

# From Shelf to Sold: Winning Customers for Your Specialty Food Brand

Who: Kristen Taber, Tabletop Media

Date: July 9, 2025

Time: Noon to 1 pm

## Summary:

Strategies for effectively marketing specialty food brands were discussed, focusing on identifying target audiences and analyzing competitors. Christian outlined a systematic approach that includes defining product offerings, researching demographics, and understanding psychographics to tailor marketing messages. She emphasized the importance of ongoing competitor analysis and encouraged participants to brainstorm their unique selling propositions. Setting SMART business goals and key performance indicators (KPIs) was also highlighted as essential for measuring marketing success and aligning with overall growth strategies.

Kristen presented insights on selecting appropriate marketing channels based on demographic data, demonstrating the use of AI tools like ChatGPT for gathering insights. She noted that traditional marketing methods, such as print advertising and earned articles, remain effective for specialty food businesses. The integration of digital platforms with print media was recommended to maximize exposure, including the use of QR codes in print ads to track performance. This approach aims to align marketing efforts with target audience behaviors and business objectives.

The discussion included practical strategies for leveraging QR codes to enhance advertising effectiveness, with Kristen recommending tools like Bitly for tracking engagement. She also highlighted the use of Canva for creating visually appealing landing pages that incorporate QR codes, allowing for monitoring of website analytics. Traditional marketing channels, such as radio, TV, and outdoor advertising, were discussed as effective means to build brand recognition, alongside direct mail strategies that utilize QR codes for measuring engagement and tracking sales.

Kristen emphasized the importance of digital marketing strategies, including pay-per-click ads and influencer marketing, as well as the role of social media in brand awareness. She provided an overview of various platforms, detailing their demographics and best practices for content. The necessity of setting a marketing budget and creating a comprehensive marketing calendar was stressed, along with the importance of personalized media pitches and maintaining a detailed spreadsheet of media contacts. The session concluded with a focus on engaging social media strategies, including interactive content and the significance of video, to enhance audience interaction and marketing effectiveness.

## Chapters & Topics:

### Understanding Your Target Audience and Competitors

Christian from Tabletop Media Group provided insights on how specialty food brands can identify their target audiences and analyze competitors. She outlined steps for defining unique product offerings, researching demographics, and understanding psychographics. Christian encouraged participants to continuously monitor competitors and set SMART business goals to align marketing efforts with growth strategies.

- \* Marketing Goals and Objectives
- \* Key Performance Indicators (KPIs)
- \* Monitoring and optimizing marketing strategies based on performance metrics.

### Marketing Channel Strategies for Specialty Food Brands

Kristen highlighted the need to choose effective marketing channels by analyzing demographic data from media outlets. She provided an example of using ChatGPT to identify the demographics of Raleigh magazine readers, which could help in targeting potential customers. Kristen also stressed the value of traditional marketing channels, including print advertising and digital platforms, for reaching niche audiences.

- \* Marketing Channels and Strategies

### QR Code Analytics and Landing Page Strategies

Kristen emphasized the importance of QR codes in understanding ad effectiveness, noting that services like Bitly can provide valuable analytics. She shared her approach of using Canva to design landing pages that incorporate QR codes, which helps in tracking user interactions. Chris contributed by mentioning the use of Canva for managing QR codes and integrating various apps.

### Traditional Marketing Channels for Specialty Food Brands

Kristen outlined several traditional marketing channels beneficial for specialty food brands, starting with radio and TV, which can effectively reach broad demographics, especially for businesses with strong personalities. She also covered outdoor advertising methods, such as billboards and yard signs, and emphasized the value of direct mail campaigns that include QR codes to track customer engagement. Kristen provided an example of a successful postcard mailer that generated significant leads and revenue for a client.

### Marketing Strategies for Specialty Food Brands

Kristen outlined several marketing strategies for specialty food brands, including participation in trade shows, in-store promotions, and pop-up events to create memorable brand experiences. She emphasized the value of referral marketing, suggesting that happy customers can become brand ambassadors. Additionally, Kristen encouraged partnerships with other businesses to leverage their customer base and social media presence.

## Email Marketing Strategies for Specialty Food Brands

Kristen highlighted the effectiveness of e-newsletters in keeping businesses top of mind for customers. She provided an example of a pizza restaurant that successfully sold out a wine dinner by sending an exclusive e-newsletter to its customer base. Kristen advised that newsletters should offer valuable content rather than spammy promotions to retain subscribers.

## Digital Marketing Strategies for Specialty Food Brands

Kristen outlined several digital marketing strategies, including pay-per-click ads, influencer marketing, and social media marketing. She advised working with experts on pay-per-click to avoid financial pitfalls and emphasized that social media is essential for building brand awareness. Kristen also provided insights into the demographics and best practices for platforms like Instagram, TikTok, Pinterest, and LinkedIn.

- \* The role of video content in social media marketing.

## Marketing Strategies for Specialty Food Brands

Kristen outlines the steps for creating an effective marketing plan, starting with establishing a budget for the year. She encourages businesses to identify what makes their brand unique and to build a strategic marketing calendar that aligns with key dates and events. Consistency in messaging and planning ahead for promotions are highlighted as crucial for maximizing ROI.

## Media Engagement Strategies for Specialty Food Brands

Kristen highlighted the significance of tailored pitches to media outlets, advising against sending generic emails. She suggested preparing a press kit with relevant business details and maintaining a media contact spreadsheet. Additionally, Kristen explained the steps to take if a media outlet accepts a pitch, including interviews and follow-ups.

- \* Media Outreach and Press Kits

## Influencer Marketing Strategies for Specialty Food Brands

Kristen explained that influencers, particularly micro-influencers, can significantly benefit specialty food brands by providing trusted recommendations to their followers. She highlighted the effectiveness of local influencers in promoting small businesses and suggested using hashtags and location tags to connect with them. Additionally, Kristen mentioned that many influencers are open to product exchanges instead of monetary compensation.

- \* Definition and importance of influencers in marketing.

- \* Strategies for engaging with micro and macro influencers.

## Social Media Strategies for Specialty Food Brands

Kristen provided insights on effective social media strategies for specialty food brands, highlighting the need for two-way engagement with followers through questions and polls. She stressed the significance of video content and suggested creating a social media framework to diversify posts. Kristen also advised participants to launch their marketing plans, monitor performance, and adjust tactics based on analytics to optimize their efforts.

- \* Effective social media practices for businesses.