



Marketing for community food enterprises

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Marketing – what does it mean to you?

Question: – what does marketing mean in the context of your project/enterprise?

- seeing your enterprise from the customer's point of view
- understanding how your product or service meets your customers' needs

Who is your customer?

- location
- demographic profile eg age, gender, ethnicity, social class
- specific issues they may have eg diet/exercise
- what motivates them – what kind of people are they?
- what do they do and where – work/social pattern?
- what media do they prefer to use?

Creating your typical customer profile - name her

How do you know what they are looking for / evidence?



Where do you fit in ? (the marketplace)

Is what you do unique?

- the exact nature of the product or service delivery
- your values and objectives
- the people involved
- the way it has been set up

Does your project/enterprise meet your customers' needs fully?

What else is out there which competes for:

- the product/service
- your customer's time/energy
- your customer's money or support

If you sell something, is the pricing right, considering:

- quality – be honest!
- meeting values which your customer seeks (added value)
- related factors eg convenience

Do you have a weak point ?

- if so, what can you do about it?

Question: what does branding mean?

- **The promise you make to the customer**
- **It's about everything you do, not just a logo**
- **How you communicate it**
 - in the nature of your product/service
 - 'visible' signs eg packaging, graphics
 - 'invisible' elements eg re-cycling
 - how you interact with people
- **Telling your story – get personal**
- **The ten second rule / meeting in the lift!**

The logo features a stylized lowercase 'f' in purple and a '3' in green, both in a bold, sans-serif font.

enabling local and
sustainable food
initiatives

What is the nature of the relationship?

- you provide something for them
- can they do things for you? eg skills, networks
- who leads/makes decisions, are your customers happy with this?

What kind of communication is required with your customers?

- medium eg email/web, paper-based, face to face, social networking
- frequency
- content and style

How do you monitor customer satisfaction ?

- and how will you act on it?



Who needs to hear about you?

How many people need to hear about you?

- to get enough customers to make it viable (your business planning break-even point)
- what's your hit rate?

What is the most effective form of contact?

Note the stages of involvement:

awareness (5 modes) > interest > trial > repeat > loyalty
dissatisfaction > lost (forever, or can you get them back?)

- **define your customer, name her and describe her lifestyle**
- **in what way does your product/service provide something she wants?**
- **how do you know that you've got it right?**
- **in what way does it fail to be the ideal solution?**
- **how else does she, or could she, find an alternative?**
- **identify the competition – thinking widely eg competition for people's time**
- **write your strapline in around 10 words, which makes it totally clear what you do that's different**
- **your brand: do you really do 'what it says on the tin'? is this reflected in everything you do?**
- **if you have enough customers: write down five things you need to do to keep them satisfied and loyal, and how; or**
- **if you need more or new customers: write down five things you need to do, to get them to trial your product/service, and how**
- **what's the best way to communicate with your customers? are you doing it?**