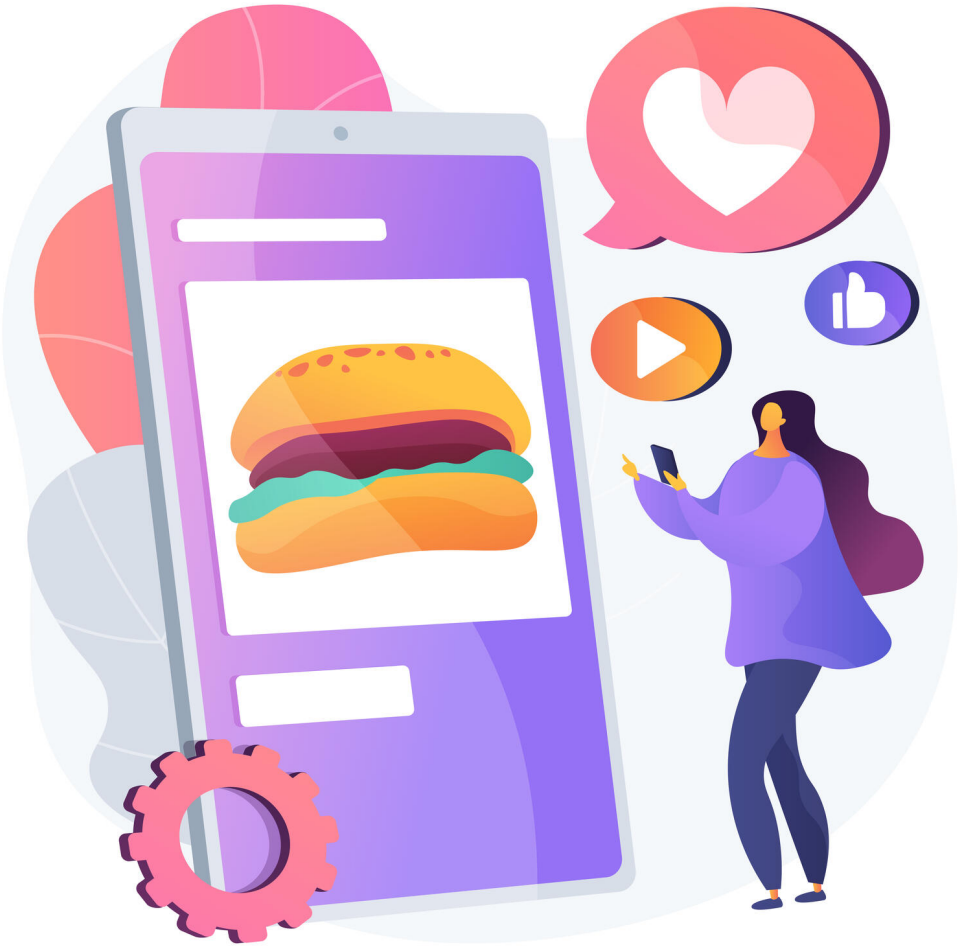


Digital Marketing Mastery for Food and Beverage

Duration: 5 Days

Language: en

Course Code: IND10 - 116

Objective

By the end of this course, participants will be able to:

- Understand the digital marketing ecosystem and its relevance to the F&B sector.
- Build and manage strong, consistent brand identities across platforms.
- Design and execute targeted online campaigns for restaurants, hotels, or food brands.
- Use analytics and customer insights to drive engagement and retention.
- Develop storytelling-based marketing approaches that connect with modern audiences.

Audience

This course is ideal for:

- Marketing and Brand Managers in the F&B sector.
- Restaurant Owners, Entrepreneurs, and Franchise Operators.
- Food Technologists and Product Developers.
- Digital Marketing Professionals and Consultants.
- PR and Communications Specialists in Hospitality and Culinary Brands.

Training Methodology

The course combines interactive lectures, case studies, and practical exercises. Participants will analyse successful F&B brand campaigns, develop digital content strategies, and design marketing frameworks aligned with current consumer trends and technologies.

Summary

This advanced training course provides a comprehensive exploration of digital marketing and brand management strategies specifically designed for the Food & Beverage (F&B) industry. As digital platforms redefine consumer engagement, F&B professionals must master how to build authentic brand identities, create powerful online experiences, and convert digital visibility into tangible business growth.

Participants will gain deep insights into content strategy, social media campaigns, influencer collaborations, and data-driven marketing tools. The course also covers reputation management, storytelling in culinary branding, and omni-channel customer experience, preparing attendees to lead marketing innovation in a highly competitive and fast-evolving market.

Course Content & Outline

Section 1: The Digital Landscape of F&B Marketing

- Overview of the digital transformation in the global F&B industry.
- Changing consumer behaviour and expectations in the online era.
- Role of digital touchpoints — websites, social media, mobile apps, and delivery platforms.
- Analysing competitors and market positioning through digital benchmarking.

Section 2: Brand Identity and Storytelling for F&B

- Fundamentals of F&B brand building: purpose, values, and differentiation.
- The psychology of food branding and emotional connection with customers.
- Crafting a brand story that reflects authenticity and culture.
- Designing visual identities — logos, packaging, and aesthetic consistency.

Section 3: Social Media, Influencers, and Content Creation

- Choosing the right social platforms for F&B audiences (Instagram, TikTok, YouTube).
- Creating visual and narrative content that drives engagement.
- Working with food influencers and brand ambassadors strategically.
- Managing brand reputation and online reviews.
- Planning content calendars and engagement metrics.

Section 4: Data-Driven Digital Campaigns

- Introduction to paid advertising and digital campaign management.
- Using analytics to measure campaign performance and ROI.
- SEO and SEM fundamentals for restaurant and F&B websites.

- Customer segmentation, targeting, and personalisation using CRM data.
- Case study: analysing a successful restaurant or beverage campaign.

Section 5: Integrating Brand Strategy, Experience, and Growth

- Building an omni-channel brand experience: physical + digital integration.
- Driving customer loyalty through digital experiences and feedback loops.
- Leveraging technology: AI, automation, and chatbots in F&B marketing.
- Designing a growth roadmap for sustainable brand expansion.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Food and Beverage, Media and Marketing

Tags

digital marketing, Food and Beverage, FB Marketing

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