

## NEW AGE SOCIAL MEDIA MARKETING AND FOOD BLOGGING STRATEGIES FOR MICRO INDUSTRIES IN FOOD SECTOR IN PUNE CITY

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### Abstract

Food industry plays a big role in any society and it's development. May it be a hotel, restaurant, café, stall, food joint or any other outlet, any form of food outlet gets crowded with people when it comes with a unique taste, ambiance and quality of service. Food industry always imparts an experience. May it be a Five Star/Seven Star hotel or a bakery or a savory or a café or a stall or a food joint people like to taste different types of food and having enjoyment is a common intention and liking of people of every age group.

In food industry the restaurant or café or hotel calls for heavy investments in terms of the rent, infrastructure, staff, utilities and amenities however the stall owners who are having their food stalls on the road or footpaths will call for less investment as compared to the big hotels or restaurants. If they serve good food and taste people would like to visit those places and have the food tasted and enjoyed. So though the investment is on lower side, the margins and overall sale counter will also be limited as compared to the hotels or cafes. But these stall will have less operating costs as well. They don't need much of skilled manpower in terms of staff (one or two skilled people will be sufficient)

However the Micro Food industries like road side stalls will always have a limited customer base because not many people will accommodate that as they prefer luxury over taste, they prefer amenities and ambiance and service experience above the quick serving etc. So the counter sell will be limited and the target audience will also be limited.

The research aimed at study of Social Media Marketing and Food Blogging Strategies for Micro Industries in Food Sector in Pune City and suggest some ways to improve the counter sell. The social media influencers, food bloggers, websites, paid reviews can be of great help to these people.

**Key words:** Social media, food blogging, influencers

### Introduction

#### Definition and Understanding of the Micro industries in Food Sector:

Food sector micro industries typically include the small road side stalls and thelas which serve the chat items, junk food which can be served in few minutes. Some times since it is served on the road issue of hygiene is posed however if taken a good care about the quality of food, manufacturing, water and served in a better way it becomes a notable thing.

These days technology and social media is acting like a boon in this industry and many people/stall holders got popularity with the help of food bloggers, influencers and general public. Dolly Chaywala from Nagpur, Vadapav Girl Chandrika Gera Dikshit, MBA Chaiwala, Nasseb Vadapav Ansar Chacha and many more stall holders got wide popularity through the Instagram, Youtube and facebook videos etc.

So study of social media impact on these industries, popularity of influencers and encashing that for benefit of the food stall, paid partnership with social media celebrities are serving as good ideas for these people.

For micro industries in the food sector, leveraging social media and food blogging can be a powerful way to build brand awareness, attract customers, and drive sales. Here are some targeted strategies for each:

### **Social Media Marketing Strategies**

#### **1. Identify Your Target Audience:**

- Understand who your ideal customers are (age, location, interests).
- Tailor your content to resonate with their preferences and needs.

#### **2. Choose the Right Platforms:**

- Focus on platforms where your audience is most active. Instagram and Facebook are great for visuals and engagement, while TikTok can help with viral content.
- LinkedIn can be useful for B2B connections if you're looking at partnerships or wholesale opportunities.

#### **3. Create High-Quality Visual Content:**

- Use appealing photos and videos of your food products. High-quality visuals can drive engagement and interest.
- Share behind-the-scenes content, such as food preparation or sourcing ingredients.

#### **4. Leverage User-Generated Content:**

- Encourage customers to share their experiences and tag your brand.
- Repost user-generated content to build community and trust.

#### **5. Engage with Your Audience:**

- Respond to comments and messages promptly.
- Use polls, quizzes, and questions to interact with your followers.

#### **6. Run Targeted Ads:**

- Use social media advertising to reach a larger audience. Platforms like Facebook and Instagram offer robust targeting options to reach specific demographics.

#### **7. Collaborate with Influencers:**

- Partner with local food influencers or bloggers to reach a wider audience. Influencers can help promote your products authentically.

#### **8. Promote Special Offers and Events:**

- Share information about discounts, promotions, or events to drive engagement and sales.
- Use stories or live videos to create excitement around these offers.

#### **9. Track and Analyze Performance:**

- Use analytics tools provided by social media platforms to monitor performance.

- Adjust your strategy based on what content performs best and what resonates with your audience.

### **Food Blogging Strategies**

#### **1. Develop a Unique Voice and Niche:**

- Focus on a specific niche within the food industry, such as healthy eating, local cuisine, or baking.
- Create a unique voice that sets your blog apart from others.

#### **2. Create High-Quality Content:**

- Write informative, engaging, and well-researched posts. Include recipes, tips, and food-related stories.
- Use high-quality images and step-by-step guides to enhance your content.

#### **3. Optimize for SEO:**

- Use relevant keywords to improve your blog's search engine ranking.
- Optimize titles, headings, and meta descriptions for better visibility.

#### **4. Share Your Content on Social Media:**

- Promote your blog posts through social media channels to drive traffic.
- Create shareable content that encourages readers to spread the word.

#### **5. Engage with Your Readers:**

- Respond to comments and emails from your readers.
- Encourage feedback and suggestions to build a community around your blog.

#### **6. Collaborate with Other Bloggers:**

- Guest post on other blogs or invite guest bloggers to contribute to yours.
- Collaborate on joint projects or giveaways to expand your reach.

#### **7. Monetize Your Blog:**

- Explore opportunities for monetization, such as sponsored posts, affiliate marketing, or ad placements.
- Ensure that any sponsored content aligns with your blog's values and interests.

#### **8. Stay Consistent:**

- Maintain a regular posting schedule to keep your audience engaged.
- Consistency helps build trust and anticipation among readers.

#### **9. Analyze Your Blog's Performance:**

- Use analytics tools to track visitor behavior, popular posts, and engagement.
- Adjust your content strategy based on performance data to better meet your audience's needs.

By implementing these strategies, micro industries in the food sector can effectively use social media and food blogging to grow their brand, connect with their audience, and drive success.

Social media tools have had a significant impact on the street food industry in India. Here's how:

#### **1. Increased Visibility and Reach**

- **Wider Audience:** Social media platforms like Instagram, Facebook, and Twitter allow street food vendors to reach a broader audience beyond their immediate locality. High-quality photos and engaging posts can attract customers from different regions.
- **Viral Potential:** A single post, photo, or video can quickly go viral, bringing national or even international attention to a particular street food vendor or dish.

## 2. Branding and Marketing

- **Cost-Effective Promotion:** For many street food vendors, social media offers a cost-effective way to promote their business compared to traditional advertising methods. Creating engaging content, running promotions, and using targeted ads can drive traffic and sales.
- **Brand Building:** Vendors can establish their brand identity through consistent and creative social media content. This helps in differentiating themselves from competitors and building a loyal customer base.

## 3. Customer Engagement and Feedback

- **Direct Interaction:** Social media allows vendors to interact directly with their customers, answer queries, and gather feedback. This interaction can improve customer satisfaction and foster a sense of community.
- **Reviews and Recommendations:** Positive reviews and recommendations on social media can significantly influence new customers. Conversely, negative feedback can be addressed promptly to mitigate potential damage.

## 4. Trendsetting and Innovation

- **Showcasing Trends:** Vendors can showcase new food trends and innovations, capturing the attention of food enthusiasts and influencers. Social media helps in setting trends and staying updated with what's popular.
- **Feedback Loop:** Real-time feedback from social media helps vendors quickly gauge customer preferences and adapt their offerings accordingly.

## 5. Influencer Collaborations

- **Partnerships with Influencers:** Collaborating with food bloggers and influencers can amplify reach and credibility. Influencers often share their experiences and reviews, which can attract their followers to try the street food.
- **User-Generated Content:** Encouraging customers to share their own photos and experiences helps in creating authentic and relatable content that can draw in more customers.

## 6. Operational Insights

- **Data Analytics:** Social media tools provide valuable data and insights into customer behavior, preferences, and trends. Vendors can use this information to make informed decisions about menu offerings, pricing, and marketing strategies.
- **Competitive Analysis:** Vendors can monitor competitors' social media activities to understand their strategies, customer engagement, and market positioning.

## 7. Challenges and Risks

- **Negative Publicity:** While positive feedback can be beneficial, negative comments or reviews can harm a vendor's reputation. It's crucial to address issues professionally and promptly.

- **Social Media Saturation:** With many vendors using social media, standing out can be challenging. Consistent, high-quality content and engagement are key to maintaining visibility. In summary, social media tools have revolutionized the street food industry in India by enhancing visibility, enabling direct customer engagement, and providing valuable marketing and operational insights. However, vendors must navigate challenges like managing negative feedback and standing out in a crowded space.

### **Rationale behind the research:**

21<sup>st</sup> century is marked by advancement of technology. Social media platforms like- YouTube, Facebook, Instagram, LinkedIn, Whastapp, Telegram though are specially designed to connect people but are serving as biggest marketing and advertising tools for small scale industries. Street food industry though is an unorganized industry plays a big role in the dynamics of food habits and food preferences of majority of the people as that is affordable and easily available across the India. Small food stall owners who sell Vadapav Momos, Chinese, Chat, Dosa-Uttapa etc. can be found in abundance and people who are target audience of these businesses are social media savvy. In fact they get easily influenced by the social media messages, videos, recommendations by food bloggers and influencers so a systematic study about the New Age marketing tactics for these micro industries in food sector was necessary.

### **Significance of the research:**

The research was carried out to understand the benefits and cautions for food blogging industry and its impact on the street food vendors and how the reach can be maximized with the help of influencers, food bloggers and social media tools. This research can be helpful to all these vendors.

### **Problem Statement:**

The research aims at understanding the New Age Social Media Marketing and Food Blogging Strategies for Micro Industries in Food Sector in Pune City.

### **Review of Literature:**

In order to carry out this research following books, earlier researches, websites and resources were referred:

#### **Books:**

1. **The Sales Bible: Author Jeffrey Gitomer, Wiley Publication, 2<sup>nd</sup> Edition 2014-** The book, like the Bible, gives various commandments for the sales, flaws in selling, rules of success in business, core values of the sales professional, Sales success etc.
2. **The New Strategic Selling: Author Robert B. Miller and Stephen E. Heiman, Tad Tuleja, Grand Central Publishing, Revised Edition 2005-** The book mainly talks about the selling ability depending upon strategies and tactics, assessment of company's current position, transforming weakness in strategy to the strength etc.
3. **Marketing Management : Author Philip Kotler, Keveb Lane Keller Pearson Publication- edition 2015-** This book being one of the most widely used Marketing book for

deciding the strategies, policies, modus operandi for the business, risk assessment and risk planning, working on various business models, 5P strategies, value creation and value proposition for business, demand analysis etc.

4. **Research Methodology: Methods and Techniques. Author: C R Kothari and Gaurav Garg, New Age International Publication, edition 2019.** The Research methodology cited in this book gives a simple and clear understanding about how the research needs to be carried out, what should be our objectives, hypothesis, considerations for inclusions and exclusions, what should be the population, how a sample needs to be selected, what should be then research methodology, how the primary and secondary data to be collected and use of various techniques of research analysis in order to come to a conclusion and suggestions based on the research work carried out.

5. **Research Methodology - For Ph.D. Course Work Author: Ranjith Singh, RT Publications 2021.** - This book gives ideas and examples of research methodology processes, gives more insights on the tools and techniques of the Research Methodology and can be of great help during the research for the doctoral research.

### Webliography:

Lot many educational websites and online portals play an important role to give more idea of the research works which have been done in the past on similar subjects, in the same field, in the same geography, with the same theme, with the same intention and so on, which can be helpful to collect the secondary data or other references for our research work.

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2. [Discover Journals, Books & Case Studies | Emerald Insight](http://DiscoverJournals.com)
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### Results and Discussion

1. The social media tools like Facebook, Instagram, WhatsApp, YouTube, LinkedIn if used in effective manner can be very helpful.
2. A caution must be exercised to ensure that there is no negative publicity is spread through these media as anything goes viral quickly and can tarnish the image of the business.
3. Paid partnership with right kind of influencers and social media celebrities can serve very useful.
4. A focus on quality and service is extremely important in this industry.
5. Low cost investment with right quality and right kind of advertisement with the help of social media will be a lethal combination for success.

### Conclusion

In the age of Industry 4.0, these Micro food industries need substantial standing in the market and right kind of advertising will help to get them established in this fierce competition.



These small vendors should devise their marketing and branding strategies considering all the social media scenarios and its benefits and challenges.

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4. Research Methodology: Methods and Techniques. Author: C R Kothari and Gaurav Garg, New Age International Publication, edition 2019
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### 2. Earlier Research Works:

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#### Journals:

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2. Administrative Science Quarterly published by Sage
3. Accounting, Organizations and Society published by Elsevier
4. Journal of Business ethics published by Springer
5. Journal of International Business Studies published by Springer.
6. Academy of Management Journal by Academy of Management