



**OPEN FOOD**  
NETWORK **UK**

How to master your content messaging to gain and retain loyal customers for your food enterprise.

15<sup>th</sup> July 2020

# Coronavirus - a silver lining...?



**OPEN FOOD**  
NETWORK UK

# Human-centered marketing



OPEN FOOD  
NETWORK UK

Your customers, your audience,  
**THE HUMAN**  
is placed at the centre of your  
marketing efforts

# Help your customers BELONG



**OPEN FOOD**  
NETWORK UK



# BELONG to what?

## First, know thyself!

If you want your message to resonate with your customers, it has to be authentic to you and your business.



Take some time to get clear on your core motivating principles.

# CORE VALUES EXERCISE

# We are more than a slogan

**Enabling:** helping to remove barriers and blocks

We believe in you!


**Collaborative:** promoting connectivity, co-creation and community networks

We believe we are stronger together

**Transformative:** supporting the journey from idea to reality

We believe in systemic change





**What do you believe in?**

**Your message**

**How it comes across**

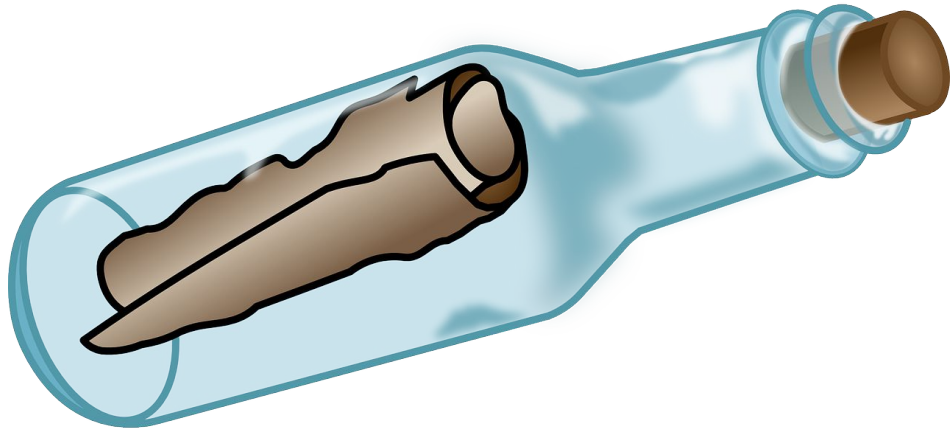


# Define your core message

Create a mission statement for your enterprise. This is a core message which will help guide your marketing.

What issues do you identify with?

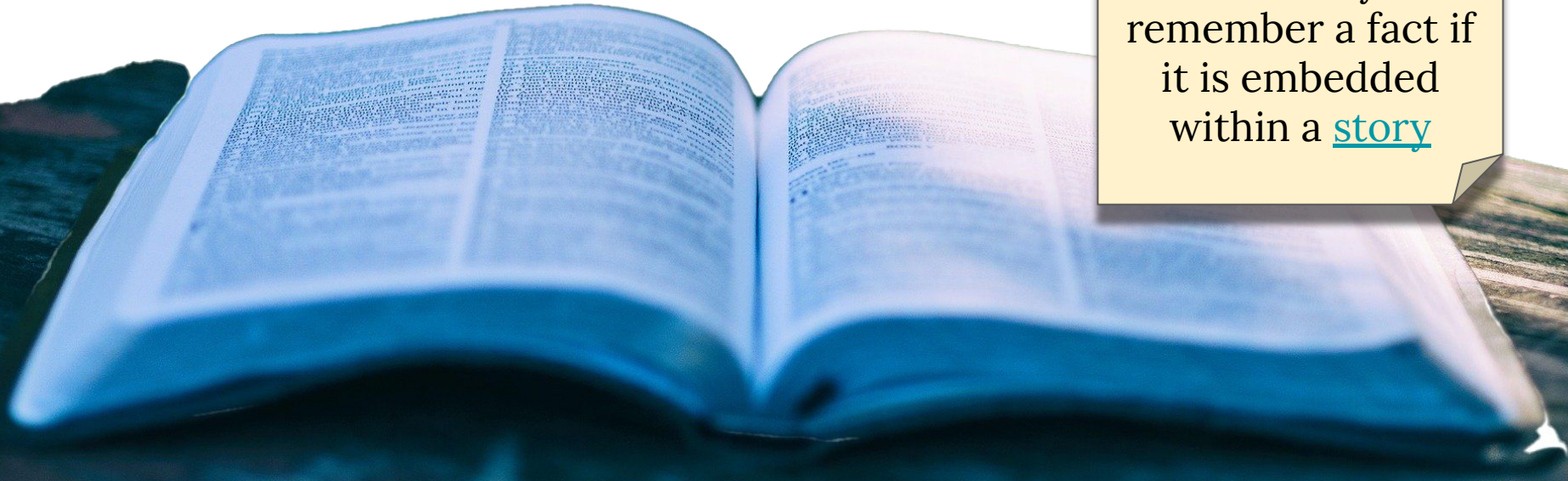
Agree how you will communicate this.



# Storytelling

Use story to communicate your message to your  
customers

People are 22 times  
more likely to  
remember a fact if  
it is embedded  
within a story



# Show don't tell

Ideas:



- Use behind the scenes footage and images.
  - Show what you **love**, share your **enthusiasm**.
  - **Grower stories. Veg spotlights.**
  - **Customer stories, how they have benefitted, their story/experience with you**
- Share what motivates you and your team
- Share what you stand for, what you care about. **ACTION**





**Be YODA**

**Don't be  
Skywalker**







OPEN FOOD  
NETWORK UK

# Help your customers feel understood

**Buying behaviours are rooted in identity.**

We need customers to feel like local, sustainable, healthy and well-farmed food is for them.

To convince new customers to stay we must help them feel they belong.





# Help your customers feel GOOD



**“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou**



# Keep it crystal clear

## Don't let your customer feel stupid.

Use three stages to explain any process:

1. **Step one:** Visit our online shop here: (URL)
2. **Step two:** Place your order and checkout.
3. **Step three:** Collect from here (in detail)



**THANK YOU!**