Building A Honey Trap For Food Customers

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Contents

Session Objectives
- Who Is The Core Customer?
- What Can YOU do?
- The Honey Trap

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Is REVENUE GROWTH Assured If

You put your product on a lot of shelves?

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Revenue From White Label?

How do your customers find you?

How do they know they should contact YOU and not a competitor?

Your unique story matters!

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Who Is YOUR Customer?

- Is it the PRICE Conscious? Chains can beat you on price!

- Do you know who is your best customer?
  - What does research say?
  - What do your sales figures say?

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Three Types Of Food Customers

Recreational – These are hedonistic and spend regularly on high quality foods. Recreational consumers buy a lot of specialty foods

Novelty – These are driven by an eagerness
to try something new
and are either regular or impulsive .
They are highly driven by quality and taste
but also brand loyal.
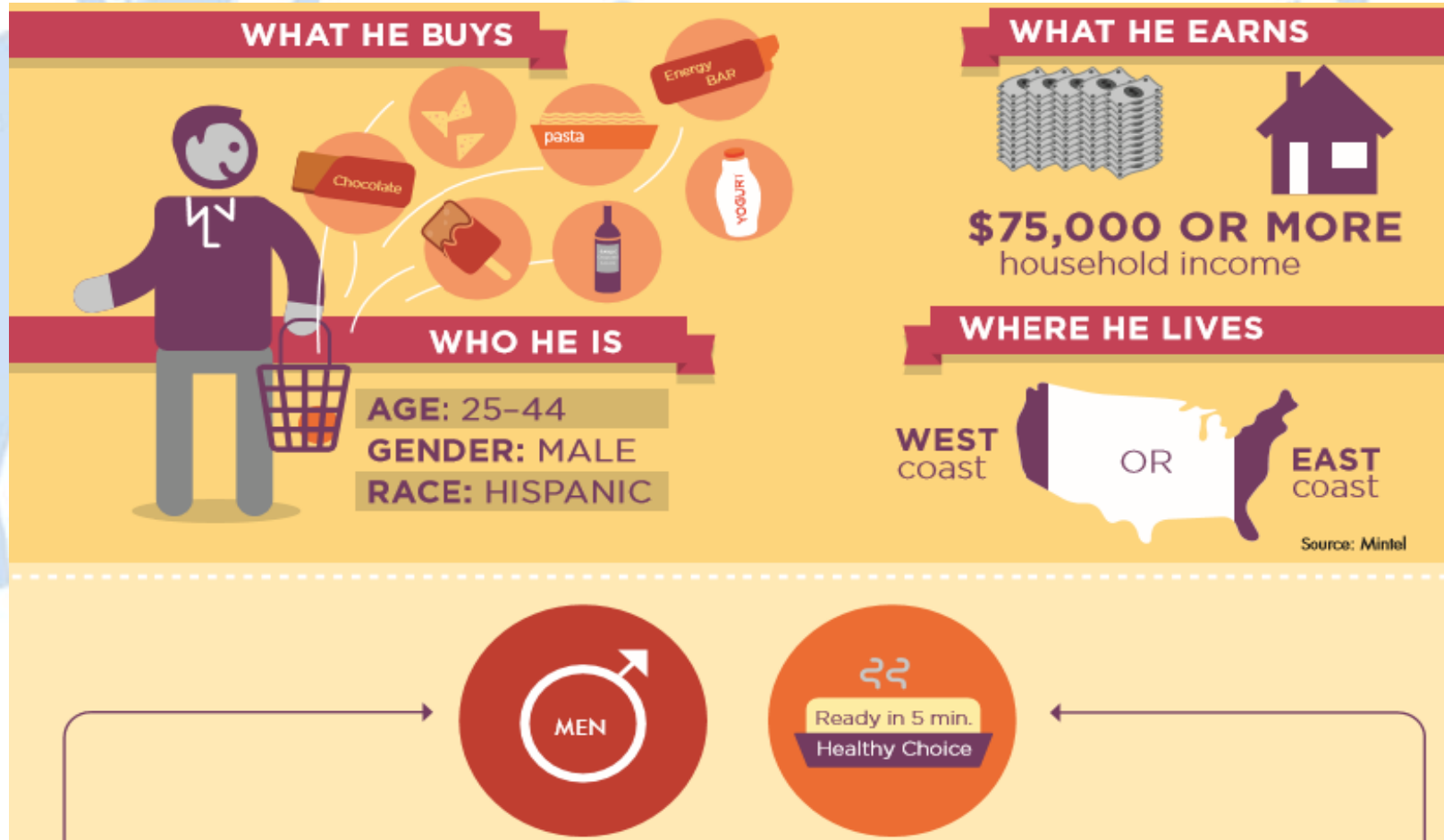Novelty consumers make up the
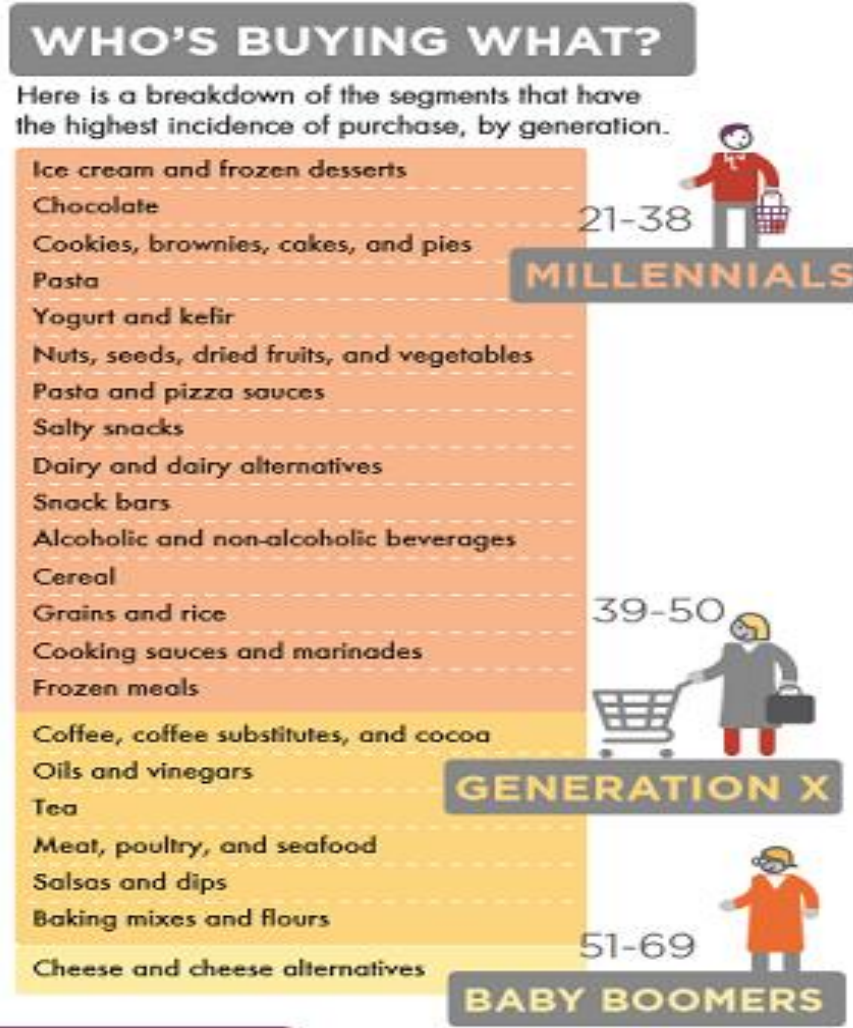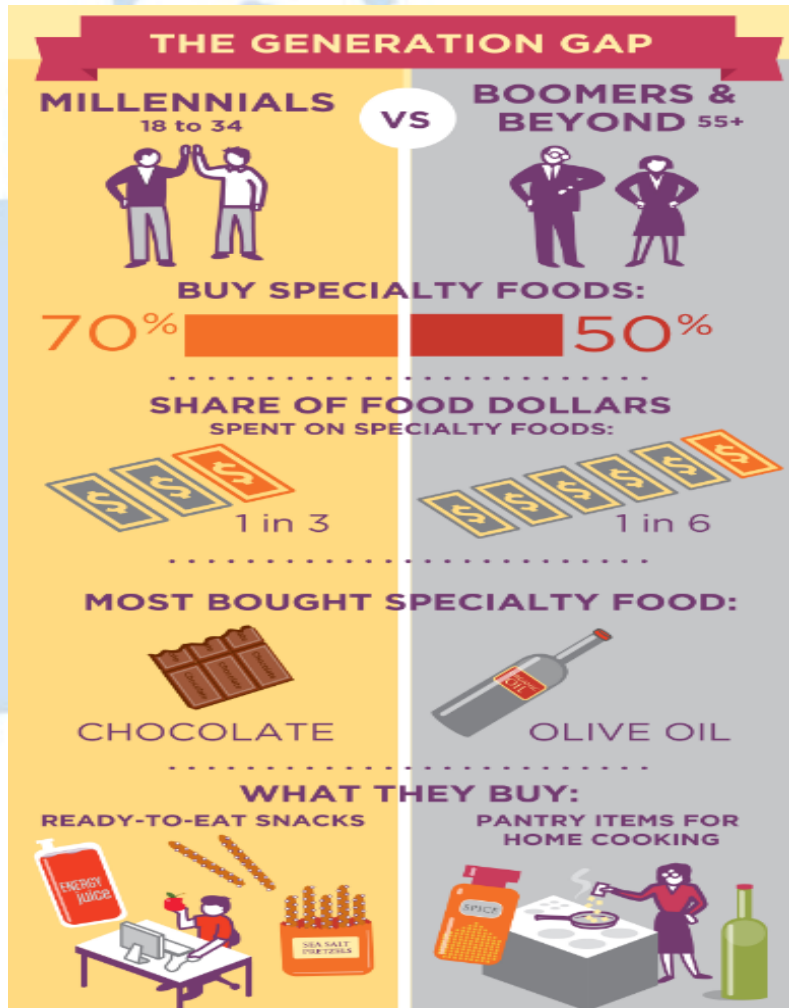brunt of specialty food consumption

THE WHY BEHIND THE BUY

What drives specialty food consumers to purchase a food or beverage? Simply, the desire to try new things, according to two-thirds of respondents. Quality and health are also important drivers, and to these consumers, health increasingly refers to the absence of artificial ingredients.

Price – A large part of food expenditure is driven by price.
These consumers are NOT brand loyal

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Core Specialty Food Customer

WHAT HE BUYS

Energy BAR
pasta
Chocolate
YOGURT

WHAT HE EARNS

$75,000 OR MORE
household income

WHO HE IS

AGE: 25–44
GENDER: MALE
RACE: HISPANIC

WHERE HE LIVES

WEST coast OR EAST coast

Source: Mintel

MEN

Ready in 5 min.
Healthy Choice

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The Full Range Of Customer Behavior

Purchase Drivers

MILLENNIALS

Buy eco-friendly, artisanal, and gluten-free foods

Most aware of the term *specialty food*

Use specialty foods most to bring to the office, have on hand for unexpected guests, give as a gift

Purchasing drivers: need something special when entertaining; eat more natural and healthy foods; dietary or health concerns

GENERATION X

Use specialty foods most for everyday snacking and for special occasions

Purchasing drivers: quality ingredients listed on packaging; recommendation from a friend or relative; impulse purchase; environmentally friendly

Most likely to shop at farmers markets

Shop for all-natural and ethical foods

BABY BOOMERS

Use specialty foods for everyday meals at home

Purchasing drivers: like to try new things; eat more natural and healthy ingredients; looking for exciting new experiences; convenience; recommendation from a friend or relative; impulse purchase

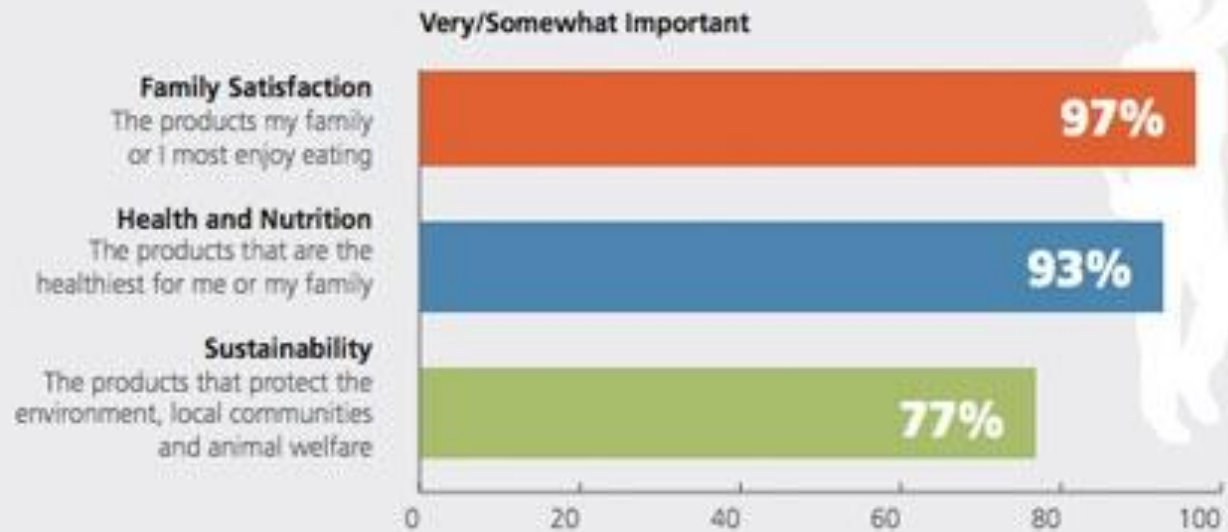Consider themselves knowledgeable about food

Shop for locally sourced, non-GMO, and fair trade foods

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Purchase Drivers In General

Americans believe many factors are important when deciding what food products to purchase for their families…

Very/Somewhat Important

Family Satisfaction
The products my family or I most enjoy eating — 97%

Health and Nutrition
The products that are the healthiest for me or my family — 93%

Sustainability
The products that protect the environment, local communities and animal welfare — 77%

Even Children

Table 1 - Average degree attributed by the subjects to the variables, in order of importance

Variable	Average	Standard deviation
Quality	4.75	0.72
Expiration date	4.59	0.88
Nutrients	4.49	0.98
Flavor	4.46	1.02
Healthiness	4.23	1.15
Quantity	4.03	1.20
Purchasing history	3.99	1.07
Discount	3.98	1.12
Family	3.89	1.24
Consistency	3.89	1.22
Preserving the environment	3.87	1.06
Having light and diet versions	3.86	1.23
Promotion	3.63	1.36
Packaging	3.49	1.13
Low price	3.47	1.25
Appropriate price	3.45	1.37
Price I can afford	3.33	1.46
Appropriate to the climate	3.17	1.29
Personal taste	3.11	1.22
Appropriate to sex	2.90	1.16
Perceived hunger	2.79	1.28
High price	2.58	1.30
Appropriate color	2.53	1.20

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What Can You Do? Preconception Preconception!

- Labeled and Unlabeled Taste Test

  - Which Chocolate is tastier? Swiss or Chinese?
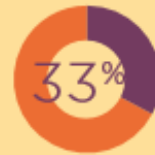
  - Which Wine is better? Italian or Indian?

Super Important Statistic

52% of consumers purchase specialty food **online**
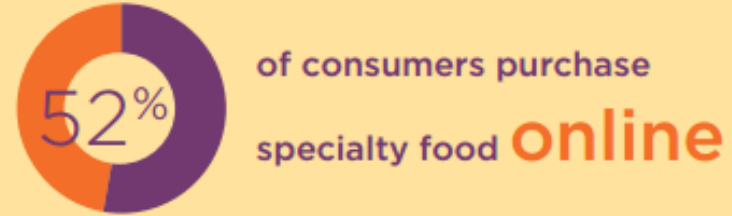
Using or seeking online delivery service:

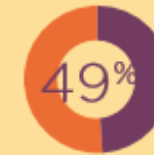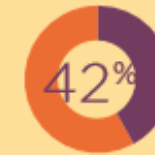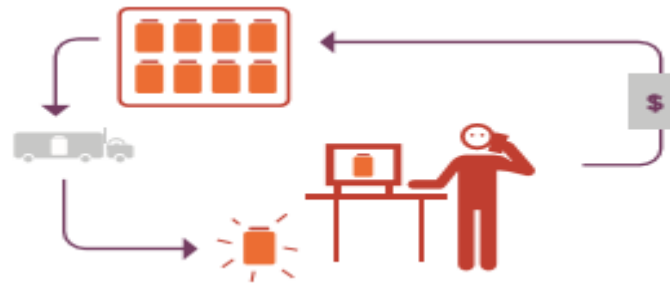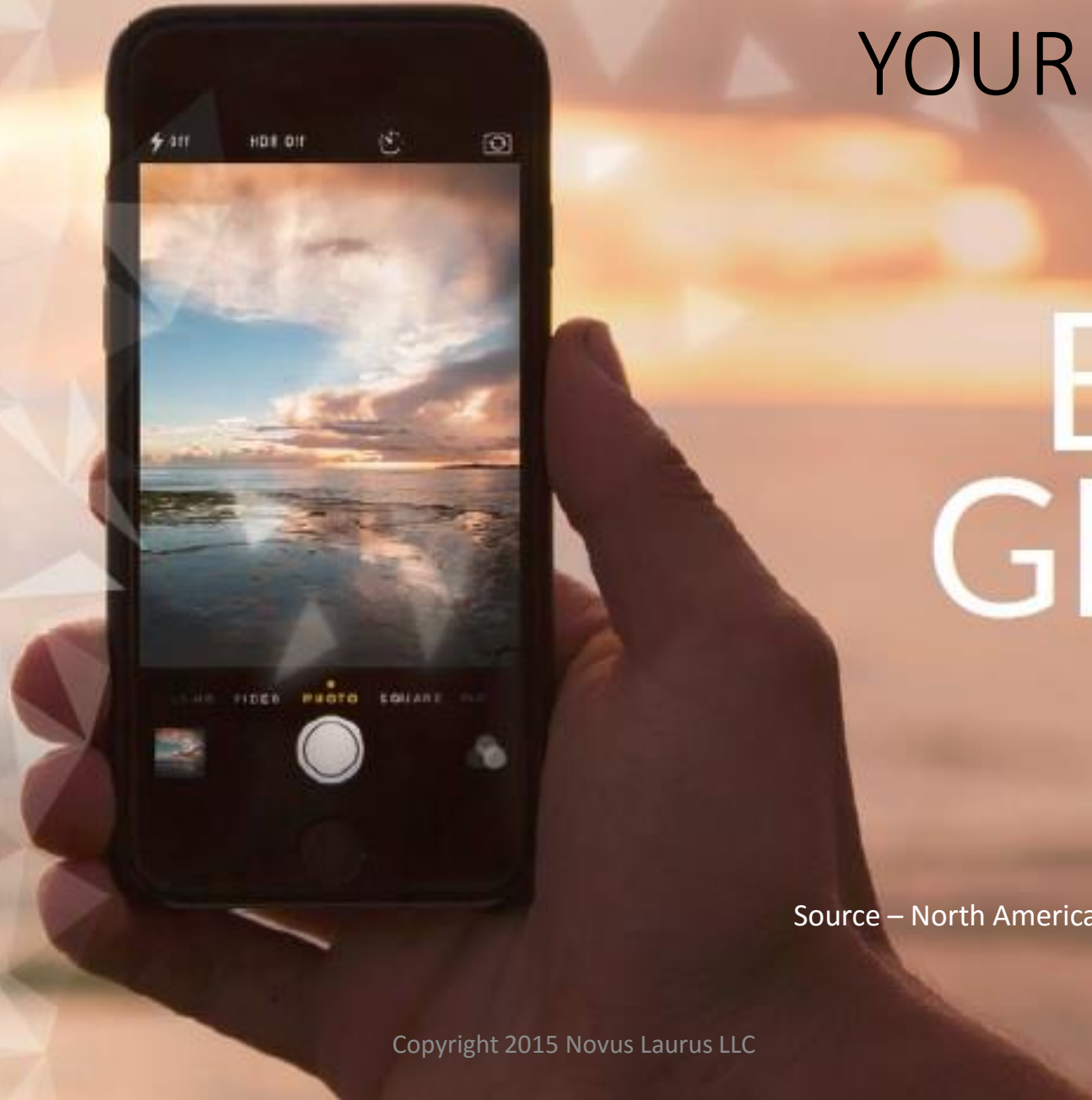| 31%	33%	29%	44%	49%	42%
of consumers	of men	of women	Ages 25–44	of Hispanics	Pacific region residents
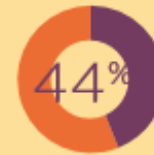
How Do The INFORMED "Buy"?

- They want to Buy
  - APPETIZING
  - HEALTHY and nutritious
  - DIVERSE and unique
  - Sustainable
  - Interesting RECIPES
  - From REAL people
  - Word of Mouth - Based on FRIENDs' recommendations
  - ONLINE

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YOUR Customer

EYE GET IT

Source – North American Consumer Trends by MINTEL

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Cool Website Examples … Not Expensive!!!

- [Caviar Store](#)

- [Sugary !!](#)

- Code platform is ready!

- Just fill with your content

- Adopt the right digital strategy

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Common Problems & Digital Roadmap

Engagement
 - Text heavy, Stale, Navigability, Visitor Intent not addressed,

Calls To Action
 - Weak, Absent, Too many

Social
 - Network not leveraged, Enthusiasts not Empowered, No Strategy or Custom Content

Outcome Tracking & Optimization
 - Analytics absent or not used, Insights not actioned

Traffic
 - SEO: Code, Keywords, Content, Links inadequate
 - **Custom Content**

Personalization
 - Lack or absence of Visitor Specific Content or Paths

Responsive
 - Not accessible on all devices, Not Mobile enough for SEO

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Engagement

I have content

I have ever smaller text

I have even smaller text

I really need you to read this

Please read my hot tiny copy

Did the visitor find what they came to find?
Are they happy?
Will they come back?

Different text

And Tiny copy

More text

And Tiny copy

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Driving Traffic

- Lowest Customer Acquisition Cost and Highest Lifetime Value

- Keywords visitors are using

- Landing pages with those words

- Links from other sites to those pages

- Coding practices

Call To Action

Personalization

- Who are they?
- What do they want?
- Identify Individual
- Segment and Assign Persona

Give them
- Accounts
- Wishlists
- Voice

Incentivize to return
- Shorter paths
- Recommendations

Social

Networks
- Where do your visitors like to play?

Cultivate
- Identify and empower enthusiasts

Virality
- Unique content that engages
- Make content easy to … SPIN and share

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Driving Outcomes

Goal Flow : Viewed the blog | Select a segment | Connections:

Traffic Type

Direct
917

Analytics

Organic Search
739

Home Page
1.83K

Viewed the blog
1.22K

Referral
443

Insights

Social
259

Redesigns & Updates

23

Anytime, Anywhere, Any Device = Responsive

Mobile Capable = Higher SEO

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Your Partner In Increasing Sales

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