



STRATEGIES TO GROW YOUR BRAND!

With
Karen Hope,
Food Marketing Specialist

INTRODUCTION

I was once a general Marketer until I came across a great product – Cattle Boyz BBQ Sauce. Now I am a Marketer with success in the food industry. I took a product to market and used all of my professional skills to make it work. The company went from one distribution point to hundreds in only five years. From thousands of dollars to millions of dollars in sales within five years. How did we do that? Was it luck? Luck is always a part of any business success: But mostly it was great **MARKETING**.

I have taken my own product to market successfully. I know the ropes. If you have a good product but it needs a marketing push, please read this presentation, **HOW TO GROW YOUR BRAND** and see if The Marketing Edge can help.

Karen Hope, Food Marketing Specialist

**THREE KEY
REASONS A
GOOD BRAND
FAILS TO BUILD
MOMENTUM...**

THREE REASONS:

1. **POOR PRODUCT PRESENTATION** – The packaging design and/or format is not unique, eye-catching or creatively designed. There is no shelf appeal. If a product does not have brand awareness, it needs to shine with SHELF APPEAL. Buyers are wary of new products that will not stand out from the clutter.
2. **WEAK MARKETING/SALES MATERIALS**– Marketing materials need to communicate a strong image and brand identity. They should focus on benefits and features. If a buyer does not get encouraged or interested from marketing pieces, they may feel you don't have what it takes to succeed.
3. **WEAK SALES TEAM** – If a company does not have skilled sales people armed with strong marketing materials who can speak the language used within the food industry, they risk their success from the get-go. If you cannot convince the buyer to buy, you will not get on the shelf.

HOW DO YOU **GROW** YOUR BRAND?

Consult with a professional Marketer with a successful track record for GROWING a brand within the Canadian Food Industry.

Introducing Karen Hope...

- *Karen has twenty-five years experience marketing retail and food companies as well as managing and growing her own businesses. See <http://www.marketingedge.ab.ca/resume-results>*
- *As the Managing Partner from 1998-2009, she pioneered & grew Cattle Boyz Foods Ltd. sales from zero into the millions, landing accounts like Costco, Wal-mart, Loblaws and most of the Canada's larger grocery chains. See www.marketingedge.ab.ca/press for more information.*
- *Karen now works as a Food Marketing Specialist with companies like VitalyTeas.com and Buy Canadian First.ca assisting with marketing and sales. See <http://www.marketingedge.ab.ca/food-marketing>*
- *She has been Professional Speaker for government groups like ALMA, Food Credit and The Agri-Food Council (this April).*

TESTIMONIALS

“The marketing plan Karen put into place for us was first class. She wrote a one year plan, guided us through a name change and provided us with good sales leads.”

Brian Hinton, Lakeview Bakery President

“Karen has given Vitalyteas the direction it needed to bring its products to market. Her knowledge, education and willingness to work hard have greatly benefited our company.”

Fanta Camara, President, Co-owner, VitalyTeas

Grocery is not an easy industry to break into and I give Karen full marks for her success in taking an unknown product to market and turning it into a nationally distributed brand.”

Tim Moore, Concord National

<http://www.marketingedge.ab.ca/testimonials>

THE MARKETING EDGE'S FOUR KEY BRAND GROWING SERVICES

**You need to feed your marketing intelligence in
order to GROW your company!**

1. Strong Packaging

Packaging to grocery is like location to real estate: It determines value and marketability.

Consumers read labels and they are motivated by what something looks like. They often buy food products without tasting them based on packaging merit alone. Packaging design should be done by specialists who understand GOOD DESIGN and POSITIONING.

Karen Hope has had considerable experience designing packaging and marketing materials for her own businesses and clients. She is also an artist in her personal life. Karen works with clients to ensure the best packaging format, message and design is developed within the budget available. Karen works closely with designers offering her creative input. She will ensure the RIGHT MESSAGE is portrayed through GRAPHICS AND WORDS.

2. Marketing Materials

Whether its your website, a sell sheet or a power point presentation, your message must be delivered clearly, creatively and professionally. We can help you create a MESSAGE that is consistent and meaningful.

THE MARKETING EDGE CAN HELP:

- ◎ **UPGRADE YOUR WEBSITE OR BUILD A NEW ONE FROM SCRATCH** – We can develop and coordinate the design as well as write great search engine friendly sales copy.
- ◎ **GET YOU CONNECTED** - We can get your website optimized for search engines; as well as set up databases, blogs, shopping carts and social media.
- ◎ **DEVELOP SALES MATERIALS** – From sell sheets to power-point presentations, we can highlight your product’s competitive edges in a manner that supports your brand’s potential.

3. Trade Show Assistance

Tradeshows can be a lot of work. But there are great contacts to be made at Canadian and USA tradeshows.

If you are too busy running your company...

WE CAN HELP YOU:

- Coordinate your show registration
- Booth design
- Coordination of hand out materials, sampling etc.
- Karen Hope can be hired to attend the tradeshow booth an act on your behalf or assist your sales team.

4. Sales Leadership

If you don't have the time or an experienced sales person,
seek professional sales help:

SALES ACCELERATOR PROGRAM:

We offer a sales program that will put your product in front of retail buyers, distributors and/or brokers. Karen Hope will act as your representative to 10-15 sales prospects, agreed upon by you. She guarantees that you will receive a "yes or no" answer: If the answer is no, you will understand the reason why so that you can improve your product offering. A final report on the sales results will be provided. This program includes an evaluation of your current website and sales materials. We recommend that you have suitable marketing materials before proceeding to presentation.

Marketing Edge Fees

BRAND GROWING SERVICES:

Services 1-3 are quoted by the project based on clients needs and preferences. Visit www.marketingedge.ab.ca for a variety of other marketing services including marketing plans.

SALES ACCELERATOR PROGRAM:

To connect with 10 buyers of your choice - \$2000.00. 15 buyers - \$2500.000. A bonus 3% commission is taken on first orders only. A report on results for all calls provided.

START UP CONSULT PACKAGE: \$299.00

- Meeting to review your product's packaging, marketing materials and sales plan.
- Karen Hope will provide you with insights, opinions and advice on how further build your brand.
- All consult clients will *get a free profile* listing on the www.BuyCanadianFirst.ca website!



Please see our **Buy Canadian First** Presentation to learn how you can increase your on-line exposure and be part of a "Buy Canadian" initiative.

BUILD YOUR BRAND!

CONTACT:



Karen Hope, Food Marketing Specialist

Ph: 403-452-5808

Fax: 403-452-6055

karen@marketingedge.ab.ca

www.marketingedge.ab.ca