

EXTRAORDINARY BRAND MARKETING FOR FOOD & BEVERAGE START-UPS

We help new and emerging food and beverage brands take flight and scale. At Nourishing Food Marketing, we've taken classical marketing frameworks from Big Food and right-sized them for fast-paced, resource-constrained businesses.

With DIY tools, workshops, and done-for-you services, we help you establish your Brand DNA, develop product positioning, and get really clear and consistent with your messaging.

With coaching, we work with brands to develop marketing strategies *and* execute on them to deliver long-lasting value to your business.

MEET OUR FOUNDER



Christie has worked in the CPG industry for 13 years. She's a Food Founder herself (Tiny Hero) and knows how Big Food thinks and works from her classical brand marketing training at Big Food (Clorox), working on American brands like Hidden Valley Ranch. She holds an MBA from Harvard Business School.

RECAP AND RESOURCES OF INSIGHTS FOR DIGITAL GROWTH

1. Scappy consumer insights
 - a. Leverage insights from [McKinsey](#), [Bain](#), [IRI](#), [Kantar](#), and [Mintel](#). Or, follow me on [LinkedIn](#) or [sign-up for my newsletter](#) as I regularly glean and share insights.
 - b. Talk to your current consumers (newsletter subscribers, DTC consumers, social media community) and send a simple Google Forms or SurveyMonkey. If you're brand new and don't have a consumer base yet, leverage affordable ways to get feedback like [SurveyMonkey Audience Panel](#) and [Mechanical Turk](#). In all cases, ensure that you're screening for your target consumer, so you're getting feedback from the right people.
 - c. Use this consumer research to rethink your product positioning and go-to-market strategies given the changed consumer landscape.
2. Adjusting marketing tactics due to COVID
 - a. First, start with your business objectives and marketing objectives. This will help you choose the best marketing tactic to reach those objectives. Learn more about this framework in my [Definitive Guide to Creating a Marketing Strategy for Food and Beverage Brands](#).
 - b. Be digital-first and lean into places where you can talk to your consumers where they're already spending more time: online! Think social media, your DTC store, and digital marketing.

- c. If your marketing objective is to drive trial to new consumers, consider product discovery at scale like [Social Nature](#), [PinchMe](#), and [Makeena](#) or shelf talkers, retailer sampling, and couponing.
 - d. Considering entering e-commerce for the first time? Here's a deck on the tradeoffs that you should consider when [Getting Started with Ecommerce](#) on Amazon, Walmart, and Direct-To-Consumer channels.
 - e. Already in e-commerce? Ensure you have consistent messaging across all of your product pages, from your product copy, to your SEO optimized title, to your product images.
3. Building authenticity
- a. Authenticity starts with your [Brand DNA](#). If you don't know what you stand for, then you can't respond to current events authentically. Watch [Nike](#) and [Cadillac's](#) social justice campaigns from this summer.
 - b. Ensure that you know who you're talking to – who is your target consumer (listen to my [podcast](#) on this with Alli Ball)? Have you incorporated consumer personas into your business, feel as if they're real people, and refer to them in your everyday business decisions?