



# FOOD & BEVERAGE

## Digital Marketing Guide

— Insights from Industry Experts —





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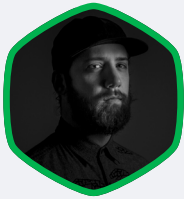
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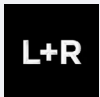


# Participants



**Alex Levin**

Partner at  
L+R



Brooklyn, USA



**Oriana Cirilo**

Head of Marketing at  
Propeller



London, UK



**Corey Marques**

Digital Strategist at  
Ignite Digital



Toronto, Canada



**Vincent Mazza**

Managing Partner at  
eDesign Interactive



New Jersey, USA



**Henry Lansing**

Senior Account Manager at  
Fresh Content Society



Chicago, USA



**Keith Gavin**

Account Strategist at  
Major Tom



Vancouver, Canada



**Andrew Lin**

Managing Director at  
4HK



Hong Kong, China



**Liat Kastro White**

Account Director  
Moburst



Tel Aviv, Israel



**Aimee Corten**

Head of Communications at  
Digital Media Team



Manchester, UK



**Nicholas Wonders**

Managing Director at  
Tortoise & Hare CX Agency



Sydney, AU





# Participants

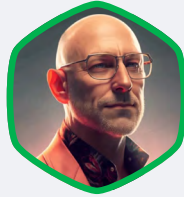


**George Sharpe**

Founder at Favoured



London, UK



**Ken Braun**

Chief Brandtender at Lounge Lizard



New York, USA



**Thomas Bo Nielsen**

Creative Director at WeThink



Kopenhagen, Denmark



**Adam Mates**

SEO Manager at Seed



Brighton, UK



**Annabel Gibson**

Marketing Coordinator at Propeller



London, UK

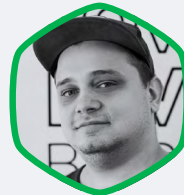


**Boyd Roberts**

Director at Emote Digital



Melbourne, AU



**Artem Krivoshey**

Relationship Manager at WGG Agency



Dubai, UAE



**James Gibson**

Director of Digital Marketing at eDesign Interactive

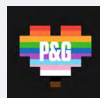


New Jersey, USA



**Sandy Fleischer**

Partner at Pound & Grain



Vancouver, Canada



**Sharon Lee Thony**

CEO at SLT Consulting



New York, USA



# Introduction



The food and beverage industry is undergoing a seismic shift. Consumer preferences are evolving, technology is rapidly changing the landscape, and competition is fiercer than ever. To thrive in this dynamic environment, brands need a winning digital marketing strategy.

Inside, you will discover:



**Top trends reshaping the food and beverage landscape:** Explore the rise of direct-to-consumer models, the power of user-generated content, and the integration of AI for personalized experiences.



**Data-driven insights:** Learn from the most impactful marketing channels, content formats, and key metrics to measure success.



**Expert secrets for growth:** Uncover industry leaders' strategies for reaching new audiences, building brand loyalty, and maximizing return on investment (ROI).



**Future-proofing your approach:** Dive into the potential of emerging technologies like AI-powered content creation, smart packaging, and voice-activated shopping experiences.

By leveraging the insights in this eGuide, you will gain a competitive edge and unlock the full potential of your food and beverage brand in the digital age.

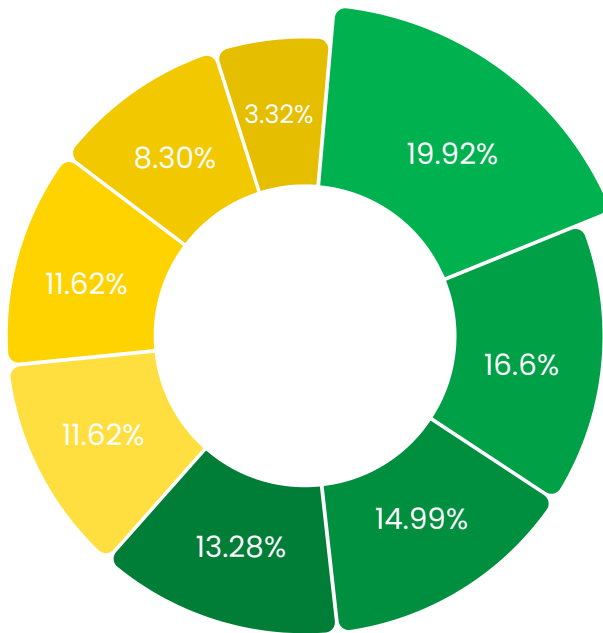


# Key Takeaways



## Top Trends, Platforms, Services, Metrics, Challenges, and Tech Stack

### Top Digital Marketing Trends Reshaping the Food, Beverage, and FMCG Landscape

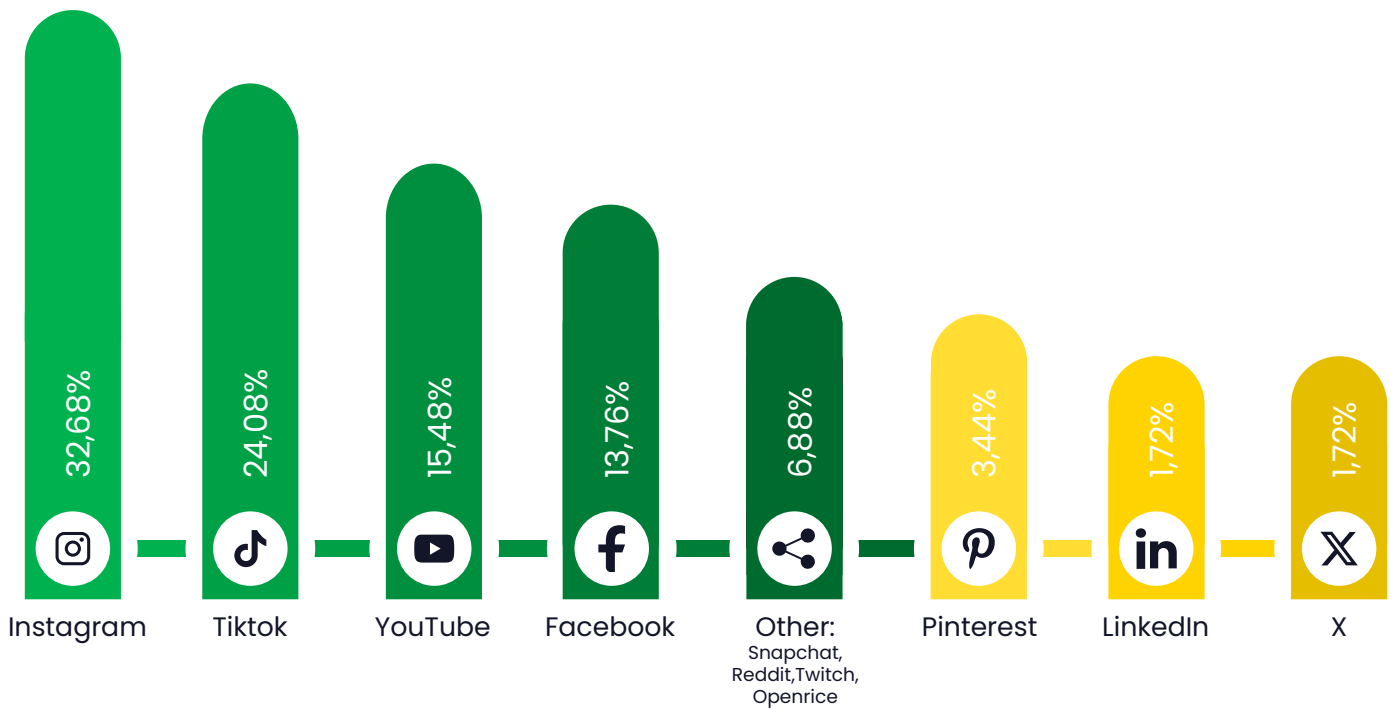


- User-Generated Content (UGC) Campaigns & Brand Advocacy
- Short-Form Video Content Advertising
- Focus on Sustainable & Ethical Practices
- Micro-Influencer Marketing
- Personalized Nutrition & Dietary Needs Targeting
- Data-Driven Marketing & Customer Journey Mapping
- Integration of AI for Chatbots & Recommendation Engines
- Rise in Livestream Shopping & Interactive Experiences

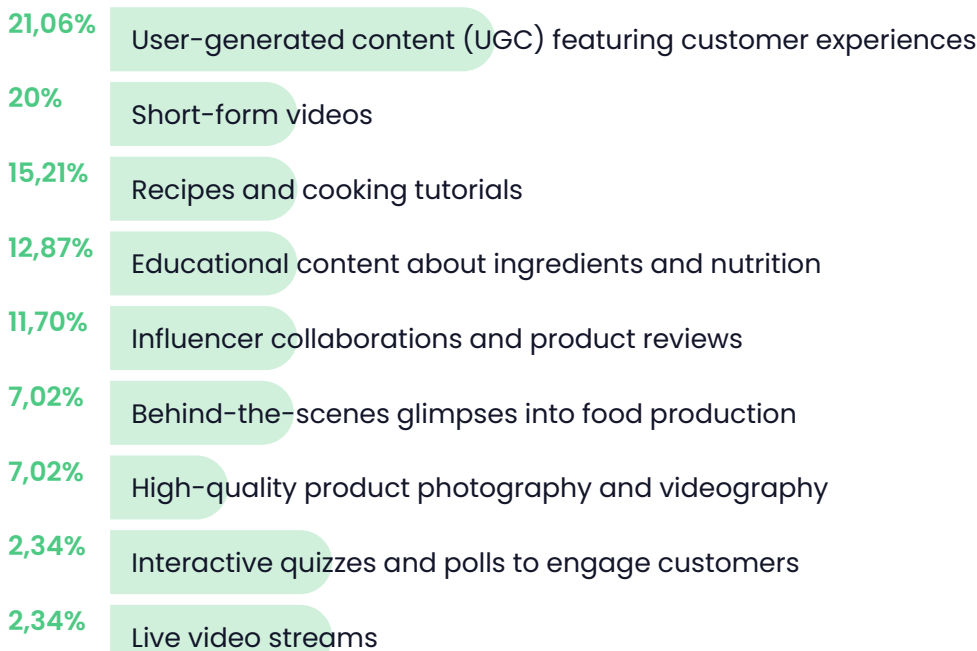
### Top 5 Digital Channels to Engage Food, Beverage, and FMCG Brands



## Top Social Media Platforms Fueling Food and Beverage Marketing Success



## The Winning Content Formats for Food, Beverage, and FMCG Brands



## Key Metrics that Matter for Food and Beverage Marketing Campaigns



According to each luxury industry expert, the key qualities or differentiators that make them a good fit for working with Food, Beverage, and FMCG brands are...



"Authenticity. We are not here to talk about your food. Your food should sell itself, we are here to tell stories, to build and cultivate community."



**Henry Lansing**

Senior Account Manager



"Customers need connection. They want to buy brands they love and trust. Crafting compelling, data-driven brand experiences that connect with audiences' emotional core takes a wealth of research and understanding."



**Vincent Mazza**

Managing Partner



DIGITAL AGENCY  
NETWORK





“Highly detailed & A/B testing audience targeting, customized full-service digital marketing strategies custom to the Food & Beverage industry, case studies & testimonials from working with other Food & Beverage industry clients, over a decade of experience, connections, and partnerships with influencer platforms featuring great UGC content for Food & Beverage industry, website design & development custom functionality for Food & Beverage industry.”



**Corey Marques**

Digital Strategist



“Experience working on Local SEO for major national restaurant brands.”



**Adam Mates**

SEO Manager



“Digital strategy plus branding and web/app development capabilities.”



**Alex Levin**

Partner



“Harnessing innovative digital solutions guarantees heightened brand visibility and engagement, leading to tangible results. With a focus on social media prowess, strategic influencer collaborations, and data-driven analytics, we pave the way for our partners to thrive in the global arena.”



**Liat Kastro White**

Account Director



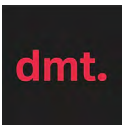


“Having a combination of creative and media services under one roof.”



**Sandy Fleischer**

Partner



“From working with big-name brands like Tim Hortons and Musclefood to more specialised ventures such as Eatlean Cheese and Vegan Store, we have seen it all and know what works! We have also got access to a slick new software that helps us create hyper-relevant ads based on variables such as the weather, time, location, and even language and dialect.”



**Aimee Corten**

Head of Communications



“We stay up to date with industry news and trends so that our clients can trust we are working towards their best interests at all times. This enables us to give impactful and specific recommendations on digital strategy, recommendations that will be unique to each of our fantastic clients. There’s no one-size-fits-all approach within these industries, and you have to break the mold if you want to produce work that stands out against the competition.”



**Annabel Gibson**

Marketing Coordinator



“We have in-house TikTok content creators so we can produce short form UGC style content very quickly, enabling us to optimise our campaigns to drive sales.”



**George Sharpe**

Founder





## Top Digital Marketing Services Food and Beverage Brands Crave

 19,95%

Digital Marketing Strategy  
Development

 15,75%

Social Media Management &  
Advertising

 12,60%

Content Creation &  
Management

 8,40%

SEO and PPC

 8,40%

Website Design &  
Development

 8,40%

Creative Design &  
Branding

 7,35%


Data Analytics &  
Reporting

 6,30%

Influencer  
Marketing Partnerships

 6,30%

E-commerce Website  
Design & Development

 4,20%

Marketing Automation  
& Customer  
Journey Mapping

 4,20%

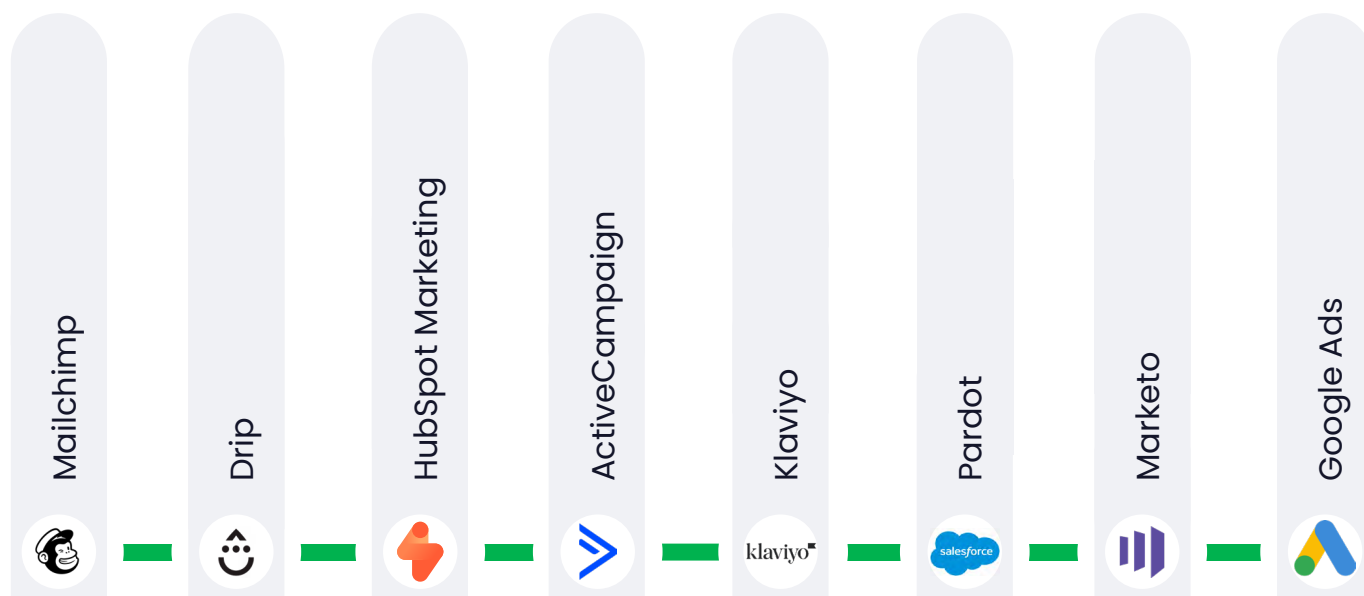
Public Relations  
& Brand  
Management



## Common Hurdles Faced by Food and Beverage Marketers



## Must-Have Marketing Automation Tools for Food and Beverage Marketing Agencies

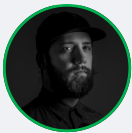


# Experts Share Their Secrets for Growth Opportunities

Industry leaders spill their secrets for the biggest opportunities for growth in the Food, Beverage, and FMCG industry



"Being fully technologically integrated with all business practices."



**Alex Levin**  
Partner



"Consumers expectations continue to rise, being able to predict and adapt to changing needs will generate the biggest results for FMCG brands. The need for personalization and convenience in the space continues to prevail and your digital experiences need to be continuously optimized so you can continue to be relevant."



**Oriana Cirilo**  
Head of Marketing



"Innovation in sustainable packaging, personalized nutrition, and e-commerce expansion (also for non-e-commerce brands that sell only through third-party retailers') are key growth avenues for the Food & Beverage & FMCG industry."



**Liat Kastro White**  
Account Director



"SEO, custom website creation, PPC ads, social media management, and influencer marketing."



**Corey Marques**  
Digital Strategist





“Paid media across third-party eCommerce platforms. You can see one of our works **here.**”



**Keith Gavin**  
Account Strategist



“New audiences and growth into new communities.”



**Henry Lansing**  
Senior Account Manager



“As our CPG market research shows, there are multiple attitudes and habits that consumers take into account when it comes to making CPG purchasing decisions. And clearly ‘brand name’ isn’t one of them. Creating content that aligns with those beliefs and trends is a huge opportunity that is an evergreen tactic by the best brands.”



**Vincent Mazza**  
Managing Partner



“Integrating eCommerce and delivery services.”



**Andrew Lin**  
Managing Director



“The biggest opportunity as we see it now is shoppable content – delivered through programmatic advertising and other innovative platform solutions. SLTC is grateful to our technology platform partners with whom we work closely to deliver our clients’ messages and reach their customers in the home and in their hands whether streaming or scrolling.”



**Sharon Lee Thony**  
CEO

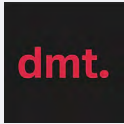


“Customer engagement and retention/loyalty.”



**Nicholas Wonders**  
Managing Director





“The biggest opportunities lie in selling straight to consumers online, making healthier and ecofriendly products, getting personal with marketing, and tapping into emerging markets with offerings tailored to local preferences and trends.”



**Aimee Corten**  
Head of Communications



“Scaling UGC and influencer partnerships to generate more reach and awareness. Adapting to the idea that your customers can be advocates so enabling them to create content for the brand to either be shared via organic or boosted with advertising.”



**George Sharpe**  
Founder



“Building brand loyalty and top of mind.”



**Thomas Bo Nielsen**  
Creative Director



“The F&B and FMCG industries are experiencing a significant shift and growth towards online purchasing, driven by changing consumer preferences and the convenience of digital platforms.”



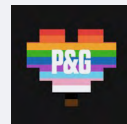
**Ken Braun**  
Chief Brandtender



“Creating a location-based marketing strategy to ensure you are reaching users across the country.”



**Adam Mates**  
SEO Manager



“AI content generation and optimization.”



**Sandy Fleischer**  
Partner



EMOTE

"To have more focus and consideration of website conversation rate supported by a multi-channel marketing approach which is integrated from branding, creative and content perspective."



**Boyd Roberts**

Director



"The biggest opportunities for growth in the food & beverage industry include e-commerce expansion, health and wellness trends, personalized marketing, sustainability initiatives, and global expansion into emerging markets."

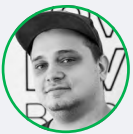


**James Gibson**

Director of Digital Marketing



"High popularity of social media and new trends in the food industry."



**Artem Krivoshey**

Relationship Manager



"Bringing AI into your strategy is inescapable and irresistible. Going beyond chatbots and harnessing this technology to a greater extent is the opportunities to get ahead of their competitors."



**Annabel Gibson**

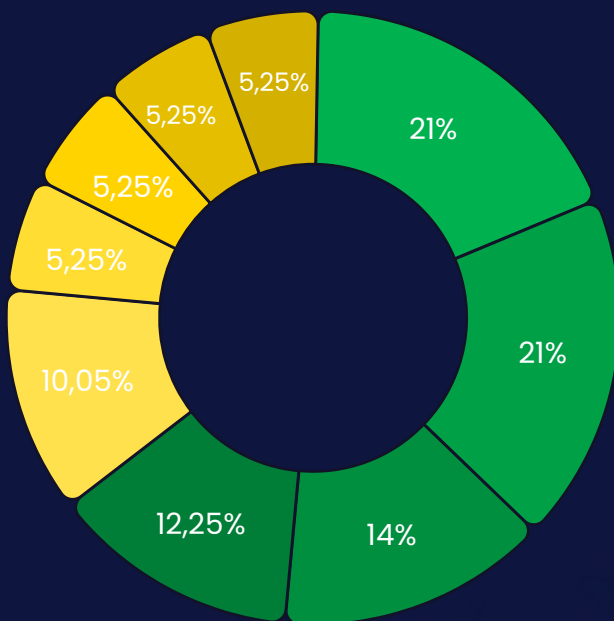
Marketing Coordinator





# The Future of Food and Beverage

## The Future is AI-Powered: How Food, Beverage, and FMCG Marketing Will Be Revolutionized?



- AI-Powered Content Generation & Optimization
- Chatbots & Virtual Assistants for Customer Service
- Rise of Influencer Marketing with Micro-influencers and Niche Communities
- Smart Packaging & Interactive Food Experiences
- Predictive Analytics for Demand Forecasting
- Greater Integration with the Metaverse and Web3 Technologies
- Supply Chain Management & Inventory Optimization
- Voice-Activated & AI-powered Shopping Experiences
- Ethical Considerations & Transparency in AI Use





## Food, Beverage, and FMCG Marketing in the Next Five Years: Exploring Emerging Trends



## A Look Ahead: The Marketing Mix for Food & Beverage and FMCG Brands

**“Increased focus on influencer marketing on social media”**

<b>%25</b> Strongly agree	<b>%70</b> Agree	<b>%5</b> Undecided
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**“Continued growth of e-commerce platforms for grocery shopping”**

<b>%65</b> Strongly agree	<b>%30</b> Agree	<b>%5</b> Disagree
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**“Greater emphasis on data-driven personalization and targeted advertising”**

<b>%65</b> Strongly agree	<b>%30</b> Agree	<b>%5</b> Disagree
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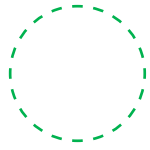
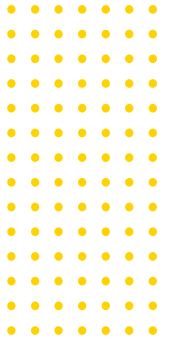
**“The rise of voice assistants for shopping and recipe recommendations”**

<b>%10</b> Strongly agree	<b>%40</b> Agree	<b>%30</b> Undecided	<b>%20</b> Disagree
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**“Increased focus on user-generated content and brand communities”**

<b>%40</b> Agree	<b>%35</b> Undecided	<b>%30</b> Disagree	<b>%5</b> Strongly agree
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[www.digitalagencynetwork.com](http://www.digitalagencynetwork.com)

