

# How to Build a Profitable Food Business Brand in 11 Easy Steps

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# Most Companies Waste An Enormous Amount of Money on Marketing



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# Reason #1

Companies don't clearly explain their product or service offer.



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# Reason #2

Companies don't explain how a customer's life can be made better if a customer buys their product or service.



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# Reason #3

Customers don't know the steps to do business with a company.



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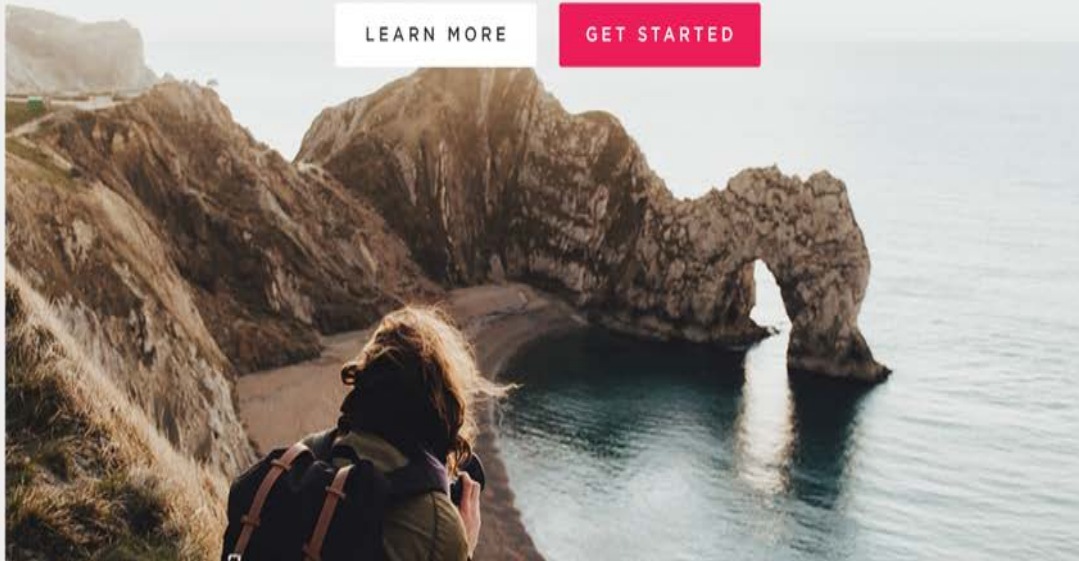
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# Brand Message Grunt Test

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



# Overview

- ✓ Marketing and Branding Defined
- ✓ Why Is Building a Brand Easy Today
- ✓ An 11-Step Plan
- ✓ Final Points about Brand Building
- ✓ A FREE Brand Message Tool
- ✓ Your questions





# Marketing and Branding Defined



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# 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>



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# 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*



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# 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



# Example: Bottled Water



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# Brand Message Guidance

- If you confuse, you'll lose. Customers crave clarity. Give them clear messages.
- When you agitate a customer's desire, they enter into the story of YOUR brand and what YOUR selling.
- If you stop talking about your customer's problems, they stop paying attention to your brand. Keep talking.
- Your customer is always the hero in the story, not your brand.
- Give your customers an easy, step-by-step plan to do business with you





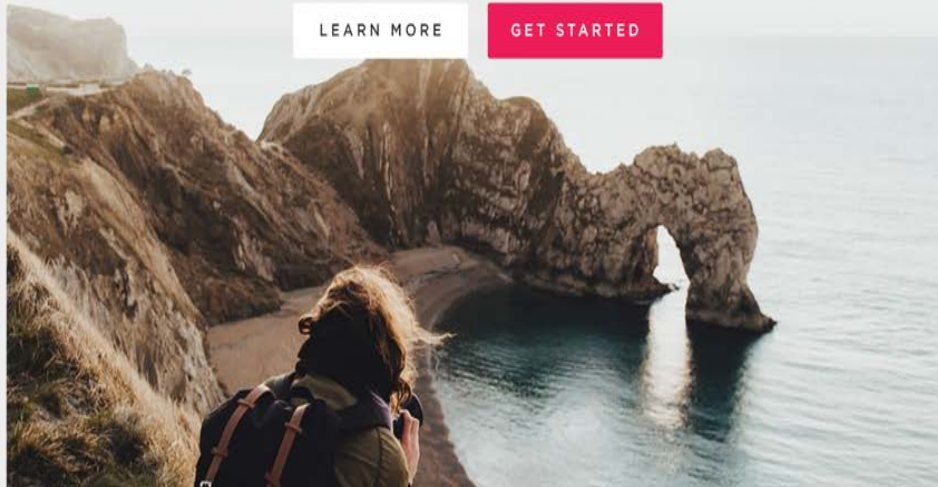
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# Examples of Clear Brand Messages



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Start Your Home Milk Delivery Now

High Quality, Pure, Healthy and Delicious Ice Cream, Milk, and Cheese From Your Local Family Dairy Farm.



### Milk Home Delivery

Never stand in a grocery store line again.

[Order Now](#)



### Store Locator

Delicious handmade ice cream and other dairy products.

[Find a Store](#)



### Gift Boxes

Make someone's day better!

[Buy Now](#)



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# Workshops to Help You Clarify Your Message

*Revolutionize Your Marketing • Connect with Customers • Grow Your Company*

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# An Online Course To Help You Market Your Small Business

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# A Clear Marketing Example

(434) 515-2888 Contact ▾ Instructional Videos Tech Support

**LASER TAG SOURCE**

Home Equipment ▾ Info ▾ Ideas ▾ **PLACE RESERVATION**

## WE RENT AND SHIP LASER TAG ADVENTURES COAST TO COAST

Step 1. **HOW IT WORKS**

Step 2. **EQUIPMENT**

Step 3. **PLACE RESERVATION**

**AFFORDABLE PRICING**  
Don't buy – rent! Laser Tag Source has quality products at a price that won't break the bank.

**YOUR TURF, YOUR TERMS**  
No need to travel in order to enjoy Laser Tag. We ship the adventure straight to your door step. This means your terrain, your games, and your rules.

**CUSTOM ORDER**  
Banish boring parties! We're your best kept secret – your party partner in crime. Partnering with us means you create parties as unique as you are.



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# A Clear Marketing Example



NETFLIX

Sign In

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH >

The advertisement features a collage of various Netflix titles including 'Friends', 'Bright', 'The Good Place', '100', 'Shrek', 'Moana', 'Nappily Ever After', 'Maniac', 'American Horror Story', 'Next Gen', and 'Black Panther'. The Netflix logo is prominently displayed in red at the top center.



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# Why Is Building a Brand Easy Today?



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# The answer:

The rise of social media.



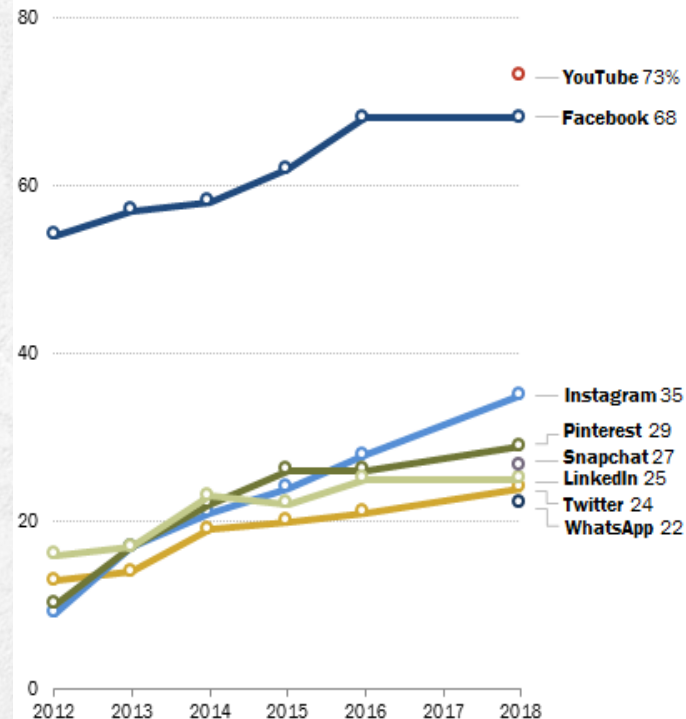
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# THE RISE OF SOCIAL MEDIA

## 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



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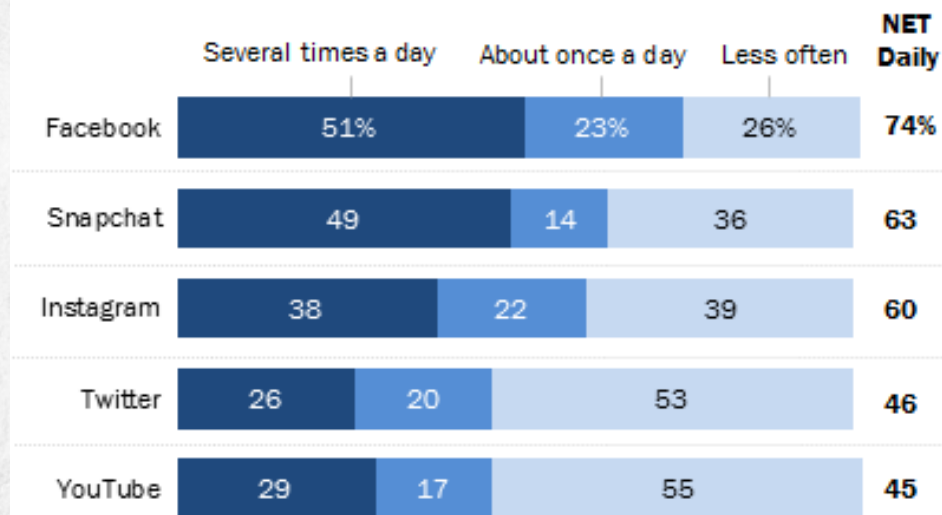
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# THE RISE OF SOCIAL MEDIA

## 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



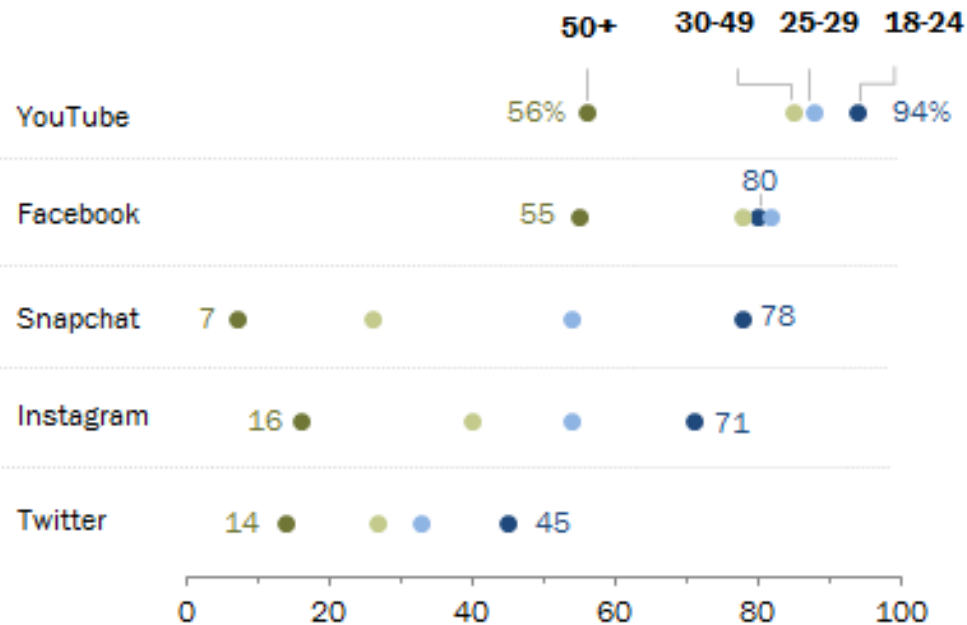
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# THE RISE OF SOCIAL MEDIA

**Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24**

*% of U.S. adults in each age group who say they use ...*



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

PEW RESEARCH CENTER



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# THE RISE OF SOCIAL MEDIA

## 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"

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90% of LinkedIn users  
also use Facebook



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# The 11-Step Plan



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# THE 11-STEP PLAN

## STEP ONE:

Determine the problem that will be solved.

*What is the problem that you are trying to solve by establishing a personal brand?*

*How will you differentiate yourself among the competition?*



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# THE 11-STEP PLAN

## STEP TWO:

Determine your target market: Age, income, demographics, location.

## STEP THREE:

Determine the social media platform where your target market audience engages.



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# THE 11-STEP PLAN

## STEP FOUR:

Develop a clear marketing message so customers will listen.

## STEP FIVE:

Build your business plan.



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# THE 11-STEP PLAN

## STEP SIX:

Find business mentors who can help you with your business plan. Let them review your plan and listen to them.

## STEP SEVEN:

Build your website using your clear marketing message. Show empathy and authority to connect with customers



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# THE 11-STEP PLAN

## STEP EIGHT:

Develop a social media marketing strategy and organize content for at least 90 days.

## STEP NINE:

Build your sales funnel. Use social media ads to drive people from your social media platform to your website.



# THE 11-STEP PLAN

## STEP TEN:

Develop your primary strategy for gaining emails from your website by offering FREE PDFs or FREE videos (how-to)

## STEP ELEVEN:

Use email marketing to nurture social media fans into a relationship with you so you can help transform their lives



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# Final Points



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# TWO KEY POINTS

- ✓ **Building a brand is about showing** *empathy to your customers* in that you understand their problem and you can offer them a solution – your product/service
- ✓ **Building a brand means building a** relationship with customers



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# FREE Brand Message Tool



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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="text"/>	
CONFIRM PASSWORD	
<input type="text"/>	
<input type="button" value="NEXT"/>	
<a href="#">Existing Users Login Here</a>	

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



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## 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

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### 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



# Imagine marketing your business without feeling overwhelmed.

Marketing Plans. Website Makeovers. Social Media Plans.

Everything you need to grow your revenue.

Schedule A Call

Register Now



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





Dr. James Barnes is an *Associate Professor and Extension Economist* in the Department of Agricultural Economics at Mississippi State University. He created the **Bricks-To-Clicks™** Extension program to help business leaders create and implement marketing plans that grow revenue. He is also a certified StoryBrand marketing guide and copywriter.

Dr. Barnes has worked in online marketing as a business coach to many businesses for more than 10 years. He also has conducted marketing research with businesses in Mississippi and has published many articles about online marketing.

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Ph: (662) 325-1796



**Bricks-To-Clicks™** is a statewide economic development program that teaches Mississippi entrepreneurs how to create and implement clear marketing plans that work.

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



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