



Module Title	Module 3 - Marketing and Communication
Developed by	Erika Vargáné Topor - Certified Horticultural Engineer, Economist
Introduction (<i>brief summary of what the</i>)	The goal of marketing has always been sales and long-term brand building. Accordingly, the most effective marketing tools vary by era and even by country, region, or nation. A Hungarian company sells to the Hungarian market in a completely different way than a British company does to the English market. This can affect our logo, color scheme, website structure, and the language used (whether communicating in a local dialect works or if a business tone is required). It is equally important to discuss other aspects of communication: personal, online, offline, and even PR communication, all of which work together to help achieve our goals. And in most cases, the goal is brand building, brand loyalty, sales, and customer satisfaction.
Duration	4 hours
Learning objectives (<i>1–2 sentences, referencing the Competency Framework</i>)	The goal of this course is for students to become familiar with the marketing opportunities available to them, both offline and online. Competency: “I can formulate my message in various ways and across multiple marketing channels to suit different target groups. I can identify and engage our consumer target groups in line with REL objectives. I am familiar with several online ordering and scheduling platforms and can use them effectively. Based on the principles I have learned, I can formulate my own Value Proposition concisely and effectively (slogan). I can distinguish between a brand, a certification mark, a simple trademark, and other forms of quality assurance. I have learned how to handle communication situations (cooperation, conflict management) through practical examples.”
Module structure (chapter titles)	1. Chapter: What is marketing? 2. Chapter: Brand Building 3. Chapter: Use of Tools and Automation 4. Chapter: The modern technological revolution in marketing



Chapter Title	1. What is marketing?
Competencies to be developed <i>(selected from the Competency Framework)</i>	- I can formulate my message in various ways and across multiple marketing channels to suit different target groups. - I can identify and engage our consumer target groups in line with the REL objectives. - I can formulate my message in various ways and across multiple marketing channels to suit different target groups. - I can identify and engage our consumer target groups in line with REL objectives. - I am familiar with a few online ordering and scheduling platforms and can use them. - Based on the principles I have learned, I am able to formulate my own - formulate my value proposition concisely and effectively (slogan).
Core Material	1. What is marketing? Marketing is a corporate activity that analyzes the market, identifies the products and services to be sold, introduces them to consumers, sets prices, organizes sales, and influences buyers. In a broader sense, marketing can serve not only to introduce, gain acceptance for, and promote products and services, but essentially any idea, concept, or even a person. Marketing can therefore extend to non-profit-oriented areas such as education, culture, religion, or politics. But a business and/or an organization whose primary goal is the preservation of traditions, quality foods Marketing is a combination of the social sciences, as it encompasses economics, psychology, sociology, anthropology, management science, certain areas of applied mathematics, and applied statistics. From the company's perspective, the marketing function is of paramount importance because it enables the company to transform external market information into an internal resource; furthermore, to understand consumer needs and preferences through market research; and to gain insight into its rivals through competitive analysis.



Through these means, marketing can greatly contribute to the organization's profitability.

"True marketing is not the art of selling; it is much more than that—it is the art of knowing what actions to take."

– Philip Kotler

But what do all these concepts and areas that marketing encompasses actually mean?

In everyday language, marketing is the coordinated operation of all our activities whose ultimate goal is profit—that is, selling as many products as possible, whether they are tangible goods or services.

1.1. Basic Marketing Concepts

Put another way, marketing is the sum of activities, strategies, and processes aimed at promoting and selling a product or service and satisfying consumer needs. Marketing is fundamentally about understanding customer needs and designing the product, communication, and sales processes so that they are attractive and relevant to the target audience.

The main areas and basic concepts of marketing are as follows:

- **Market research:** Gathering information about consumer needs, preferences, and market trends. This includes competitive analysis (e.g., where am I better in the market and where is my competitor strong). It also maps market trends: trends such as sugar-free, preservative-free, or even vegan and diabetic (the terms "diabetic" and "sugar-free" have different connotations in terms of value perception, for example, and their target audiences differ).
- **Product Development:** Designing products and services that meet market needs or satisfy demands aligned with current trends (ketogenic diet, gluten-free diet, experience economy from-farm-to-table,



vending machines for customers who work long hours but seek quality, etc.)

- Pricing: Developing pricing strategies while taking market demand and competition into account. Here, however, it is important to note the importance of positive communication when raising prices or in situations where one must be able to explain why my product costs twice as much as the “store-bought” version.
- Promotion: Increasing awareness of the product or service through advertising, PR, digital marketing, sales promotions, and other tools. Such promotions can include a tasting event, a pop-up appearance, sponsorship of a cooking show, or the work of a celebrity chef influencer. For certain product types, word-of-mouth recommendations also count as a form of promotion (e.g., “If you recommend us to 5 friends, we’ll give you a discount”—methods suitable for building a loyalty program).
- Sales channels: Getting products to consumers (e.g., in-store sales, online web shops). Every sales channel also has a certain marketing value beyond simply having the product displayed on a store shelf. If the product is well-positioned, then the sales location and channels cannot be under-positioned either.

A typical example of this is that a celebrity never appears in a trade journal or a premium magazine, just as a professional never appears in the tabloid Blikk based on their expertise. We don’t sell Rolexes in the Metro subway station either. The product and its quality must be in harmony with the sales channels as well.

The goal of marketing is to establish a connection between consumers (the appropriate target group) and the company, increasing brand awareness, building trust, and ultimately driving sales.

- Online marketing: Any marketing activities that take place on intangible platforms can be classified as online marketing (with the exception of cold calling, but that’s



anymore and isn't necessarily effective in every segment). This includes all social media platforms, newsletters, email marketing, and most gamification and educational activities that a producer organization can carry out collectively. A large percentage of PR activities essentially fall under this category: radio and television appearances.

- Offline marketing: This includes tangible tools associated with personal communication, such as flyers, product tastings, and conversations with customers at the market; however, offline marketing also encompasses a company car with prominent branding, a poster at a bus stop, and billboards. Appearances in magazines, whether as press releases or paid advertisements. Team-building activities as well, such as setting up a banner at a village guest table or a pick-your-own event, etc.
- Campaign: Coordinated activities planned in advance and "released" to the public with clockwork precision. The practical interpretation of this concept will be fully explained in the communication section.

1.2. Structure of Marketing Systems

Most businesses, regardless of their nature, engage in ad-hoc marketing activities that lack a clearly defined strategy. Random social media posts (often without results), random sales, an unpredictable event calendar, an unpredictable product portfolio, and, as a result, fluctuating results.

Marketing systems work really well when we view them as actual systems. Why not sit down at the beginning of the year, think through our goals for the year, and figure out what we need to achieve them?

This "what we need" will already serve as a good starting point, as it provides a framework for the entire process and marketing activities. Here are a few simple examples:

- I want to sell as many eggs as possible in bulk in the spring, because that's when my poultry stock is at its peak. What do I



do we need? A well-organized communication strategy where I know in advance that I need to prepare an Easter campaign. How many eggs do I need to sell? Could I offer a package deal where, if a customer buys 5 trays (5 x 30 eggs), I give them a 6th tray as a gift? (With an offer like this, it can increase the cart value, even if we're giving away 1 tray "for free," since the customer might have only bought 2 trays otherwise. That's the point of these bait offers.

And based on the example above, I'm starting to brainstorm! We can post lots of egg recipes on our social media page to whet their appetite. We can create a small recipe booklet, filled with egg-based recipes, to give away as a gift after a certain purchase amount. (Timing: when do we need to start preparing this so it's ready for marketing activities before Easter?)

IMPORTANT: The larger the campaign we're planning—a big campaign means big revenue, a small campaign means small revenue—the sooner we need to prepare for it: make sure there are enough flyers, send out newsletters on time, and start building up inventory early if possible (e.g., non-perishable foods for a jam promotion)

Part of a good marketing process is the right brand image and positioning: "we don't sell our premium truffle pâté on a blanket." A single color or logo can completely define a brand (just think about how distinctive the color schemes and motifs of fast-food chains are), or consider major global brands—you can recognize a Coca-Cola bottle by touch with your eyes closed. Or just seeing the red cross is enough for anyone—even if they don't like alcohol—to immediately know it's Zwack Unicom.

We should also touch on trademarks here. In Hungary, it's worth knowing the following about trademarks, trademark registration, and their use:

Trademarks play a prominent role in marketing and market competition. They convey a distinctive message to consumers, allowing them to commit to the products or services associated with a given trademark—or to avoid them altogether.



For national and international protection and registration, you must select the class of goods in which you wish to register the trademark. Class of goods: this serves to classify goods and services during trademark registration. According to the Nice Agreement, this is possible^{1[1]}. The register contains product classes (in Hungary, classes 1–34) and service classes (in Hungary, classes 35–45), numbered and categorized by subject. It is not enough to select the goods/services class; you must also select the specific types of goods or services you wish to protect from the detailed list provided for that class. The trademark provides protection only in connection with the goods or services specified in the registered class. This cannot be modified later!

Protection is valid for 10 years but can be extended.

1.2.1. Types of Trademark Registration

There are several types of trademark registration procedures to choose from. The two most common types are the standard trademark and the certification trademark. The trademark becomes effective once it has been submitted to the competent authority (in Hungary, this is the Hungarian Intellectual Property Office), the prescribed fee has been paid, and the application has been reviewed and accepted (registered) by the authority. Upon registration, it is entered into the registry and can be found in a public official search database.

➤ Goods trademark OR service trademark² (simple trademark) – The trademark owner may grant the right to use the trademark. The contract and its annex set forth the terms of use and, if applicable, the criteria for monitoring, details regarding unauthorized use, and penalties. The contract and the regulations are not submitted to the registering authority.

The “Helyben vagyunk.” trademark is a simple graphic trademark. It is not a product trademark, but rather designates and distinguishes REL sales points offering local/regional products. From a distance, the guest can easily identify from a distance the locations and stores where REL

^{1[1]}<http://classifications.sztnh.gov.hu/nice/>

²<https://www.sztnh.gov.hu/kiadv/ipsz/201010-pdf/02.pdf>



	products. This trademark can be obtained by the operators and owners of these locations. Pannon Helyi Termék Nkft. is the trademark owner and may grant the right to use the trademark to applicants through a contract. The concept was developed by the National Association of Small-Scale Producers National was developed in cooperation with the National Interest Group of Small-Scale Product Manufacturers. Pannon Helyi Termék Nkft. wished to renew its previous product trademark (Pannon Helyi termék). The process began with the implementation of the 2014–2020 VP REL cooperation grant. Planning started by involving local farmers, presenting international best practices, and evaluating four domestic study trips. The French “Welcome to the Farm” trademark group served as the starting point. After weighing the capacity requirements for operating and monitoring the product trademark, along with its efficiency, the planning team decided to focus on REL sales locations (and services). The trademark and its logos designate locations where customers and guests can find local foods and local products. At these locations, you can be sure to encounter a conscientious service provider who values the customer and local identity. The criteria for using the trademark vary by REL channel, but they convey the same core message. The four main general objectives are: • Establishing and reinforcing TRUST and CREDIBILITY • Building and strengthening COMMUNITY and COOPERATION • PROTECTION • Shaping PERCEPTIONS and ensuring PUBLICITY ➤ Certification mark: distinguishes goods or services by certifying their quality or characteristics . ➤ Collective trademark: distinguishes the goods or services of the members of an association, public body, or union based on
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	quality, origin, or other characteristics (e.g., mountain communities and winemakers) e.g.: Székely product Any type of trademark may be: ➤ Word mark (word, phrase, including personal names and slogans; letter, number): Nike, or Piros Arany, ➤ Figurative trademark (design, image, logo) ➤ Color trademark (color, color combination, light signal, hologram), e.g., Telecom telephone company's magenta color.... ➤ Two-dimensional or three-dimensional shape, including the shape of the product or packaging ➤ Sound (Coca-Cola jingle) and combinations of these (e.g., the word "Coca-Cola," slogan, jingle, color, graphic, and bottle shape) • Legal considerations (mandatory) • It must not have a descriptive (sausage), qualifying (excellent), origin-indicating (Hungarian), or immoral meaning; that is, it must be capable of distinguishing (absolute grounds for exclusion) • must not be confusingly similar • It must not already be protected. Where can I check if a given logo, word, or other trademark is already protected? European Union product designations (<i>source: Local Product Handbook NAK 2016</i>) Product labels are not trademarks, but their characteristics are very similar. You must apply to the EU for the right to use them, in accordance with the relevant regulations. If the conditions are met, a product may be granted the right to use the label (logo), and it will be entered into the EU register. EU regulations introduced the concepts of protected designation of origin (hereinafter: PDO) and the protected geographical indication (hereinafter: PGI)³ [2]. The two
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³ [2] Taking into account the specific characteristics of individual product groups, EU regulations distinguish between the criteria for protected designations of origin and protected geographical indications only in the case of agricultural products and foodstuffs, as well as wine products, since the geographical environment, and the natural and human factors characteristic of that environment result in the specific quality and reputation of the product in question, which justifies the form of protection afforded by a designation of origin.



	In the case of this type, only certain conditions for protection differ, but the content of the protection and its marketing value are identical^{4[3]}. Protected Designation of Origin (PDO)^{5[4]} : designates a product originating from a specific place, region, or country. A stricter connection: characterized by a combination of geographical environment and natural and human factors; every single step of production must take place within the specified area. Examples include Alföldi chamomile flowers, Hajdúsági horseradish, Kalocsai ground paprika, and Makói red onions. Protected Geographical Indication (PGI): designates a product whose characteristics originate from a specific geographical location. A product grown, processed, or produced in a specific geographical location, whose special quality and reputation are attributable to this geographical origin. It is sufficient if even a single step in the product's production takes place within the specified geographical area; the origin of the raw materials must be indicated. Examples include Hungarian gray cattle meat and Szentes paprika. The Traditional Special Product ^{6[1]} (TSP) designation applies to a product manufactured using traditional production or processing methods characteristic of that product, or with a traditional composition, which is neither a trademark nor a geographical indication. The procedure for evaluating the application is the same as that for applications for EU protection of designations of origin and geographical indications. A product is considered "traditional" if it has been demonstrably present on the domestic market for at least 30 years. Examples include: tepertős pogácsa, Pozsonyi kifli, and the recognition process for rögös túró is currently underway. During the registration process, recognition is granted to products that are traditional in their composition or method of production, without being exclusively linked to a specific geographical area. Thus, unlike products protected by a geographical indication, these products , but only in accordance with the approved product specifications
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^{4[3]} <http://eredetvedelem.kormany.hu/> / <http://boraszat.kormany.hu/>

^{5[4]} <http://eredetvedelem.kormany.hu/>

^{6[1]} In legislation and the literature, the designation of origin and the geographical indication together constitute a geographical product identifier.



made from specified traditional raw materials and/or using traditional methods. The European Commission maintains a register of products recognized at the EU level.

1.3. The Logic of Marketing, Potential Goals

In marketing, most businesses—whether they sell as social cooperatives or family farms—make the mistake of thinking from their own perspective rather than that of the prospective customer.

This is precisely why all advertising and marketing activities must begin with market research to assess basic needs and the reasons for purchases (what need we can reach with our service/product) or, perhaps, which target group can be reached most easily with our product?

Once we've gone through these possibilities, another major task is so-called profiling, where we take a look at ourselves to see what our capabilities are and what we're realistically capable of. We often read and hear from marketing experts that we need to be at home on every platform and in every format, but that's utter nonsense! Not everyone is cut out for it—and that's perfectly fine—to make videos and provide video content to their followers week after week. Likewise, there are those who love making videos but are unable to write a meaningful Facebook post. And that's just fine!

We should use the marketing format from among the available options that we feel comfortable using in the long run! So if we love writing stories about our farm (it's called storytelling), then that should be our focus—writing to our followers and potential customers about even the latest bleating of a sheep. But if we promise our followers that every Sunday morning at 8 a.m., there will be a live video post from the chicken coop under the title "Farm Diary," then they will be waiting for it, and their first disappointment will be if we aren't there on the air. In summary, let's first get to know ourselves and set realistic goals

for ourselves: one Facebook post per week, one newsletter per week.



Or a monthly (e.g., on the last Sunday of every month) open farm event as a “mini-market.”

Because it takes time for customers to get used to a system—our system—and from that point on, they’ll count on us.

1.4. Marketing Tools

Any tool is permitted that is legal, morally appropriate, does not restrict free market competition, and is not misleading:

Examples of OFFLINE TOOLS:

- newspapers, magazines
- advertisements
- flyers, direct mail
- tasting events
- wrapping company cars
- metacommunication tools (e.g., selling in traditional dress, gestures, style, tone, vocabulary, and word choice)

Examples of ONLINE TOOLS:

- social media (Facebook, Instagram, TikTok, YouTube, LinkedIn, Snapchat, Twitter, Treads...)
- PR activities
 - newsletter
 - website
 - SEO
 - automation

1.4.1. Offline marketing ([competency area 12](#))

Offline marketing encompasses marketing activities and tools that are not conducted via the internet. These are more traditional methods aimed at promoting products or services and building relationships with potential customers independently of the online space.



	What does offline marketing include? Offline marketing encompasses a variety of tools and techniques, including: 1. Print advertisements ● Advertisements appearing in newspapers and magazines. ● Flyers, brochures, leaflets, posters, and billboards. 2. Television and radio advertising (this may also include an online component) ● Broadcasting of commercials on television. ● Radio ads, sponsored programs. 3. Direct marketing ● Sending targeted mailings and catalogs. ● Telemarketing or customer relationship calls. 4. Event marketing ● In-person presence at trade shows, exhibitions, and conferences. ● Organized events, such as demonstrations, workshops, or customer events. 5. Outdoor advertising ● Billboards, advertisements placed on street furniture (e.g., at bus stops). ● Billboards, vehicle advertising (e.g., on buses or taxis). 6. Promotional gifts ● Branded promotional items, such as pens, notepads, and mugs. ● Sample products or free trial offers. 7. Personal sales ● Personal contact with customers (e.g., in-store sales, door-to-door salespeople). 8. Local marketing ● Supporting community events, such as sponsoring sports or cultural events. The benefits of offline marketing ● Direct contact: Enables a more personal connection with customers. ● Wide reach: It allows you to reach consumers who are less active online.
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- Lasting impact: A well-placed billboard or a creative flyer can be effective in the long term.

The challenges of offline marketing

- Measurability: The results of offline marketing campaigns are harder to measure than those of online tools.
- Cost: Certain offline solutions, such as television commercials, can be very expensive.
- Changes in consumer behavior: People are increasingly turning to online channels, which reduces the effectiveness of offline solutions.

Offline marketing can often be effectively combined with online marketing, thereby amplifying the impact of campaigns.

1.4.2. Online marketing

Online marketing encompasses marketing activities and strategies that are carried out via the internet. Its goal is to reach the target audience on online platforms, increase brand awareness, and support the sale of products or services.

What does online marketing include?

Online marketing encompasses a variety of tools and methods, including:

1. Search Engine Marketing (SEM)

- Search Engine Optimization (SEO): Optimizing a website's content and technical elements to achieve a higher ranking in search engine results.
- Paid advertising (PPC): E.g., Google Ads campaigns, where a company pays search engines to display its ads among search results.

2. Content Marketing

- Creating blog posts, e-books, and guides that provide value to the target audience.
- Creating and sharing videos, infographics, and podcasts.

3. Social media marketing



- Sharing and promoting content on platforms such as Facebook, Instagram, TikTok, LinkedIn, and Twitter.
- Creating and managing organic and paid ads (social ads).

4. Email Marketing

- Sending newsletters to existing and potential customers.
- Automated email campaigns, such as welcome emails or abandoned cart reminders.

5. Affiliate marketing

- Engaging other partners (affiliates) who promote the company's products and receive a commission on generated sales.

6. Online advertising

- Banner ads, display ads.
- Video ads (e.g., YouTube ads).
- Native ads that blend in with the content of the website.

7. Influencer marketing

- Engaging online influencers who promote the product or service on their own social media channels.

8. Website and landing page optimization

- Creating and optimizing user-friendly websites to increase conversions (e.g., purchases, sign-ups).
- Using A/B testing to improve effectiveness.

9. Online events

- Organizing webinars, live streams, and online conferences.
- Interactive content, such as online quizzes and surveys.

10. Marketing automation

- Automated systems to make marketing processes more efficient, such as scheduling emails or creating personalized offers.

The Benefits of Online Marketing

- Measurability: Online tools allow for precise tracking of campaign effectiveness (e.g., clicks, conversions, ROI).



- Targeted reach: Specific target groups can be reached based on demographic data, interests, or behavioral data.
- Cost-effectiveness: Many tools are cheaper than traditional offline marketing.
- Interactivity: It is possible to engage directly with the target audience, for example through comments or messages.

Challenges of online marketing

- Competition: It is difficult to stand out due to the vast amount of online content.
- Technological changes: The rapid evolution of online platforms and tools requires constant adaptation.
- Data protection: Stricter data protection regulations (e.g., GDPR) create new challenges in data collection and management.

Online marketing plays a key role in modern business strategies, especially in an increasingly digital world. It is often combined with offline marketing strategies for maximum effectiveness.

1.5. “Data Is Everything” – Data Analysis – with a Practical Exercise

Marketing collects, analyzes, and utilizes various types of data to better understand its target audience, optimize its campaigns, and increase sales results. Data can be quantitative (quantifiable) and qualitative (qualitative characteristics).

1. Types of data in marketing

a) Demographic data

- Age
- Gender
- Place of residence (city, country)
- Occupation, income level
- Marital status

b) Behavioral data



- Shopping habits (e.g., how often they shop, average cart value)
- Website usage data (e.g., page views, clicks, abandoned carts)
- Responses to ads (e.g., click-through rate, conversions)
- c) Psychographic data
 - Interests
 - Values, attitudes
 - Personality types, preferences
 - Lifestyle and leisure activities
- d) Market data
 - Analysis of market trends and competitors
 - Changes in supply and demand
 - Consumer needs and issues
- e) Social media data
 - Likes, shares, comments
 - Mentions of influencers and brands
 - Hashtag trends
- f) Other data
 - Customer satisfaction survey results
 - CRM (customer relationship management) data
 - Newsletter subscriber behavior (e.g., open and click-through rates)

How does a marketing system collect data?

- a) Primary data collection
 - Questionnaires and surveys: Direct data collection from customers.
 - Interviews and focus groups: Deeper understanding of consumer motivations.
 - Market research: Direct research to assess market trends and needs.
- b) Secondary data collection
 - Public data (e.g., statistics, industry reports).
 - Public information from competitors.
 - Data from social media and online sources.
- c) Use of digital tools
 - Google Analytics: Analysis of website traffic data.



- CRM systems: Tracking customer relationships and purchasing habits.
- Marketing automation software: (e.g., HubSpot, Mailchimp) measuring the effectiveness of emails and campaigns.
- Advertising platforms: (e.g., Facebook Ads, Google Ads) campaign performance data.

Using data in marketing

- a) Target audience definition
 - Demographic and behavioral data help create the ideal customer profile.
 - Creating different segments with personalized messages.
- b) Content and message optimization
 - Creating content tailored to emotional and interest-based factors based on psychographic data.
 - Creating messages relevant to every stage of the customer journey.
- c) Measuring campaign performance
 - The conversion rate, ROI (return on investment), and CTR (click-through rate).
 - Testing (e.g., A/B testing) to improve the effectiveness of messages and formats.
- d) Analysis of market trends
 - Understanding competitors' strategies and adapting to them.
 - Making forecasts regarding changes in customer behavior and market demands.
- e) Personalized offers and experiences
 - Data based on tailored personalized offers (e.g., dynamic pricing, product recommendations).
 - Sending personalized emails or promotions.

Challenges and regulations of data processing

- Data protection and ethics: Data protection laws (e.g., GDPR in the EU) must be strictly adhered to when collecting and using data.
- Quality and relevance: It is important that the data be accurate and up-to-date.



- Technological challenges: Managing data collection tools and systems requires expertise.
In marketing, data is crucial for making strategic decisions and running targeted, effective campaigns.

1.5.1. Customer profiling

We've already discussed profiling when we look at ourselves to determine which platform or form of communication is actually suitable for us.

The other side of profiling is the customer, that is, our prospective buyer.

We need to know the most pressing problem of our prospective customer. Here are a few examples:

- a busy mom who wants to put quality food on her child's table but is always in a rush. Where do I fit into the system? Do I produce high-quality ready-made meals or deliver pre-vacuum-sealed, peeled vegetables to her doorstep (she's short on time, so she might not choose a pickup point, but she could easily opt for a vending machine)?

- A wealthy young man, "Daddy's boy," drives his expensive car to college, works out at the gym, and never looks at prices; he pays attention to his health and will buy anything if it makes him look better: Everyone knows someone like this, so you can offer him premium products—anything from healthy, high-protein grass-fed beef to all sorts of other things. If we make it cool (#marketgoercool movement) and show that buying at the market will also make their future brighter, they'll happily spend their money with us.

- A senior on a small pension, struggling with all sorts of health issues and on a strict diet: affordable products that let them cook economically will be the best choice for them. They probably know the recipes, love to bake for their grandchildren or buy snacks (homemade flour, homemade pasta, eggs, and cheeses are easily within their budget); they are the ones who like

knows what she's eating, as long as it fits her budget. You need to



	different range of products needs to be offered to her than if she were shopping at the local greengrocer. 2. And what are the “trigger buttons” for these “profiles”? We consider any emotional impact that ultimately leads to a purchase to be an effective trigger button. I already mentioned sociology and psychology at the beginning of the course. This is where the pain points come into play: 3. “Am I a good enough mother?”—I always want to put quality food on the table 4. “Am I a good enough grandmother?” – Is there always enough of a treat for my grandchild, and does it fit into my diet, because I want to live a long life despite my illnesses 5. “Will I be cool enough with the girls at school?” – where can I quickly get some “food” that will help me bulk up faster and make me look like Jason Statham (The Transporter movies) 6. “Does my husband like my cooking? Am I a good wife?”— can I give him those home-cooked flavors, like his mom used to make for him? 7. These are all triggers that stir up our most important emotions: a sense of security (is the food safe, is it good for my health?), whether it tastes good (will I succeed with this, am I good enough?), and moral emotions (am I moving toward a sustainable future with my purchases and decisions?) 8. We’ll also discuss the power of words in the communication section, but it’s important to mention here that we must use words appropriate to our goal. For example, a relatively recent study showed that the target groups for sugar-free and diabetic products are not the same. While the choice of diabetic products is always driven by health considerations—with the underlying goal of still enjoying sweet flavors, and any sugar substitute is acceptable as long as it makes the food sweet— on the other hand, someone looking for a product free of added sugar is health-conscious, may even make sacrifices in their diet to live healthily, and generally avoids sugar substitutes as well, having chosen this lifestyle change of their own free will. From a customer profile perspective, , this could represent two completely different groups of people
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	(a diabetic the most pensioners, while sugar-free products are sought by most young people (moms)). 1.5.2. Assessing the sales representative profile – using personality tests Referring back to the previous salesperson profile, if we can't assess for ourselves what we're actually capable of or suited for, there are some very good personality tests available online: Free personality test 16Personalities Personality traits test - DEVELOR Free personality tests with links (DISC, MBTI, Big Five) - Norbert Híres ENNEA.HU - Enneagram guide supported by the Enneagram test. ENNEA.HU The better we understand our own competencies, the more effectively we'll be able to work in a team, and the more effectively we'll be able to sell, since we won't force ourselves into tasks that aren't right for us. This may seem contradictory at first glance. But since marketing is based on honesty, we must be honest with ourselves and not put on any forced facade for the sake of profit—one in which we do not feel stable and at ease. An introvert will never be as effective in face-to-face sales as an extrovert, but as part of a team, an introvert can develop very effective strategies within the REL organization. It is precisely because of these differences that family farms can operate so well—where workers have almost a job description for their daily tasks, and everyone takes on the role they are truly suited for. We need to apply this same logic on a larger scale, so that within a REL organization, certain individuals can effectively serve as the “face” of advertising campaigns and direct sales situations, but
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they may not handle conflict well with a customer, because that requires an empathetic and solution-focused person. Similarly, organizing and operating a market requires certain leadership and organizational skills, but the market organizer may not necessarily need to excel in marketing.

1.5.3. SWOT Analysis – with a practical exercise (SWOT of sales channels, SWOT of a specific producer)

Anyone who has ever thought through their own business operations has surely encountered those fears, procrastinations, and unacknowledged weaknesses that cause headaches for their business or organization. In such cases, a major reason for many failures is that we lack clarity; since the human mind is wired in such a way that our fears suppress our strengths and obscure the multitude of our possibilities, we can create a system to address this in a very simple way using the so-called SWOT analysis.

You don't have to think of anything grand here, since a SWOT analysis can be applied to anything: business development, gaining market share, or even developing a marketing strategy. Let me walk you through what I mean with an example:

STRENGTHS: A producer's strengths can include respect for tradition, a "back-to-the-roots" lifestyle, value creation, the ability to produce high-quality food, the fact that organic farming can help realize a better future by counteracting the climate crisis, or even reducing the ecological footprint of food—and thus of households—by selling local products.

A producer's **WEAKNESS**, however, is precisely that they are "just" a producer, whose life—99% of the time, aside from sleeping—is focused on their farm. They have no time for marketing, and often no time to work on branding or product development. When they are producing and it's peak season, they have no time to go out and sell, let alone offer tastings. A farm is often not suited for a farmhouse guest table or an open-door policy, because "order" takes a back seat to daily work, and it's often better for a modern urban "prospective customer" not to see everything, because they aren't prepared for it (Experience shows that during pig slaughter, they'll happily head to the farm gate



after 10 a.m. because “they don’t want to disturb anyone” (and they aren’t early risers either)...by then, half the pig has already been processed.) So, a disadvantage in marketing can be that if a person doesn’t live their life as a “show farm” but does real production work (you often can’t even polish a worker’s hands to a shine).

A DANGER can arise precisely from this: even a well-funded show farm, where the employees doing the real work handle the “dirty” tasks, while someone else reaps the rewards on stage, creates a highly effective and well-functioning marketing machine and lures customers away from the actual manual producers. Unfortunately, there are excellent examples of this in every profession, and it is a common phenomenon when appearances are deceiving.

However, there is an OPPORTUNITY to compensate for and counteract these risks, as there are plenty of marketing opportunities to showcase reality: how is the food produced? There are many ways to do this: through storytelling, where the customer “experiences the daily life of the farm,” or through behind-the-scenes photos (where no one is revealing trade secrets, but simply offering a glimpse into a particular moment). Fortunately, social media makes this possible—all you need is a smartphone and a social media account.

The more honestly we list these points—perhaps even in a table—the clearer it will become what we need to focus on, where we truly excel—perhaps even as market leaders—what areas require improvement, and what aspects don’t necessarily demand significant effort but still need to be acknowledged (like showing dirty hands in a photo while picking tomatoes...)

1.5.4. The most well-known platforms data analysis

Every platform has its own unique characteristics, and as surprising as it may seem, not every platform has the same follower base—even for a given brand. Of course, there are always overlaps, e.g., in age distribution, but what works well as content on Facebook usually doesn’t work on TikTok, and especially not on Instagram. I recommend that, in the first round, we always start by mastering one platform and making it our own, and start to feel the impact of our activities, and only then



expand, because it's a mistake to think you have to be everywhere. For one thing, it's much more technically complex, and on the other hand, the audiences on these platforms don't completely overlap.

1.5.4.1. Google Analytics and its interpretation

[Google Analytics](#) | [Google for Developers](#)

1.5.4.2. YouTube Analytics and their interpretation

Using the analytics data from YT Studio within your own YouTube channel

1.5.4.3. Data analysis of social media platforms—with a practical exercise

Every social media site has an Analytics or Business Suite interface

If you need to find connections between all these platforms, the good news is that they use the same categories in their data breakdowns. Let me give you a real-life example to help you understand.

My own gardening magazine is now in its 22nd year. We're on Facebook, Instagram, and YouTube; we have our own podcast channel, a print magazine, and a TikTok channel.

Facebook is primarily viewed and commented on by women over the age of 45. In contrast, TikTok is of most interest to men in their mid-30s. Although the content topic is the same across all platforms, the communities differ in that one has mainly male followers, while the other has mainly female followers. Therefore, the content cannot be exactly the same. Similarly, you need to work with landscape orientation on the YouTube channel, while for Instagram and Facebook, it's best to use portrait-oriented footage (shot with a vertical or horizontal camera). This either requires two videos on the same topic or footage shot with two phones—one for portrait and the other for landscape.

But TikTok's language is different too, and you need to post much faster-paced, shorter content to succeed (see (a bad example professionally, but) Élménykertész—though it's not good professionally, its audience demands this). At the same time, a more professional



edited video on YouTube can be as long as 5 minutes and people will watch it, unlike TikTok's 1-minute videos.

Similarly, Google Analytics allows us to determine the age, gender, education level, interests, and most frequently searched keywords of users visiting our site, all of which make it much easier to identify our genuinely interested audience.

1.6. Marketing Costs

Marketing activities can involve various costs, depending on the strategies and tools used. Marketing costs can generally be divided into two categories: fixed costs (recurring expenses) and variable costs (campaign-based or periodic costs).

Types of Marketing Costs

a) Strategic costs

- Market research: Conducting surveys, focus groups, or utilizing the services of market research firms.
- Developing a marketing plan: Engaging external consultants or agencies.
- Costs of competitor analysis.

b) Digital marketing costs

- Advertising costs:
 - Google Ads (PPC ads).
 - Social media platforms (e.g., Facebook, Instagram, LinkedIn, TikTok).
- Website design and maintenance:
 - Website design and development.
 - Hosting and domain maintenance fees.
- SEO (search engine optimization):
 - Fees charged by SEO experts or agencies.
 - Subscriptions to keyword analysis and SEO tools (e.g., SEMrush, Ahrefs).
- Content marketing:



	- o Creating blog posts, videos, and infographics. - o Costs for content creators and copywriters. ● Email marketing: - o Subscription fees for email automation tools (e.g., Mailchimp, HubSpot). ● Marketing automation: - o Fees for using automated systems (e.g., Salesforce, Marketo). c) Offline marketing costs ● Printed materials: - o Printing and distribution costs for flyers, brochures, and posters. ● Outdoor advertising: - o Costs of billboards, street furniture advertisements, and vehicle advertising. ● TV and radio advertisements: - o Costs of producing and airing commercials. ● Event marketing: - o Participation in exhibitions and trade shows. - o Organizational costs (venue rental, booth construction, promotional materials). d) Personnel costs ● In-house marketing team: Salaries, training costs. ● External agencies and experts: Fees for consulting, campaign management, or creative agencies. e) Technology costs ● Software and tools: - o CRM systems (e.g., HubSpot, Zoho).
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	- o Graphic design software (e.g., Adobe Creative Suite, Canva). ● Data and research tools: - o Purchase of databases and market research reports. f) Promotional expenses ● Promotional items: Production of branded pens, notepads, and promotional gifts. ● Discounts and promotions: Coupons and price reductions during campaigns. How do costs vary depending on the campaign's objective? a) Costs of short-term campaigns ● More intensive promotional spending (e.g., sales, ads). ● Higher creative and production costs. b) Long-term costs ● Brand-building costs (e.g., logo design, development of brand identity elements). ● Maintenance and development of permanent platforms (e.g., website). Planning and optimizing costs a) Determining the marketing budget ● A certain percentage of total revenue is allocated to marketing (often 5–15%). ● The industry, the size of the business, and the competitive environment also influence the budget. b) Cost-effective solutions ● Using multiple online channels to reduce costs.
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	- Implementing automated systems to increase efficiency. - Thorough analysis of ROI (return on investment). Marketing costs can vary significantly depending on a company's goals, size, industry, and the tools selected, but they can be optimized through effective planning and monitoring.
Summary <i>The theoretical section should conclude with a summary, highlighting the key takeaways and highlighting the learning objectives (max. 2–3 sentences)</i>	After covering the basic concepts of marketing and reviewing the opportunities and goals, the learner will have a clear picture of their own system, business, or brand, which they can use to begin understanding their customers and prospective customers through data, while also gaining the opportunity to improve efficiency in the future through self-awareness.
<i>Sources (all sources used to develop the training material must be listed, including both print and online sources)</i>	- Google Analytics: https://marketingplatform.google.com/home (this interface changes completely from time to time! It is important to update the link periodically) - Facebook (Meta) and Instagram: Business Suite interface and business.facebook.com - Successful Brand Builders (SiMa Business Series): You Can Be a Successful Brand Builder publication Successful Brand Builders: Personal Branding and Brand Philosophy – November 3 event We're Here trademark program promo video + subtitles Free personality test 16Personalities Personality Traits Test - DEVELOR Free personality tests with links (DISC, MBTI, Big Five) - Norbert Híres ENNEA.HU - Enneagram test - supported Enneagram guide. ENNEA.HU

Chapter Title	2. Brand Building
Areas for improvement	I can distinguish between a brand, a certification mark,



competencies (selected from the Competency Framework)	as well as between simple trademarks and other forms of quality assurance. - I have learned how to handle communication situations (cooperation, conflict management) through practical examples.
Core material	2.1. Brand Building Basics The fundamental elements of brand building The brand's core values and goals ● Brand values: The core principles that define the brand's identity (e.g., reliability, innovation, sustainability). ● Mission and vision: Defining the brand's long-term goals and its role in the world. ● Unique Selling Proposition (USP): What makes the brand stand out from its competitors. Detailed knowledge of the target audience ● Demographic characteristics: Age, gender, location, income. ● Psychographic factors: Interests, values, lifestyle. ● Problems and needs: Understanding the specific problems and needs of the target audience. Consistent communication ● Messages: Key phrases and slogans that are easy to remember and convey the essence of the brand. ● Channels: The platforms (e.g., website, social media, offline ads) through which the brand reaches its target audience. ● Consistency: The same brand image and message across all communication channels. Authenticity and building trust Establishing an emotional connection



- The brand must not only meet consumers' needs on a functional level but also connect with them on an emotional level (e.g., evoking feelings of family, happiness, and success).

Steps in the brand-building process Research
and analysis:

- Market research of target group needs and competitors.
- SWOT analysis of brand strengths and opportunities.

Strategy development:

- Defining brand values and messages.
- Communication and marketing strategy.

Developing a visual and verbal identity:

- Creating a logo, color palette, slogan, and brand guidelines.

Launching brand communication:

- Marketing campaigns and content creation.
- Implementation of a social media strategy.

Maintaining and developing the brand:

- Continuously gathering feedback and adapting to consumer needs.
- Incorporating new trends into the strategy.

The principles of successful brand building

- Consistency: All brand appearances and messages must be consistent.
- Uniqueness: The brand must stand out from its competitors.



- Flexibility: It must be able to adapt to changing trends and consumer needs.
- Long-term thinking: Brand building is not a short-term campaign, but an ongoing process.

As a result of successful brand building, a company or product not only becomes recognizable but also fosters an emotional connection with customers, leading to loyalty and long-term business success.

2.2. Authenticity, brand, and target market

- Delivering on promises: The brand must be credible in what it promises.
- Quality and consistency: Ensuring products and services are of a consistent standard.
- Customer feedback: Incorporating positive reviews and customer stories into brand communication.

2.3. What is good logo? - practical task The brand's visual and verbal identity

- Logo: A visual symbol used to identify the brand.
- Colors: The colors used by the brand that evoke emotional responses.
- Typography: The use of fonts that match the brand's style.
- Tone of voice: The manner of communication that reflects the brand's personality (e.g., friendly, professional, humorous).

2.4. The significance in brand design

there is a correlation between colors and age groups, as people's color preferences are often shaped by age, culture, personality, and personal experiences. Different age groups generally prefer different colors,



which reflect their life situations, emotional states, and values.

Young people (around 16–30 years old) tend to prefer vibrant and energetic colors: red, orange, yellow, blue, and turquoise. Modern and trendy shades: neon colors, pastel shades. Creative and bold combinations: mixing multiple colors, contrasting shades.

Reasons and meaning: Young people are open to experimentation and new trends. Bright colors radiate energy, cheerfulness, and optimism, which appeals to them. Pastel shades emphasize creativity and individuality.

Middle-aged (around 30–50 years old): Calm and harmonious colors: Blue, green, earth tones (brown, beige). Elegant and professional shades: Dark blue, gray, white, burgundy. Nature-inspired colors: Olive green, sand tones.

Reasons and meaning: At this age, stability, reliability, and professionalism are of paramount importance. Calming and balanced colors reflect the priorities of family life and career. Elegant shades are often associated with status and maturity.

Seniors (50+) prefer subdued and soft colors: Pastel shades, light blue, lavender, pale pink. Warm and friendly shades: Brown, beige, gold, cream. Neutral colors: White, gray, soft green.

Reasons and meaning: Older generations prefer subdued and soothing colors that radiate comfort and peace. Pastel shades are associated with tranquility and nostalgia. Neutral and earth tones reflect an affinity for natural beauty and simplicity.

Cultural and Individual Differences

It is important to note that color preferences can vary by age group, culture, and region. For example: In Western



cultures, blue is often associated with trust and calm, while in Asia, red is the color of celebration and good luck. Personal taste and lifestyle also significantly influence which colors people prefer.

Using colors in marketing by age group:

1. For young people: Use energetic, trendy colors for a dynamic visual look.
2. For middle-aged people: Communicate with balanced, elegant colors that convey reliability.
3. For seniors: Use soft, warm tones to build trust and create a pleasant feeling.

The conscious use of colors allows you to communicate effectively with each age group and form an emotional connection with them.

2.5. Brand Positioning

Depending on where we position a brand, there are many other factors to consider. For example, I mentioned the sales location earlier—we wouldn't sell Rolex watches in an underground passageway. Similarly, you shouldn't bring gourmet products into a run-down combination of a convenience store and a pub, since the target audience doesn't match.

The aforementioned color, font, and packaging all determine a product's market positioning through its appearance: a printed label or a handwritten sticker from a home notebook? Uniform caps or "this will do just fine from a pickle jar—I'll wash it later" type of branding elements.

But this also includes the fact that in one segment, it's acceptable to use informal language and write funny posts, while in another segment, that's no longer appropriate, and a polite, formal tone is more effective than a youthful, humorous, or even cynical one.

2.6. Communication Based on Brand Positioning—With a Practical Exercise

And so we've arrived at communication in relation to positioning,



since every element the customer sees (and, in fact, even what they don't see) reflects our brand.

If we want to enter the super-premium segment with our REL organization (e.g., as a pop-up market in front of office buildings), then we must speak, dress—and, unfortunately, I must emphasize, groom ourselves—in a manner befitting the corporate environment. This may seem strange, but unfortunately, even though they're looking for producers in such an environment, they often don't know what it means to be a producer, and while this may sound offensive, attire is very important, as is personal hygiene, when it comes to brand building.

From my own experience, once we started producing products in the super-premium and gourmet sectors, we had to step up to the task as people ourselves (in terms of attire, and even in our delivery vehicles).

2.7. PR Activities and Opportunities

The common perception is that PR is very expensive, but if we craft our press materials well, the media will be all over us like flies on a flyswatter. A well-written press release doesn't end up in a drawer unread; instead, more and more media outlets will pick it up, and often a so-called "hype" will build around us—something you can certainly count on if you hire a good press officer.

A good press release always contains something sensational or newsworthy that seems sensational: "One of the world's finest mustards is produced in Tabdi"—this was the lead line of our press release when we received a star at the Great Taste competition, and even the biggest print magazines ran it as a global sensation, even though nearly 50 Hungarian products won medals, yet many producers remained unknown.

Press releases often follow a sensationalist approach. It's a bit of a game of who can make the biggest claim without actually lying. This is a very difficult area of communication, since lying in marketing is not allowed. On the one hand, it's dishonest toward the customer; on the other, it can lead to trouble with regulatory authorities like the Hungarian Competition Authority. That is precisely why we cannot say that OURS IS THE BEST MUSTARD, but we



	we can say that ours is ONE of the best mustards (based on customer feedback). This is a very fine line to walk in marketing, but boldness pays off. A great press headline could also be: “You’ve never seen anything like this! At the push of a button, honey from a honey vending machine flows in the middle of the mall!” Clickbait? Yes. Could it actually be true for a honey vending machine placed in the middle of a mall, serving as a direct-from-the-producer sales point? Yes.
Summary <i>The theoretical section should conclude with a summary, highlighting the key takeaways and highlighting the learning objectives (max. 2–3 sentences)</i>	Based on the data collected in the previous chapter, this chapter helps integrate marketing fundamentals and objectives into all communication channels. By understanding customer profiles and paying attention to generational differences across age groups.
Sources (all sources used to develop the training material must be listed, including both print and online sources)	- Balance of humor and seriousness: Facebook Gourmet & Delicious Manufaktúra’s Facebook communication - Marketing Commando’s humorous, sarcastic style: Facebook - A good example of educational content: Facebook - Inexpensive recipe idea for a young target audience: Facebook - Humorous and down-to-earth “work video”: Facebook - Educational content, presented seriously by an expert: Facebook

Chapter title	3. Use of Tools and Automation
Competencies to be developed (selected from the Competency Framework)	- I am able to formulate my own Value Proposition briefly and effectively (slogan) based on the perspectives I have learned. - I have learned how to handle communication situations (collaboration, (cooperation, conflict management)



	through practical examples.
Core material	3.1. Email and newsletter If you have a website or an online store, start collecting newsletter subscribers. You can acquire subscribers—in compliance with the law—anywhere: via a QR code on a product label, on a small sign at the market, ... but in return, you need a so-called “bait product” that makes it worth subscribing: “Subscribers are the first to hear about our limited-edition product launches.” If you have a value proposition that’s worth someone giving you their email address for, you can immediately start communicating with them for sales and educational purposes. The frequency of newsletters cannot be predetermined. For some businesses, a daily newsletter is ideal, but that’s too much for the average person. A weekly newsletter is often more than enough, or a biweekly one, to keep customers informed about everything as a producer or market organizer. However, in this case, sales content makes up barely 50% of the newsletter; the rest consists of informative, interesting, and educational content, recipes, storytelling, games... anything that makes the emails interesting enough for the recipient to want to open them. 3.1.1. Options newsletter systems There are plenty of free newsletter systems available: MailChimp, MailerLite, SalesAutopilot (the latter is in Hungarian). It’s worth using these systems from the very beginning—or rather, one of them—because the more email addresses we collect, the more measurable our data will be and the more people we’ll reach at once. 3.1.2. How do we build a newsletter list based on the “location” of sales? <i>(Direct sales channels, farm-to-table sales, pick-your-own programs, farm-to-table dining, basket communities, Community-Supported Agriculture (CSA), markets, fairs, vending machines for farm products, farm shops, mobile shops, “community shops,” indirectly: through a wholesaler, reseller, online store, food service, institutional catering, etc.)</i>



The structure of the newsletter list seems very simple, and indeed it is. But if, for example, we work with a wide variety of farm products or travel to many different places—events, tastings, fixed market locations, etc.—then it’s worth creating a unique QR code sign-up for each location and compiling these addresses into a separate list. I’ll show you a real-life example right away!

If I have a fixed market location, that will be the Market 1 list: it’s worth sending out information relevant to every market here—which weeks we won’t be there, where pre-ordered items can be picked up when we’re not there, what’s changed at the location, and special offers just for shoppers there. In other words, if I’m selling at the Római Parti market in Budapest, my subscriber living in Sopron won’t be interested in this information and will unsubscribe.

But we can send this information to that customer in Sopron—because they subscribed to a program guide at a national event, for example, so they’ll know where we’ll be next. Or we can direct them to our online store for shopping, saying, “Unfortunately, we won’t be coming to your area right now, but here’s our shop.”

If we want to be even more professional, however, we can also create a separate list in the recipe blog on our website, since it was the recipes that gave these people the push to follow us—meaning that, alongside the 20% sales content, it’s worth sending out 80% recipe content in the newsletter. (The ratio can vary, of course, but I’m using a deliberately extreme example here.)

The more segmented our subscriber list is, the more skillfully and effectively we can sell to them.

3.1.3. The logic is and structure, language

The logic of newsletters is almost identical to the structure of a handwritten, old-fashioned letter. The difference is that here it matters a lot if we illustrate with images, include buttons (Go to the webshop), link to an order form...

But basically, there’s a salutation, a logo in the header, followed by the content (brief text) and the offer (products), then we thank them nicely for following us for so long, and



in the footer, the logo, company name, webshop, and all our contact information again.

In terms of language and colors, it's worth creating a template in advance so you only need to update it later. As for the language, it should reflect the brand's tone: if we use formal language on the website, we must not use informal language in the newsletter, because we aren't the customer's buddy or friend—the tone of the email should be more formal: "Dear Zsolt" works for both formal and informal address, but "Hi Zsolti" often doesn't work even in an informal context. It's worth paying attention to these small details.

For example, we like to use a standard salutation: Welcome, dear Gardening Friend!

3.2. Coordinating Social Media Platforms and Timing – with a Practical Exercise

The more places we communicate in, the more important it becomes to coordinate. There's a basic marketing rule that if a person hears something three times, by the fourth time they'll accept and internalize the information without question. This also applies to handling objections. If a customer lists objections, they can quickly come up with 2–3 more reasons, but it's rare for someone to have 4–5–6 objections as to why they won't buy. We should leverage this in our coordination efforts as well. The more often they encounter us as a brand—whether online or in person—the more they'll accept that we have their best interests at heart—provided we can be likable.

Religion and politics use this principle in their communications, as do many advocacy groups: they raise an issue that affects a specific segment of society, then stir up some emotions, and finally offer a solution.

What does this look like in practice? (There will be some exaggeration here for illustrative purposes.)

PR communication to the local press:

Article 1: "Flu season is here again! Take 3 spoonfuls of honey a day and say goodbye to the common cold!"



Article 2: “5+1 tips to avoid the flu at the start of the year!”

Facebook post: “Did you know that all these vitamins and minerals can be found in honey? – and an interesting photo of honey

Instagram post at the same time: a close-up of bees working in the hive. Caption: Real liquid gold—this is the only thing I use against colds now.

Newsletter: The subject line that readers see first: “5 reasons why it’s worth honey

Content: interesting facts about honey, of course starting with a discussion of cold season and honey as a solution. At the end, a few product recommendations: flower honey, linden honey, acacia honey → use the coupon now for a 10% discount on purchases over 10,000 HUF: COUPON CODE: MÉZKIRÁLY25

We understand the logic that by raising the issue, we’re selling a product that offers (or could offer) a solution. But fairness is important here too. We don’t claim in any of our content that honey is better than Neocitran or that medicines should be thrown away. But honey provides a solid foundation for health thanks to its many minerals.

The more often a potential customer encounters my honey—reading about it in articles in two different places, seeing it on Facebook, coming across it on Instagram, or even watching a video on TikTok about the apiary—the more it creates a psychological impression that “I need this, and he’s a real, knowledgeable beekeeper.”

And that’s when it’s actually worth running a paid ad, because by the time they see my ad, they already “know and trust me” from the other content.

3.3. Regulations for review request systems and their modules

Reviews—in compliance with the law—can be requested anywhere. The oldest form of such reviews was word-of-mouth recommendations, which is why the MLM system remains functional to this day (it’s not profitable for everyone within the pyramid, but it is functional—which isn’t the same thing).



	But if we have a customer in our online store, we can ask them for a review a few days after the order is completed (and in exchange for their review, they can receive a coupon, for example). We can also ask for reviews in-store using a QR code, which directs the customer to a Google Form questionnaire. The more brand reviews and product reviews you collect, the more credible your business will appear to potential customers who are new to your brand.
Summary <i>The theoretical section should conclude with a summary, highlighting the key takeaways and highlighting the learning objectives (max. 2–3 sentences)</i>	Students will learn the basics of email and newsletter marketing in online communication, after which they will be able to develop their own newsletter strategy. They will learn the various ways to solicit reviews, which also serve as the basis for customer recommendations.
<i>Sources (all sources used to develop the training material must be listed, including both print and online sources)</i>	- Free newsletter platforms: MailChimp, MailerLite, SalesAutopilot, Newsletter (plugin for WordPress-based websites) - Subscribe to our channel! Free email marketing tips every week.

Chapter Title	4. The Modern Technical Revolution in Marketing
Competencies to be developed <i>(selected from the Competency Framework)</i>	- I have learned how to handle communication situations (collaboration, conflict management) through practical examples. - I am familiar with a few online ordering and scheduling platforms, and I know how to use them.
Core material	4.1. Artificial Intelligence: The Farmer's Friend – with a practical exercise The use of artificial intelligence is now unavoidable, as it permeates so many aspects of life that if we don't



, we'll fall behind. This future is already so present in our daily lives that entire customer service departments are being replaced by so-called chatbots; for example, a major service provider (Telekom) now employs only a fraction of the live staff for customer service compared to before, and even when we call our bank, we often end up talking to an AI. On social media, nearly 45% of content now contains artificially generated images. Much of the text used by businesses (advertising copy, news articles, press releases) appears so authentic that it seems as though it were written by a human, yet even a trained eye doesn't always notice that most of it is generated by AI. Social media algorithms are also powered by such "bots," so it's no coincidence that when a problem arises, it's impossible to get anywhere on Facebook because there's a bot working on the other end of the line as well.

This is good in some ways, but it also harbors many dangers.

However, if we look back at our SWOT analysis, we can confidently list among our strengths the fact that we are real, flesh-and-blood people, with real flavors and real natural foods, which is a huge market advantage in today's artificial world (beef steaks made from plastic are just the beginning in America, where they can already print meat). But no matter how much it looks like the space age, this is our present, and we need to be prepared for it, because we have to be able to communicate that we truly make products created by real people.

4.2. Chatbots in communication

On a well-designed website, for example, we can replace part of customer service—I don't believe in complete replacement, since the user can chat with the store automatically: based on the questions they ask, they receive a clickable button and can move forward. Chatbots are very useful in the long run, but they're not yet common practice among businesses—partly due to cost and partly due to organizational lag. However, chatbots still work for us—even if mechanically—while we're caring for our pets, on vacation, or sleeping at night.

4.3. MiniCRM systems and efficiency

Building a good marketing system and then maximizing its impact (i.e., coordinating everything with everything else)



will only work effectively if we operate in a clear, systematic, and organized manner. The biggest mistake of today's small businesses and small organizations is that they lack a fixed framework. Customer satisfaction also requires that when a customer calls with a question, we can respond instantly: what is the status of their order, what is the tracking number, when can the package arrive, can they add something to the order later or has it already been shipped, can they change the delivery address if they accidentally mistyped it?

But we also need to know when resolving a customer conflict: do they shop frequently, are they a repeat customer? Is this their first purchase? Do they always pick fights? Are they usually "easygoing," but today they're incredibly annoying and want to argue? How much do they spend with us monthly/quarterly/annually? – These various questions can immediately provide answers regarding our conflict resolution methods as well.

In order to plan effectively on both the business and marketing sides, whether we like it or not, we must run a transparent business. The more transparent a business is, the simpler it is in the long run—even if this is hard to believe, since countless companies operate in the black market or, at best, in a gray area. But all of this only increases chaos.

On the other hand, the more effective the marketing and the more visible an economy becomes to the public, the more it is exposed to competition and the target of human vices; and it is transparently operated systems that provide a solid foundation for this in the long run.

4.4. Multipliers in Marketing Practice - with a Practical Exercise

The essence of impact multiplication depends on the coordination of the steps mentioned above:

- How expressive and memorable is the logo?
- What is our target market, and how do we communicate with it?
- Do we maintain regular contact with customers, and how do we do so?
- Are there experiential programs in addition to product sales: farm-to-table dining, tastings, for example



	● newsletters and their automation ● event planning, community gatherings ● coordination of offline and online communication channels ● offers and package deals (sales and upsells) ● no matter how difficult it may be, we must take on the challenge of competing with large chains in many respects: speed, efficiency, and communication (though not in terms of mass-market products, as maintaining quality is far more important) ● Whatever can be automated and digitized must be done so to achieve efficiency
Summary <i>The theoretical section should conclude with a summary, highlighting the most important points and emphasizing the learning objectives (max. 2–3 sentences)</i>	The concluding chapter also discusses the latest technologies and automation options, which can be used to amplify impact when applied correctly: In marketing practice, leveraging impact depends on coordinating steps, e.g.: ● an expressive and memorable logo and message ● a well-defined target market and communication tailored to it ● regular contact with customers and appropriate ● product sales and experiential programs ● newsletters and their automation ● event planning and community gatherings ● coordination of offline and online communication channels ● offers and package deals (sales and upsells) ● Speed, efficiency, and communication; maintaining quality ● Whatever can be automated and digitized should be, to ensure efficiency
<i>Sources (must list the sources used to develop the training material)</i>	https://www.canva.com/ https://www.canva.com/



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the training material, both
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