NUTRITIONAL MARKETING

“We fail in our competitive position if we do not include health” John Webb, Director; Genetics & Science, Maple Leaf Foods
What Is Marketing?

Marketing is the process of getting potential clients or customers interested in your products and services. Nutritional marketing is one component of marketing which focuses on using nutritional information and benefits of food in order to add value to food products and persuade the consumer to purchase. Nutritional marketing mediums include radio, television, social media, print media, food labels, websites, and more.
“Consumers are taking a more proactive role in their personal health and well being” – Data Monitor 2008 – Agriculture & Agri – Food, Canada

With the increasing rates of obesity, cancer, diabetes, high blood pressure, heart disease and other diseases consumers are seeking foods with health benefits
A Closer Look at Nutritional Content Marketing Movements

THE HEALTH TREND IS NO LONGER TRENDY – IT’S A REDFINITION OF THE FOOD MARKET TO MARKET FOR NUTRIENTS AND THE PURPOSE OF FOOD IS ULTIMATELY TO GET THE RIGHT NUTRIENTS. CONSUMERS ARE NOW SHIFTING FROM COUNTING CALORIES TO LOOKING FOR THE RIGHT NUTRITION SO IT IS IMPERATIVE TO SAY ADIOS TO FOOD MARKETING AND SHIFT TO NUTRITIONAL MARKETING.

NUTRITION INFORMATION & STATISTICS:
More people are searching the internet for health related information. Be a source of nutrition data:

FORTIFIED FOOD & DRINKS:
Food and drinks that are fortified with protein, probiotics, omegas, and whole grains are becoming more popular.

GREEN & ORGANIC FOOD:
Consumers are more interested in sustainable and unprocessed food choices. If you have products that fit into that category, make it a prominent brand message.
MORE THAN JUST A HEALTH TREND CONTINUED

A Closer Look at Nutritional Content Marketing Movements

The main agenda of diet & nutrition marketing is to inspire target customers to become a healed nourished and healthier version of themselves by using their products and services.

PLANT BASED DIETS:
Vegan products and brands are on the rise. To live healthier more sustainable lives consumers are reducing their meat consumption or going vegan.

FOOD AS MEDICINE:
Rates of obesity, type 2 diabetes and other diseases are increasing. The food sector is responding to consumer’s demands with healthier choices.
FOOD AS MEDICINE

The Food Health Connection

01. Creating and applying healthy eating messages is good for health and healthy for business

02. Consumers are concerned about their health and take health messages very seriously

03. Making the food health connection by teaching consumers how the food they eat can improve their health is a critical aspect of nutritional marketing.
Nutrition Marketing Strategies for your Business

We can utilize nutritional marketing in a variety of ways to not only encourage certain behaviour but we can use it as a tool to move our business goals forward.

1. Messaging on Food Packaging (labels)
2. Health Campaigns
3. Direct Nutrition Education
Food labels are an important source of nutrition information which helps consumers make informed purchasing choices. Your label reflects what your product is, what it contains, its nutritional content.

Does your label reflect information based on growing health and wellness “trends” in today’s food market?

Nutrients should be listed e.g. excellent source of beta carotene, anti-inflammatory, boosts immune system, helps relieve cold and flu symptoms, etc.

LABELLING: This is an excellent opportunity for food processors to help consumers because consumer friendly nutritional labelling combined with credible messaging is a powerful marketing tool.
NUTRITION MARKETING STRATEGIES FOR YOUR BUSINESS CONTINUED

MESSAGING ON FOOD PACKAGING

• When customers want to decrease the amount of certain nutrients or ingredients they look for labels that includes the following:

  • 1. Free: None or hardly any of this ingredient/nutrient in the food.
  • 2. Low: A small amount.
  • 3. Reduced: At least 25% or less of the nutrient/ingredient compared to a smaller product.
  • 4. Light: Can be used on foods that are reduced in fat or calories. “Lightly salted” is also permitted.

LABELLING: This is an excellent opportunity for food processors to help consumers because consumer friendly nutritional labelling combined with credible messaging is a powerful marketing tool.
MESSAGING ON FOOD PACKAGING

• When consumers want to increase the amount of certain nutrients they look for labels with the following key words:
  • 1. Source: Contain a significant amount of a particular nutrient.
  • 2. High or good source: Contains a high amount of the nutrient.
  • 3. Very high or excellent source: Contains a very high amount of the nutrient.
MESSAGING ON FOOD PACKAGING

• All health claims must be supported by science
• 3 TYPES OF HEALTH CLAIMS:
  • 1. General Health Claims: These are the broadest in nature. They do not refer to any specific health effect, disease or condition.
  • 2. Function Claims (Including nutrient claims): This is a statement about the specific beneficial effects that the consumption of a food or food constituent has on normal functions of biological activities of the body (e.g. consuming 7 grams of fibre from oatmeal promotes regularity)
  • 3. Disease risk reduction and therapeutic claims: This is a statement that links a food or constituent of a food to reducing the risk of developing a diet-related disease or condition e.g. a healthy diet rich in vegetables and fruit may help reduce the risk of some types of cancer.
BLOGGING: Refers to writing, photography, and other media that’s self published online. Blogging will help you attract and nurture leads, then capture and engage with new existing customers. Blogging expands your brand’s visibility by giving Google and other search engines content to index and serve up in search results.

• START BLOGGING & EDUCATE YOUR CUSTOMERS:

• You need to be informative. Feed as much information as you can provide but at the same time it should be clear and compelling. Facebook and YouTube blogs are popular with consumers and also increase search engine ratings.

NUTRITION MARKETING STRATEGIES CONTINUED
BUILD SOCIAL MEDIA ENGAGEMENT

• THE ENTIRE GLOBAL CLAN IS EXISTING ONLINE:
• THINK OF SOCIAL MEDIA AS A TWO WAY STREET. DON'T JUST BROADCAST INFORMATION, ASK QUESTIONS, AND RESPOND TO COMMENTS. THIS REQUIRES MONITORING BUT THE BENEFITS AND ENGAGEMENT ARE HUGE.
• PEOPLE SEEKING HEALTHY PRODUCTS LOOK FOR AN ONLINE PRESENCE OF THE BRAND. A NUTRITION BRAND WITH STRONG MEDIA ENGAGEMENT WILL ALWAYS STAND OUT AND ATTRACT CUSTOMERS.
BUILD SOCIAL MEDIA ENGAGEMENT

• YOUR SOCIAL MEDIA CAN HOST SHORT, INSPIRATIONAL MESSAGES AND APPEALING VISUALS.

• CREATE HIGH QUALITY CONTENT THAT CAN BE SHARED IN A NUMBER OF WAYS.

• POST HIGH QUALITY INSTAGRAM PHOTOS. 70% OF INSTAGRAM HASH TAGS ARE BRANDED. FIND HASHTAGS THAT PEOPLE IN YOUR NICHE ARE USING AND JOIN IN. FEATURE PICTURES OF YOUR PRODUCTS ALONG WITH THEIR BENEFITS AND DETAILED DESCRIPTION. FURTHERMORE, YOU CAN EVEN ADD YOUR CUSTOMER’S TESTIMONIALS TO BUILD TRUST.

• POST IMOTIVATIONAL CONTENT, NUTRITIONAL & DIETING TIPS
INFLUENCER MARKETING

• INSPIRE WITH INFLUENCER MARKETING:
  
  • Collaborate with an influencer to promote your diet/wellness product. Collaborate with an influencer with a story. If you want to target people who want to lose weight collaborate with a fitness enthusiast who specializes in weight loss strategies using some food products you sell.
  
  • When you collaborate with influencers you give your customers an inspiration to switch to a healthier lifestyle but also create a connection of Your brand with your target customers.
EFFECTIVE NUTRITION MARKETING STRATEGIES CONTINUED

BUILD A WEBSITE

• WEBSITES CAN HOST MORE IN DEPTH MATERIAL:

• UNDERSTAND THAT EVERYONE IS DIFFERENT. SOME PERSONS RESPOND BETTER TO VIDEOS AND INFOGRAPHICS WHILE OTHERS PREFER TO READ WHITE PAPERS AND CASE STUDIES. THE KEY IS TO DELIVER THE RIGHT CONTENT AT THE RIGHT TIME DEPENDING ON WHERE YOUR CUSTOMERS ARE IN THE SALES CYCLE.

• Popular types of nutrition content for websites include:

  • 1. Healthy Recipes
  • 2. Tips for healthy living
  • 3. Food information and nutrition stats
  • 4. Product Stories – Behind the scenes
3 CATEGORIES OF NUTRITIONAL CONTENT

• 1. Experts such as professional athletes, semi–pros and instructors.
• 2. The average “health conscious” enthusiast.
• 3. Beginners or people that want to live “healthier” but need encouragement.

Focus on creating content that specifically targets one of these groups and then get specific about the niche group you’re trying to reach. Ask the following questions:

1. Who is your ideal customer?
2. How old are they?
3. Where do they live?
4. What are their average earnings?
5. What kind of content do they want to read/watch?
6. What social media do they use?
Your USP is also called your unique selling point. This is the marketing strategy of informing customers about how one's brand is superior to its competitors.

- Using phrases like “new and improved” or “more advanced” to emphasize the newness, superiority, or advancement in some aspect of your product over one or more competitor.
- Customers want to understand what makes your product superior than another e.g. organic versus non-organic, use of conventional pesticides versus natural non-toxic pesticides.
- Understanding the right way to position your products can mean the difference between standing out or blending in.
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A compelling USP should be:

1. Assertive but defensible
2. Focused on what your customers value.
3. More than a slogan
Define your USP – Unique Selling Proposition continued

Ask yourself the following questions?

• 1. WHAT IS YOUR MISSION

• 2. WHAT PRODUCTS AND SERVICES DO YOU PROVIDE?

• 3. WHAT MAKES YOU BETTER THAN YOUR COMPETITION?
HOW TO WRITE YOUR OWN UNIQUE SELLING PROPOSITION

1. Make a list of all potential differentiators of the brand you sell and get specific. Break out products like an organic vegan mango or passion fruit salad dressing must use compelling nutritional marketing messages that are very precise “Vegan”, “No Preservatives”, “Raw”, “Organic” “No Hydrogenated Oils”, “No added sugars”.

2. Research the competition. Who are your competitors and what are their USPs? Look for gaps where you can potentially introduce your brand differently. Products in the same category can be positioned in a wildly different manner e.g. traditional cake with wheat flour and refined cane sugar versus breadfruit cake.
HOW TO WRITE YOUR OWN UNIQUE SELLING PROPOSITION

• 3. Compare your most unique angles against your audience needs. Do you see any areas that you can appeal to that your competitors have not? e.g. “Mr Sweet” (vegan ice-cream using local produce like breadfruit, golden apple and papaya that is suitable for lactose intolerant, vegans and everyone. While your competitor is appealing to the general dairy consumer you are appealing to EVERYONE!

• 4. Compile the data: Take the information that you have learned and sift through it to single out your strongest USP.

• 5. Think about viable ways to apply it across your business: If applied properly a USP can be woven into every aspect of your business from your brand name to your no single use plastic policy for green, environmentally conscious brands to reinforce the idea to customers.
"WHEN THE TILLAGE BEGINS OTHER ARTS FOLLOW. THE FARMERS, THEREFORE ARE THE FOUNDERS OF CIVILIZATION"

DANIEL WEBSTER