

A Roadmap to Successfully Branding Your Local Food Business

James N. Barnes

Associate Professor & Extension Economist

StoryBrand Certified Marketing Guide & Copywriter

Department of Agricultural Economics

Mississippi State University

Email: james.barnes@msstate.edu



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Most companies make this mistake in their branding, and it costs them thousands if not **millions of dollars**



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



**The customer isn't the hero
of their marketing story**



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



The Marketing Trap

The enemy of clear is clever.

Your customer is the hero,
not your brand.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



The Company as Hero Message

- **The message** is all about them, their history as a company or organization, and other similar facts
- **The website** is confusing and often shows very little clarity about what is offered and why
- **Social media** posts focus on telling the company story instead of communicating empathy for the customer's problem



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



The Customer as Hero Message

- **The message** is about solving the customer's problem (empathy and authority)
- **The website** clearly communicates how the product or service offered solves the customer's problem (aspirational)
- **Social media** posts show how solving the customer's problem improves their lives



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A Good Brand Message Test

1. What's the product/service?
2. How does it make the customer's life better?
3. How do I buy or engage?



MISSISSIPPI STATE UNIVERSITY™
EXTENSION





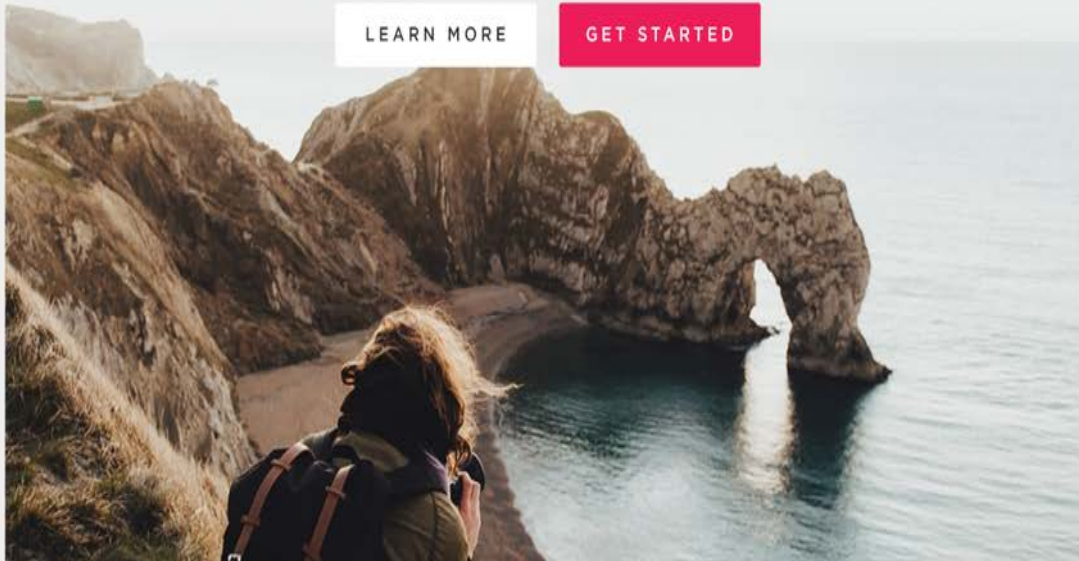
[LEARN MORE](#) [OUR MISSION](#) [HOME](#) [ABOUT](#) [AMBASSADORS](#) [WHY START?](#)

Your journey starts here

Artisan. Innovative. Solutions.

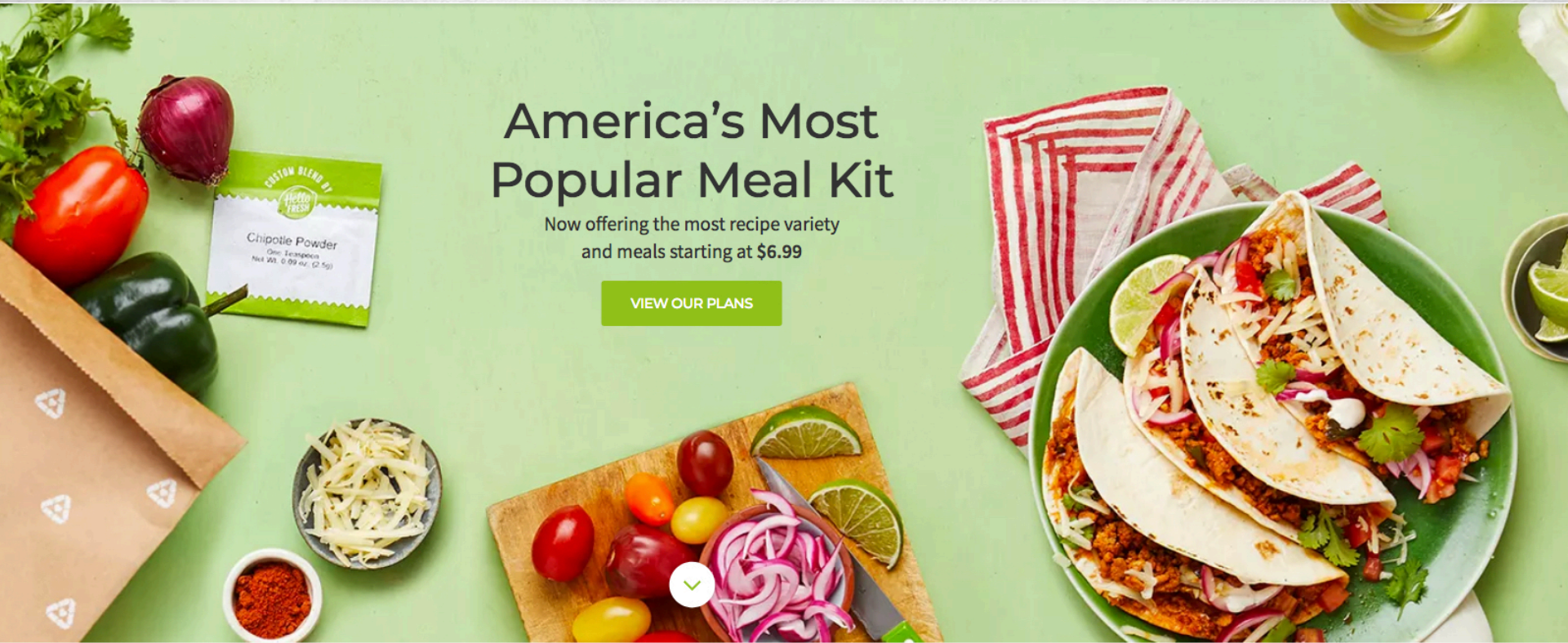
[LEARN MORE](#)

[GET STARTED](#)



MISSISSIPPI STATE UNIVERSITY™
EXTENSION





America's Most Popular Meal Kit

Now offering the most recipe variety
and meals starting at \$6.99

[VIEW OUR PLANS](#)



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

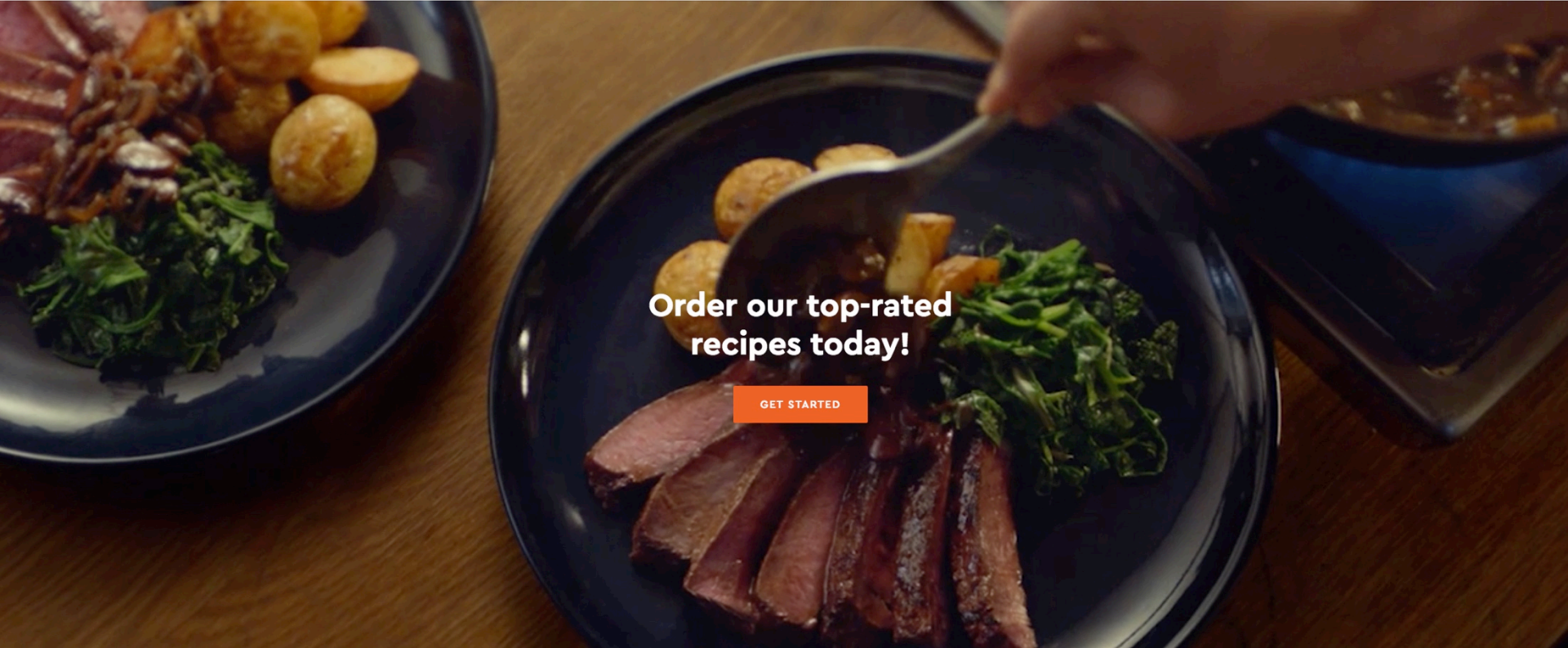




Need a hand with dinner?

Get simple recipes and
fresh ingredients
delivered to your door.

[Get started](#)



Order our top-rated recipes today!

[GET STARTED](#)



Overview

- Marketing and Branding Defined
- Brand Value Goal Setting
- 7 Secrets to Successfully Building Brand Value
- Next Steps for Your Business
- Tools and resources to build brand value for your food business
- Questions



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Marketing and Branding Defined



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Marketing Defined

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Source: The MASB Common Language Project. <http://www.themasb.org/common-language-project/> <http://en.wikipedia.org/wiki/Marketing>



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Brand and Branding Defined

"A brand is a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme."

Source: SEMPO and Wikipedia

"The marketing practice of creating a name, symbol or design that identifies and differentiates a product from others."

Source: Entrepreneur Magazine 2018



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



How Branding and Marketing Differ

- ✓ **Marketing** is what YOU do online and elsewhere to tell customers about your products and services
- ✓ **Branding** is what customers say about you based on their experiences with your products or services



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Example: Bottled Water



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



How do we successfully build brand value?

First, what *is* brand value?



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A Brand Value Framework

Barnes, J. and G. Langdon. (2018).

[Marketing Cooperative Extension Organizations and Extension Local Foods Educational Programs: A Review of Online Practices Across the South](#), *Southern Rural Development Center*, Mississippi State University.

Barnes, J. and K. Coatney. (2018). Consumer Marketing for Local Foods Tourism Using Facebook: A Natural Field Experiment. Selected Paper for Presentation, *Southern Agricultural Economics Association Annual Conference*, 2019.

Barnes, J. and K. Coatney. (2018). Can Facebook Branding Increase Agribusiness Company Sales? Evidence from a Retail Agricultural Cooperative in Mississippi. Selected Paper for Presentation, *Southern Agricultural Economics Association Annual Conference*, 2019.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



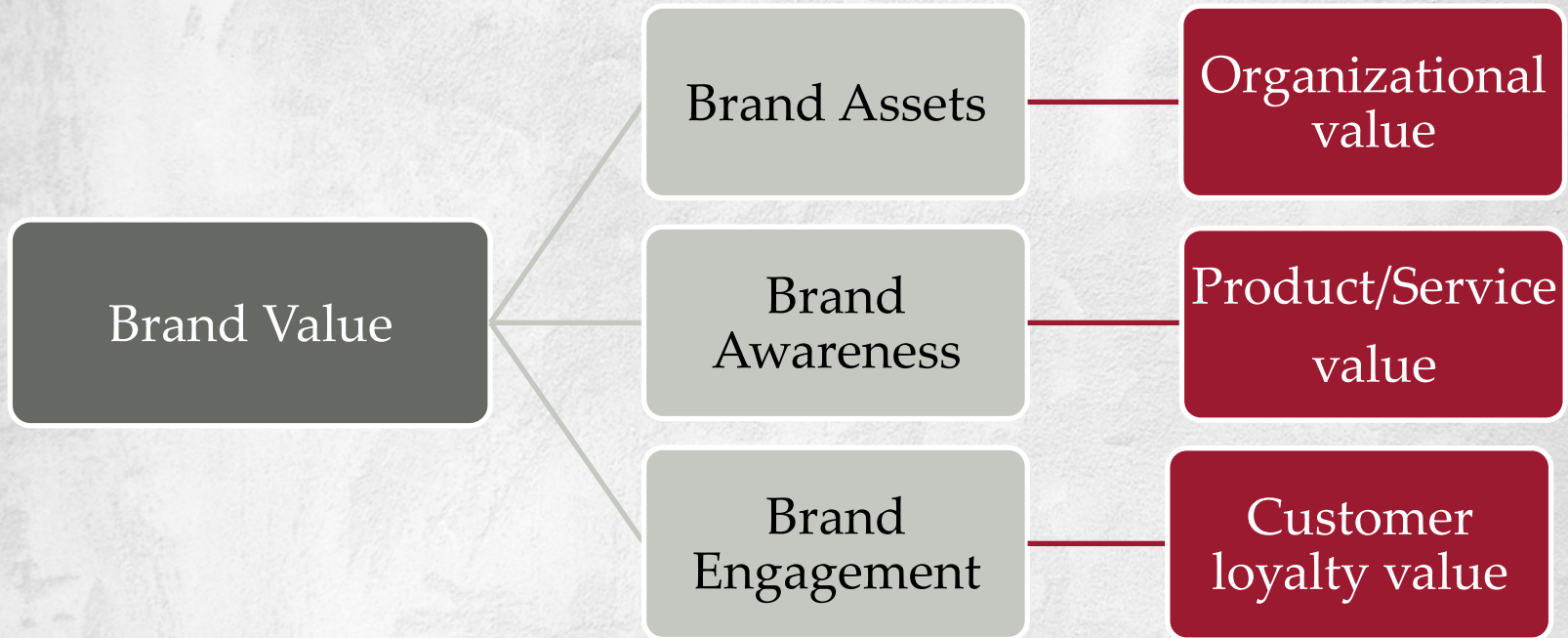
Brand Value Goals

1. Brand Assets (followers/fans)
2. Brand Awareness (message)
3. Brand Engagement (vibe and tribe)



MISSISSIPPI STATE UNIVERSITY™
EXTENSION





Source:

Barnes, J. and G. Langdon. (2018).

[Marketing Cooperative Extension Organizations and Extension Local Foods Educational Programs: A Review of Online Practices Across the South](#), Southern Rural Development Center, Mississippi State University.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



7 Secrets to Successfully Building Brand Value



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Secret #1

SECRET 1

Know Your Customer

This may seem obvious, but every day I talk with businesses that have jumped into social media without really knowing who they want as customers. You have to know. It shouldn't be a secret, but given how often I bump into this, I decided to make this the number one thing you can do to be successful online among all 7 secrets: Know Your Customers. Use everything you can to determine your target market.

One way of doing this is to use the Facebook ads manager to start creating a Facebook ad. Go to the ads manager. Choose to grow brand awareness. Here, you can examine how many people on Facebook are located in your business area. And, if you know the characteristics of your target customer, you can use that information to further refine your search. This can give you a beginning idea of how many people are located near your business.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Use the Facebook ad tool

Audience

Define who you want to see your ads. [Learn more.](#)

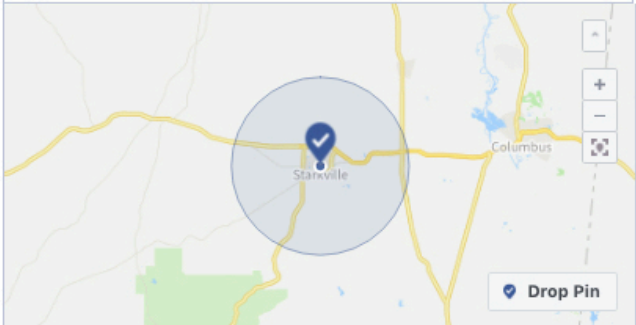
Create New Use a Saved Audience ▼

Custom Audiences ⓘ
Exclude | Create New ▼

Locations ⓘ

United States

| |




Add Locations in Bulk

Age ⓘ -

Gender ⓘ

past purchasers.

Audience Size



Your audience is defined.

Potential Reach: 19,000 people ⓘ

Estimated Daily Results

Reach
580 - 3,000 ⓘ

Page Likes
7 - 40 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

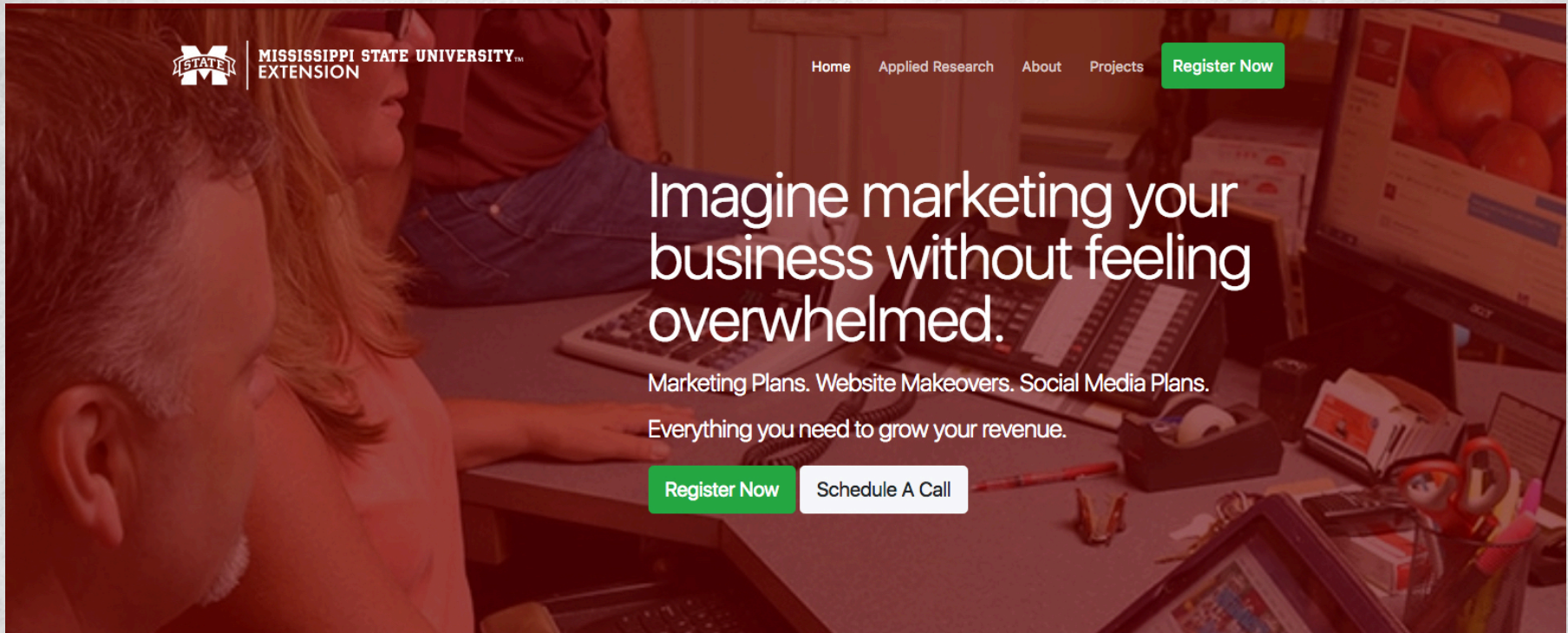
[Were these estimates helpful?](#)



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Example



The screenshot shows a website header with the Mississippi State University Extension logo on the left and navigation links: Home, Applied Research, About, Projects, and a green 'Register Now' button. The main content area features a large headline: 'Imagine marketing your business without feeling overwhelmed.' Below this is a sub-headline: 'Marketing Plans. Website Makeovers. Social Media Plans. Everything you need to grow your revenue.' At the bottom of the content area are two buttons: a green 'Register Now' button and a white 'Schedule A Call' button. The background of the website is a photograph of people working at a computer desk.

<https://brickstoclicks.extension.msstate.edu/projects>



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Projects

Specialty Crops and Farmers' Market Profiles

Mississippi Department of Agriculture and Commerce Funded Project, 2018.



Statewide Profile

By March 2018, all 55 farmers' market Facebook scorecards will be made available online and accessible by *simply clicking on the map on this page*.

The Bricks-To-Clicks™ program receives grant funding from various sources to conduct applied research in Mississippi. The purpose of this page is to highlight those projects.

Project #1

Marketing Mississippi's Farmers' Markets Using Facebook and Other Social Media Platforms

(Mississippi Department of Agriculture and Commerce, 2017)

This project examines the use of social media by farmers' markets in Mississippi. A statewide directory of online platforms in social media that are being used by farmers' markets will be developed. Each Facebook page used by a farmers' market will be evaluated across a set of performance metrics. Recommendations on how to improve each Facebook page will be provided. Some 55 farmers' markets in Mississippi use Facebook to market their products to consumers. However, Mississippi has 94 farmers' markets. Part of the project will also be to offer training opportunities for those farmers' markets that want to launch their own Facebook page or other social media.

<https://brickstoclicks.extension.msstate.edu/projects>



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Secret #2

SECRET
2

Know Your Message

Make your core, marketing message EXTREMELY clear for consumers to recall. You should be able to tell someone this message in less than 20 seconds. Keep it to the main point. A good tool that I've found is www.storybrand.com.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A Good Brand Message Test

1. What's the product/service?
2. How does it make the customer's life better?
3. How do I buy or engage?



MISSISSIPPI STATE UNIVERSITY™
EXTENSION





STORYBRAND
BRANDSCRIPT

Clarify your message by creating a
BrandScript

FIRST NAME	LAST NAME
<input type="text"/>	<input type="text"/>
ZIP/POSTAL CODE	
<input type="text"/>	
EMAIL	
<input type="text"/>	
PASSWORD	
<input type="password"/>	
CONFIRM PASSWORD	
<input type="password"/>	
<input type="button" value="NEXT"/>	
Existing Users Login Here	

Get the Online StoryBrand Marketing Course

[REGISTER NOW](#)

Attend the StoryBrand Live Workshop

[ATTEND THE WORKSHOP](#)

<https://www.mystorybrand.com/>



MISSISSIPPI STATE UNIVERSITY™
EXTENSION





A CHARACTER

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis auctor egestas dictumst mus nulla viverra quis urna dictumst a ac sem elementum urna proin...

HAS A PROBLEM

VILLAIN

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

INTERNAL

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

EXTERNAL

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

PHILOSOPHICAL

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

WHO MEETS A GUIDE

EMPATHY

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit

AUTHORITY

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit

WHO GIVES THEM A PLAN

PROCESS

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

AGREEMENT

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

AND CALLS THEM TO ACTION

DIRECT

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis...

TRANSITIONAL

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis...

THAT ENDS IN A SUCCESS

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam...

THAT HELPS THEM AVOID FAILURE

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos.



CHARACTER TRANSFORMATION

FROM

Vel parturient faucibus blandit sem

TO

Scelerisque potenti fermentum interdum consectetur et sem elementum

Secret #3

SECRET
3

Know Your Social

If you know your customer, then you'll also know which social media channel he/she belongs, and their frequency of use. Study the demographics of social media channels. Choose the one that has your primary target customer engaged.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

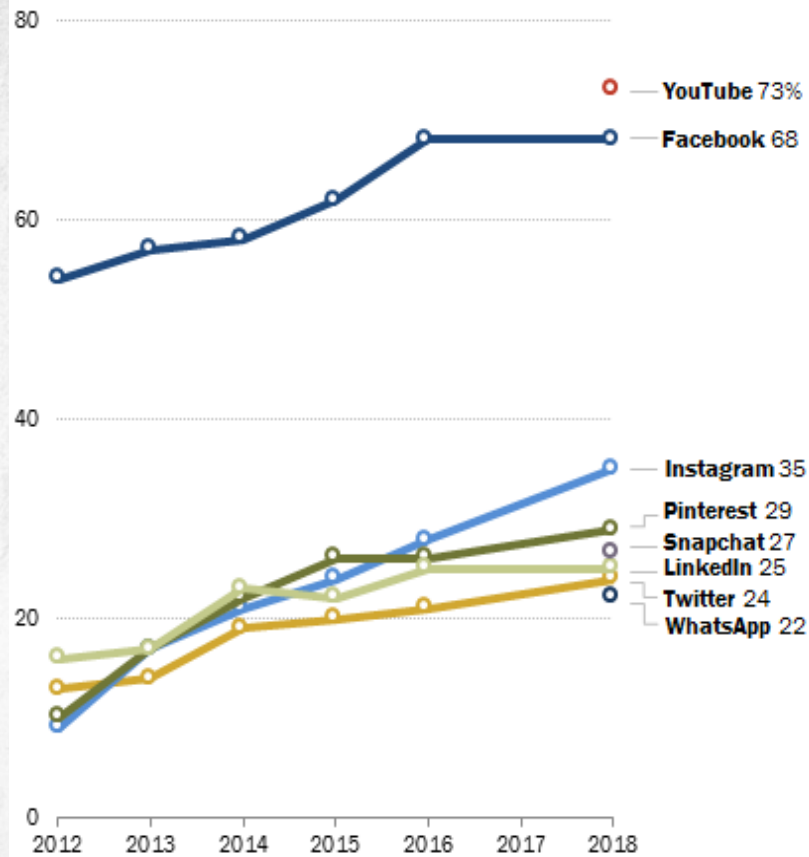


Where are your customers engaging?



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

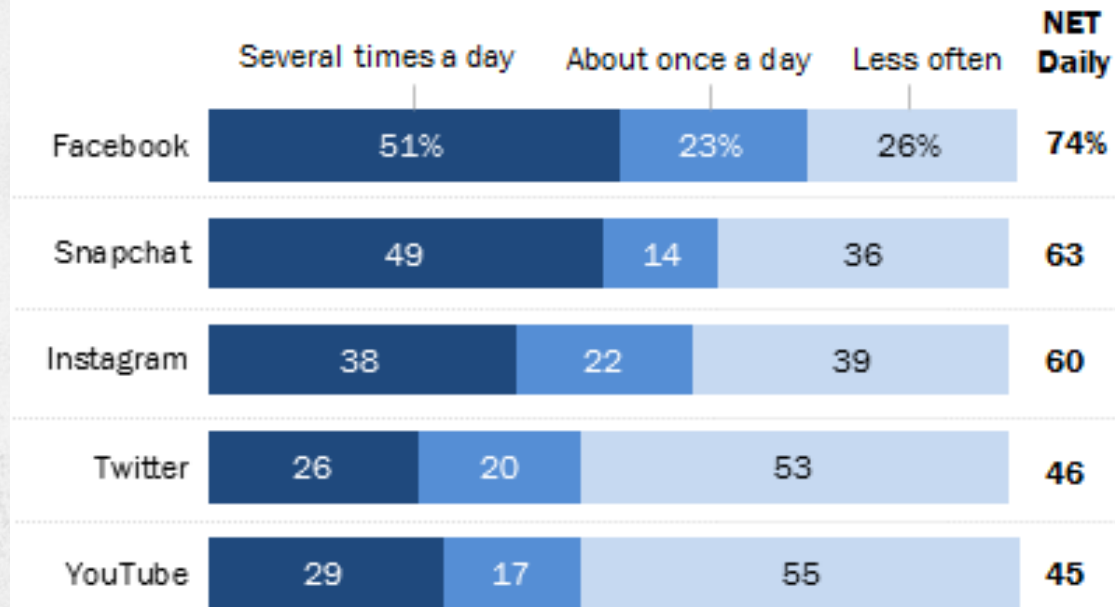


MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ____, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Substantial 'reciprocity' across major social media platforms

% of __ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
 "Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook



MISSISSIPPI STATE UNIVERSITY™
 EXTENSION



Secret #4

SECRET
4

Know Your Content

The only reason people will share your content is that it delivers value. But, which type or combination of content should you provide to your customers to deliver that value? The truth is you have to use video content to maximize engagement with your customers. Did you know that viewer retain 95% of a message when they watch video compared to 10% when reading it in text? Video is king.

You can start by learning how to use Facebook live. Start by using Facebook live on your personal account. Practice. Practice. And, stop worrying about being perfect on video. The marketplace is already past that reality with live streaming of all kinds, including Facebook live, Periscope, and Instagram's live capabilities.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

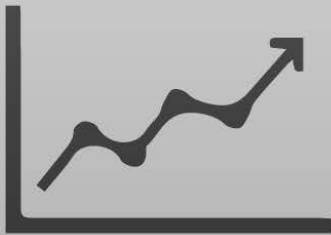


Secret #5

SECRET
5

Know Your Sales Funnel

Can you clearly identify and explain (to anyone) your sales funnel? If your sales funnel is complicated, simplify it. Simplicity brings clarity, and clarity brings the ability to reshape things if needed. Be sure to check that your website is mobile optimized, too. Check two things. Check the download speed when you visit your website on your mobile device. Use Think Google. It's a great tool for this. Also, use your mobile device to measure the number of clicks (or steps) it takes you to buy a product or service on your website. Minimize clicks. Maximize the speed of buying. So study how to create a sales funnel for one of the social media platforms, like this one.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Secret #6

SECRET
6

Know Your Goals

The most difficult thing that you will experience is connecting how your sales are affected by what you do with social media marketing. Calculating a return on investment (ROI) can be tricky. But you can do it. You have to set goals and measure against those goals with a good tool. Learn more about how this is done here.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Secret #7

SECRET
7

Know Your Budget

You need a budget. Don't waste time debating how much to spend on Facebook versus Google if you don't have an annual budget. Typically, businesses spend approximately 2-7 percent of annual gross sales, but this can vary widely. The allocation of dollars across ads depends on what your business is selling, and how it sells.

The more targeted your ads are for a specific target market of online customers, the more expensive the ads. The products/services with the highest profit margin are great candidates for ad spending because your return on investment (ROI) can be significant. Get started thinking about this here.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



The 7 Secrets

The 7 Secrets

- ✓ Secret #1: Know Your Customer
- ✓ Secret #2: Know Your Message
- ✓ Secret #3: Know Your Social
- ✓ Secret #4: Know Your Content
- ✓ Secret #5: Know Your Sales Funnel
- ✓ Secret #6: Know Your Goals
- ✓ Secret #7: Know Your Budget



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Next Steps for Your Food Business



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Next Steps

1. Do the research and learn your customer
- 2. Develop a clear message that customers want to hear. The customer is the hero.**
3. Get professional images.
- 4. Build a social media calendar of content for 30 days based on your message.**
5. Build a website that clearly communicates how you solve a customer's problem
- 6. Learn and evolve with online learning**



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Most companies make this mistake in their branding, and it costs them thousands if not millions of dollars



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Reminders of the pitfalls



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Avoid the Marketing Trap

The enemy of clear is clever.

Your customer is the hero, not your brand.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A Good Brand Message Test

1. What's the product/service?
2. How does it make the customer's life better?
3. How do I buy or engage?



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



**The customer is the hero of
your marketing story.**



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



BONUS RESOURCE

1. Visit:

<https://storybrand.com/5-things-your-website-should-include/>. Get the PDF. Read the PDF.

2. Visit:

<https://www.5minutemarketingmakeover.com/>.
Watch all 3 videos. Watch all 3 videos.



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Do You Struggle To Clarify Your Brand Message?



James Barnes

Associate Extension Professor

Email: james.barnes@msstate.edu

Phone: (662) 325-1796

Address: Box 5187, Mississippi State, MS 39762

Office: 369 Lloyd-Ricks-Watson Bldg.
[Curriculum Vitae](#)

Bio:

Dr. Barnes' is an Extension economist. His work largely focuses on business development in communities using his three Extension programs, including: 1) [Bricks-To-Clicks™](#); 2) [Local Food System Economies](#); and 3) [Local Flavor](#).

He is certified marketing guide and copywriter for [StoryBrand](#), an online marketing framework used to help businesses clarify their marketing messages so customers will listen. He teaches online marketing using StoryBrand's framework to businesses throughout Mississippi communities.

His research focuses on branding, online and social media marketing, agribusiness management, local food system economics, and rural development issues.

Extension:

- Branding, online and social media marketing for businesses
- Local food system economics
- Rural development
- Regional economic analysis

[SCHEDULE A CALL](https://calendly.com/brickstoclicks)

<https://calendly.com/brickstoclicks>



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



A Roadmap to Successfully Branding Your Local Food Business

James N. Barnes

Associate Professor & Extension Economist

StoryBrand Certified Marketing Guide & Copywriter

Department of Agricultural Economics

Mississippi State University

Email: james.barnes@msstate.edu



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

