

Social media marketing - Biofruit

description of innovative solutions for Short Food Supply Chains

UHOH

12 2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773765

Project code: 773785

Project acronym: Smart Food Supply Chains

Internal template:

Template for good practice cases

Work package number: T2

WP leader: CBHU

Work package title: Technological and non-technological innovations

Document issued by: UHOH

Delivery month: December 2019

Version: 1

Document language: ENG

| Dissemination Level | | |
|----------------------------|--|--|
| PU | Public | |
| PP | Restricted to other programme participants | |
| RE | Restricted to a group specified by the consortium | |
| CO | Confidential, only for members of the consortium | |

1. Title of the case description

Social media marketing - Biofruits

2. Indicate your role in the Smart Food Supply Chain:

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other:

3. Indicate the region (if applicable): Vetroz, Valais region, Switzerland

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

| | | Individual steps of the SFSC | | | | | | | Short food supply chain as whole | | | | | | |
|--------------------------------------|-----------------------------------|------------------------------|---|---|---|---|---|---|----------------------------------|---|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Needs of the consumers (citizens) | food safety | | | | | | | | | | | | | | |
| | food quality | | | | | | | | | | | | | | |
| | trust | | | | | | | | X | X | | | | | |
| | ethical aspects | | | | | | | | | | | | | | |
| | accessibility | | | | | | | | | X | | | | | |
| Needs of the chain actors | fair price | | | | | | | | | | | | | | |
| | increased negotiating power | | | | | | | | | | | | | | |
| | shared use of available resources | | | | | | | | | | | | | | |
| | product development support | | | | | | | | | | | | | | |
| | access to markets and consumers | | | | | | | | | X | X | | | | |
| | access to infrastructure | | | | | | | | | | | | | | |

1: Farming

2: Primary production

3: Transport

4: Processing and packaging

5: Storage

6: Logistics

7: Sale

8: Product integrity, authenticity, transparency

9: Marketing concepts

10: Food chain management and networking for enhancing cooperation among chain actors

11: Business modelling

12: Policy environment

13: Legal requirements

14: Labelling

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

The company is in competition with strong and established companies. From a marketing point of view, the major problem is to establish a trustworthy company identity. It would be desirable to create a brand identity that stands as a reference brand for organic and local fruit and juice. Due to the financial pressure due to tough competition, it is necessary to develop a cost-effective marketing strategy.

Solution: Social media marketing

Through social media marketing, a high number of consumers can be reached at a cost-efficient price. Social networks offer an uncomplicated entry into the world of advertising. A fan page can be created quickly, the right hash tag is easy to find and it doesn't take long to create an account.

- **Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)**

In comparison to conventional advertising channels such as print advertising, outdoor advertising, TV & cinema advertising and radio advertising, social media content offers a number of advantages and practical benefit:

1. High range due to a large number of active social media users.
Since social media platforms are used by almost half of the world's population today, they are perfect for reaching new potential customers.
2. Addressing of the target group with various targeting possibilities.
Social media ads are a cost-effective way to promote a company or brand. They also provide powerful targeting opportunities to reach the right audience.
3. Precise analysis and performance measurement of social media advertising.
Most popular social media sites offer the possibility of monitoring and analyzing an advertising campaign.
4. Advertising opportunities with full cost control - even for small budgets.
Without paid advertisements in the social networks Facebook, Twitter, Instagram, Pinterest or Google, it often takes too long to achieve significant success. Budgets here start at a few hundred euros and are open at the top.

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

Here is an example of how to build a social media marketing strategy

1. Set goals

First, the current situation should be reviewed and then, the basic goals must be defined. In the present case, the major goal is to increase brand awareness. In order to create an authentic and lasting brand image, advertising messages should be designed to reach this goal, i.e., they have to be very clear, concise and consistent over time. Furthermore, the company could use narrative content that explains the personality of the brand and the company and links it with a story.

2. Research your audience

It is important to find out who the target group is and where they are active on the social web. Many brands use a social media dashboard that provides an overview of who is following them and how they interact with them on each channel.

A brief overview of interesting platforms:

Facebook: Old, but proven. Besides Google, it is almost the most important search machine when it comes to companies, products and people. It covers a very large target group (including 50+!).

Twitter: Particularly suitable for reaching influencers (influential individuals such as journalists, etc.).

Instagram: Is currently experiencing rapid growth. Popular among 20 to 29 year olds.

YouTube: One of the most popular Web 2.0 platforms. An own account is particularly suitable if you embed the videos from there on an own page.

Pinterest: Very popular in the USA, rarely used in Europe.

WhatsApp & Snapchat: Even WhatsApp and Snapchat can bring marketing boost as hip apps.

→ For the current case study, we recommend the first four platforms

3. Stay active and post regularly

If a page remains empty for weeks, customers will automatically ask themselves whether the business is doing well or quickly lose interest in the company. Regular posting is therefore important.

4. Get in touch with your fans

If there is hardly any reaction to postings, likes and comments, it's not up to the fans. It is very often due to one-sided communication, mostly in communication with rather impersonal web appearances. People tend to talk to other people rather than with a brand. Thus, to achieve more interaction, it is important to appear personal and human. It may also be helpful to ask some good customers to involve into communication.

5. Optimize for mobile devices

Offering mobile solutions has become an essential part of any digital marketing strategy.

6. Offer your own creative content

The importance of visual content is higher than ever before.

7. Be useful

Of course, social media posting is not just about having fun, but also about delivering added value for the customers. For example, customers can be informed about how the products are manufactured.

The aim of social media marketing is to communicate and interact with customers using a new communication medium.

technological

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

Today, social media is used by large international companies as well as by young start-ups. For example, Nestlé, the world's largest food company, as well as small companies with few employees, make use of social media. In addition, social media is not limited to just one country or one region, the use of the internet makes worldwide accessibility possible.

- **Describe the distribution channels of the product(s)**

It is often the case that products advertised by social media are available in e-commerce. However, social media is not only limited to the commercialization of products, therefore other channels are also relevant for this innovation.

- **Describe what makes the innovation work.**

Important is the interaction with the customers as well as a constant update. A prompt answer to questions from the target group makes the brand look more human. If there is no interaction with the target group, the impression quickly arises that the company is not interested in their wishes. More than 80 percent of all customers expect companies to respond to a social media post within 24 hours.

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**

- a: List the relevant necessary resources (including the estimated cost) for the specific innovation.**

Please list the relevant ones only (list is annexed)

Human: At least one person should be responsible for maintaining the social media accounts.

It will be helpful to mandate an agency, which is specialized in social media marketing, at least for a successful start of the social media engagement.

financial*

*: estimated cost:

- 0 - 10 000 Eur
- 10 001 - 50 000 Eur
- 50 001 - 100 000 Eur
- 100 001 - 300 000 Eur
- 300 001 – 1 000 000 Eur
- 1 000 000 Euro above –

- b: List the relevant necessary capabilities for the specific innovation. Please list the relevant ones only (list is annexed)**

From the technical perspective, social media marketing can be done with basic IT knowledge.

However, some knowledge about marketing and advertising will increase the likelihood of success.

Most relevant will be:

- Ability to understand consumers' needs.
- Effective promotion, customer service, efficient and innovative sales methods
- Knowledge about how to create advertising messages and how to communicate over time to build a recognisable brand (note that this is not in the annexed list)

6. Describe the results, achievements and typical failures

Results, achievements: The mere presence of the company in social media can increase the awareness of the company and its brands. The interaction with the customer can enhance the relationship between the customer and the company.

Typical failures:

- There is always the danger of a loss of control, since the reactions and actions of users cannot always be directed or predicted. Once a message has been circulated, it can hardly be withdrawn from the internet.
- Social Media “work” 24/7” and would like to be cared for also on weekends.
- Competitors read along and can take up (and utilize) ideas
- A social media engagement can be resource intensive.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

Social media marketing can be performed easily and cost-efficiently. A business can start even with a small marketing budget and increase social media activities successively when the budget raises.

8. Aspects, methods for transfer of methods for other SFSC members

Procedure can be transferred to other products and services.

9. Recommendations for members of other SFSCs for further applications

If basic IT knowledge is available, as well as the willingness to maintain social media accounts on a regular basis, it is a simple and cost-effective way for a company to promote its products and brands.

10. More information is available at (web), if it is relevant

<https://sproutsocial.com/insights/social-media-marketing-strategy/>

<https://ut11.net/de/blog/die-8-essenziellen-social-media-tipps-fur-startups/>

<https://www.seokratie.de/social-media-strategie/>

<https://www.gutkommuniziert.ch/fachwissen/social-media/social-media-swot/>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.