



## PM FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES SCHEME

### MODULE-6

# MARKETING & BRANDING- HANDOUTS



## KEY LEARNING OBJECTIVES

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

## MARKETING MIX

- 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.

### Marketing Mix include

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

## DIGITAL MARKETING

### Guide to create a digital marketing strategy

- A. Make customers/consumers profile.
- B. Recognise your goals and the digital marketing tools/channels
- C. Audit and plan owned media campaigns
- D. Audit and plan the earned media campaigns
- E. Audit and plan your paid media campaigns.
- F. Bring your digital marketing campaign together.

## DIGITAL MARKETING STRATEGIES

1. Publish a blog.
2. Promote on particular platforms (e.g. Google Ads, Facebook Ad or Instagram Ads).
3. Provide free instructional materials
4. Make your digital content search engine friendly
5. Hold a contest or giveaway online
6. Set up a webinar
7. Create a podcast
8. Plan a marketing strategy via email



## DISTRIBUTION & SALES

- 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.

### Classification:

#### 1. Based on operations

- Distributors who sell directly to consumers are known as **Direct Distributors**.
- Distributors who sell through different channels below them or through a network are called **Indirect Distributors**.

#### 2. Based on consumer needs

- **Selective Distributors:** In this case, the distributors are skilled specialists.
- **Exclusive Distributors:** They only sell to a very small number of exclusive wholesalers their appropriate retailers.

**How to choose a distributor and by what standards to evaluate him before partnering on a shipment.**

- Financially sound
- Experience
- Infrastructure
- Reputation in the market
- Market knowledge



### The Following 5 Factors Affect Distribution Management

Distribution management is influenced by a variety of factors-

- **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.

## DISTRIBUTION CHANNELS

#### 1. Wholesaler

In this route, products are delivered from producers to distributors.

#### 2. Retailer

Retailers receive products from manufacturers or wholesalers.

#### 3. Distributor

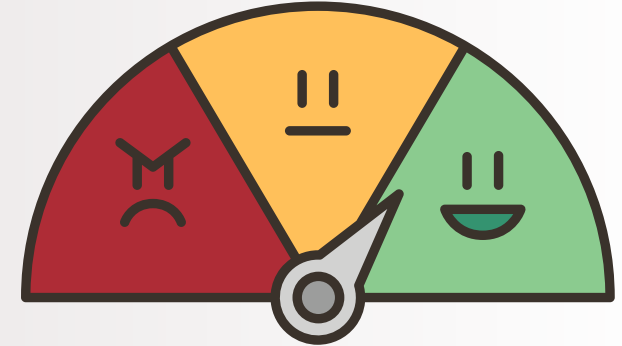
This route transports products from the manufacturer or source to a licenced distributor.

#### 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

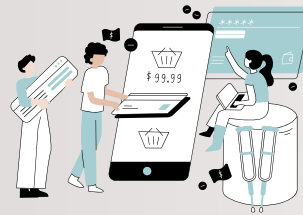
## CUSTOMER RELATIONSHIP MANAGEMENT

The best method to maximise your customers' lifetime value is to concentrate on their pleasure and retention.



- Offer a Referral Program:
- Put your customers first and listen to them:
- Optimize Your Customer Service:
- Create Content to Maintain Customer Engagement:
- Using Technology to Enhance Customer Experience
- Digital Payments:
- Customer Delivery Experience:
- Omnichannel Customer Support: The goal of omnichannel is to provide customers with a unified, tailored experience across all channels and devices.

## BRANDING



**6. Social media:** 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:** 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:** 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.

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

## 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

**Below are the steps for Brand Name Registration in India:**

1. Register on the trademark office portal
2. Trademark search
3. Filing of trademark application:
4. Examination of trademark application:
5. Show Cause Hearing
6. Publication of Mark in Trademark Journal
7. Trademark registration & certification



## EXPORTS OF FOOD PRODUCTS

**Documents Required for the Export of Food Products**



**NIFTEM K - PMU, PMFME**

Contact for further Queries

**NIFTEM Kundli Campus**

Ministry of Food Processing Industries Plot No. 97, Sector-56, HSIIDC, Industrial Estate, Kundli, Sonapat, Haryana-131028

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