REPORT

Best Practices for Food Ingredient Marketers

Marketing Communications in the B2B Food Ingredient Industry
The primary challenge all B2B food ingredient marketers face is customer engagement—capturing customers’ interest in products and capabilities, and converting that into sales. Our team of industry experts continually researches the most successful B2B food ingredient marketing communications industry-wide to develop a set of best practices that have proven to be highly effective in generating awareness, creating engagement and building strong sales relationships with key audiences. By utilizing these best practices through a strategic, integrated marketing plan, we position food ingredient companies to better engage with prospects and customers.

This report showcases those best practices in action and the strategic thinking behind them that helps overcome the key challenges of customer engagement for B2B food ingredient marketers.
1 Feature Ingredient Applications

*Make your marketing materials visually compelling to your target audience by prominently featuring applications that your ingredients are designed for.*

• Help customers envision the innovative ways your ingredient can boost their product development and reformulation efforts.
• Feature specific applications when marketing to certain channels to help customers identify opportunities within their product portfolios.
Prominent application imagery quickly communicates the relevancy of your product to a particular segment within the food and beverage industry.
Showcasing a variety of applications helps your customer identify opportunities and envision all of the possibilities for your ingredients in their products.
Presenting application concepts is a great way to give customers ideas on how to incorporate your ingredient in their applications. On this microsite, visitors can roll over application imagery to learn more about how an ingredient can boost the nutritional profile for a variety of food and beverage products.
Applications can be presented in unique and creative ways beyond the traditional beauty shot. Here are examples of ways the application imagery supports the message of the communications.

**BEST PRACTICE 1**
**Feature Ingredient Applications**
2 Brand Product Sample Packaging

A sample request is another opportunity to deliver your brand story at a critical moment—when your product is right in your customer’s hands.

• Brand all elements of your product sample package so that it stands out among the other samples that a customer receives.
• Include well-branded literature and sales materials to help deliver your brand story and communicate the benefits your ingredients bring to their food and beverage applications.
• Follow up after the sample has been received to get feedback, continue the conversation and move the sample request through the sales cycle.
If fulfilling sample requests outside of the U.S., make sure all materials and package labels are accurately translated for customers.

Use messaging to help inspire a customer to explore the opportunities your ingredients can bring to their food and beverage applications.
BEST PRACTICE 2

Brand Product Sample Packaging

Clearly label any ingredient samples and carefully consider how all of the elements of your sample packaging can be a reflection of quality for your product and your company.
3 Content Marketing and B2B Social Media

Deliver your message and positioning on communication platforms that your customers are using. Engage with them on social media platforms and provide relevant information that helps build awareness about your products and/or capabilities.

- Be a part of the conversation with customers as they’re engaging with these platforms and conducting online research.
- Gather valuable information about your customers and what influences their decision-making process.
- Position your company as an expert and thought leader with valuable content aimed at the needs of your customers.
A **blog** is a great tool for sharing up-to-date, relevant content with your customers and establishing your company as an industry thought leader. You can also distribute this same content across other communication platforms, like email marketing and B2B social media, as part of a fully integrated content marketing plan.
Email newsletters are another great tool for distributing content to your customers and target audience. There are email communication platforms available that provide analytics which help you determine what content your customers and target audience engage with the most.
Short online videos add another level to the type of content you can distribute to your target audience and can be housed on your company's own branded YouTube channel.
BEST PRACTICE 3

Content Marketing and B2B Social Media

Take advantage of Twitter and using hashtags within your tweets so that you’re a part of the conversation for B2B customers conducting online research. Including links and images within your tweets is also a good way to create customer engagement.
LinkedIn features the ability to have a dedicated company page and permits content to be shared across groups where customers and targets engage in discussion.
4 Premium Branding and Positioning

Tell your product story and generate awareness of its benefits to your customers.

• Give your product or service a premium distinction by creating a name and/or brand mark for it.
• Use positioning to help tell your ingredient story.
• Apply consistent branding throughout your marketing communications.
BEST PRACTICE 4

Premium Branding and Positioning

Naming and creating a brand mark for your products distinguishes them among your competitors and gives them their own visual identity.
Create brand equity and make it easier for customers to find the information they need with marketing communication materials and products that deliver consistent branding and messaging.
BEST PRACTICE 4

Premium Branding and Positioning

Positioning provides customers more than nutritional benefits. It also provides customers with product differentiators—what makes a product unique and how it adds value by incorporating it into foods and beverages.
5 Trade Show Strategies

*Take advantage of opportunities to engage with customers beyond the trade show floor.*

- Promote yourself with online content leading up to the show.
- Host events and use show sponsorships as a way to create additional customer interactions.
- Explore the possibilities of using your trade show materials and booth display beyond their presence at the show.
Special invitations are a great way to reach out to select customers and invite them to events you’re hosting at the show, as well as to your booth to sample your newest ingredients.

Use programmed emails to not only promote what you’ll be sampling at the trade show, but also allow your customers to schedule a meeting with your team during the show.

Speaking events during the trade show and in-booth presentations allow you to position your team as industry experts, provide more information about the value you bring to customers and create additional customer engagement.
Some of the most innovative ideas in trade show strategies today are centered around mobile kitchens, which have a life beyond the trade show floor. After the trade show is over, they can be driven to the customer companies where R&D teams can work side by side with a food ingredient company team.
Trade shows are often used by food ingredient companies to announce new products. Responsive microsites are a great way to give trade show attendees more in-depth information about a new product and allow them to conveniently request samples via their mobile devices.
ABOUT US

Anderson Partners Food Ingredient Marketing is a full-service, B2B advertising agency and marketing communications firm that specializes in the unique marketing needs of the global food ingredient industry, primarily the B2B divisions of large food manufacturers.

We develop strategic marketing plans that take advantage of these best practices to help our clients achieve their marketing goals.

We are thought leaders in new communication models like content marketing and B2B social media, and share our insights on our blog as a resource for the food ingredient industry.

View more of our client work and read our blog at apfoodingredients.com.

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