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AGATA

Activating agricultural and tourism specializations through Center of Taste
2020-1-SK01-KA202-078207



Module 3

Stimulating demand- tools to
develop a pipeline of new agri
entrepreneurs in your region

Learning objectives of Module 3

- After completing Module 3, participants will have learned promotional networking skills and the necessary tools to do so. This will be key to spreading the message about your Taste Centre.



Learning objectives of Module 3

- This module has six key sections:
 - 1. Profile potential users
 - 2. Develop Brand
 - 3. Communicate Message
 - 4. Create the website
 - 5. Social Media strategy
 - 6. Public Relations



Attract Attention, Attract Tenants and Users

You may have created the best Centre of Taste in the world, but if you don't share the vision and voice of your creation through interesting, consistent and open communication across multiple channels, you may not be reaching your full potential.

Continually building your brand and implementing consistent and effective marketing should be as important to your incubator as the walls and roof of your home.

And what works best for stimulating demand? Effective marketing, which is not a function; it's a way of doing business. It's about standing out and trying harder, so that customers are consistently satisfied and interest in your brand grows. This module will help you do just that!

1. Profile your potential users

The first step is to articulate the specific needs of your potential users, give a draw to how we should communicate with them, how to reach them. Get into their psyche and reverse engineer how to conduct effective marketing to them.

Ask yourself

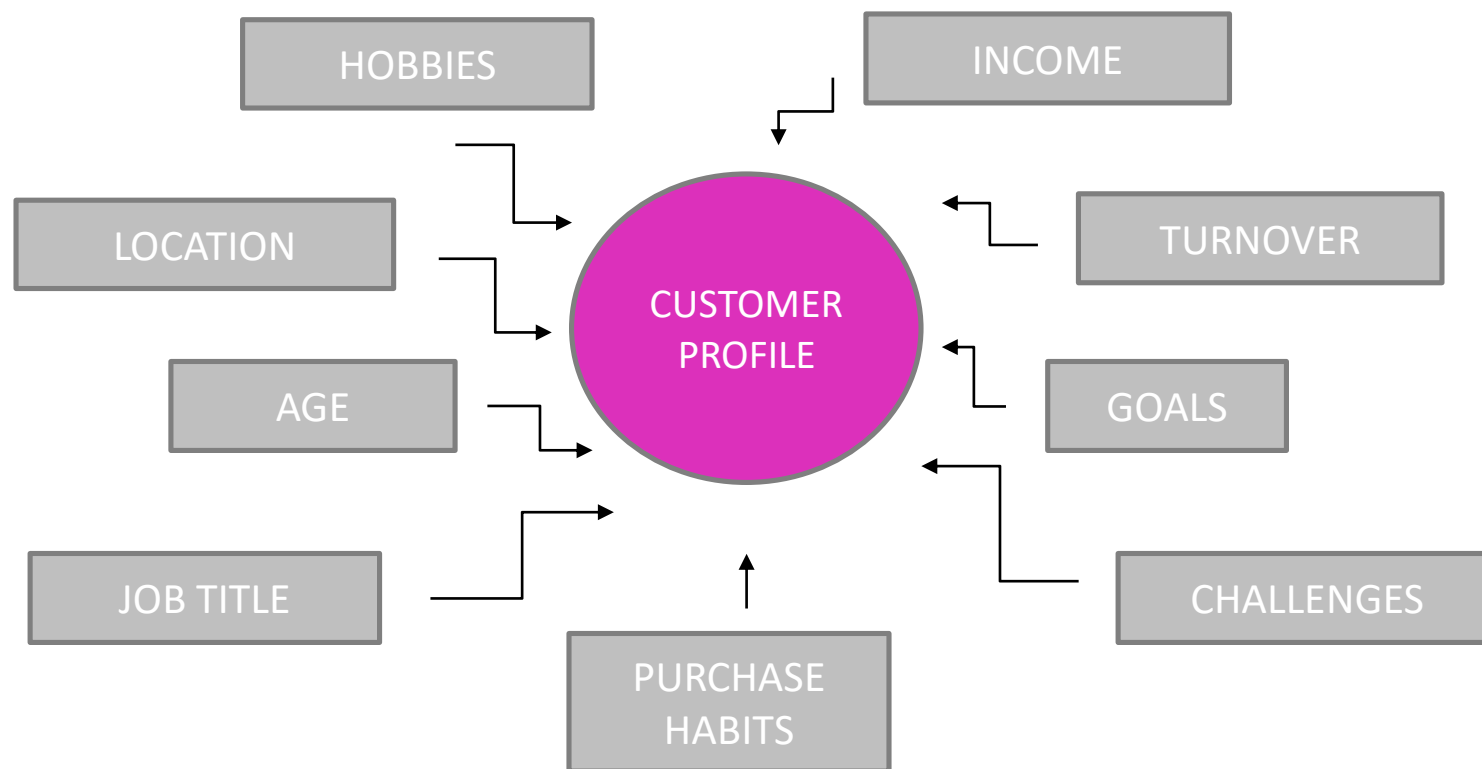
- What are their greatest needs?
- What encourages and motivates them?
- What are the main communication channels to reach them online and offline?
- Where do they go for information?
- What messages do they want to hear?
- What will motivate them to locate their food business in your Centre of Taste?

Why this is so important?

You should start with content that is real and has value to your sales target and customers. For this step, creating a profile of your potential customer is essential.

You have a lot of competition and limited time and money to connect with a potential customer and explain why your offer is the best one.

These activities must be targeted to your ideal potential customer. Is it inappropriate to waste time talking to 15 people who are not going to do business with you? You can spend that time developing relationships with those who are interested.



How do you collect the right data on potential customers?

Follow the three-step guide below to create (accurate) customer profiles:

1. Talk to your customers

If you have the opportunity, talk to your customers and ask them about key information for your business. This will help you choose the right ads for them by communicating most effectively.

You can ask them for basic information such as age, gender, etc. But also about:

- What does a typical day look like for you?
- Which online forums do you use?
- Which influencers do you follow?
- What problem(s) did we help you to solve?
- What they like to eat most?
- What is important to them?

2. Analyze your database

Start by looking at basic details such as:

Age: What age range do most customers fall into?

Gender: Is the percentage evenly split, or is one gender the majority?

Location: What city, state, country or continent are they located in?

Device: Do most people visit your site on mobile devices or on a desktop computer?

After that collect information from the second category and do a table with the answers in percentages.

Then think about this data in the context of your business. How can they help you, how can they help strengthen your customers' interest and engagement?

3. Store and use their data

After collecting data and analyzing it in the context of your business, you should already have a good understanding of the people you're targeting.

After all, you don't want all your hard work to go to waste. So create a customer profile template. Give them a name, list the qualities you've verified, and pin it in a prominent place so the whole company can see it.

Then, make all your employees regularly go back to the entry in your CRM to see what type of customer you want to attract/engage. This way, you won't waste time searching for or nurturing customers that don't fit your customer profile; you'll just be targeting your offers to potentially the most interested customers.

Features vs. benefits - be clear

Benefits transfer a feature into a solution that solves a customer problem, and solving consumer problems is a key way to find a winning marketing recipe.

PRODUCT FEATURES	PRODUCT BENEFIT
Features are for description, they describe what a product or service does	What problem and needs does it solve for the customer?

How do you turn Features into Benefits?

By using clarified language and phrases

"Which means that"

"Which allows you to"

"Therefore you can"

"Therefore you will be able to"

Making a feature/benefit specification allows you to specify all the features and benefits of your product or service. Importantly, each of these claims must include evidence to document the fact or feature (remember, consumers want evidence to support your claims, this is very important).




FEATURES:	BENEFITS:
The pencil is a wooden cylinder surrounding a graphite core	Can be re-sharpened as often as you like to ensure clean, crisp writing
One end is capped by a rubber eraser	Convenient eraser lets you correct writing errors cleanly and quickly
Easer is attachmend with a metal band	Tight-fitting metal band holds eraser snugly in place- so you'll always have an eraser when you need it
Pencil is 6 inches long	Long lenght ensures long writing life
Pencil is ¼ inch in diameter	Slender shape makes it easy to hold and comfortable to write with
Graphite core is blended	Graphite core is blended so that it writes smoothly, yet is crisp and easy-to-read
Yellow exterior	Bright yellow exterior ensures that it's easy to spot on a messy desk or in a crowded drawer
Sold by the dozen	Sold in a convenient 12-pack, so if you lose one, you don't have to run to the store for another. Also more, cost-effective

FEATURES vs BENEFITS

Benefits sell more than features

- Integrated marketing 
- Sales & promo capability 
- Streamlined checkout 



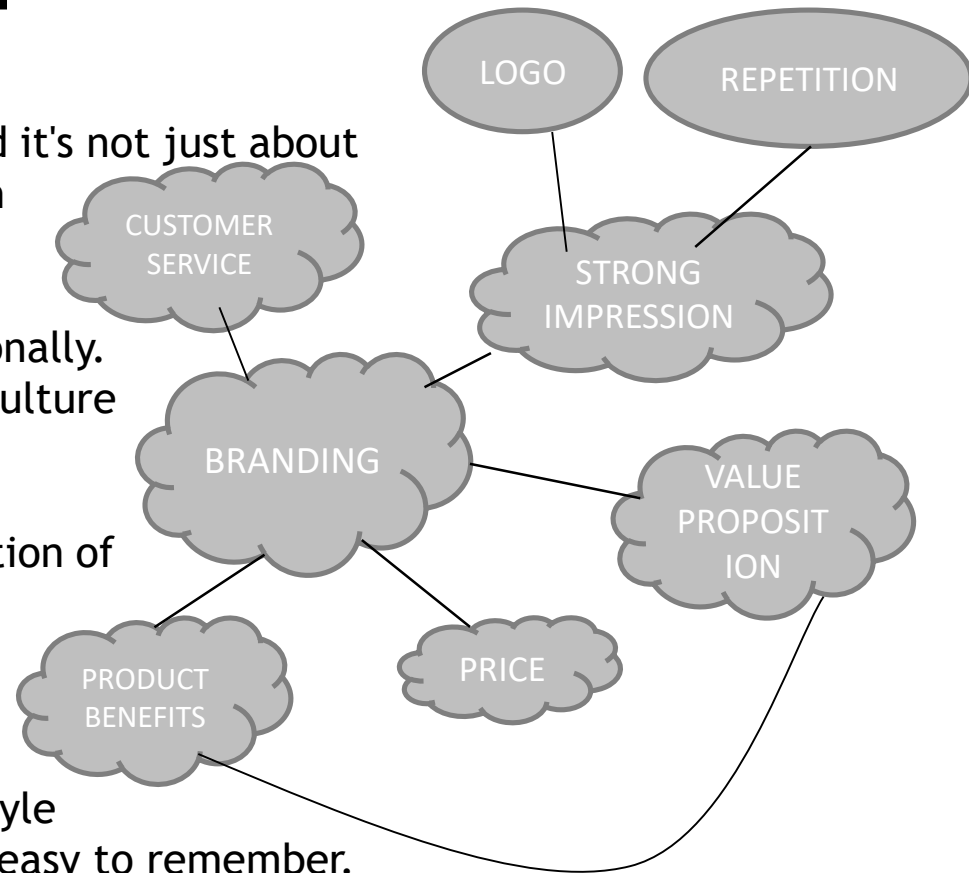
-  Enhanced cust. service
-  Fast sales + lower cart abandonment rate
-  Increased product turnover

2. Develop Your Brand

Branding must be created with care. And it's not just about a logo or eye-catching graphics, it's much more than that. Branding is the art of setting your Centre of Taste apart for its target audience and moving them emotionally. As such, your brand must represent the culture or philosophy of your Centre of Taste.

The logo is the starting point for recognition of your organization. Think of it as the face of your organization. A logo plays a key role in conveying your brand message.

It must combine the right mix of color, style and symbolism, but at the same time be easy to remember.



Brand communication

One of the major trends in branding is that brands have begun to communicate emotionally. Successful brands use emotion as the foundation for differentiation and authentic storytelling that captures attention.

The expertise and leadership of your Centre of Taste should be at the core of your brand and a pillar of your communications. Take the time to develop your core message, which will be the foundation of your brand. Identify:

- What are your core values?
- What do you stand for?
- What do you care about?
- What is the vision?
- What is the guiding thought?
- What is the mission statement?
- How do you speak to your tenants/members, networks, partners and funders?

Brands that Stand Out

Newmarket Kitchen speaks to the value of their brand through a social impact statement that shows us their core values and guiding factors. In explaining these values, they provide concrete evidence

Its tagline is.

Create. Contribute. Prosper.

„Newmarket Kitchen's true purpose is the world we wake up in each morning. To make sure we maximize our positive contributions to our community and environment, we are committed to ...”



Your brand should speak to the target audience you serve.

EXAMPLE - The CPH Food Space brand communicates the different elements it offers ie:

A space to produce,
a space to learn, and
space to enjoy food.

And a real sense of community, close to nature, full of people and activity....

This is a former meat packing and slaughterhouse building, so even a cow made an appearance!

**CPH Food Space,
Copenhagen
a public-private funded food incubation project**

<http://cphfoodspace.dk/>



Before you consider what image you want your Centre of Taste to present, gather examples of logos from popular brands you admire.



<http://www.kitchup.co.uk/>



<http://www.hourkitchen.ie/>

Timeshare is in the name



<http://www.kitchencru.biz/>

Using a knife as the brand device

Using taglines for impact



<https://www.yourprokitchen.com/>



<http://thefoodhub.com/>



<http://thefoodfoundry.uk/>

Let's Start Building Your Food Business

Features of an effective logo

1. Simplicity - uncomplicated to make it easy to remember
2. Fit- something that expresses your brand
3. Versatility-something you can easily print on any surface
4. Timelessness-something that will still work great 10 years later
5. Clarity of the message - the simpler the better
6. Memorability- customers need to remember your brand



Develop your Brand Story

You can use several key approaches that can help you create your brand story

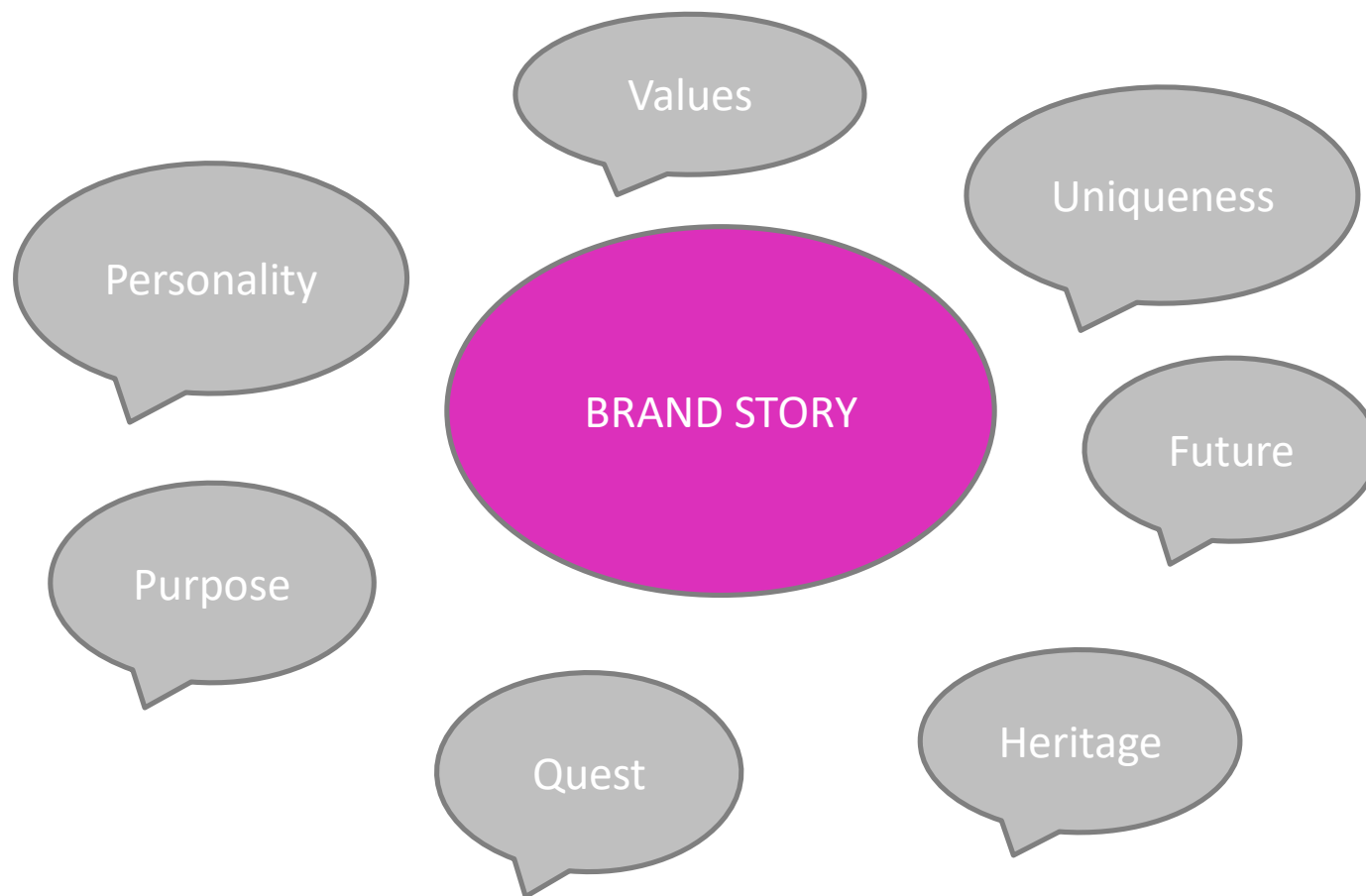
Your origin story: Your story, how did you get started, what was your focus, what choices did you make?

Passion Story: What you love and why you love what you do.

Personality Story: Think about how people might perceive your brand, perhaps your approach to business?

Customer Story: What do your customers say about you, what experiences do they have?

Note that this content can be used as the basis for all your marketing efforts - website, brochures, ads, flyers, etc.



Who to target?

TRADE	AGENCIES & INFLENCERS
<ul style="list-style-type: none">• Chambers of Commerce• SMEs and agri-food groups	<ul style="list-style-type: none">• Business development organization• Public sector agencies• Training organisations, trainers• Universities and schools• Local authorities

Where to reach them?

- Media outlets such as the local newspapers, radio, and social media.
- Networking events
- Open days at your Centre of Taste

3. Communicate your Message

Now you have a clear and well thought out message. So let's consider where and how you will share it?

In this section, we'll discuss online and offline options.

<p>Online- build a digital community</p> <p>Successful brands know the importance of using social media and digital platforms to their advantage, understanding the power of direct conversations with all audiences, customers and colleagues.</p>	<p>Offline- Making Connections</p> <p>Consider all the places where you can connect with potential customers</p> <p>Where do you want to share news, highlight news, and showcase information?</p>
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Before we start

We encourage you to create a STAND OUT of impact marketing. How to do it best?

- Test new tools, experiment and above all, don't be afraid to try,
- Be creative in your marketing and press efforts, but remember to keep your messaging consistent and effective.
- Share your story - People love to hear interesting stories and want to identify with others who share common values and passions.

Create a community

Instead of the traditional "landlord-tenant" relationship, give your users a stake in your brand and its story. Your brand's story. Instead of using the term tenants, how about using the word members?



<https://www.pexels.com/pl>

Communicate impact in the community

- It's important to remember to communicate the social, cultural and economic impact that your Centre of Taste produces for your region and all partners such as universities, local municipalities, corporations, charities, funders, etc.
- Create a place where its members feel comfortable, are motivated to take action, and want to share their experiences and stories. These will all contribute to your marketing message.

Leverage the power of your members, they are your secret weapon.

- Share the food brands that are made in-house on the various social networks your customers use most often to maximize your message to a wider audience.

A good idea is to start with beautiful photos!

In the food industry, photos are an essential part of communication! Remember that customers eat with their eyes. That's why it's important to have a few high-quality, high-resolution photos on hand, showcasing your stock, but also your location, or your employees.

While nothing beats your own photos, sometimes stock photos can be useful for social media posts. Lack of time bugs us all doesn't it?

FREE stock photos can be found at

<https://www.pexels.com>

<http://www.raumrot.com/>

75 free photos - <http://offers.hubspot.com/free-stock-photos>

Free photo package every month - <http://deathtothestockphoto.com/>

And.. much more!

Make an impression. It's easy to process photos, add captions, etc.

Canva has excellent photo editing capabilities <https://www.canva.com/>, and the app is free.



Video Works!

Another great idea is to use video!

This is an easily digestible form of communication. Everyone likes to watch something right? Plus, the attention span of internet users is decreasing every year. People want to get information fast! Videos are being used more and more, while their length continues to decrease. Audiences are more likely to engage, like, share and comment on video content than other social media posts.



We are all mobile, this is obvious.

Advances in technology are moving more towards favoring the video marketer. An example would be Facebook adding live video, short reels or autoplay features. You are much more likely to capture a viewer's attention on a mobile device. It's worth considering.

What to record?

There are 4 Main Types of Videos for Business:

1. Demonstration ‘how to’

Step-by-step tutorials

Demonstrations and how-to videos

An excellent way of marketing your Centre of Taste on YouTube.

2. Informational/Educational

Tell your story and educate people about your Centre of Taste vision, mission, and products and services.

Sharing tips. By giving away great tips, you literally show your audience that you know what you're talking about.

3. Promotional

Interesting insiders perspectives make for compelling viewing.

4. Testimonial/endorsement

Using your customers to share experiences can be a shot in the arm.

Watch
Newmarket Kitchen
video is themed
A Day in the Life



EXERCISE: Watch VIDEO
Ferbane Food Campus
Ireland clients explain the benefits

Video link:

https://www.youtube.com/watch?v=RwnTu_XsP2E

FREE Video creation/editing tools

Youtube video editor - www.youtube.com/editor

Combine multiple videos and images you've uploaded to create a new video

- Trim your clips to custom lengths
- Add music to your video from a library of approved and FREE tracks
- Customize videos and clips with special tools and effects

Windows Live Movie Maker is also very useable

APP STORE - lots of options

Gravie is a quick and easy video creation app that allows anyone to create videos regardless of their skills. Create your own video in minutes, it's very easy. Use themes, graphic templates and clipart. Record your own videos or you can also choose something from pre-made clips and play them using different effects and styles.

Things to remember when creating videos

- Lighting and sound - choose a well-lit location with no shadows, make sure it is a quiet location (no traffic, slamming doors, etc.).
- Start by recording a short piece, just to review it and make sure the quality is good. Then create the correct shots.
- Music, photos and captions are the extras that will bring your video to life - think about including them, audiences love that!
- Add your logo at the beginning, along with your contact information, and create a call to action at the end.

Editing Videos - Adding Music

- Add photos of completed projects, satisfied clients, testimonials, etc. Anything that will contribute to presenting your brand well.
- Music elicits a strong emotional response from your audience.
- Another free resource for music intros - Free - www.free-intro-music.com (password to download: linorisemusic)

4. Create the perfect website

Unfortunately, though, it's not enough to simply get visitors to your site - the key is to give them a compelling reason to stick around and engage with Centre of Taste - to keep coming back and checking out what's new!

Your Website Homepage - The 10 Second Rule

When someone first visits your website, they make a "stay or go" decision. Sales come later.

The 10 second rule - your goal is to quickly and clearly communicate who you are, what you do, and the benefits of Centre of Taste. If you can do this in a visual dynamic way the better because it's more interesting!

Video based websites achieve all of this as we see at <https://thefoodworks.com/brooklyn>.



Your Website Homepage - What your Visitors Want

- How to navigate through it - menus, links to click on, etc.
- A place for people to contact you and a bit of introductory information - ideally contact details should be clearly visible, at the top and bottom of the page.
- Evidence that others have already been there and engaged with your Center of Taste. Photos of people creating products, having meetings, shipping products, customer testimonials - all are good evidence of your business and will encourage contact.
- You need to showcase three to five featured products with photos, headlines, a little text and call to action buttons.



<https://www.pexels.com/>

Your Website - Some Design Tips

Use no more than two different typefaces on your page. For paragraphs of text, use a font that is easy to read. You can be more playful with titles and calls to action - don't be afraid to use colloquial speech and large fonts. Try to be entertaining but informative!

Be present on every device!

Users use many different devices to browse your site. Often users will browse your site on multiple devices even during a single shopping cycle. Making sure your site works on all the devices it will be viewed on is the cornerstone of your online operation.



Want to know if your website is mobile friendly?

www.google.com/webmasters/tools/mobile-friendly/

It impacts on your Search Engine Optimisation

[Google announced:](#)

"Starting April 21 2015, we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results."



Know your Website Audience and Goals

All websites must start with a solid strategy and achievable goals.

- What is the goal of the website?
- What are your goals and how will you measure them?
- Brand awareness? Conversion of leads?

Establishing achievable (realistic) goals for your site will be key to how you design your site and write content that helps you achieve them.

Tips for good website!

Write Compelling Content

- **Highlight the main points and use bullets**

Don't forget about Google Maps!

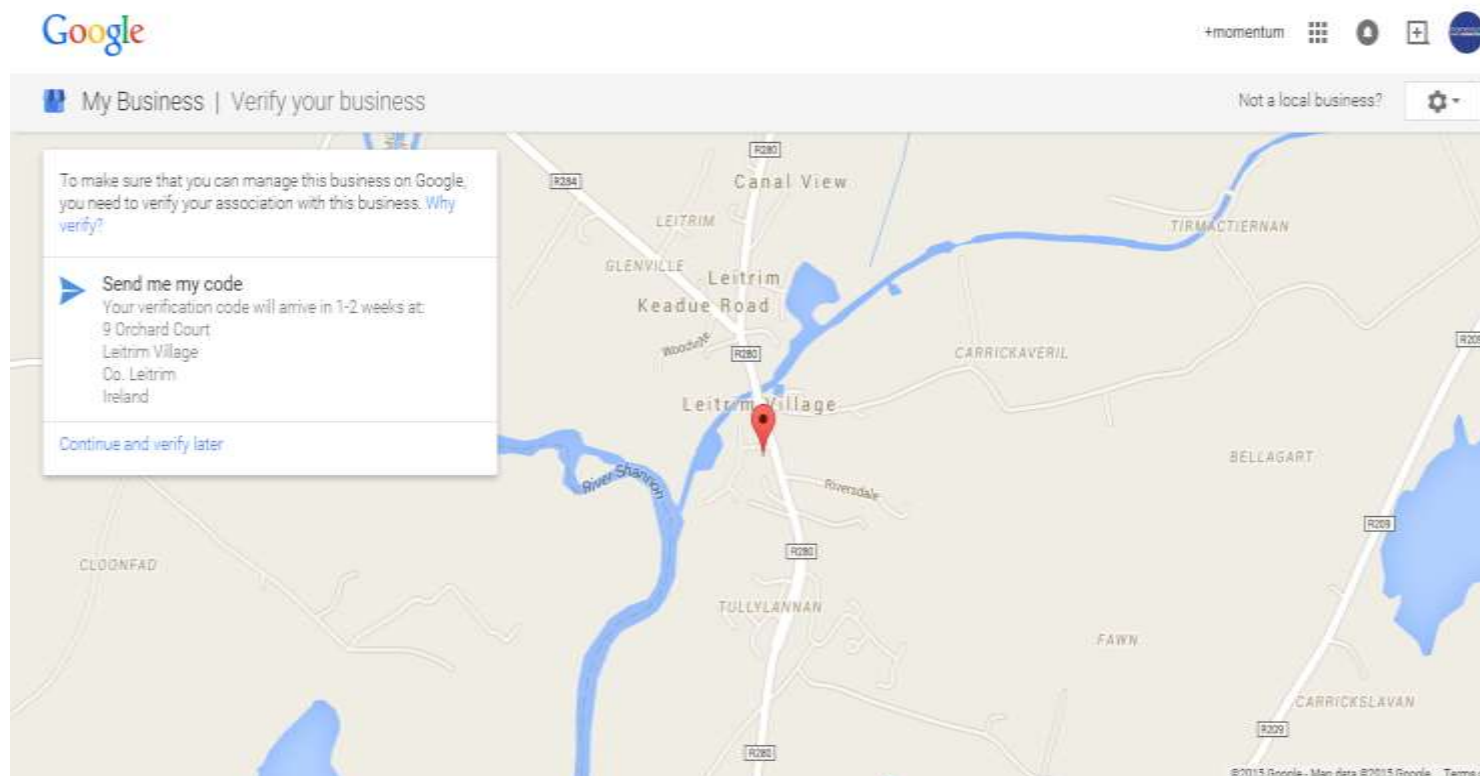
Enabling Google Maps

Consumers use their smartphones to find basic information, such as contact information and directions. Most people now use their cell phones as a GPS.

Embedding Google Maps or similar on your website will not only help potential customers easily find your business location, but it will also help your web rank better in Google+ Local business listings.



Note - getting your place registered on Google does not happen instantly!
Verification can take some time.



Quick Summary - Common Web Design Problems to avoid

- Incomplete or poor navigation
- No clear value message (explanation of why a potential customer should buy your product or service)
- No clear call to action (the desired next step you want your visitor to take, e.g., subscription)
- Or too many calls to action!



Blogging

- A blog is a part of a website. It is good to maintain it, it attracts an audience.
- You can write articles based on your own experiences, observations, and opinions.
- Articles (or blog posts) should be kept up to date, listed in chronological order on the blog, including the date of the post.

Why this is a good idea?

- The only thing blogging costs you: your time.
- A blog will bring traffic to your site
- A blog is good for Search Engine Optimization (SEO)
- A blog can make you an authority in your field
- A blog humanizes your company and brand, you become friendlier, people are more likely to want to interact with your brand
- A blog can drive sales, it's definitely a way worth trying.

Some google tools to help

Google Analytics

Set up and use Google Analytics to study your website and blog visitors.

Using the ability to see where they came from and what keywords they searched for will allow you to fine tune your content and better tailor your message.

Google Analytics will also tell you exactly where your site visitors are, what they like on your site and what they don't, etc.

Google Adwords




Building your keyword list

Start with your website - it already contains the main terms that describe your business and its products/services. Use this list to do further research in the Google Keyword Tool - <https://support.google.com/adwords/answer/6242914>

When setting up your ad, it's a good idea to start with the shorter ones, with fewer keywords. The longer ones cost more, and it's good to see what works for your audience first.

The more targeted a keyword is, the lower its search volume. Practice, trial and error, and regularly reviewing your efforts will help you find the perfect balance for your business.

5. Social Media strategy for Centre of Taste

OUTLET	PURPOSE	ACTION
	<p>Showcase for your brand</p> <p>Advertise your events</p> <p>Advertise to your community</p> <p>Establishing relationships</p> <p>SEO - Search Engine Optimization</p>	<p>Provide interesting food articles on a weekly basis</p> <p>Grow as a resource for small businesses</p> <p>Add photos, descriptions and let your audience know what's new</p> <p>Reply to messages</p>
	<p>Advertising</p> <p>Thought Leadership</p> <p>Promoting profiles of members</p> <p>SEO – Search Engine Optimisation</p>	<p>Increase engagement on your site through Twitter</p> <p>Tweet more content that people want to follow</p>
	<p>Add photo and tell story</p> <p>Stay in touch</p> <p>Different look at inside of your company</p> <p>SEO – Search Engine Optimisation</p>	<p>Even the daily presentation of what is heard in the form of a report</p> <p>You can show what you are currently doing at work</p> <p>Publish periodic food profiles</p> <p>Publish recipes</p> <p>Add motivational quotes, ask questions</p>

Why Social Media are so important?

- They create a bond with the audience - It is a two-way form of communication that happens in real time. It is perfect for establishing your online presence, creating consumer awareness, gaining new leads, and building interest through brand identity and exposure.
- Strong radiation - contagion means that content can potentially spread through millions of connections, this creates great opportunities.
- Highly interactive - fan engagement happens through likes, comments, and shares of your content. You can also make friends and tag fans
- It's cost-effective - the main investment
- It's timeless

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Develop a Content Strategy

- Content is the foundation of your social media marketing efforts.
- Content topics need to be consistently built. You can look for topics from all sides of your business: services, team members and events will all work great.
- Establish a marketing calendar that you cycle through and execute content topics.
- Use scheduling tools to ensure consistency. Regularity is most important.
- Your business voice and personality. Maybe try describing your company as a person - what unique qualities or characteristics would stand out?
- Social media is about connection. Your brand will have its own voice online! Engage your community!



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Facebook strategy

First, start with the basic settings.

Set the name, profile picture, and background image.

Use a free Facebook Timeline Cover Maker tool like www.pagemodo.com, a cool tool for creating interesting, eye-catching and engaging Facebook cover images. You can choose something from pre-made templates or you can insert your own images, text, call to action, etc.

Before you start writing, take into account Mark Zuckerberg and his vision for Facebook. He wants to create "the perfect personalized newspaper for every person in the world." "There's more competition for what they (users) see, so only the highest quality content will actually get through and be shown to those people.,,



<https://www.pexels.com>



Engagement is Key

- Facebook defines engagement in only one way: the number of clicks on certain buttons.
- The four main ways fans engage - like, leave a comment, share, or click a link.
- The more often your fans engage with you, the more often your posts will be pushed out to their News Feed.
- Facebook settings change a lot! To stay up to date the best way is to follow the Facebook guide --> www.facebook.com/business.
- Create posts of consistent quality and type. This will let people know what type of information they can expect from you and how it relates to your business.
- Don't copy posts. Always change content and images, and stick to a regular schedule for publishing content.
- Try to respond quickly to your audience's comments and messages. Let them know that you are present and listening to them.
- Also pay attention to your Insights. Post engagement, such as the number of people your post has been shown to impressions, likes, comments, shares, and more. This will be useful for analyzing.

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Twitter strategy



Twitter is a place where people from all over the world connect with their interests, share their opinions, and know what's happening in the world right now thanks to the information posted there.

Here are some patents on how you can use Twitter.

Discover what's happening in the world on a regular basis. Twitter gives you access to see what's going on in your industry, community and around the world. Use Twitter's search engine to find relevant information and listen to important conversations that are happening. Jump in where you can contribute valuable value.

Increase awareness of your brand

By having a presence on various social media outlets, your company's reach is increased. Be present on multiple platforms and raise your company profile.

Search and connect with potential customers on Twitter as well. Interact with them, it's a great way to connect with influencers and industry experts too. Build valuable connections.

Instagram strategy

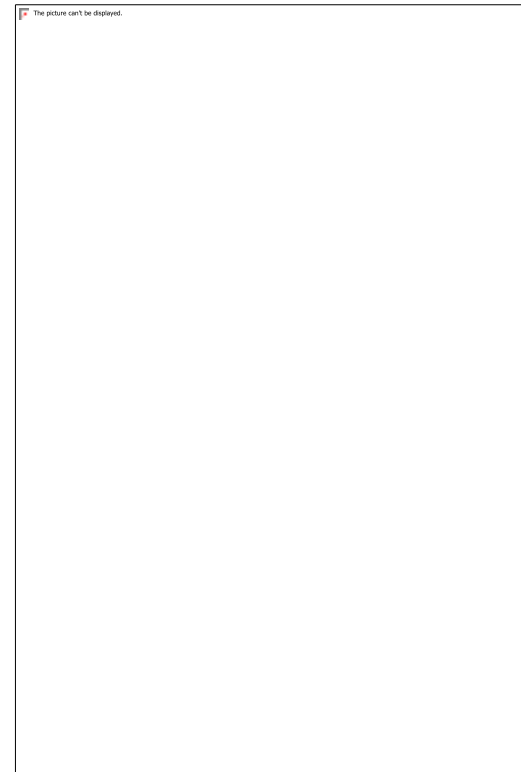


- It is a photo and video sharing platform
- People come to Instagram for visual inspiration, but a recent study shows that the content posted in the description underneath photos is also important and captures attention. Brands can also create accounts and be a source of inspiration.
- See <https://www.instagram.com/cphfoodspace/> for a great example of this
- Remember that people like real and emotional stories.
- Besides, people like pretty pictures and pictures of attractive food is always welcome. This is where your Business can get a lot of followers and likes.
- Here also remember to post regularly, this is the key to higher ranking on Instagram, then your posts show up to more people
- A popular branch of instagram is Instagram story that disappear after 24 hours. Lots of people look in and check just that. Add your content there as well!
- Use trending hastags, this can also contribute to increasing your reach, and gaining a new audience.

Power of Hashtags

Hashtags help increase reach and get found.
It's a good idea to use the popular ones, but also something
more tailored to your photos.
Below is a list that you can confidently use:

#instafood
#food
#hungry
#delicious
#foodie
#tasty
#dinner
#breakfast
#lunch
#instafood
#foodporn
#mniam
#inspiration
#loveit



<https://www.pexels.com/>

Create a Social Media Checklist

You already have accounts set up on various channels. Now it's time to take care of them. It's a good idea to use a list where you can write down when you post, what you post about, and various details. Also, check the activity of your followers on different channels. Analyze this data and try to draw conclusions, which you can use in your future publications.



Spread your news

- Encourage your customers and followers on Social Media to engage with your posts. Ask them to tag your Centre of Taste in their photos and posts.
- Bet on ads! This is a great way to reach an even larger audience. Social media sites provide many opportunities for effective advertising.
- It's worth establishing a relationship with bloggers, infomercials, and celebrities to collaborate on publications. This also significantly increases your reach!
- Have fun with it, sometimes share a funny meme, joke or even a song. After all, social media is for the making reset.



<https://www.pexels.com>

6. Public Relations

„Public relations (PR) is the set of techniques and strategies related to managing how information about an individual or company is disseminated to the public, and especially the media. Its primary goals are to disseminate important company news or events, maintain a brand image, and put a positive spin on negative events to minimize their fallout. PR may occur in the form of a company press release, news conference, interviews with journalists, social media posting, or other venues”

PR - Components of a Media Tool Kit

- Press Release/ Media Alert
- Research that you could share about your company or mission
- Fact Sheets - infographics are very interesting
- A unique, stand-out photo

Build your PR target list

Publications - newspapers and magazines in print and online

Radio and TV stations (regional and special interest)

Bloggers and influencers

Gain social media exposure and journalistic interest

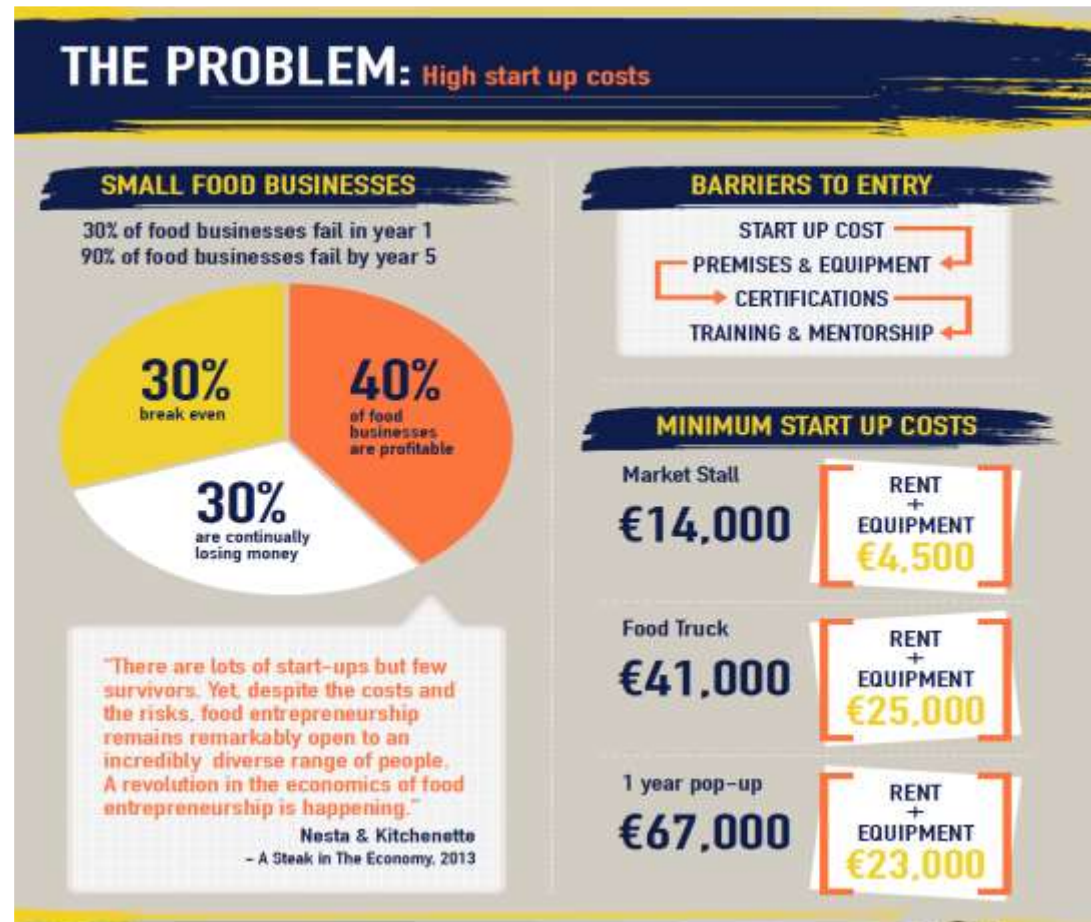


<https://www.menti.com>

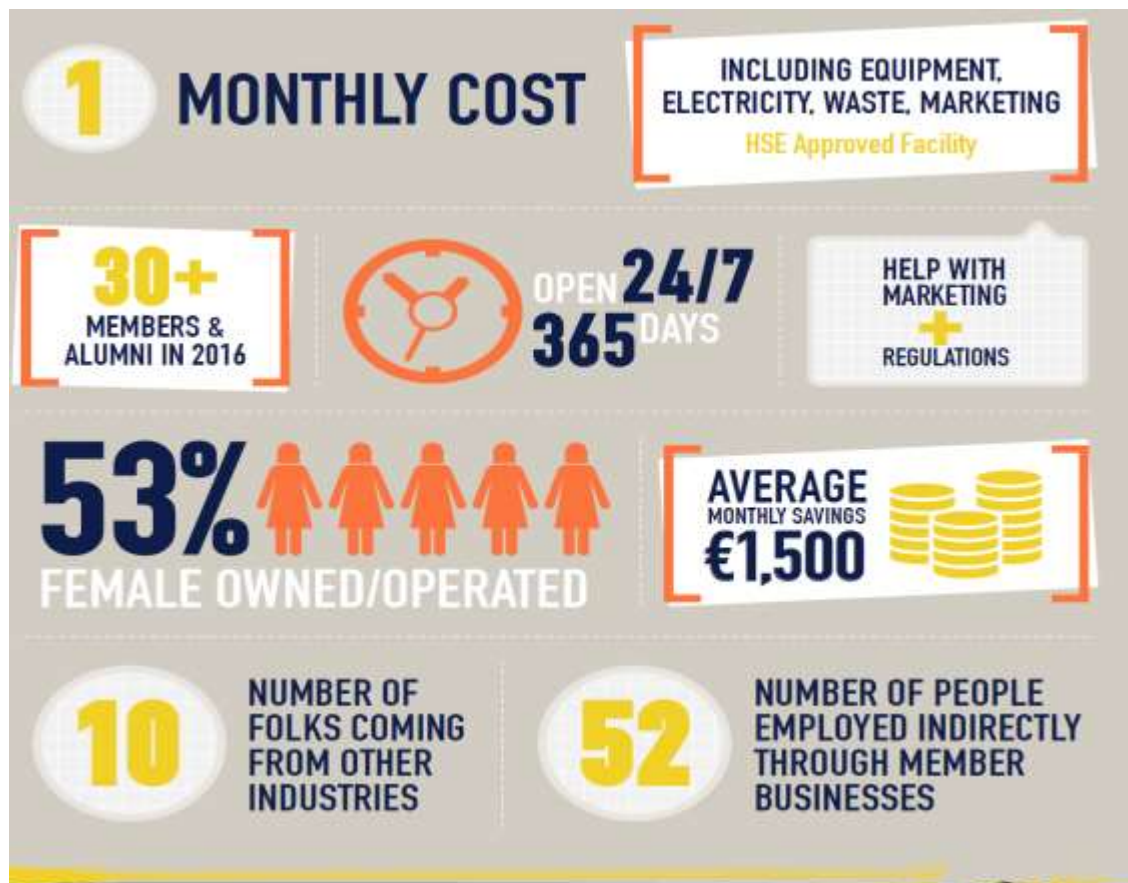
The Power of Infographics

Infographics are a great way to communicate information. It's eye-catching, attractive but at the same time you can include all the key information

<https://www.wired.com>



Example of infographic



<https://www.wired.com>

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Example of infographic



Create your own Infographics

Data Visualization : If you want to communicate important numbers and results use infographics. You can use free templates (examples below), but it's also a great idea to outsource this work to a professional designer.





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Activating agricultural and tourism specializations through Center of Taste
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A good press release

A good press release will answer
the key questions:

Who?

What?

Why?

Where?

When?

How?



A good press release:

- A good press release should include a quote. It can be your quote or a quote from an authority or any information.
- Remember to keep everything neat and legible.
- Add a catchy headline!
- Remember key words, they are memorable.
- Put valuable comments at the end.
- Include a call to action.
- Don't forget your brand data!

The 5 Most Persuasive Words in Marketing

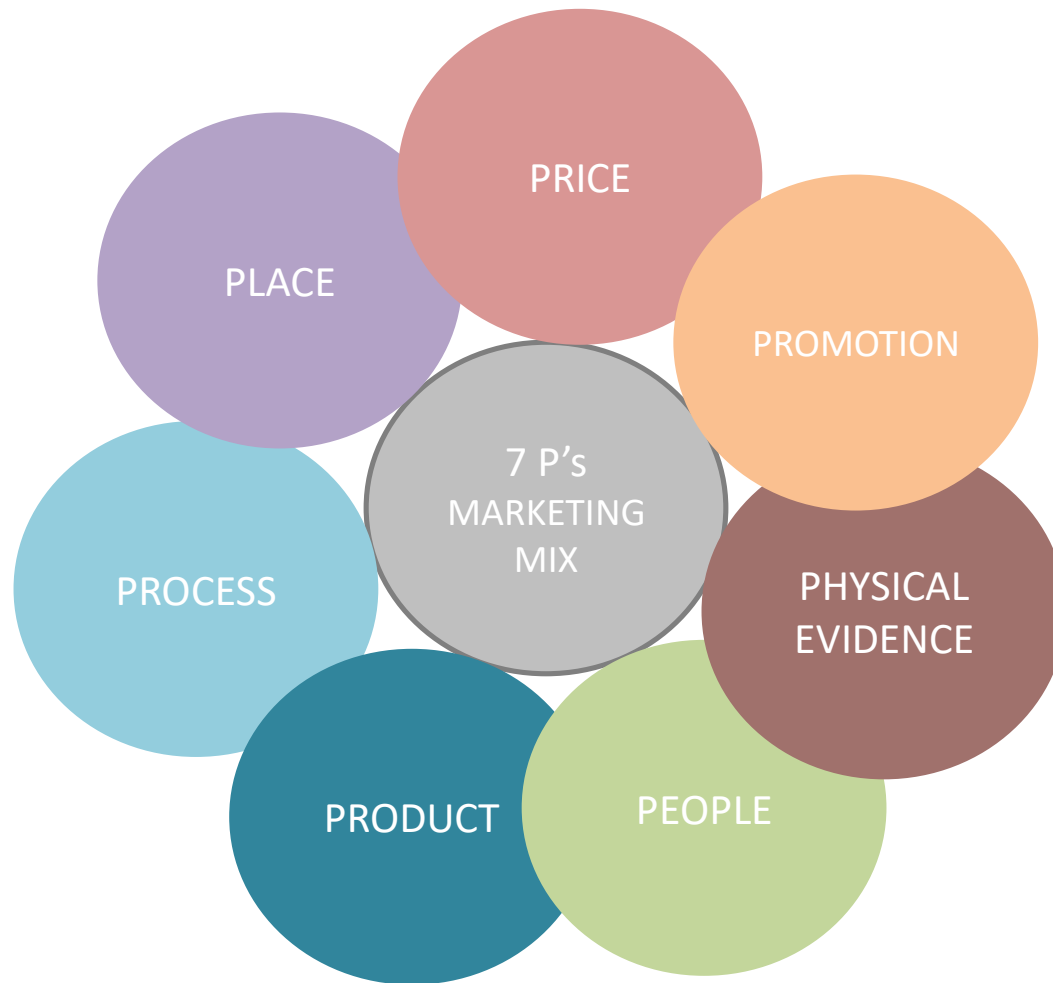
1. **You** - we become more engaged and even more trusting of a message in which our name appears.
2. **Free** – powerful but only use *free when it makes sense, and only in the right context.*
- 3 **Because** - you have to remember that it all comes down to answering your customer's #1 question - What's in it for me?
- 4 **Instantly** - we want things yesterday
- 5 **New** - New fixes to old problems, new features and improvements, a fresh new design, or even new ways of getting your message, while staying true to your brand



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Activating agricultural and tourism specializations through Center of Taste
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Test your knowledge!

1. What is included in the customer profile?

- a) Age, shoe number, hobbies
- b) Age, location, hobbies
- c) Hobbies, favourite food, favourite sport

2. What are the three steps to getting the right data on potential customers?

- a) Talk to your customers, analyze your database, store and use their data
- b) Talk to your friends, analyze your database, store and use their data
- c) Talk to your customers, analyze your humor, store and use their data

3. What is included in a brand story

- a) heritage, personality, your sporting achievements
- b) future, values, your dreams
- c) personality, future, heritage

4. What are the characteristics of an effective logo

- a) Simplicity, fit, memorability
- b) Clarity of the message, timelessness, subdued
- c) Versatility, fit, fashion

5. What to record on your brand account in YouTube?

- a) Demonstration 'how to', Informational/Educational , Promotional
- b) Testimonial/endorsement, Shopping houl, Promotional
- c) Testimonial/endorsement, Demonstration 'how to, Your morning routine

6. What are the things to remember when making films

- a) Your logo at the beginning, Your childhood picture in the middle, partner logos at the end
- b) Lighting and sound, good attitude, acquaintances at a dance school
- c) Lighting and sound, Music, photos and captions, Your logo at the beginning

7. What your Visitors Want Your Website Homepage

- a) Contact details, contact to your dentist, high quality of photo
- b) Contact details, good navigate, evidence from other customers
- c) Good navigate, contact details, photo of your dog

8. Why bloggin is a good idea?

- a) A blog can make you an authority in your field, A blog is perfect place for note Your favorite songs, A blog is good for Search Engine Optimization (SEO)
- b) A blog can drive sales, it's definitely a way worth trying, A blog is good for Search Engine Optimization (SEO), A blog can makes You happy
- c) A blog will bring traffic to your site, A blog can make you an authority in your field, A blog can drive sales, it's definitely a way worth trying.

9. What are the 3 most popular social media platform?

- a) Instagram, Gadu-Gadu, Facebook
- b) Facebook, Instagram, Snapchat
- c) Twetter, Facebook, Instagram

10. Why Social Media are so important?

- a) It's cost-effective, You can find Your friends, You can invite Your friends on Your funpage of brand
- b) Highly interactive , They create a bond with the audience, It's cost-effective
- c) It's cost-effective, Highly interactive, You can wach a lot of photo of dogs

11. What questions does a good press release ask?

- a) Who, where, why
- b) Why, When, Are You okay?
- c) How, Why, What is Your favourite add on pizza?

12. What is included in the marketing mix

- a) Product, promotion, pleasant appearance
- b) Product, good technique, price
- c) Product, people, promotion



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Answers:

1. b
2. a
3. c
4. a
5. a
6. c
7. b
8. c
9. c
10. b
11. a
12. c