

5 Highly Effective Marketing Strategies For A Food & Beverage Business



#ThinkTankThursday

1. Brand Positioning Your Restaurant

- So what is your outlet or restaurant offering exactly? Are you a bakery or a bistro? Do you identify yourself with the people in your area or rather do they identify with your offering. If you are a Mexican restaurant that offers amazing fish tacos in an area where people love American steaks and burgers, you have two things to establish.
- Firstly you have to make people aware that tacos are yummy too and secondly you score advantage of being the first one of your kind in that area. You also need to realize whether you want to be a family restaurant offering beverages for the whole family or also wish to offer beer like 'Chilli's' does.



**BRAND
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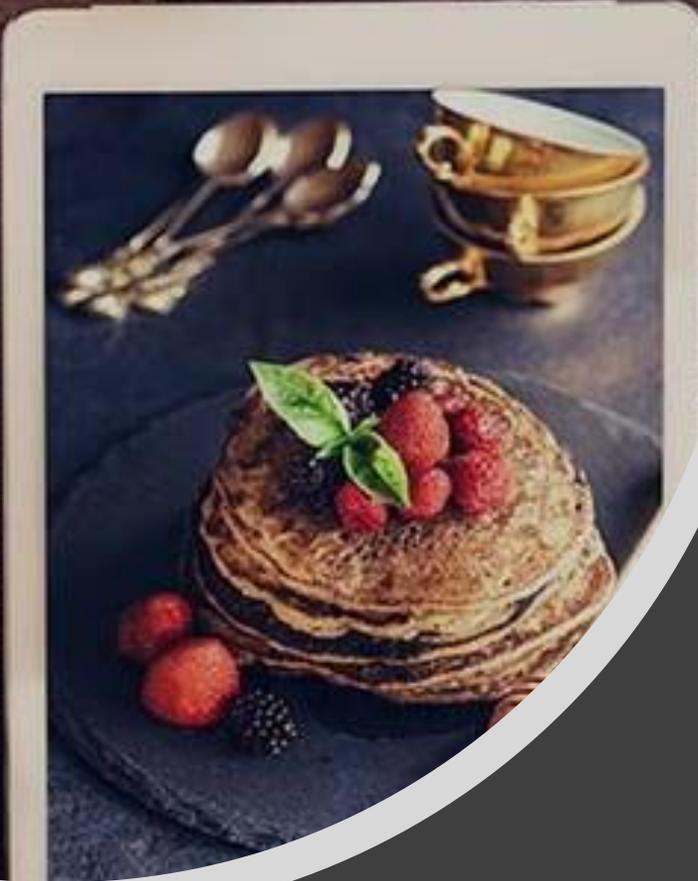


2. Make A Statement With Your USP

Perhaps your angel investor or your partner is investing in your idea because there is potential in it. The biggest potential that most investors see is the USP or the Unique Selling Point, which can be anything from making the best cream cheesecakes in town to using only organic or vegan ingredients in the menu for your **food** truck. Hence, it should be showcased in your packaging. For example, a brand as simple as Baskin & Robbins stands out because it makes an effort to come up with new flavors every month.

3. Blogging

- Your SEO strategy starts with an online blog. The best place to begin is by having your own blog on your website. You can integrate this with your other social media platforms as well like Facebook, Instagram and Twitter so that each post gets multiplied and creates a good impact.
- This is your best communication channel where you can create a huge following for your brand. You can also start partnering with professional [food bloggers](#) and ask them to review or write about your business. This way you end up reaching out to more people and can enjoy a more dominant online presence.



4. Email Marketing

Start an [email marketing](#) program and create a monthly/annual schedule so that your posts are relevant and spaced out through a period.

E-mailers are quick and easy to send, and all that you need are email listings of potential as well as current customers. Keep sending mailers about your new product offerings or competitions, exciting events, discount coupons to keep customers engaged.



5. Social Media Marketing

- Do you know how much impact your twitter page header design has when it comes to online marketing. A company such as Burger King or Hardy's is famous today for being so cool and relatable with the current generation because they are on all the social media platforms including Foursquare and Reddit.
- Instagram is one of the biggest platforms where a Food & Beverage business can thrive through [social media](#). People love clicking pictures of food. So not only are you posting pictures of your food and events, but people are also posting reviews of your food with pictures.





Re-inventing Your Image

Finally from Madonna to Kellogg's characters in the packaging, all go through a revamp over a period of time to stay relevant with the current consumers and by refreshing their image.

While some companies change their logos very often food and beverage joints find it easy to give their products a fresh feel by simply changing the color scheme of their company. One of the most impactful stories in terms of re-invention in advertising is showing Santa Claus as wearing red attire instead of green which it originally was. The Coca-Cola campaign worked so well that today Santa Claus image stands with the red attire that was started by Coca-Cola.



Need Help Boosting Your Food & Beverage Brand to Generate More Revenue?

There are limitless opportunities to market your product. From catchy cover and packaging designs to something as simple yet crucial as the boxes used for delivering your food. The key is to understand your potential consumer pool's psyche and then formulate and keep reinventing your brand.

Partner with an affordable marketing agency that will become an extension of your food & beverage brand and ensure your success.

[Click here to schedule a free consult today!](#)