a strong notion, try making a list of words to characterize your ideal brand personality. You may identify your brand's voice by using adjectives like enthusiastic, engaging, energetic, or reliable.
3. What sets you apart from your rivals? What is your value proposition, in other words? Why should consumers select you above your competitors? A crucial component of branding is identifying and emphasizing your best qualities so that when consumers consider making a purchase, they think of you first.

5.3 The 10 essentials of a successful food brand

1. **Logo:** It is the core of your whole food branding plan and the face of your company. Your food logo serves as the cornerstone for everything your business stands for and is the most crucial component of branding.
2. **Website:** While the aesthetics of your website are vital, if it isn't functional, they are meaningless. The king and queen of website design are functionality and usability since they demonstrate how skilled your business actually is.
3. **What is your brand saying in terms of brand messaging?** Your brand's message should comprise your company's values, mission statement, core principles, talking points, and, of course, tagline.
4. **Product packaging:** Choosing the right product packaging is essential for food branding. Customers might be drawn in by packaging, which serves as a visual representation of the dining experience you provide.

5. Brick and mortar stores: Although some food companies may go without this, the majority of food businesses must think about how to brand their locations, such as their shops or stores. This covers everything like in-store branding, branded aprons, napkins, signage, mugs, interior design, and music preference, as well as the in-store experience you provide and customer service.

6. Social media: An intimate approach to communicating with customers directly. Your unique niche market may be directly linked to by the posts you produce and the channels through which you distribute them.

7. Email marketing: Because emails are more personal than other forms of communication and, strangely, have some of the highest click-through rates, they are a preferred approach for internet marketers. Email marketing allows you the option to humanize your business by using the same communication channels as friends and family and connecting directly to the reader.

8. Advertising: Some customs are ingrained forever. Paid commercials are still a very efficient way to spread the word about your business and reach potential consumers, even though they are less reliable than they once were.

9. Content and influencer marketing: Infographics, videos, social media photographs, blog entries, and the like. With the diverse kinds of material, you create a seamless tapestry that reveals your true self to prospective and current clients, much as different painters have varied styles.

10. Promotional items: These might include standard giveaways like T-shirts or mugs you sell at your restaurant or innovative items like tote bags, cardboard cups, and branded containers for take-home use.

5.4 Best branding styles for the food industry

Best colours for food branding

The perfect colours for food branding are warm hues like red, orange, and yellow. Red is the most effective for causing hunger (perhaps due to the abundance of natural red foods). And since warm hues complement one another well, you frequently see red-orange or red-yellow food branding.



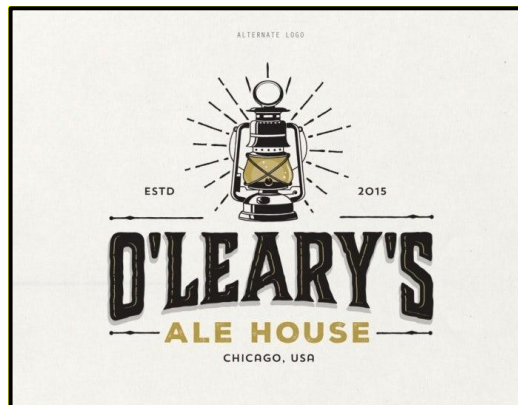
Best shapes for food branding

Most food firms profit from approachable brand personas, and logos with curves or circles seem friendlier. As shown in the Organic Blend logo below, this is not just about a circular border surrounding the logo but includes wavy lines within the logo itself.

In sectors like legal or finance, logos with a more formal vibe, such as rectangles, triangles, and sharp angles, perform better. You may always combine forms if you want a professional logo but also want your consumers to feel at home. You may include the "softer side" to whatever extent you choose since adding curves or soft corners to an otherwise angular form gives it a more laid-back appearance.

Best typography for food branding

The food business has a few recurring patterns. For instance, a vintage typeface might immediately communicate to visitors that you are trying for an old-fashioned bar aesthetic, like O'Leary's Ale House.



Alternatively, a simple sans serif type looks the part if you want people to see you as a contemporary restaurant or food manufacturer like Swirl Frozen Yogurt.



You can always combine two conflicting styles to make something uniquely you, just like you can with forms. Remember that curved lines and sharp corners are "friendly" and "professional," respectively. Therefore, a cursive-style font will appeal to a more informed consumer than a severe, formal typeface.

Packaging your food or beverage

Food branding relies heavily on the huge world of food and beverage packaging. Because your customers see your goods for the first time with their eyes rather than their taste receptors, how you package your food or beverage is crucial. Packaging also aids in setting your product apart from the countless different alternatives that are now clogging shelves and online grocery store websites.

Although aesthetics are important when choosing a container for your food, beverage, or snack, they are useless if the container isn't functional.

Ask yourself and your package designer these crucial questions before you start

- What is my product? What are the dimensions and materials? Is it a single product, or are many flavors or forms available now or in the future? Being a little proactive upfront can help you stay out of problems as your brand develops.

- Who are my clients? Whom am I selling to—eco-aware people, kids, or tourists? Are my consumers on a strict budget, or will they have disposable income? Knowing your target market and branding your food goods appropriately is vital.
- What function does the packaging fulfil? Does it have to maintain the food's crunch or softness? Is it required to withstand refrigeration? Food packaging has a number of responsibilities; moreover, it must adhere to FSSAI regulations in India for transparent ingredient and nutrition labelling.
- Where will customers be able to see the package? (Will it just be offered online? tiny specialty grocery stores? Or at renowned retailers like Walmart or Target?)
The packaging of your product is affected by where customers view it.

Consider elements like logo positioning, materials, colours, typefaces, and forms when creating your package.

5.5 In-store branding

Your physical and mortar shop should reflect the branding components you've previously developed through your logo, colour, and font selections, as well as the general aesthetic and tone represented in your social media marketing, to brand the in-store experience.

Your store has to provide clients with a similar experience if your colour scheme is bold and contemporary with subversive, urban meaning. The moment your consumers enter through the door, their senses will be heightened. The area's design, the positioning of your logo, and the staff's attire (or lack thereof) all convey a consistent impression of your brand.

5.6 Food branding on social media

Food businesses may publish content on every social media platform with success; even LinkedIn professionals would be interested in a recipe for saving time. However, the channels that focus on images are frequently the greatest for food branding. The majority of food branding methods work well on Instagram, Pinterest, and Snapchat because of their concentration on visuals and videos. (Bonus points if your logo appears in the backdrop!) In addition to linking your YouTube video on all of your social media platforms, you can use YouTube if you create a branding video.

Stick closely to the branding principles you've previously developed when establishing a social media campaign, and follow these easy-to-follow yet effective recommendations:

Tell a tale

Random photographs of food items are OK, but they'll have more impact if they convey a brief tale, are a part of a larger narrative about you or your company or are linked to a concept or theme that everyone can identify with.

Invest in graphics

"A first impression is something you only get once." Spend some time learning how to take photos of your food product that are of high quality. Learning about cameras (yes, your iPhone can be sufficient, but double-check before you share your first photograph), lighting, shot setup, and visual storytelling are all necessary for this. Many firms engage a professional stylist/food photographer to capture their social media photos in order to ensure high-quality images.

Give them video

Having high-quality photos is important; video is the future. Quick social media videos of your food product in use might pique customers' intense desires.

Be reliable

Make a visual calendar for your social media postings by taking the time to do so. You may post on social media every day of the week (a wonderful idea!) and include a new image of your product or other goods from your range with a different caption or tale. Make sure the tone and feel of the photos are consistent. You want to ensure that visitors to your Instagram or Pinterest page have a seamless experience. Learn about the hashtags that are commonly used in your sector and those that are unique to your business.

CHAPTER 6: BRAND REGISTRATION

6.0 Brand Registration

Advantages of brand name registration are:

- Exclusive use of the trademark
- Ownership of the brand value by the registered trademark
- Preservation of corporate goodwill
- Legal protection for owners
- Simplicity of advertising
- Positive public relations

The Controller General of Patents, Designs, and Trade Marks registers trademarks in India. Both offline (physical filing) and online (i.e., E-filing) methods of registering a brand name are available (Online trademark registration). Depending on the jurisdiction, brand name registration can also be done offline at the trademark registry's offices; however, e-filing is more practical today and might even make sense.

Below are the steps for Brand Name Registration in India:

1. Register on the trademark office portal:

Create an account on the trademark registry's official website, which is located at <https://ipindiaonline.gov.in/trademarkefiling/user/frmLoginNew.aspx>. The user can log in using either the User ID or the digital signature after they have reached the official site of the trademark register.

2. Trademark search:

The first step before registering a brand name is to see if the company name, brand, or emblem is similar to any other previously registered trademarks. Here, a trademark search is possible.

3. Filing of trademark application:

After a trademark search is finished, a brand name registration application can be submitted to the relevant trademark register. The application for trademark registration must be submitted in accordance with the established procedures, be accompanied by the required supporting documentation, and be accompanied by the government fee for trademark registration. The applicant may begin utilizing the symbol (TM) mark in

superscript after the application has been submitted. Online trademark registration is another option.

When a trademark application is submitted, the trademark department checks it for errors and determines if it is complete in every way. If not, a clarification is needed before the application may be marked for inspection. Additionally, it's crucial to regularly monitor trademark status updates so that the applicant is aware of the status of their trademark application at any given moment.

4. Examination of trademark application:

If the application satisfies the criteria of the trademark application, it is examined for registration as a brand name by trained examiners at the trademark registry, and the brand name is then advertised in the trademark journal. However, according to the Trade Marks Act of 1999, the application may be handled as opposed under absolute grounds of denial or relative grounds of refusal, and a report on the examination will be produced in that case. The Trademark Registry has established a certain time frame during which the objections or inconsistencies regarding the trademark application must be resolved.

5. Show Cause Hearing:

The Trademark Registry may convene a trademark hearing in the event that the answer to the examination report is improper. Additionally, the applicant has the chance to present the brand name in a way that stands out to the trademark officer during the hearing.

Along with submitting the notice to the site, the trademark hearing notification will be sent to the address listed in the application. To provide evidence in support of the brand name application and ask the hearing officer to move the trademark application forward in the trademark proceedings toward brand name registration, the applicant must appear in person or with an agent or attorney.

6. Publication of Mark in Trademark Journal:

The trademark is examined before being published in the Trade Marks Journal. The request for brand name registration has a four-month fixed period, during which it is still subject to resistance. If the opponent files an objection, the Registrar will hold a hearing to determine if both parties have adequate grounds to support their claims. The Registrar of the relevant trademark register makes a decision based on the case's facts and supporting documentation in favor of either party.

7. Trademark registration & certification:

A registration certificate with the seal of the Trademark Registry is issued once the application for a brand name registration has been approved and has been published in the trademark journal. The specifics of the Registered Trademark must be added to the Trade Marks Registry's Central Register of Trade Marks. Once the trademark application is registered under the applicant's name, the registered trademark sign (®) may be used. Brand name registration often takes 6 to 12 months to complete. As long as the registered trademark is renewed on a regular basis, the brand name chosen for trademark registration will be valid indefinitely. A trademark application that has been registered must be renewed every 10 years in order to remain active.

CHAPTER 7:EXPORTS OF FOOD PRODUCTS

Key Learning Outcomes:

At the end of this unit, you will be able to:

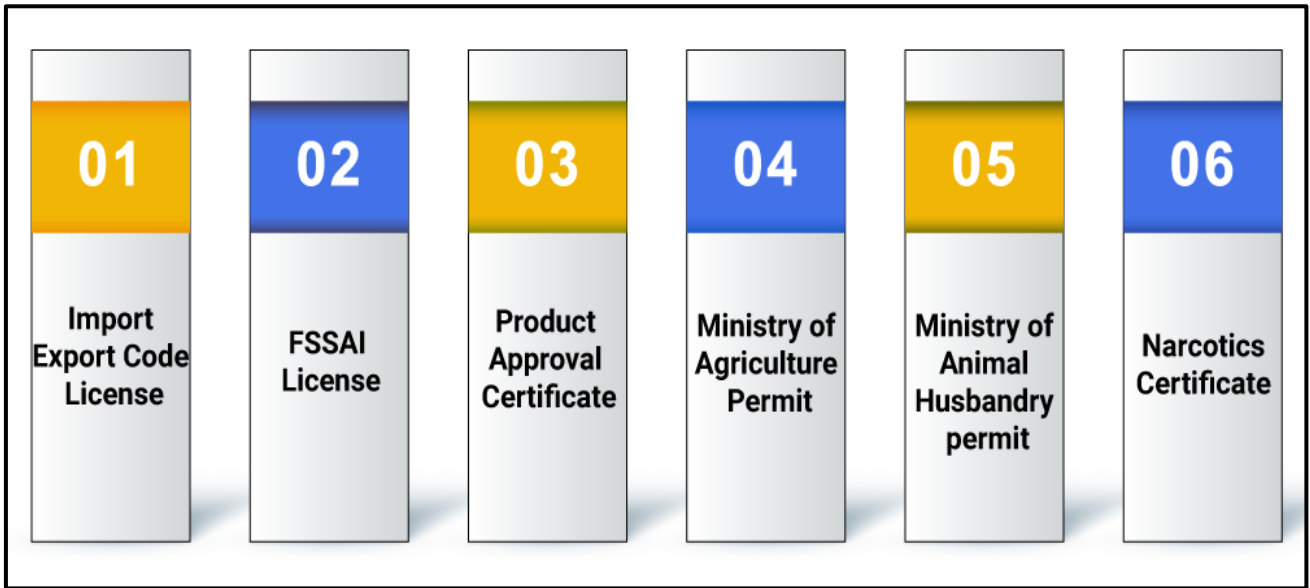
- Understand concept of Export of Food Products
- Remember documents required for the Export of Food Products
- Know about labelling requirements for the Export of Food Products
- Understand significance of NOC in the Export of Food Products
- Remember things for the FSSAI License for Exporters
- Understand procedure to Obtain FSSAI License for Export of Food Products

7.1 Concept of Export of Food Products from India

India is well recognised for exporting food products to other nations. The measures put out by our administration are the primary cause of the enormous increase. Additionally, there is a clear link between food products and consumer health and safety. The governments of various nations have consequently taken a number of steps to guarantee the security and calibre of the food products exported from India.

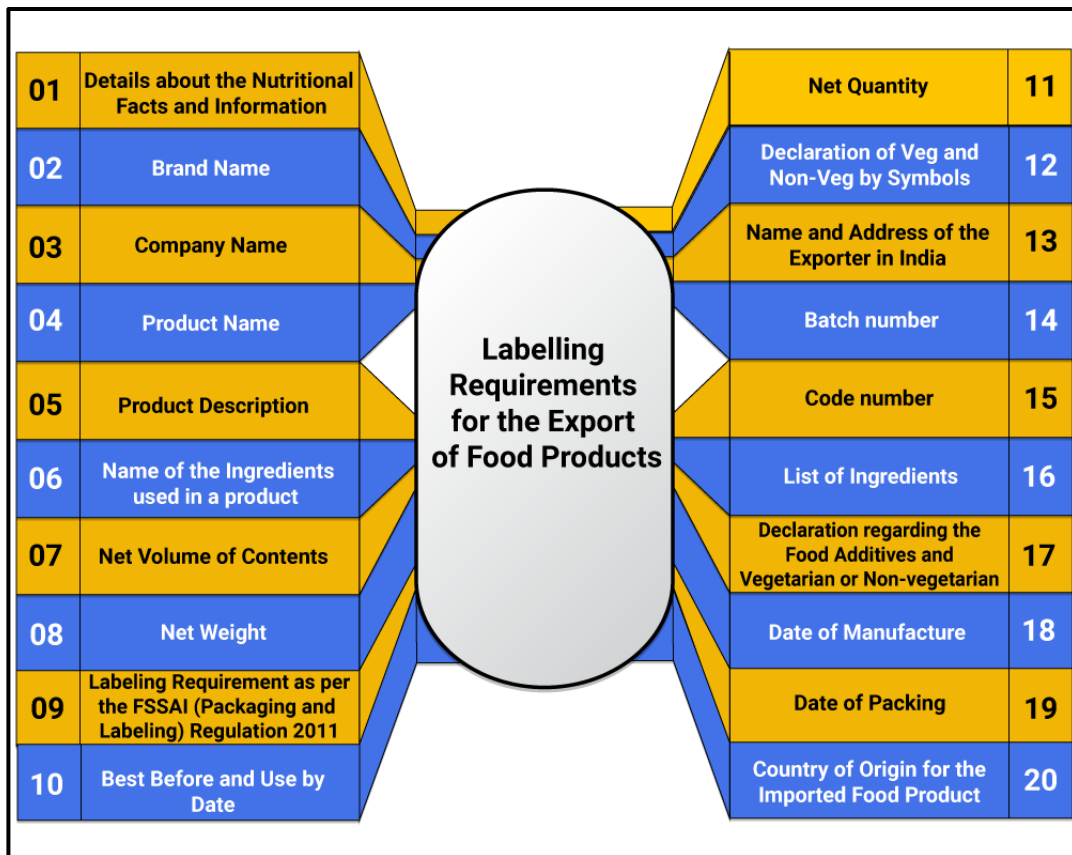
Additionally, FSSAI has the last say in terms of the regulations and instructions for exporting food products. Therefore, the FSSAI's instructions and the FSS Act's rules must be strictly followed by exporters.

7.2 Documents Required for the Export of Food Products



7.3 Labelling Requirements for the Export of Food Products

The business that exports food outside India to international markets must also comply with these labeling standards.



7.4 Significance of NOC in the Export of Food Products

An individual must get a NOC (No Objection Certificate) from the government in order to export food goods from India. Furthermore, it's important to note that a person cannot complete any additional requirements for the export of food goods without a NOC.

Additionally, the following paperwork is needed to apply for a NOC:

1. Import Export Code (IEC) given by the Director General of Foreign Trade
2. Country of Origin Certificate
3. FSSAI Food Business Licensing
4. Invoice of Entry
5. End-use statement
6. Additional documentation can also be required (depending on individual import items)

The exporter must now submit an application for a No Objection Certificate and pay the lab fees for testing food samples and food products.

Additionally, in order to obtain a NOC from the FSSAI Authorities, he or she must fulfil some of the standards listed below:

Food samples must satisfy the following requirements:

1. They must be free of visible insects and fungus infestation
2. They must maintain a healthy shelf life during clearance
3. They must comply with the FSS (Packaging and Labeling) Regulations 2011
4. 4. They must comply with product-specific labelling terms.

An NOC will be given to the exporter once all conditions have been met. Additionally, the NOC granted will help the applicant get the FSSAI licence needed to export food items abroad.

7.5 Things to Remember for the FSSAI License for Exporters

Remember the following for the FSSAI License for Exporters:

1. A food business operator may apply for any of the two forms of FSSAI License for Exports: Manufacturers of the Food Products for Export or Exporting Merchants and Traders;
2. The Central Authority of FSSAI grants Central FSSAI License to the Exporters;
3. Additionally, those applying for an FSSAI Exporter License must specify whether they solely conduct business internationally or also do business domestically;
4. The FSSAI Exporter License may only be applied for by business units that have received MOC (Ministry of Commerce) certification as 100% export units;
5. The DGFT (Director General of Foreign Trade) must issue the exporter with an IEC (Import Export Code);
6. An FBO must submit a separate "FSSAI Exporter License" application for each location;
7. The FBO must guarantee that all locations are included on the IEC Certificate; and
8. An FBO may apply for an FSSAI Central licence for a term of one to five years;
9. Following the license's expiration, the exporter may submit an FSSAI License Renewal application. Additionally, the annual government charge for the Central FSSAI is Rs. 17999;
10. To the FSSAI Central authority, an exporter must file both quarterly and annual returns for his or her food export firm;

Every exporter is required to guarantee that the food goods they are shipping from India are both safe to eat and meet the quality and labelling

7.6 Procedure to Obtain FSSAI License for Export of Food Products

The following actions must be taken in order to get an FSSAI licence for the export of food products from India:

Register Your Business

The applicant must first incorporate a business using one of the following business formats:

- Limited Liability Partnership
- Partnership

- Private Limited Company

Obtain IEC Code

The applicant must now visit the official site at DGFT to get an Import Export Code from the DGFT (Director General Foreign Trade), which is the next step.

Acquire No Objection Certificate

The application exporter must next get a No Objection Certificate from FSSAI confirming the food quality and compliance with rules;

Obtain Approval

The exporter must now request and receive government authorisation

Export Food License

The Central Licensing Authority will thereafter award an FSSAI License to the application exporter.

7.7 Export potential of food products by Indian companies

The food-processing sector in India has expanded significantly over time. The worldwide food processing business is valued at \$1.7 trillion, according to KPMG's May 2021 research on the Indian food-processing sector. The \$263 billion Indian food processing market is anticipated to reach \$535 billion by 2025. India has a surplus of food and is able to provide the entire world. There is a tonne of unrealized potential that must be realised. With barely 2% of the worldwide export of food goods, India is now the 14th largest exporter in the world. India has a lot of room for growth in the top 10 biggest international markets.

The export of processed foods is growing year over year (YoY). However, most of India's exports are low-value-added foods (raw or semi-processed), accounting for 69% of all exports, compared to 50% for Mexico, 48% for China, 28% for Germany, and 28% for the Netherlands (41 percent). The six significant sub-segments of the Indian food

processing sector are dairy, meat and seafood, cereals, grains and oilseeds, fruits and vegetables, non-alcoholic drinks, and packaged foods. There are six significant sub-segments within the industry. The largest contributors to the industry's overall gross value added (GVA) are packaged goods, cereals, grains, and oilseeds.

In terms of worldwide exports, the market for processed food is expanding significantly more quickly than unprocessed food; secondary and higher processed food exports have increased by 5-6%, while unprocessed and primary exports have increased by 1-3% CAGR. Due to growing urbanization, more disposable incomes, the growth of nuclear families, and preferences for convenience foods, there is an increased demand for processed food items. Additionally, selling food in a processed form allows for a higher price to be demanded and a more excellent economic value to be realized. For instance, according to an estimate from the RBI, manufacturing prepared meals adds 30% value to the product, whereas processing beef contributes 12.7%.

The rising need for convenience and the growing emphasis on health and well-being are two worldwide consumer megatrends driving the preference for processed foods. These patterns may be seen in normal consumer behavior, offering a unique window of opportunity for the food processing sector.



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