

# 'Training the next generation of professional beekeepers'



## Module 7

### Marketing for bee products

Developed by **FyG Consultores**



Project No: 2019-1-UK01-KA204-062075



Spey Valley Bees

# Module 7. Marketing for bee products

## Introduction

This module introduces the importance of marketing for a beekeeping business and explains the main aspects that the learner should consider when promoting their product. The estimated completion time of this module is 8 hours.



Source: [Pexels](#)

# Module 7. Marketing for bee products



## Description



Source: [Pexels](#)

The learner will learn what marketing is and how it can be applied to their beekeeping businesses. Moreover, the basic steps to start developing a successful marketing strategy for any new beekeeping business will be explained.



# Module 7. Marketing for bee products

## List of Units

**Unit 1** Brief introduction to marketing

**Unit 2** 4 P's of marketing

**Unit 3** Create your brand

**Unit 4** The labelling

**Unit 5** Social media

**Unit 6** Tips for a better promotion



# Module 7. Marketing for bee products



## Learning Outcomes - Knowledge

Once you have completed this module, you should know:

- The most important features of marketing applied to beekeeping
- The importance of a strong marketing strategy
- The importance of having your own brand
- The tools to determine your price, product, place and promotion
- The importance of social media for beekeeping
- How to create your label
- Any legal requirements your labels need to have



# Module 7. Marketing for bee products



## Learning Outcomes – Competences & Skills

Once you have completed this module, you will be able to:

- Implement marketing techniques that will help your business grow
- Select the relevant information for the promotion of your business
- Select the information that should be placed in your label
- Choose the best social media for your business
- Apply effective tips to enhance the promotion of your products



## Topic 1. Brief introduction to marketing



In this unit you will learn why marketing is important for a beekeeping business. The main concepts of marketing will be developed, allowing the learner to develop adequate marketing strategies and to ensure the effective usage of resources and the profitability of marketing campaigns.



Once you have completed this topic, you will be able to:

- Develop your critical thinking
- Know what a marketing plan is
- Analyze the features that your marketing plan should contain
- Be able to apply a marketing plan

# Topic 1. Brief introduction to marketing

## What is marketing?

Marketing is the activity that a company does to **improve the commercialisation** of a product.

The process that a beekeeping business follows starts with the harvest, then the production, eventually distribution, advertisement, and selling.

Through marketing, the **advertisement** is fostered for achieve a **better selling**.



# Topic 1. Brief introduction to marketing



## Why marketing is important for a beekeeping business?

Marketing is essential for the beekeeping industry.

Most of the beekeeping businesses are small-sized companies competing in a market where there's a high demand for products.



That's the reason why marketing is essential for you as a beekeeper. A successful marketing strategy will **add value** to your product, will **increase your benefits**, and will **position your brand** as a higher-quality one.

# Topic 1. Brief introduction to marketing

## Basic marketing concepts

This enhancing of the advertisement techniques can be done by different means, always following a **marketing plan**.

Some of the most useful means for beekeeping businesses are the following:

- Direct sale – Multi channel
- Physical promotion
- Social media promotion
- Word-of-mouth
- Events



## Topic 1. Brief introduction to marketing

- **Direct sale – Multi channel:** This strategy combines both physical and online sales' channels.
- **Physical promotion:** The promotion in place with flyers, posters or catalogues can help you to increase the sales of other associated beekeeping products.
- **Events:** Highly useful to attract different customers that did not know your business before.



Source: [Pexels](#)

# Topic 1. Brief introduction to marketing



Source: [Pexels](#)

- **Social media promotion:** Social media is the best ally nowadays. You can start developing a basic website and continue by creating accounts in the most relevant pages.
- **Word-of-mouth:** Generating a flow towards new potential customers. This can be boosted by including a rating system in the webpage for each product, allowing the customers to give their opinion



# Topic 1. Brief introduction to marketing



In the marketing plan the **strategy for the upcoming time period** regarding optimisation of commercialization will be established. The method that is going to be followed to increase the commercialisation of the products will be presented in detail. **It should include:**

- An **overview** of your business' current advertisement activities
- Your **goals** and plans for the future (measurable)
- The **timeframe** in which you will achieve them
- The **step-by-step plan**
- Information on how you will be **measuring** the progress
- Who is your **target** and what they expect from you



# Topic 1. Brief introduction to marketing



Taking a more detailed view of the goals, they should follow the *S.M.A.R.T.* rule:

- **S**pecific. This means to write your goals in a simple form.  
*'I want my business to grow.'*
- **M**easurable. The goals should be measured with specific milestones.  
*'I want it to grow in three months.'*
- **A**chievable. They should be realistic.  
*'I'm going to increase my sales by 2% during the next month.'*
- **R**elevant. Meaning important to you.  
*'I want my business to be more sustainable.'*
- **T**ime-bound. They should be linked to a schedule to be tracked.  
*'I will take a look at the sales' increase in two weeks.'*



# Topic 1. Brief introduction to marketing



## Summary

- Marketing will be useful for **improving the commercialization** of your products. 
- Marketing will **add value** to your product will **increase your benefits and position your brand** as a higher-quality one. 
- There are **many forms of promoting your business**, both in the physical and the online channels. 
- It's important to follow a **pre-established plan** to set the main **marketing goals**, that should be always **measurable**.

# Topic 1. Brief introduction to marketing



## Exercises

With this template you will be able to create your own marketing plan.

MY MARKETING PLAN		
MY GOAL:		
3 MONTHS	6 MONTHS	12 MONTHS
TIMEFRAME		
PROGRESS		



## Topic 2. The 4 P's of marketing

### Learning Outcomes – Competences & Skills

In this unit, you will learn what is the 4 P's tool. You will learn about the basic concepts to be developed within the tool and how to approach them.

Once you have completed this topic, you should:

- Have an overview of your marketing strategy.
- Know the basic components that the marketing strategy should be focused on.



## Topic 2. The 4 P's of marketing



The '4P's of marketing' is a very **useful tool to plan a marketing strategy**.

In order to start developing this tool, it is necessary to answer some questions regarding the following aspects. The conclusions from the answers will be the base to develop the marketing strategy:

1. Product
2. Price
3. Place
4. Promotion



Source: [Pexels](#)

## Topic 2. The 4 P's of marketing

### PRODUCT

The first 'P' is the product. All the products offered must be defined and listed. Then you should answer the below questions to **better understand the relationship between customer needs' and offered products.**

- What is the customer expecting from my product?
- Which are the needs of my clients with respect to beekeeping products?
- Which characteristics should the product have to satisfy the needs of my clients?



## Topic 2. The 4 P's of marketing

### PRICE

The second aspect to consider is the price. Price is crucial as it has a direct impact on the customer.

The questions to be answered are related to the **price sensitivity of the customers**.

- What is the value that the product has for the customer?
- Is there a price already established by competitors?
- Will my business benefit if I decrease my prices?



Source: [Pexels](#)

## Topic 2. The 4 P's of marketing



### PLACE

The place should be considered as well. Place is the **location** where you think your clients will look for your products.

When talking about place you should take into account both **physical and online sales' channels**. Some examples:

- Where will the clients look for my products?
- How could I accede to the correct distribution channels?
- What are my clients' expectations about my shop?



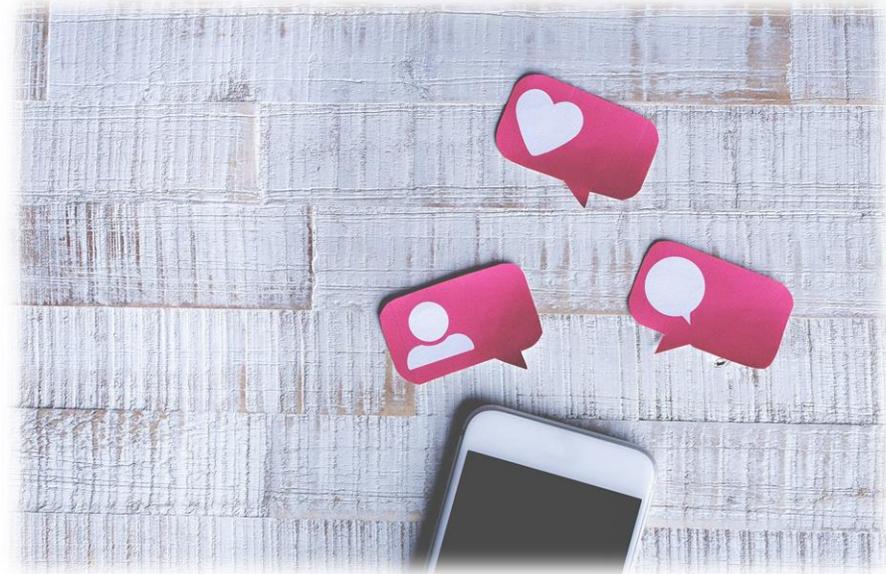
## Topic 2. The 4 P's of marketing



### PROMOTION

Finally, the promotion channels will play an important role too. It's important to know beforehand **which means will be used to promote the products**. We will develop in the following units the relevance of social media for a business. However, these questions can be useful for start with:

- Where and when I am going to communicate the messages directed to my public?
- How do competitors promote their products?



Source: [Pexels](#)



## Topic 2. The 4 P's of marketing



### Summary

- The 4 Ps of marketing will help you design the basis of your **marketing strategy**.
- The basic concepts to analyze are the Product, Price, Place and Promotion.
- **The product** will help to understand the relationship between customer needs' and offered products.
- **The price** will show you the price sensitivity of the customers.
- **The place** will show the location where the clients will look for the products.
- **The promotion** will link your business with the promotion channels.

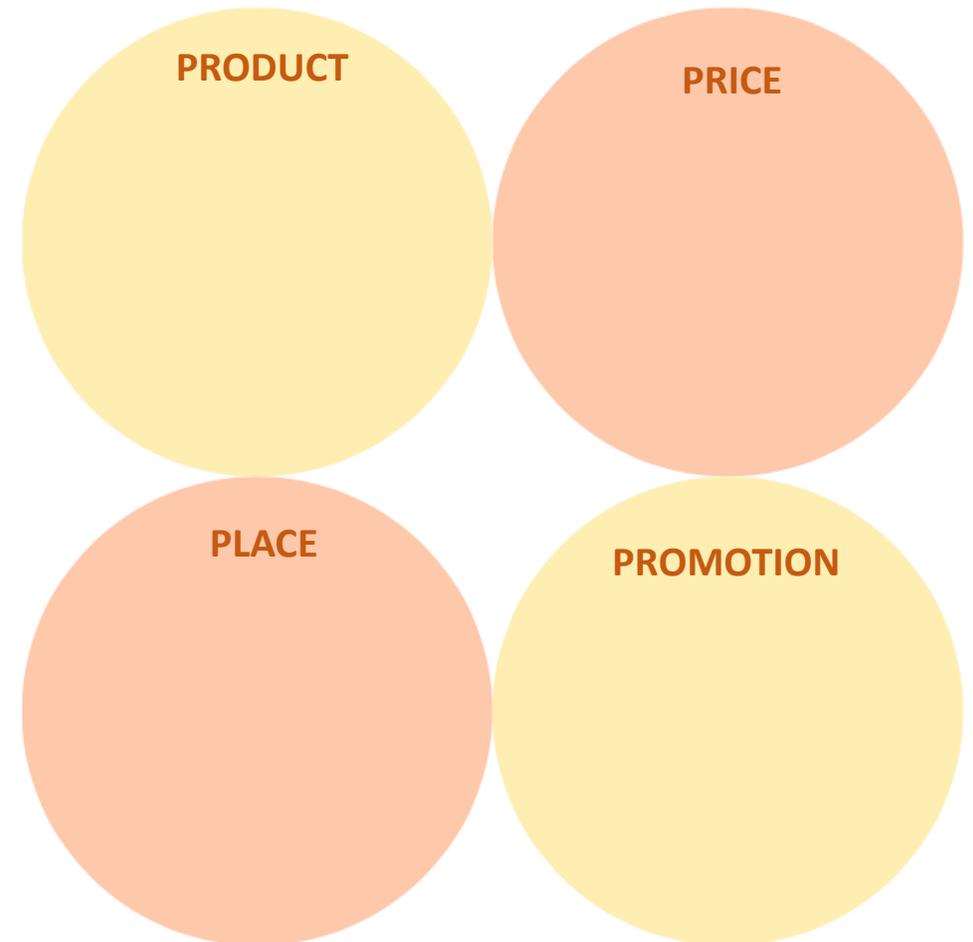


## Topic 2. The 4 P's of marketing

### Exercises

This template of the 4 P's tool will help you collect the answers to the aforementioned questions.

You can fill in the template with your answers for each of the areas to get the **general picture** of how your marketing strategy will look like.



## Topic 3. Create your brand



### Learning Outcomes – Competences & Skills

In this unit, you will learn the basic concepts of brand creation and management. You will finish the unit knowing more about the benefits of having a strong brand and some advice will be given to help you to find your perfect one.



Once you have completed this topic, you will be able to:

- Know why the brands are important for a business.
- Apply specific tips to build your brand.



## Topic 3. Create your brand



### What is a brand?

A brand is an identification that will define your products and business.

It will differentiate your company from the competitors and allow the customers to recognize everything that you produce.

It will consist of a **symbol or name** that should be **registered** as yours and placed in all the products.



Source: [Canva](#)

# Topic 3. Create your brand

## How you can develop your brand?



Source: [Pexels](#)

In order to develop your brand, the first step should be to think about **what defines your business**. The defining factors and everything that differentiates you from the rest of the competitors should be listed.

Once the list is ready, you can think of your **customers**. Think about any special word or image that could attract them.

Finally, a **brainstorming** in which all the ideas about possible brands are put together is a great form of starting. Then, you will start discarding the less attractive options until you have your final one.



## Topic 3. Create your brand



### Tips to create your brand



Source: [Pexels](#)

- Your brand should be **consistent**.
- It should reflect the **essence** of your company.
- Be **creative**.
- An **image or symbol** is always attractive.
- **Simplicity** is better than complex concepts.
- **Be careful** with adding words as 'eco' or 'organic' in the brand, as these denominations require specific certificates.



## Topic 3. Create your brand



### Summary

- To have a brand is essential for your business, a sit will work as **differentiation** while **attracting** customers.
- The process for creating a label involves **brainstorming**, creativity and simplicity.
- The branding concept can include a **name or a symbol** that identifies yourself.
- Write a message about who are you and which is your **differentiation**.
- Include your brand **in every product** that you sell and every post in social media too.



## Topic 4. The labelling



### Learning Outcomes – Competences & Skills

The label is the center of this unit. The starting point will be to know what is a label and the basic information that it should include.

Once you have completed this topic, you will be able to:

- Know the items that should be included in your label.
- Spot the specific items to have into account when creating the labels for your products.



## Topic 4. The labelling

The label contains all the **basic and necessary information** about the ingredients, origin, weight, packaging, etc.

In **Europe**, it's **mandatory** that all the products contain a label explaining this basic information and other further aspects.

Although the countries have specific regulations, there is a common consensus about what a label should contain.



Source: [Pexels](#)



Co-funded by the  
Erasmus+ Programme  
of the European Union

## Topic 4. The labelling



When creating your label, some points should be taken into account:

- **Design.** It's important to have a simple and attractive design, appealing to the customers and retain them.
- **Labelling legislation.** Regarding the size of the lettering and copyright of the images and names used. Moreover, the basic information that the label should contain.
- **Reserved descriptions.** In accordance with the legislation about honey and bee products.



## Unit 4. The labelling – Design



Source: Spey Valley Honey

The design of the label can be done by adding your brand symbol and other images.

- The extra images can be used by anyone.
- You can create the design by **yourself in a specialized marketing company or even in a web design app.**



## Topic 4. The labelling



The minimum information that the label should contain is the following:

- **Name of the product.** Honey, comb, pollen, etc.
- **Kind of product.** Honey of flowers, orange honey, rosemary honey, etc.
- **Brand.** Differentiating yourself from competitors.
- **Legal requisites of each region.** Weight, origin, best before date.



Source: [Canva](#)

## Topic 4. The labelling



The descriptions that your label can have is the following:

- The term 'honey' can be accompanied with additional terms referring to: **floral or vegetal origin, local or regional origin and specific quality criteria.**
- The countries where the honey has been collected, if they are diverse differentiating between European member states or third countries. The different terminologies can be: **"blend of EC honeys", "blend of non-EC honeys", "blend of EC and non-EC honeys".**

The whole information can be found at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32001L0110>

Source: [Pexels](#)

## Topic 4. The labelling



The types of 'honey' can be classified according to different criteria:

<b>Origin</b>	blossom honey or nectar honey	honeydew honey					
<b>Mode of production and/or presentation</b>	comb honey	chunk honey or cut comb in honey	drained honey	extracted honey	pressed honey	filtered honey	Baker's honey



Further information can be found at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32001L0110>

# Topic 4. The labelling



## Summary

- The label contains all the **basic and necessary information** about the ingredients, origin, weight, packaging, etc. It's a mandatory requisite in Europe
  - The three aspects to have into account when labelling your product are: **design, labelling legislation** and **reserved descriptions**.
- **Design**. Can be created by yourself, in a specialized marketing company or even in a web design app.
  - **Labelling legislation**. The essential information that a label should contain is name, kind of product, brand and legal requisites
  - **Reserved descriptions**. According to the European regulations and classification of the product.



## Topic 4. The labelling



### Exercises

Fill the chart with your basic information that is necessary to create your labelling:

Name of your products	Kind of products	Legal requisites of your region	Brand	Reserved descriptions



## Topic 4. The labelling

### Extra resources

To know everything about the European rules for honey labelling visit: Council Directive 2001/110/EC of 20 December 2001 relating to honey <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32001L0110>



Source: [Pexels](#)

# Topic 5. Social media



## Learning Outcomes – Competences & Skills

In this chapter, the reason why social media should be used to boost your beekeeping business will be explained. Moreover, a quick view of the main social media that are commonly used will be carried out too.

Once you have completed this topic, you will be able to:

- Know the reasons why you should be using social media to boost your business.
- Select the best social media for your business.



## Topic 5. Social media



Source: [Pexels](#)

By using social media, you will find different benefits:

- You will be able to **promote** the image of your business.
- Extra information about your **practices** can be shown, adding extra value.
- You will be able to **connect with new clients**.
- You will be able to **collect basic information** about your clients.



## Topic 5. Social media



Source: [Pexels](#)

There are a lot of different platforms that you can use for your business. The most used social media are the following:

- **Facebook.** One of the most popular in the world. You can create a page for your company with all the information about it and share all and content, from videos to pictures and texts. Through the interactive chat, anyone interested in your products can contact you.



## Topic 5. Social media

- **YouTube.** Directed to videos. You can use it to promote your beekeeping practices and differentiate yourself in this way. Moreover, you can find inspiration in other beekeeping channels.
- **Instagram.** Mainly used for pictures, achieving high visibility. This mean is very used amongst young public.
- **Twitter.** Directed to share short messages.



Source: [Pexels](#)

## Topic 5. Social media



- Choose the **right platform** depending on your target and vision.
- Start by **creating an account** and checking if the platform fits what you are looking for.
- **Share content** that represents your business and can be attractive for customers.
- Share content sometimes during the week, **not every day**.
- Create a **community**.



Source: [Pexels](#)

# Topic 5. Social media



## Summary

- Social media can have a lot of different benefits to your business. It will help you to **promote and boost** your business while acquiring and retaining customers.
- There are a lot of different social media, the **choice** will have to be done according to the vision of the business.
- The starting point will be to create content that defines your business and **adds value**.



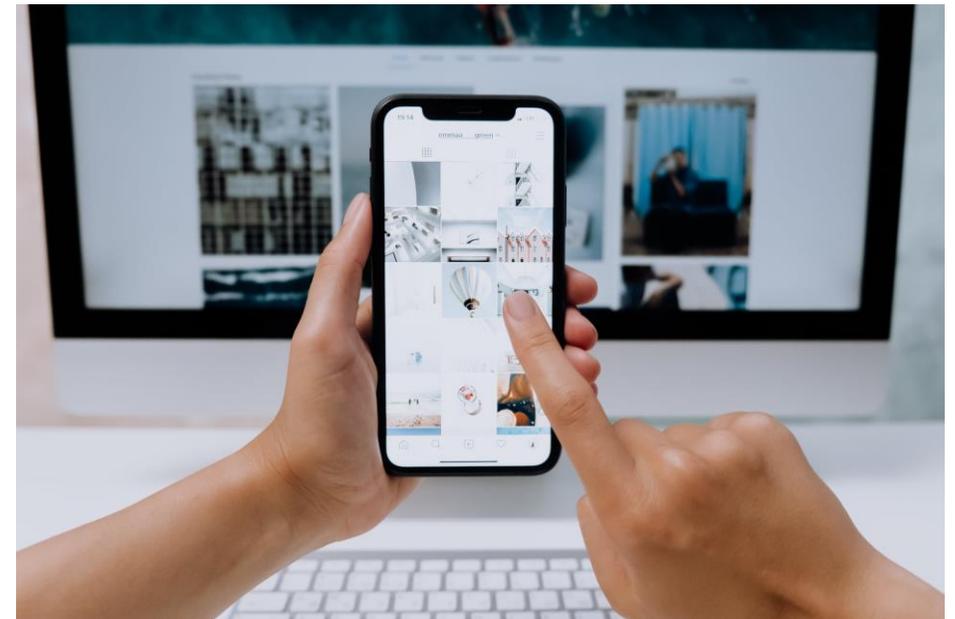
## Topic 5. Social media

### Extra resources

In the following link, you can find a video about how to promote your business better using the social media.

Bella Canva. May 8, 2018. Social Media Marketing 101 for Small Businesses.

<https://www.youtube.com/watch?v=FMwSa7uKX-s>



Source: [Pexels](#)

## Topic 6. Tips for successfully promoting your products



### Learning Outcomes – Competences & Skills

In the last chapter of this module about marketing, some basic tips to start your promotion and marketing strategy will be given.

Once you have completed this topic, you will be able to:

- Plan and implement a promotion strategy through practical tips.
- Use the information of the previous topics to create your own promotion' strategy.



## Topic 6. Tips for successfully promoting your products



- **Create your own identity.** This would be the first step. This will be easier once you have your 4 P's strategy and brand, and your social media accounts set up. You can then decide who you want to share information about your company's activities, creating a clear identity.
- **Know your clients.** Ask them, in person or by mail what do they think about your products. Put together surveys or focus groups **to find out their opinions and use their feedback to improve your activities and products.**
- **Create a database.** Creating a list of clients and knowing their preferences will allow you to share with them the products that they like. Make sure you adapt your offer to their tastes, preferences, and needs.





## Topic 6. Tips for successfully promoting your products

- **Create your own website.** Having your own digital space is the best way to promote your business in a direct manner.
- **Homogenize your business.** Your website, labels, business card, promotional posters, etc. should follow the same color pattern to create a homogeneous and distinctive brand image.
- **Announce your business.** In social media, in person, in fair trades, etc. Announcing yourself is a great way to attract customers.
- **Share the benefits of your products.** Value your business and your products by sharing with your community all the benefits.





## Topic 6. Tips for successfully promoting your products

### Extra resources



Source: [Pexels](#)

In the following link you will find everything about the omnichannel marketing strategy. The Audiopedia. October 16, 2018. What is MULTICHANNEL MARKETING? What does MULTICHANNEL MARKETING mean?

<https://www.youtube.com/watch?v=vGCfDf823eM>



## References



- The Audiopedia, Oct 16<sup>th</sup>, 2018. What is MULTICHANNEL MARKETING? What does MULTICHANNEL MARKETING mean? <https://www.youtube.com/watch?v=vGCDFd823eM>
- Philip Kotler et al. (2017). Marketing 4.0. – Moving from Traditional to Digital. John Wiley & Sons.
- Kotler and Armstrong Principles of Marketing. Chapter 8. Products, Services, and Brands: Building Customer Value. pp.248-265
- Robert Dolan, HBR 2014, Framework for Marketing Strategy Formation.
- CBI Ministry of Foreign Affairs. 2020. What requirements should your product comply with to be allowed on European markets? <https://www.cbi.eu/market-information/honey-sweeteners/buyer-requirements>

# Congratulations!

## You have completed Module Module 7. The marketing of bee products

*This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



Co-funded by the  
Erasmus+ Programme  
of the European Union



CIVIC



HeartHands  
SOLUTIONS  
HANDS ON KNOWLEDGE



Spey Valley Bees