



MedArtSal

Sustainable Management Model for Mediterranean Artisanal Salinas

Tunicia Seminars

10 drills to improve saline products sales

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Summary

- 1.- Market research
- 2.- Segmentation
- 3.- Positioning
- 4.- Commercial goals
- 5.- Product strategy
- 6.- Price strategy
- 7.- Distribution strategy
- 8.- Communication strategy
- 9.- Marketing Plan
- 10.- Digital strategy





Marketing? What is? Important Support for sales

Companies



Supply

Marketing

Value
Interchange

Facilitate
Promote
Improve
Create

Consumers



Demand





Marketing? What is?

Research -> Take Decissions

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1.- Market Research

“More information about the market you have... better marketing plan you will do”

What to research and How?

1.1.- Consumers

- 1.1.- Who are
- 1.2.- Why they buy the product
- 1.3.- Where do they buy
- 1.4.- When do they buy

1.2.- Client

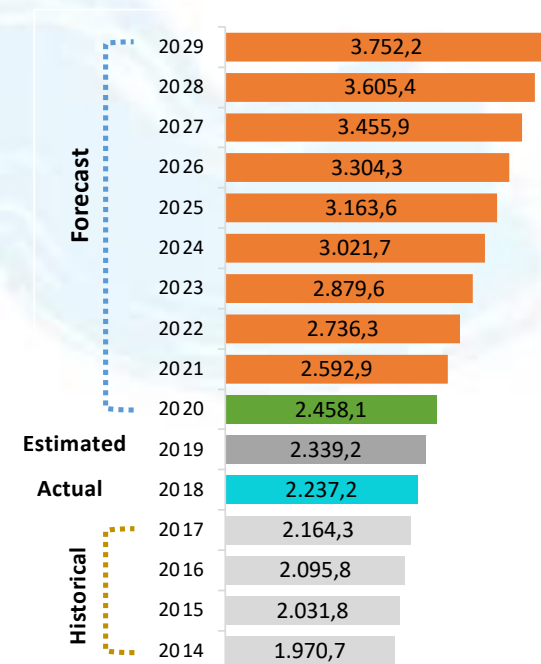
1.3.- Suppliers

1.4.- Competitors

1.5.- Environment

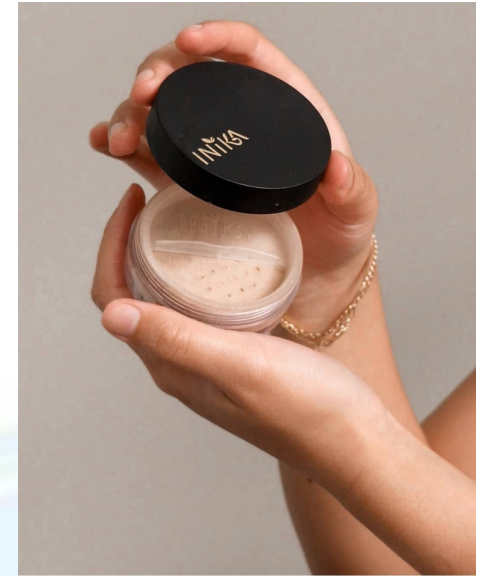
How to do it? -> Secondary information (internet information – medartsal Project information)

Figure 01: Global Gourmet Salts Market Value (US\$ Mn) Forecast, 2019–2029





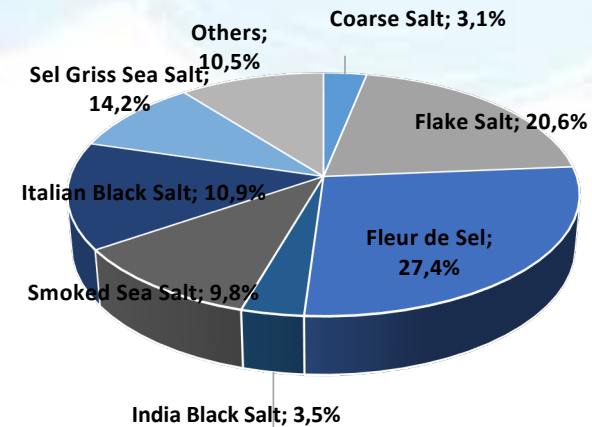
2.- Segmentation



- 2.1.- Define our Target group (consumer profile)
- 2.2.- Segmented with specific criterios (What is the most important difference in terms of buying)
- 2.3- Selected one or more segment
- 2.4.- Create different actions for each segment

Segmentation actually

- Meat, Poultry and Seafood market. Dessert and Frozen foods as future
- Europe market as the most important market share. South Asia as growing
- Fleur de Sel and Flake Salt as represented 50% market



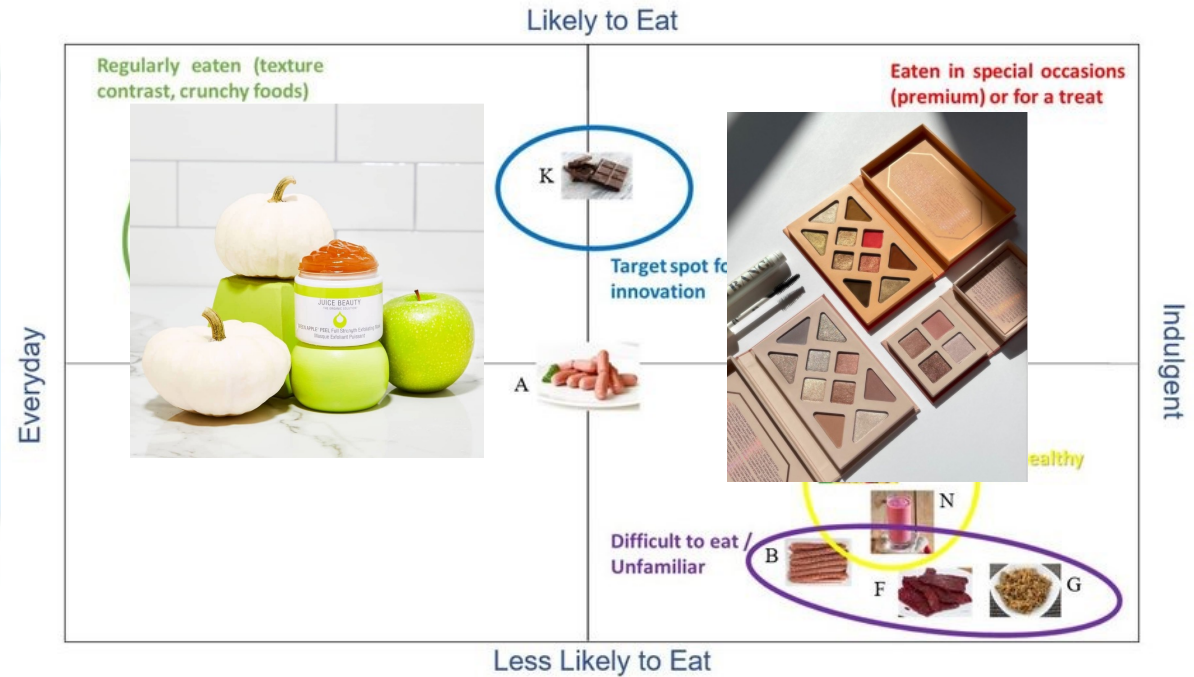


3.- Positioning (placed your brand in consumer minds)



3.1.- Brand Positioning (some ideas)

- Artisanal
- Traditional
- Gourmet
- Premium
- Mediterranean
- Hand made
- Ecological
- Natural
- Organic
- Healthy
- Environmental protected
- Eco Friendly
- Recycled
- Online sales
- Top quality
- Exotic
- Best packaging
- Caviar salt





4.- Commercial goals

4.1.- Define Strategic goals (What you want to get in the future)

4.2.- Define Research Goals (Information you need to get the strategic goals)

Strategic goals Examples

- 1.- To increase sales in North Tunes 15% during 2023
- 2.- To sell online through a common collaborative e-commerce platform
- 3.- To create a new packaging format gourmet oriented
- 4.- To innovate in colors, textures, forms, packaging and flavors
- 5.- To get a clean label speciality products
- 6.- To have a High prices strategy according to quality
- 7.- Improve distribution systems: channels and logistic
- 8.- Communication strategy according to positioning values selected

Research goals Examples

- 1.- Who is my principal competitor?
- 2.- Why people is buying saline products?
- 3.- What are the most important factor to buy salt?
- 4.- How much money is prepared a consumer to pay for my salt?
- 5.- What should be the most important message I have to transmit to consumers?





5.- Product strategy

5.1.- What to decide?

Product Strategy Brand – Packaging – Colours – Ergonomy Salt – Algae – Halophytic - Mud

- Combine your salt with different flavors
- Reinforce your brand strategy
- Improving your packaging will increase sales margin due to differentiation
- Certifications allow you to increase profit margin
- Try algae, tourism or other product to improve your business
- Look for an original “market name” for your salt
- Look for exotic preparations
- For online sales:
 - Good quality photos, 3D photos
 - Promotional videos
 - Easy payment access

Use colors strategy to reinforce your positioning idea





6.- Price strategy

6.1.- What about Price?

Price Strategy (Sales prices, discount...)... more consumer valued->bigger prices

- Combine both a low price strategy for a second brand name to get volume and a high brand strategy for a premium brand to get high margin
- Brand positioning have a great influence on prices, you can use positioning ideas such as: ecological, premium, handmade, caviar or exotic
- Packaging may be the most important added value
- Salt origin may influence price strategy
- Certification is also an added value
- **Price difference due to different matter states:** each application of gourmet salts requires different features and properties. Prices of each type vary according to the state of its matter
- **Price difference due to import trends:** the varying import trend is one of the major factors for the price difference amongst various countries. One of the major factors that affects the prices of goods are the differences in taxes and import duties across countries.





7.- Distribution strategy



7.1.- Distribution Channels (Supermarket, wholesalers, retailers...)

7.2.- Logistic (how to send physically products)

Distribution Strategy

- Consider your potential for shipping products to other countries
- It is highly recommended to make an exhaustive analysis of costs
- Before exporting, consider if you have enough stock to satisfy a possible future demand
- Start by selecting one channel depending on your product and then expand the distribution channels



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8.- Communication strategy



8.1.- Advertisement

8.2.- Promotional activities

8.3.- Public Relations

Communication Strategy

Consumers – Retailers – salesteam...

- Promotional Ideas
- Sales promotion
- Public relations
- UX
- PPc
- Website traffic
- Funnel sales
- Bouyer journey
- Differents media
- Content marketing
- Inbound
- Social networks





9.- Marketing Plan

9.1.- What to include in a Marketing Plan

- . Market situation
- . Target group. Segmentation and positioning
- . Commercial goals (specific)
- . Product strategy
- . Price strategy
- . Distribution strategy
- . Communication strategy
- . Digital strategy
- . Feedback and control (Key performance indicators)





10.- Digital Marketing Strategy



- 10.1.- Create a e.commerce - web: Domain and hosting (Cheap)
- 10.2.- Design the web for a ux format (thinking in the consumer)
- 10.3.- Use CTA button (Call to action)
- 10.4.- SEO and SEM actions if possible
- 10.5.- Create a blog with interesting notices for consumers
- 10.6.- Look for traffic (Social networks, SEM, Link...)
- 10.7.- Be prepared to supply products in the fast way
- 10.8.- Create a contact form and clients database
- 10.9.- Use good images and videos
- 10.10.- Look for a easy payment options

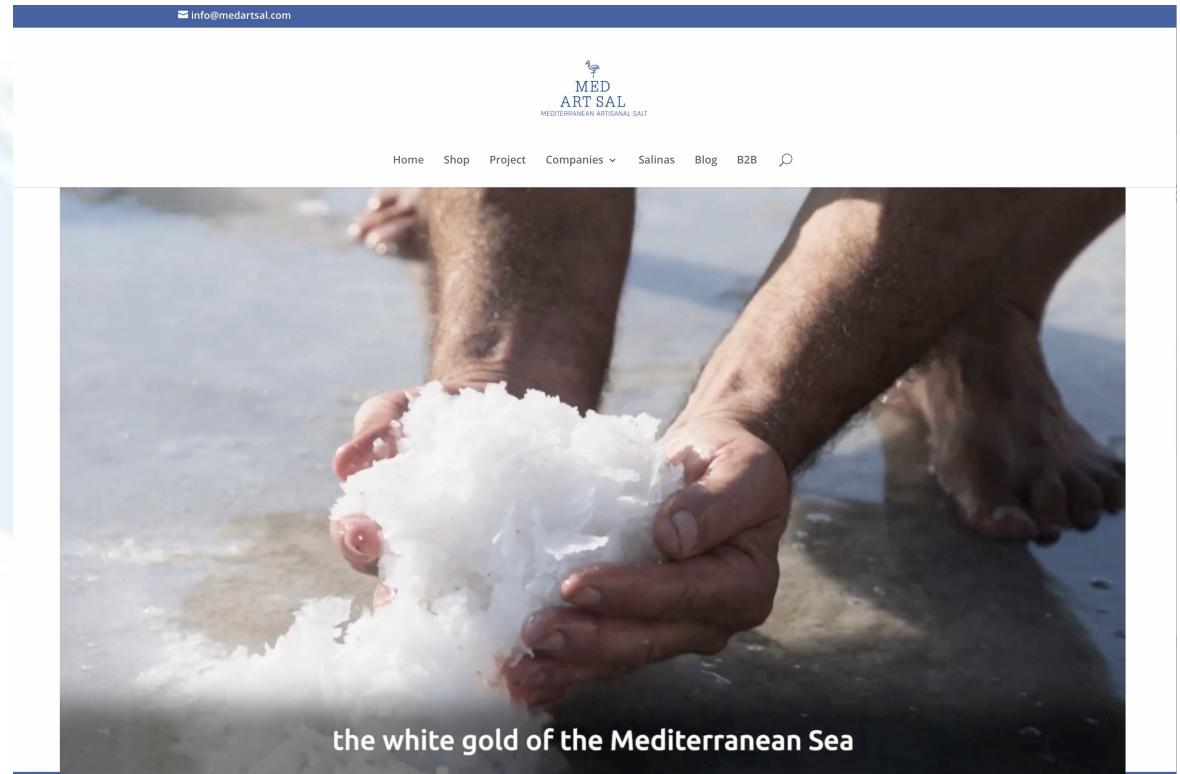
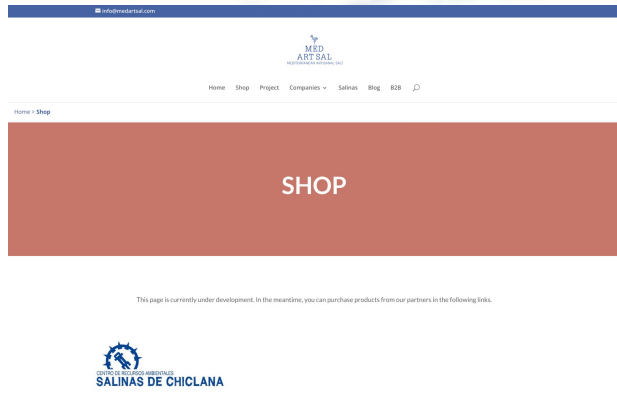




10.- Digital Marketing Strategy



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Thank you!

