

## SOCIALIZING THE MESSAGE

In today's new food world order, communication has become the most important go-to-market ingredient when developing the brand strategy.

With so many voices all shouting what they want, and how they want it, from sales agencies, large and small (brokers), distributors, top tier, second tier, and third tier all wanting their say as to "what and how" manufacturers and operators alike will communicate their message

Today however, there is an even stronger voice, it is that of the consumer. From boomers, millennials, and super boomers, they now have a powerful voice with their social media mega-phone in a "crowdsourced" harmony.



Manufacturers and operators alike are smart if they not only listen, but "speak back" and get on the same page. Use more effectively the social marketing and advertising mediums to not only present a clear picture of the branded message, but the importance the brand plays in today's consumers lives.

Make sure nothing you sell has the appeal of a community where one size fits many. Make your message and strategy fit to the one person you are targeting. Make your product special to one profile, then mass advertise to that one profile across many venues.

Put that one profile on a (pedestal) and them know it, through the social advertising venues they use.

Socializing the message one to one, then to the masses.



Learn more about how social media is crucial in today's new food world order. There are so many platforms to use which all have a different purpose. [Learn more.](#)