
Professional Certificate in Food Marketing and Consumer Behaviour

Digital Marketing for Food Brands

A/B Testing refers to a method of comparing two versions of a digital marketing campaign to determine which one performs better, it involves creating two versions of a web page or email and splitting the target audience to see which version generates more conversions, this technique is crucial in digital marketing for food brands as it helps to optimize marketing efforts and improve return on investment, for instance, a food brand can use A/B testing to compare the effectiveness of two different images or headlines in a social media ad, related terms include multivariate testing, split testing, and conversion rate optimization.

Above the Fold refers to the part of a web page that is visible to users without scrolling, it is the most visible part of the page and is often used to display the most important content or calls to action, in digital marketing for food brands, above the fold is crucial as it can help to grab the attention of users and encourage them to engage with the content, for example, a food brand can use above the fold to display a prominent call to action such as "shop now" or "sign up for newsletter".

Ad Exchange is a platform that enables advertisers to buy and sell ad space on multiple websites and mobile apps, it allows advertisers to target specific audiences and optimize their ad campaigns, in digital marketing for food brands, ad exchange can help to increase the reach and frequency of ad campaigns, for instance, a food brand can use ad exchange to target users who have shown interest in food and cooking content.

Ad Server is a platform that helps advertisers to manage and deliver their ad campaigns across multiple websites and mobile apps, it provides real-time reporting and analytics to help advertisers optimize their ad campaigns, in digital marketing for food brands, ad server can help to streamline ad operations and improve the effectiveness of ad campaigns, for example, a food brand can use ad server to deliver targeted ads to users who have visited their website or social media pages.

Affiliate Marketing is a form of digital marketing that involves partnering with influencers or affiliates who promote a food brand's products or services in exchange for a commission, it can help to increase brand awareness and drive sales, in digital marketing for food brands, affiliate marketing can be an effective way to reach new audiences and build relationships with influencers and affiliates, for instance, a food brand can partner with a food blogger to promote their products and offer a discount to their followers.

Analytics refers to the process of collecting, analyzing, and interpreting data to understand the behavior and preferences of users, in digital marketing for food brands, analytics can help to measure the effectiveness of marketing campaigns and identify areas for improvement, for example, a food brand can use Google Analytics to track website traffic and conversion rates, related terms include data mining, data

visualization, and business intelligence.

Application Programming Interface (API) is a set of rules and protocols that enables different software systems to communicate with each other, in digital marketing for food brands, API can help to integrate different marketing tools and platforms, for instance, a food brand can use API to connect their e-commerce platform with their social media accounts, related terms include web services, micro services, and integration platforms.

Artificial Intelligence (AI) refers to the use of machine learning algorithms to analyze data and make predictions or decisions, in digital marketing for food brands, AI can help to personalize marketing campaigns and improve customer experience, for example, a food brand can use AI to analyze customer data and recommend products or services based on their preferences, related terms include machine learning, deep learning, and natural language processing.

Attribution Modeling is a method of assigning credit to different marketing tactics for conversions or sales, it helps to understand the effectiveness of different marketing channels and campaigns, in digital marketing for food brands, attribution modeling can help to optimize marketing spend and improve return on investment, for instance, a food brand can use attribution modeling to analyze the effectiveness of their social media ads and email marketing campaigns, related terms include conversion tracking, funnel analysis, and customer journey mapping.

Augmented Reality (AR) refers to the use of technology to overlay digital information onto the physical world, in digital marketing for food brands, AR can help to create immersive and interactive experiences for customers, for example, a food brand can use AR to create a virtual cooking class or product demonstration, related terms include virtual reality, mixed reality, and extended reality.

Bounce Rate refers to the percentage of users who leave a website without taking any further action, it is an important metric for measuring the effectiveness of a website and identifying areas for improvement, in digital marketing for food brands, bounce rate can help to optimize website design and content, for instance, a food brand can use bounce rate to identify which pages on their website are causing users to leave and make changes to improve user experience, related terms include exit rate, time on site, and pages per session.

Branding refers to the process of creating and maintaining a unique identity for a food brand, it involves developing a brand positioning statement, brand voice, and visual identity, in digital marketing for food brands, branding can help to build awareness and loyalty among customers, for example, a food brand can use social media to create a strong brand presence and engage with customers, related terms include brand awareness, brand loyalty, and brand equity.

Call to Action (CTA) refers to a button or link that encourages users to take a specific action, such as signing up for a newsletter or making a purchase, in digital marketing for food brands, CTA can help to drive

conversions and increase sales, for instance, a food brand can use CTA to encourage users to visit their website or social media pages, related terms include landing page, conversion rate, and click-through rate.

Content Marketing is a form of digital marketing that involves creating and distributing valuable and relevant content to attract and retain a clearly defined audience, in digital marketing for food brands, content marketing can help to build trust and credibility among customers, for example, a food brand can use content marketing to create blog posts, videos, and social media posts that provide valuable information and entertainment to customers, related terms include blogging, vlogging, and influencer marketing.

Conversion Rate refers to the percentage of users who complete a desired action, such as making a purchase or signing up for a newsletter, in digital marketing for food brands, conversion rate can help to measure the effectiveness of marketing campaigns and identify areas for improvement, for instance, a food brand can use conversion rate to optimize their website and landing pages to increase conversions, related terms include click-through rate, cost per acquisition, and return on ad spend.

Cookie refers to a small file that is stored on a user's device to track their behavior and preferences, in digital marketing for food brands, cookies can help to personalize marketing campaigns and improve user experience, for example, a food brand can use cookies to track users who have visited their website and serve them targeted ads, related terms include pixel, tracking code, and data management platform.

Cost per Acquisition (CPA) refers to the cost of acquiring a new customer, it is an important metric for measuring the effectiveness of marketing campaigns, in digital marketing for food brands, CPA can help to optimize marketing spend and improve return on investment, for instance, a food brand can use CPA to compare the cost of acquiring new customers through different marketing channels, related terms include cost per click, cost per thousand impressions, and return on ad spend.

Customer Journey refers to the process that a customer goes through when interacting with a food brand, from awareness to purchase and loyalty, in digital marketing for food brands, customer journey can help to understand the needs and preferences of customers and create personalized experiences, for example, a food brand can use customer journey to map out the touchpoints that a customer has with their brand and identify areas for improvement, related terms include customer experience, customer lifetime value, and customer segmentation.

Customer Relationship Management (CRM) refers to the process of managing and analyzing customer data to improve customer relationships and drive sales, in digital marketing for food brands, CRM can help to personalize marketing campaigns and improve customer experience, for instance, a food brand can use CRM to track customer interactions and preferences and create targeted marketing campaigns, related terms include customer data platform, customer intelligence, and sales force automation.

Data Management Platform (DMP) refers to a platform that helps to collect, organize, and analyze data

from multiple sources, in digital marketing for food brands, DMP can help to create a single view of the customer and improve targeting and personalization, for example, a food brand can use DMP to collect data from their website, social media, and customer relationship management system and create targeted marketing campaigns, related terms include data warehouse, data lake, and customer data platform.

Digital Asset Management (DAM) refers to the process of organizing, storing, and retrieving digital assets such as images, videos, and documents, in digital marketing for food brands, DAM can help to streamline content creation and distribution and improve brand consistency, for instance, a food brand can use DAM to store and manage their brand assets and ensure that all marketing materials are consistent and up-to-date, related terms include content management system, media asset management, and brand guidelines.

Email Marketing is a form of digital marketing that involves sending targeted and personalized messages to customers and prospects via email, in digital marketing for food brands, email marketing can help to build relationships with customers and drive sales, for example, a food brand can use email marketing to send newsletters, promotions, and exclusive offers to their subscribers, related terms include newsletter, email list, and email service provider.

Influencer Marketing is a form of digital marketing that involves partnering with influencers who have a large following and influence in the food industry, in digital marketing for food brands, influencer marketing can help to increase brand awareness and drive sales, for instance, a food brand can partner with a food blogger or social media influencer to promote their products or services, related terms include influencer relations, influencer marketing platform, and brand ambassador.

Internet of Things (IoT) refers to the network of physical devices that are embedded with sensors and software to collect and exchange data, in digital marketing for food brands, IoT can help to create new experiences and interactions with customers, for example, a food brand can use IoT to create smart packaging that can track the location and condition of their products, related terms include connected devices, wearable technology, and smart home devices.

Landing Page refers to a web page that is specifically designed to convert visitors into customers, in digital marketing for food brands, landing page can help to drive conversions and increase sales, for instance, a food brand can use landing page to promote a new product or service and encourage visitors to sign up for a free trial or make a purchase, related terms include conversion rate, click-through rate, and call to action.

Marketing Automation refers to the use of software to automate and optimize marketing tasks such as email marketing, lead generation, and customer segmentation, in digital marketing for food brands, marketing automation can help to streamline marketing operations and improve efficiency, for example, a food brand can use marketing automation to send personalized emails to their customers and prospects based on their behavior and preferences, related terms include marketing software, customer relationship management, and lead management.

Mobile Marketing refers to the use of mobile devices to promote a food brand's products or services, in digital marketing for food brands, mobile marketing can help to reach customers on-the-go and drive sales, for instance, a food brand can use mobile marketing to send targeted ads to customers based on their location and behavior, related terms include mobile app, mobile website, and text message marketing.

Native Advertising refers to the use of ads that are designed to match the form and function of the platform they are being displayed on, in digital marketing for food brands, native advertising can help to increase brand awareness and drive engagement, for example, a food brand can use native advertising to create sponsored content on social media platforms that matches the look and feel of the platform, related terms include sponsored content, brand integration, and product placement.

Near Field Communication (NFC) refers to a technology that enables devices to communicate with each other when they are in close proximity, in digital marketing for food brands, NFC can help to create new experiences and interactions with customers, for example, a food brand can use NFC to create smart labels that can be used to track the location and condition of their products, related terms include radio frequency identification, quick response code, and beacon technology.

Online Community refers to a group of people who share a common interest or passion and interact with each other through online platforms, in digital marketing for food brands, online community can help to build brand loyalty and drive engagement, for instance, a food brand can use online community to create a forum or social media group where customers can share their experiences and recipes and interact with each other, related terms include social media community, online forum, and brand ambassador program.

Pay per Click (PPC) refers to a form of digital marketing where advertisers pay each time a user clicks on their ad, in digital marketing for food brands, PPC can help to drive traffic to their website and increase conversions, for example, a food brand can use PPC to create targeted ads on search engines and social media platforms that match the search terms and interests of their target audience, related terms include cost per click, click-through rate, and conversion rate.

Personalization refers to the use of data and analytics to create tailored experiences for customers, in digital marketing for food brands, personalization can help to increase customer loyalty and drive sales, for instance, a food brand can use personalization to recommend products or services to customers based on their purchasing history and preferences, related terms include customer segmentation, customer profiling, and content recommendation.

Podcasting refers to the use of audio content to reach and engage with customers, in digital marketing for food brands, podcasting can help to build brand awareness and establish thought leadership, for example, a food brand can use podcasting to create a podcast that features interviews with experts in the food industry or shares recipes and cooking tips, related terms include audio content, video podcasting, and podcast marketing.

Return on Ad Spend (ROAS) refers to the revenue generated by an ad campaign divided by the cost of the ad campaign, in digital marketing for food brands, ROAS can help to measure the effectiveness of ad campaigns and optimize marketing spend, for instance, a food brand can use ROAS to compare the revenue generated by different ad campaigns and adjust their marketing strategy accordingly, related terms include return on investment, cost per acquisition, and conversion rate.