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## How to Choose Food Marketing Specialists

Our Friends · Friday, October 29th, 2021

Would you say that your marketing strategy is working for your food brand? Businesses can spend anywhere from 5 to 20 percent of their budget on marketing in order to expand and grow on a consistent basis. But, if you are not seeing progress with your marketing strategy, it is time to shake things up.

One way that food brands are improving their reach is through working with marketing specialists. This allows those businesses to focus on other tasks and leave all of their marketing needs to the experts. But, how do you choose food marketing specialists? Let's take a look at a few things you need to look at.

### Ensure They Specialise

This first point might seem a bit obvious but it is worth reiterating. It is very important that you choose a marketing agency that specialises in food marketing. What a lot of businesses do is try to cut corners and choose a general marketing agency. But, this is not worth the money you may save. Food marketing is very complicated and it is a whole different ballgame. This is something that ought to be taken seriously. Different strategies and techniques are necessary to be successful with marketing in the food industry and you want to ensure that you choose specialists that know all about the latest trends.

### Show Their Clients

It is not enough for a food marketing specialist to say that they have worked with big food brands and well-known names. You want to see and hear about it for yourself. A positive sign that you are onto a winner is that the agency shows off the clients they work with or have partnered with in the past. For example, if you visit <https://www.ceres-pr.co.uk/>, you can see that this food marketing specialist has worked with Paul Hollywood, Yakult, St Pierre, The Little Mill Company and Craft Bakers Association. If these are names that you recognize, this is encouraging and it can demonstrate they offer expertise that is beneficial to you. What's more, it is even better if the food marketing agency offers success stories and examples of what they have achieved with those brands. After all, marketing is all about achieving results.

### Look for Experience

It is not necessarily bad to choose new and upcoming food marketing specialists. But, if you are new to this, you can enjoy peace of mind when you choose an agency that has been around for

many years. This can give you the confidence that they have dealt with many different brands and have the expertise necessary to help yours. Specialists that have been around for at least a few years are going to have a good understanding of what is going on in the industry and what can work when it comes to marketing.

### **Make Sure You Align**

Think about when you meet people in your daily life. There are going to be some people that you automatically click with and you get on well. In other words, conversation is easy and it is effortless to share ideas and what you think. Well, the same can go for food marketing specialists. You might find that you like one better than another. The only way to find out is to contact them. Often, there is an email address or telephone number provided on their website. Send them a message and see if you like how well they interact with you. You will be able to tell if you like their response and the vibes you get from them. Most people are going to be able to tell if they will work well and suit their food brand.

### **Check Out Their Socials**

Online marketing can now happen on social media platforms. This is definitely something you want to take advantage of if you have a food brand. So, to test whether a food marketing specialist is going to do well with social media, check out their own channels. This can give you an idea of what you can expect. In particular, you want to make sure that they have active accounts that are posting on a regular basis. This is something that is key in the social media world. You also want to check for engaging and relevant content and how many followers there are. These can all be indicators of what you can expect when you work with them. Make sure to check out Facebook, Instagram and Twitter, which are the main social media platforms right now.

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