



# **BULLSEYE**

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# **FOOD**

## **MARKETING**

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### **Course: *Food Marketing on a Budget***

#### **Duration:**

**1 day**

#### **Who Should Attend:**

***Anyone running a new or established food business / SME.***

#### **Description:**

'*Food Marketing on a Budget*' is the ideal course for business people who recognise the need for professional food marketing, but don't know where to start – we take you through all the essentials of marketing a business using a tightly controlled budget.

Learn what marketing, branding and PR are really all about through our carefully structured training programme. We show you what your overall strategy should be, as well as looking at the importance of the 'marketing mix' and the best promotional techniques for your business.

Taking a practical approach, we help you analyse the strategies that will enable you to implement targeted marketing campaigns and deal with any competitor threats that you may encounter.

In addition, participants will gain an understanding of the importance of internet marketing and discover the best ways to strengthen their online presence.

'*Food Marketing on a Budget*' is your unique 'hands-on' guide to improved profits through better marketing of your food brand!

## Topics:

### Understanding Marketing & Branding:

- What is marketing?
- Why use marketing?
- What exactly is a brand?
- Why create a brand?
- Why are brands so valuable?
- Why do consumers buy brands?
- Why do some brands fail?
- Brand essence - what is it?
- Brand equity
- The power of good brand design
- Case studies – the endurance of successful brands
- Setting an annual marketing budget

### Marketing Plan:

- How to develop an effective marketing plan for your brand
  - SWOT Analysis - what are your key strengths, weaknesses, opportunities, & threats?
  - Strategy - what is your product positioning strategy?
  - Positioning - What is your unique brand personality?
  - What are your company's values & ethics?
  - Mission - what is your brand mission or vision?
  - Goals - what are the key goals & objectives for your food business?
  - Targeting - how to identify your target market
  - Market research - identifying key consumer trends and market opportunities for growth
  - Consumer trends that can effect your brand
  - Gap analysis – how to analyse the competition
  - 'Mapping' - establishing gaps in your market
  - Unique Selling Points (USPs) - how to establish unique selling points for your brand
  - Identifying rational & emotional brand benefits
  - Verification - making sure that your product solves a problem for consumers or makes their life easier
- Establishing your brands marketing mix – The Six Ps
  - Packaging / Design
  - Promotions
  - Price structure / commercials
  - Point of purchase
  - PR - public relations & sponsorship
  - Place – distribution
- Catching and keeping new customers

### Brand Plan Execution

- Final marketing budget / critical path
  - Implement the marketing brand plan
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