



# LA TUA PASTA

Marketing and  
Sales Coordinator

[www.latuapasta.com](http://www.latuapasta.com)

May 2021

*Artisan Pastificio*

**LA TUA PASTA**

EST. 2006





# | Introduction

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# BRAND MESSAGES

## LA TUA PASTA Ltd:

- **Produces delicious fresh pasta and authentic Italian product** for customers at our market stalls as well as prestigious hotels, restaurants and caterers in the UK and abroad;
- Makes and **deliveries traditional Italian food**;
- Is one of **the best restaurant suppliers** in the UK;
- Focus on **Italian traditional food style**;
- Is **accessible** to a **B2B audience** and those with an interest in quality Italian food (**B2C**);
- Has both a **restaurant** (store) to enjoy in the centre of London and an **online shop** advising on recipes and cooking ideas;
- Communicates the **importance of quality and Italian tradition**, using the **best ingredients** to deliver an original traditional product





# | Audience

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# TARGET AUDIANCE

- DEMOGRAPHIC SEGMENTATION:

- ✓ Everyone (Women and Men)
- ✓ Aged 30-60
- ✓ Upper-middle range income

- LIFESTYLE SEGMENTATION:

- ✓ Consumers
- ✓ Italian food lovers
- ✓ Foodies
- ✓ Hotels and Accommodations
- ✓ Italian Restaurants
- ✓ Catering and events (e.g.,  
Wedding or Italian events)
- ✓ Smaller household/shops
- ✓ Wholesales/Supermarkets





# | SWOT Analysis

### STRENGTHS:

- High quality food
- Fresh ingredients
- Authentic traditional Italian style
- Italian chefs and team
- Best Italian restaurant supplier;
- Professional customer service (knowledge about Italian food)
- Favourable trends (eating healthy, ethically and green)
- Products suitable for vegans and vegetarians
- Excellent design

### WEAKNESSES:

- High price (consumer perceptions)
- Brexit export taxes;
- Brexit import taxes (ingredients);
- Relatively limited menu (Antipasti, fresh pasta, sauces & topping, desserts and wines);

### OPPORTUNITIES:

- Authentic and traditional Italian food in the UK;
- Education activities (workshops/masterclass for enthusiast, food lovers and professionals);
- Current trends creating demand (health, quality);
- Online service;
- Availability in conventional retailers;
- Potential consumers;

### THREATS:

(external factors)

- Food competitors







# Business plan

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# OBJECTIVES:

- Expanding the market
- Increasing customer loyalty, brand awareness and recognition
- Bringing new customers to the company website and gaining new social media followers
- Enhancing wholesales' and customers' purchasing power and educate the consumers to the benefits of the products (quality and healthy food)



## STRATEGIES:



- **Gaining customers' loyalty** by providing quality food that other competitors are unable to offer;
- A clear focus on the **positive aspects of the brand**, as for instance, the commitment of using no artificial ingredients, preservatives and colourants, synthetic hormones and antibiotics;
- Promoting the **reasons behind the higher prices** to help consumers understand the **value of healthy nutrition** (Food not simply as food but as a way of improving your personal health, lifestyle and attitude);
- Promoting the **brand history** in order to humanise it and connect it with the customers in a personal way;
- Developing and enhancing specific **communication strategies**:
  - **Branding**: Building up a strong brand identity;
  - **Emotional content**: touch the consumer (storytelling);
  - **Food aesthetics**: not just nice-to-see, but also tasty;
  - **Digital support**: Website, apps and social media;
  - **Press and Public Relations**: Magazines, Trade press, Brand ambassador and Influencers;
  - **WOM** (Word of mouth)



# ACTIONS:

- Running campaigns and social media ads by using creative testing
- Video Recipes
  - Provide Recipes (advice and ideas) (e.g., online recipes or provide delivery box with receipts ideas – how to cook the products)
- Blog post
- Trade press
- Food/cook Masterclasses (online or in-store)
- Competitions
- Giveaway
- Chef invitations (during masterclasses/events)
- Sponsorship and active participation in industry events (Italian celebrations)
  - Food and Cooking Magazines ads
- Bloggers/influencers' invitations (or giftbox sending) for a review/feedback/post
- Membership (offers and vouchers)
- Outdoor billboard & media display ads
- Bespoke digital banners and buttons
- In-store and online offers
- Provide a professional customer service (with high knowledge about Italian food)

# Measuring Success



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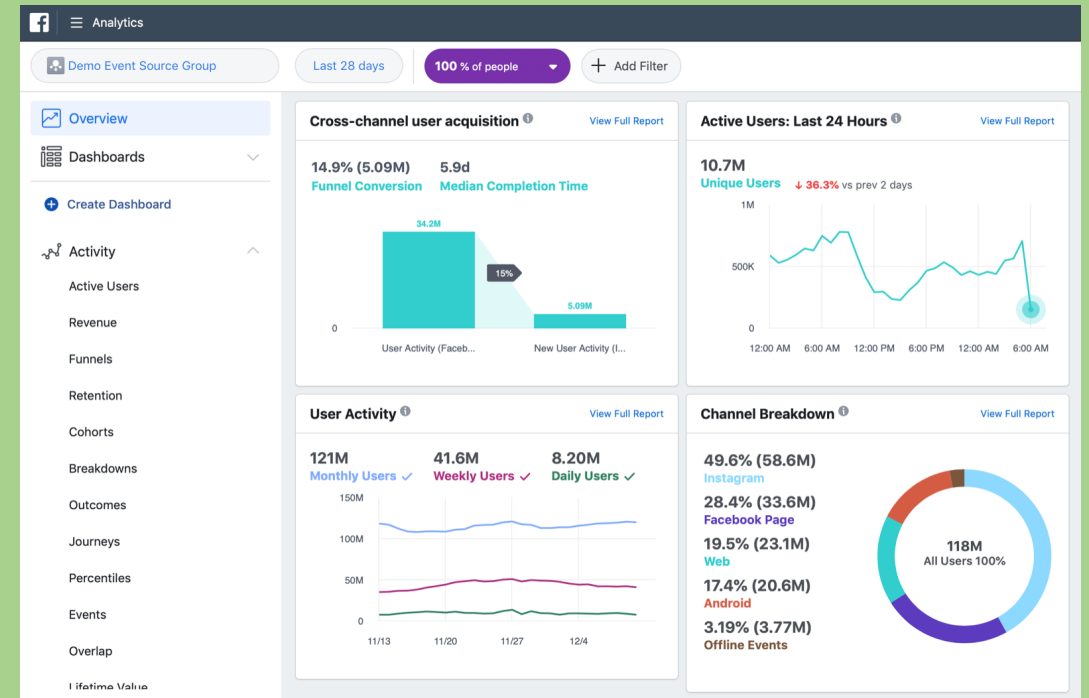


# MEASURING SUCCESS

- Positive KPI (i.e. monitoring the increase of sales followers and customers; increase of customer enquiries);
- Positive Ads (ROI);
- Positive Customer experience reviews and feedback;

Monitoring & analysis the performance of content through **in-depth insights** into specific social channels:

- Compare paid vs organic results of boosted posts
  - Track key engagement metrics for each social account
  - Measure stories, individual posts, and hashtags
  - Audience demographics
- 
- **End of Campaign Report** – an analysis of each activity will be provided at the end of the campaign



Examples of Social Media Analytics

A shopping basket filled with various groceries, including a carton of eggs, a bunch of lettuce, a banana, a baguette, and a carton of orange juice. A calculator is placed on top of the basket, symbolizing budgeting. The word "Budget" is written in a large, black, sans-serif font, with a vertical line to its left.

# Budget

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# BUDGET

Activity	Budget
Public Relations	
Consumer/Trade PR	£10.000
Social Media	
Social media ads	£8,000
Social media Boosts	£6,000
Social media prize (giveaway, competitions)	£5,000
Social Media Ambassador	TBC
Campaign impact Analysis and Results Assessment	TBC
Advertising	
Outdoor advertising	£8,000
Digital advertising	£10,000
Promotional material	
Design and repro	£8,000
Events	TBC
Wow/Extra promotions invitation	TBC
<b>TOTAL</b>	<b>£55.000+TBC</b>

\* Budget Example (MAKE-BELIEVE)



*“La Tua Pasta” is not about delicious Italian food, it is  
about creating pleasure & entertainment for customers  
in an Italian atmosphere”*

# Thank you

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