

TOP 5 CHANNELS TO TAKE A BITE OUT OF DIGITAL MARKETING

While there are many online channels to use when attempting to reach target audiences, we'll be focusing on the top five channels that will most benefit the relationship between bakery owners and product vendors/manufacturers. Taking advantage of these platforms provides the opportunity for vendors to connect with current and prospective buyers.

PAY-PER-CLICK (PPC)

Pay-per-click campaigns are the key to advertising products and services on search engines and social media.

Pay-per-click campaigns are not meant to be a standalone tool. When PPC and organic campaigns run at the same time, brands can promote more specific deals, sales, or products.



SEARCH ENGINE OPTIMIZATION

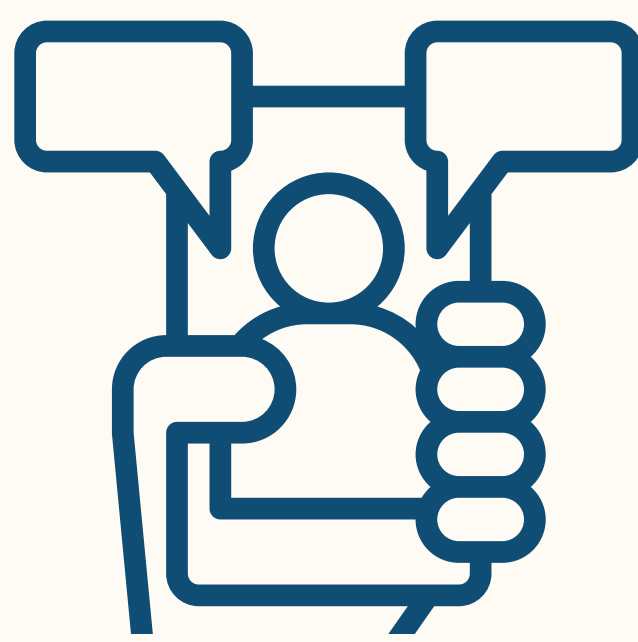
Unlike PPC marketing, you cannot pay search engines to improve the rating of your website, so it's the first one that appears when these engines throw up search results.

People employ keywords to perform online searches. To improve your chances of appearing higher on search engine pages, ensure that you have content on your website that ties back to the keywords that you want your business to be associated with.

SOCIAL MEDIA MARKETING

The average user spends about **2 hours and 25 minutes** on social networks and messaging. Social media is an effective way to engage and build relationships with bakery owners looking to upgrade their appliances with billions of users worldwide.

Social media platforms provide metrics and insights that offer data as narrow as a daily or weekly insight or as much as a full year. Posting text updates or pictures on your profiles and creating unique hashtags based on products/events can provide a real-time look at what users are saying about your brand.



CONTENT MARKETING

Content marketing is the most involved of the digital marketing channels. It involves a consistent calendar of creating and distributing content intended to inform, entertain, and engage readers.

Some examples of content marketing include regular newsletters, search engine optimization posts on their websites, and white papers published with advice and insight about industry news.

EMAIL MARKETING

Over 4 billion people use email, and that number grows every day. Email marketing is one of the most cost-effective online marketing channels available and has led to a **760% increase in revenue** for some.

Keep in mind — if emails aren't proving to convert, it could be that the emails sent are too similar. to all your subscribers instead of segmenting based on lead qualifiers. Buyers love the personalization!



benchmarkemail.com

Artisan Bakery Expo East, October 16 – 17, 2022, is the only event in the Eastern United States focusing on the retail artisan bakery community. Attendees and exhibitors have the opportunity to connect and network with fellow industry professionals to learn the latest industry trends and business practices to expand their business and improve their offerings. The event is designed for the artisan baker; offering fresh, unpackaged products sold through specialty retail bakeries, in-store bakeries, bakery cafés, and other foodservice operations. Please visit www.artisanbakeryexpoeast.com for more information.

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