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MAR 3023H-Principles of Marketing

PROJECT #1: Format- Web Site/Social Media & Marketing Plan

Web Site, Social Media, and Marketing Plan for: Snowman’s Seasonings Spice Blends

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**Executive Overview**

Snowman’s Seasonings, founded by Amy Snowhill, is at the forefront of the culinary industry, offering a diverse range of hand-crafted, globally inspired spice blends including Blackening Spice, Spicy Sugar, Jerk Seasoning, Curry Spice, and Season Salt. With a vision to transform everyday cooking into a gourmet experience, our company is dedicated to leading in innovation, quality, and sustainability. Priced at $4.00 per ounce, our products are designed to be accessible while ensuring a commitment to ethical production practices and environmental stewardship.

Our target market consists of adventurous young adults, aged 18 to 40, who value the convenience of online shopping and are inclined towards brands that prioritize transparency and sustainability. Utilizing a strategic marketing mix, we focus on product uniqueness, competitive pricing, online and local store placements, and dynamic promotion through social media and local radio to build a community around our brand.

Snowman’s Seasonings navigates a competitive landscape with a distinct advantage through our unique product offerings, commitment to quality, and a compelling brand story. Despite regulatory challenges and the need for scalability, our strategic goals aim for product line expansion, national retail presence, and fostering an online community. Our SWOT analysis highlights our strengths in product diversity and quality, while also acknowledging challenges in market presence and distribution. With a focused marketing strategy, we aim to increase online sales, launch new spice blends, and strengthen our social media presence, positioning Snowman’s Seasonings for significant growth and a lasting legacy in the culinary world.

**Company Slogan: “**A Blizzard of Flavor in every Blend”

**Product Strategy (Marketing Mix)**

**Product:** At Snowman’s Seasonings, we focus on creating unique spice blends by hand. We use natural ingredients and prefer farming methods that are good for the earth. This approach not only makes our spices special but also shows our commitment to quality and sustainability.

**Price:** We've set our prices at $1.00 per ounce, aiming for a 20% profit margin. This pricing strategy makes our spices affordable while ensuring our business stays healthy. It's important to us that our customers see the value in what they buy, not just in the quality of the spices but also in the ethical way we produce them.

**Place:** Initially, we're selling our spices online and in local Natural Food stores. To start, we'll handle orders from our home, keeping a personal touch with our customers. As we grow and hit sales of $50,000 per year, we plan to move to a larger distribution center to better manage our inventory and ensure timely deliveries.

**Promotion:** To spread the word, I'm diving into social media platforms like TikTok, Facebook, and YouTube, where I'll share cooking videos using our spices and start a blog. Additionally, I'm reaching out through local radio, such as104.1FM. This blend of online and local promotion aims to build a community around Snowman’s Seasonings, connecting with people who love to cook and care about the origins of their food.

**Target Market:**

Our spice blends appeal to a specific group: young adults between 18 and 40 years old, who are part of the Gen Z and Millennial generations. These individuals are adventurous in the kitchen and value the convenience of online shopping, making them a perfect match for our digital marketing strategies. They typically have a higher income, which means they're willing to invest in premium, ethically sourced spices. Many have college degrees and prioritize transparency and sustainability in the brands they support. This combination of age, income, and education outlines our ideal customers—those who are passionate about exploring new flavors and making responsible, informed purchases.

**Environmental Forces:**

* **Social**

The US is becoming more diverse, and this means more people are interested in trying different kinds of food, including the unique spice blends Snowman’s Seasonings offers. This diversity helps us sell more because our spices fit the tastes people are curious about. Also, many people now care a lot about eating healthily and being good to the environment. Our spices are natural and made in a way that’s kind to the earth, which matches what people want. This makes our business do well because we offer what people are looking for.

* **Economic**

Traditionally when the economy is strong, consumers seek out products to spend their money on. Even with the current inflation and housing market crunch, I feel that consumers will still seek out my products. This is because they will be cooking at home more often and will want an elevated experience.

* **Technological**

Technology plays a crucial role in how Snowman’s Seasonings operates and connects with customers. By using an online store, we can sell spices to people everywhere, making it easy for anyone to buy them without leaving their house. Social media is another key tool, using it to share videos and posts about how to cook with the spices, which helps more people find out about the brand. Behind the scenes, technology helps us keep up with orders and make sure the spices are always top quality. For customers, this means they get great products and lots of helpful cooking tips easily online, which makes cooking more fun and interesting.

* **Competitive**

Snowman’s Seasonings is up against a lot of other spice brands, including big names and new ones with interesting products. What makes us different and appealing is its unique spice blends, high-quality ingredients, and the story of how it started. These factors help it stand out and attract customers who are looking for something special in their cooking. This approach helps us to not just keep up with the competition but to create our own niche in the market, especially among people who love cooking and care about the quality and source of their ingredients.

* **Regulatory**

The regulatory food laws in Florida that apply to my company are the ‘cottage food” laws. If my sales do not exceed $50,000/yr., I can operate out of my home. I can only sell directly to consumers through the mail or at farmers’ markets, not through retailers or wholesalers. I am required to list all my ingredients in descending order, any allergies, and that it is homemade. I believed in my company, so I had procured a business license and the appropriate Employer Identification Number (EIN).

However, once I exceed the sales cap, I need to ensure the business is compliant with tax regulations. I will consult with a tax professional to optimize my tax strategy and take advantage of deductions. I will also reevaluate my business insurance to protect my assets and mitigate risks.

* **SWOT Analysis**

**Strengths:**

1. **Unique Product Offering:** A diverse range of hand-crafted, naturally sourced spice blends that cater to a variety of taste preferences.
2. **Quality Focus:** Commitment to high-quality ingredients and sustainable farming practices.
3. **Founder Expertise:** Strong product knowledge and passion for flavors, underpinned by the founders' personal experience and expertise in creating spice blends.
4. **Brand Appeal:** A compelling brand story and vision that resonates with consumers seeking authentic and gourmet cooking experiences.

**Weaknesses:**

1. **Limited Market Presence:** As a new and growing company, Snowman’s Seasonings may have limited brand recognition compared to established competitors.
2. **Scalability Challenges:** Potential challenges in scaling production while maintaining quality, especially as demand increases.
3. **Distribution Limitations:** Initial reliance on home-based distribution could limit growth and reach in the early stages.
4. **Resource Constraints:** As a small business, there may be limitations in terms of labor, financial resources, and technological infrastructure.

**Opportunities:**

1. **E-Commerce Expansion:** Leveraging online platforms to reach a broader audience and tap into the growing trend of online shopping.
2. **Product Line Extension:** Potential to expand the product range to include related products or new spice blends, catering to evolving consumer tastes.
3. **Partnerships and Collaborations:** Opportunities to collaborate with food influencers, chefs, and gourmet food stores to enhance brand visibility and credibility.
4. **Health and Wellness Trend:** Capitalizing on the increasing consumer interest in healthy and natural food products.

**External Threats:**

1. **Competitive Market:** Intense competition from both established spice brands and new entrants in the market.
2. **Supply Chain Disruptions:** Vulnerability to fluctuations in raw material availability and pricing, which can impact production costs and consistency.
3. **Changing Consumer Preferences:** Risk of shifts in consumer tastes and preferences, which can affect demand for specific spice blends.
4. **Economic Fluctuations:** Economic downturns or recessions can lead to reduced consumer spending on non-essential gourmet products.

* **My Marketing Strategy**

Strategic (Long Term) Goals

1. **Expand Product Line:** Within the next three to five years, we aim to double the current product lineup, introducing new and innovative spice blends that cater to emerging culinary trends and dietary preferences. This expansion should not only include broadening the range of flavors but also exploring organic and ethically sourced options to strengthen the brand's commitment to sustainability and quality.
2. **Establish National Retail Presence:** We will work towards securing distribution deals with national grocery chains and specialty food stores, moving beyond regional Natural Food stores. This will involve enhancing production capabilities and logistics to meet the demands of a wider market, as well as implementing targeted marketing strategies to build brand recognition and demand across the country.
3. **Build a Community Around the Brand:** We will develop a robust online community by leveraging social media, a dedicated blog, and interactive platforms where customers can share their cooking experiences, recipes, and tips using Snowman’s Seasonings. The goal is to not only increase customer engagement and loyalty but also to position Snowman’s Seasonings as a thought leader in the culinary space, fostering a sense of belonging among culinary enthusiasts.

Tactical Strategy (Current Year) Goals

1. **Increase Online Sales by 25%:** We will focus on enhancing the e-commerce platform, optimizing the online shopping experience, and implementing targeted digital marketing campaigns. By utilizing analytics to understand customer behavior and preferences, we can tailor promotions and content to drive online sales growth within the fiscal year.
2. **Launch Two New Spice Blends:** We will research and develop at least two new spice blends that address current culinary trends or customer requests. This involves sourcing high-quality ingredients, finalizing the recipes, and creating a marketing campaign to introduce these new products to the market, aiming to generate buzz and increase sales.
3. **Strengthen Social Media Presence:** We will increase the company's social media following and engagement by 50% through consistent, high-quality content, interactive cooking demonstrations, and collaborations with food influencers. This short-term goal supports broader marketing objectives by enhancing brand visibility and directly engaging with the target demographic.