

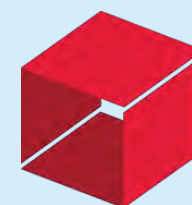
NATURALLY GOOD **BUSINESS SUMMIT**



**11:20am - Go Niche to Get Noticed
– Keeping Pace with the
Ever-changing Health Market**

Peta Shulman
Director, GoodnessMe Box

Summit Sponsor:



UNLEASHED

Go niche to get noticed –
keeping pace with the ever
changing health market

Peta Shulman

FOUNDER, GOODNESSME BOX



Traditional marketing is dead.

The world has changed, there are far more choices, but there is less and less time to sort them out.



GOODNESSME.
BOX
• FOOD WITH INTEGRITY •

What makes your brand REMARKable?



TELL
SUGAR
TO GET
FRUCT



KICK
SUGAR
IN THE
LUMPS



How big business developed a thirst for kombucha

By [Cara Waters](#)

May 20, 2018 — 7:01pm



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TODAY'S TOP STORIES

ACCIDENT

Driver charged after allegedly leaving scene of fatal M4 pile-up

2 hours ago



CRIME

\$1800-a-week rent and a Mere in the garage: Kambala fraudster strikes again



REGULATION

It's a decision that people don't like: Why Rod Sims' phone is ringing off the hook



EDUCATION

The \$3.5 billion will, the instant millionaires ... and what was left out



Kombucha sales are soaring and business is booming for boutique producers.

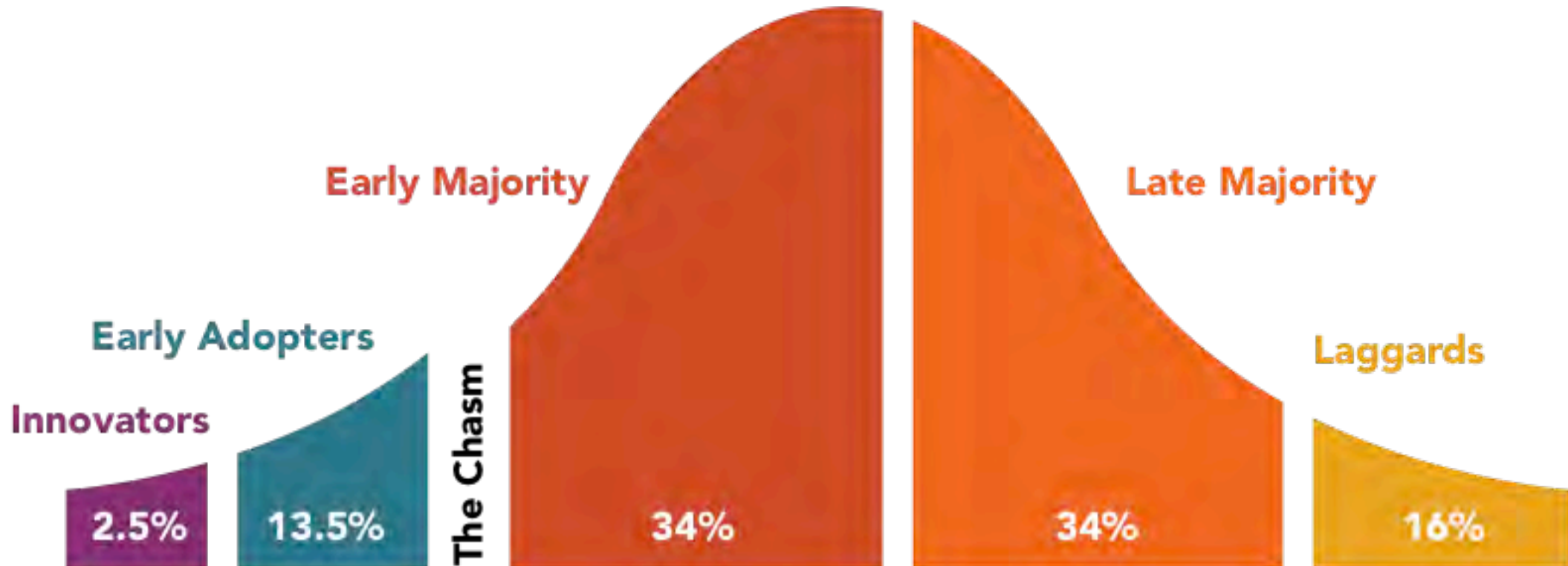
"It's kind of gone off over the last couple of years," says Emmet Condon.



Sarah and Emmet Condon are the founders of Remedy Kombucha. SIMON SCHLUTER

He founded Remedy Kombucha with his wife Sarah and has seen interest in the fizzy fermented drink grow as kombucha develops into booming industry in Australia with an estimated value of \$200 million.

Roger's Innovation Adoption Curve



Trying to convince the mass of a new idea is useless. Convince innovators and early adopters first.

A group's value is no longer related to its size, but to its influence. The early adopters heavily influence the rest of the curve. Persuading them is worth far more than wasting ad dollars on anyone else.

What is niche marketing?

Identifiable.

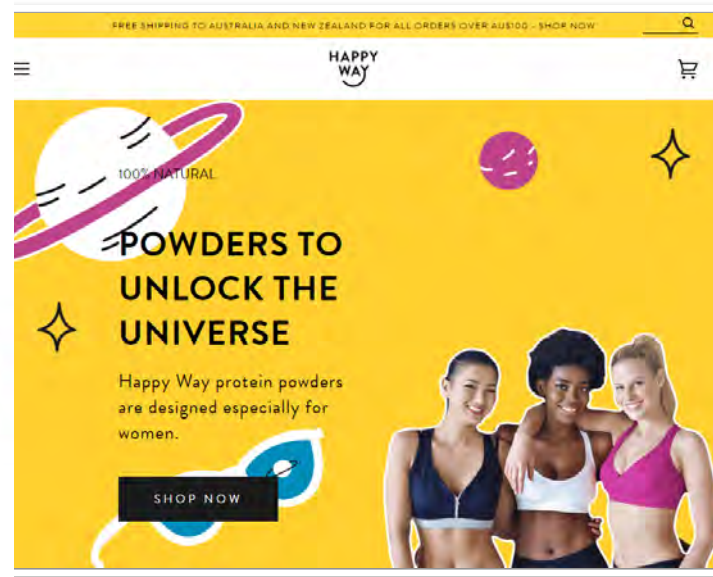
Can you describe your niche in terms of interest, behaviour, demographics and psychographics?

Unique.

Does your niche have defining traits that set it apart and make it easily recognisable?

Scalable.

Is there space to grow and expand to reach larger audiences?



Smaller and emerging brands are getting the advantage over larger players with niche marketing.

Where to start?

How to create community around your niche?

1. Hammer out your USP
2. Tell A Story
3. Find your evangelists
4. Focus on community, not only customers
5. Partner with others

1.

Hammer out your unique selling proposition

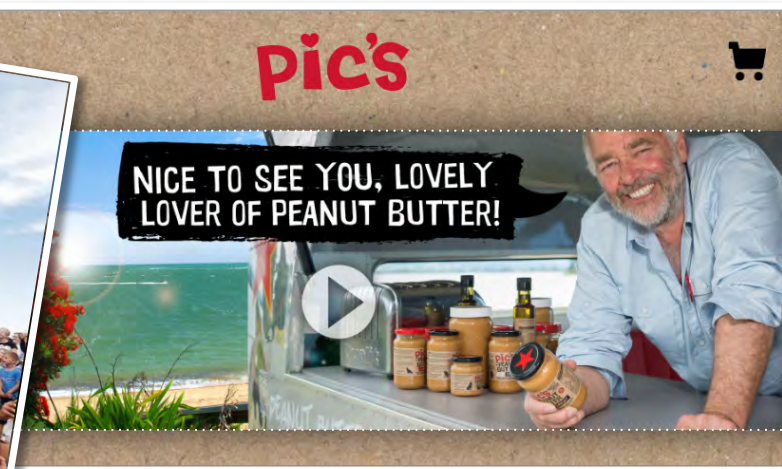
Ethique

- Founded in 2012
- 38 solid beauty and haircare products including deodorant, shampoo for dogs, self-tanner, moisturiser
- Turnover of more than \$3 million last year
- Diverted 500,000 plastic bottles from landfill
- Product sold in 220 retail stores in NZ, in Taiwan and Hong Kong, and sold online into US, Japan, Australia
- Has factories in Christchurch, Blenheim and two in Auckland



2.

Tell a story



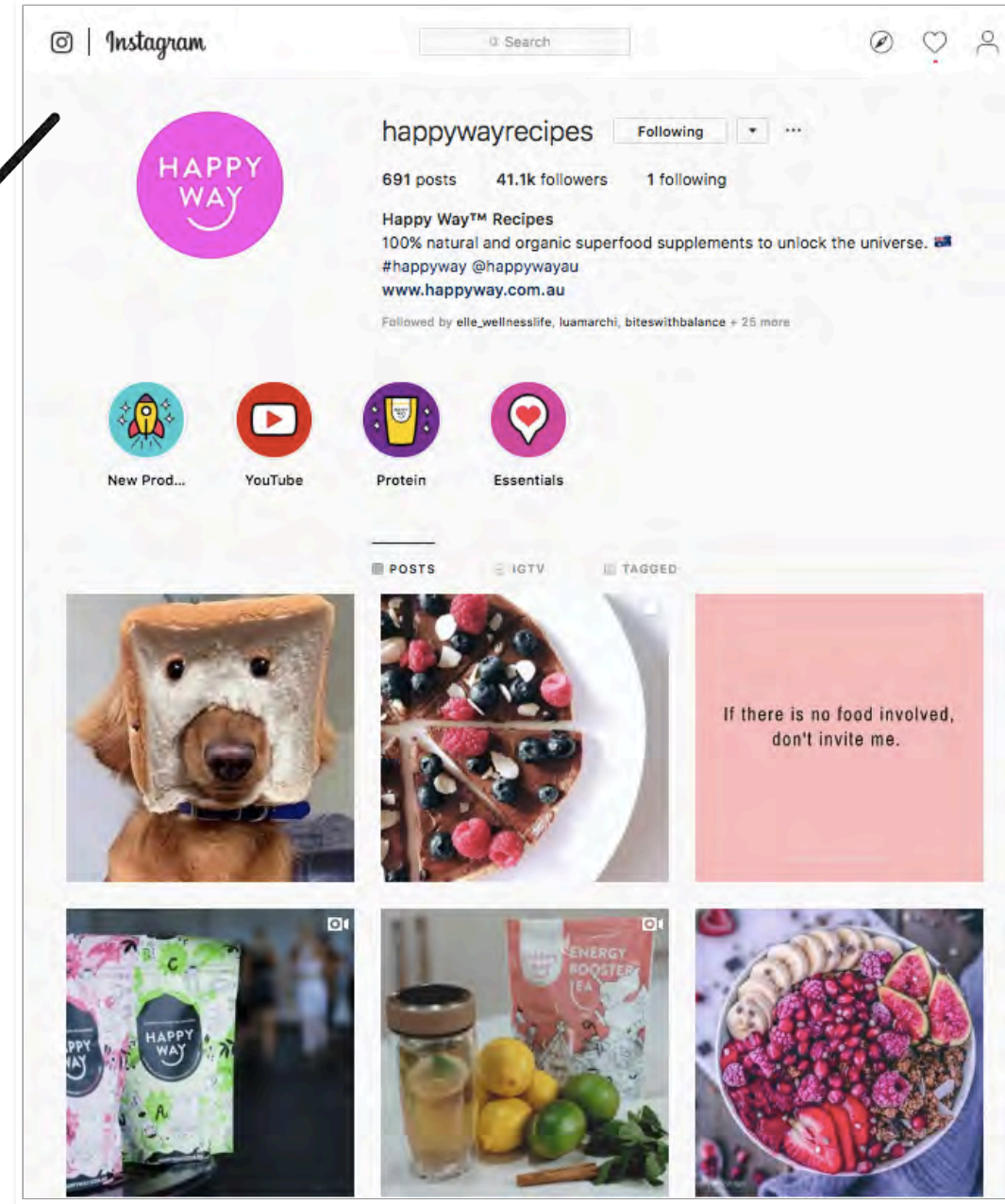
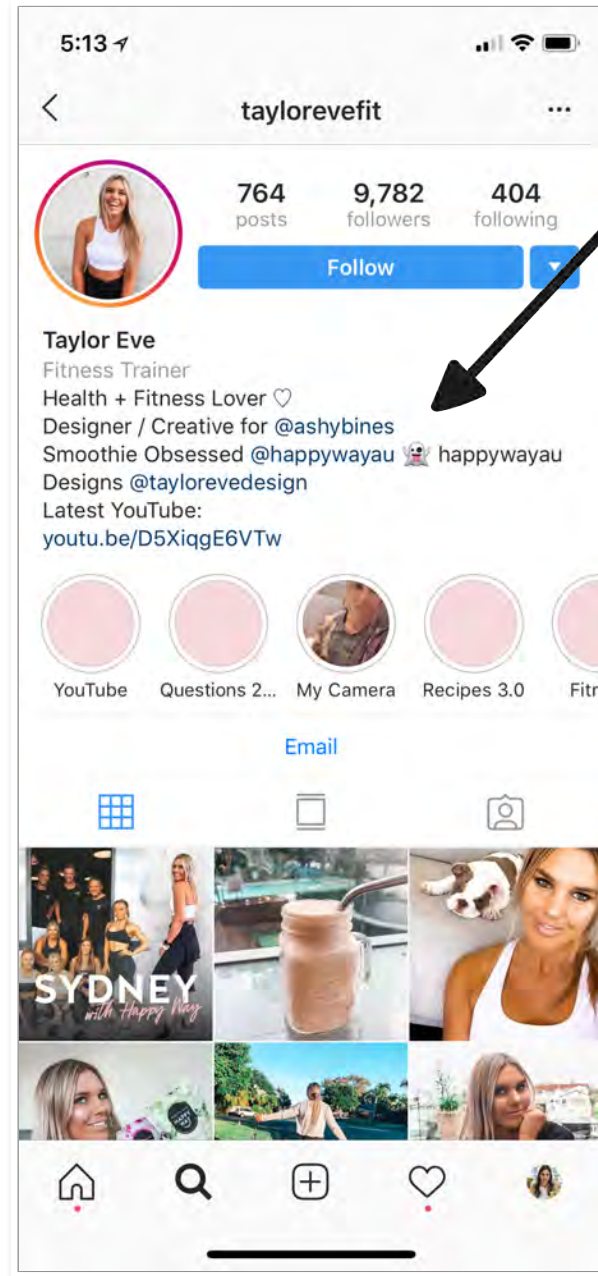
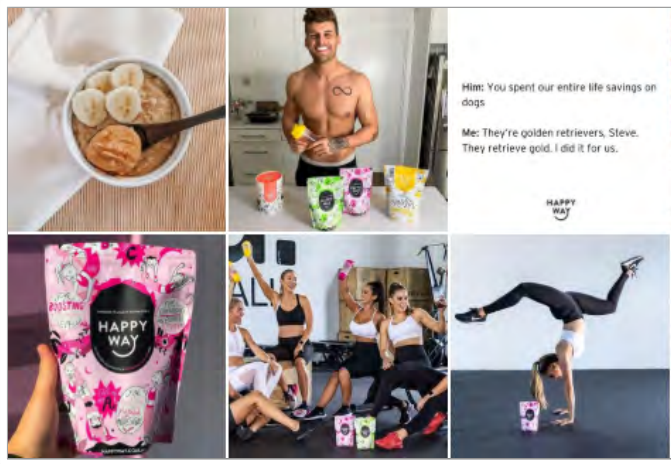
"I'm away from the Pic's PB Factory heading across the ditch to talk Pic's to a whole new army of Australian PB lovers - if you are at Taste Melbourne come and say Hi. If you need to speak to a master peanut butter maker call + (64) 3 5440000."

Nelson's latest tourist attraction opens - a giant peanut butter factory



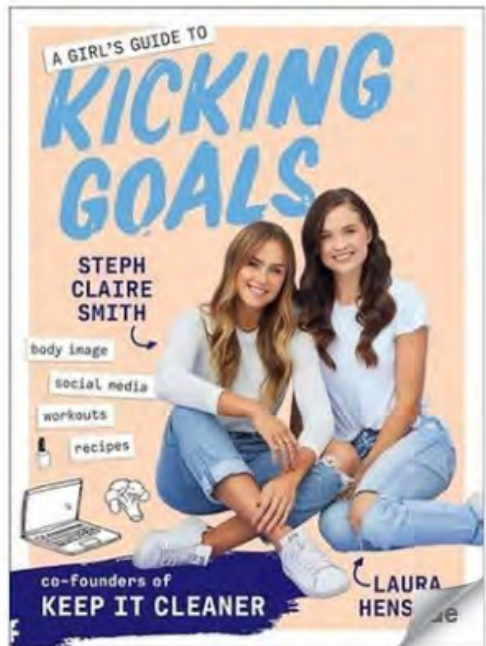
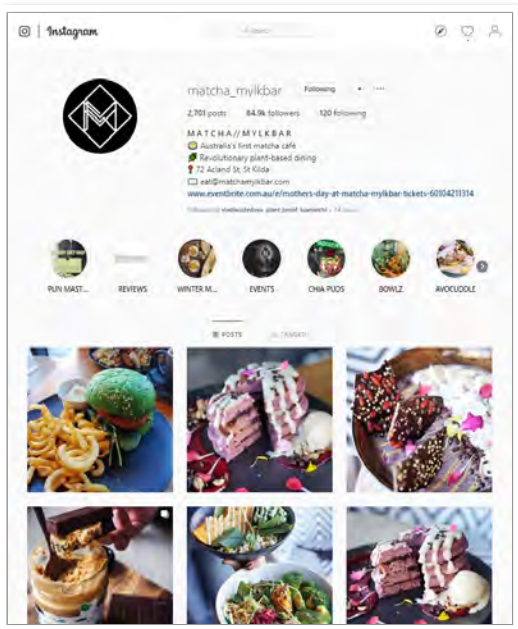
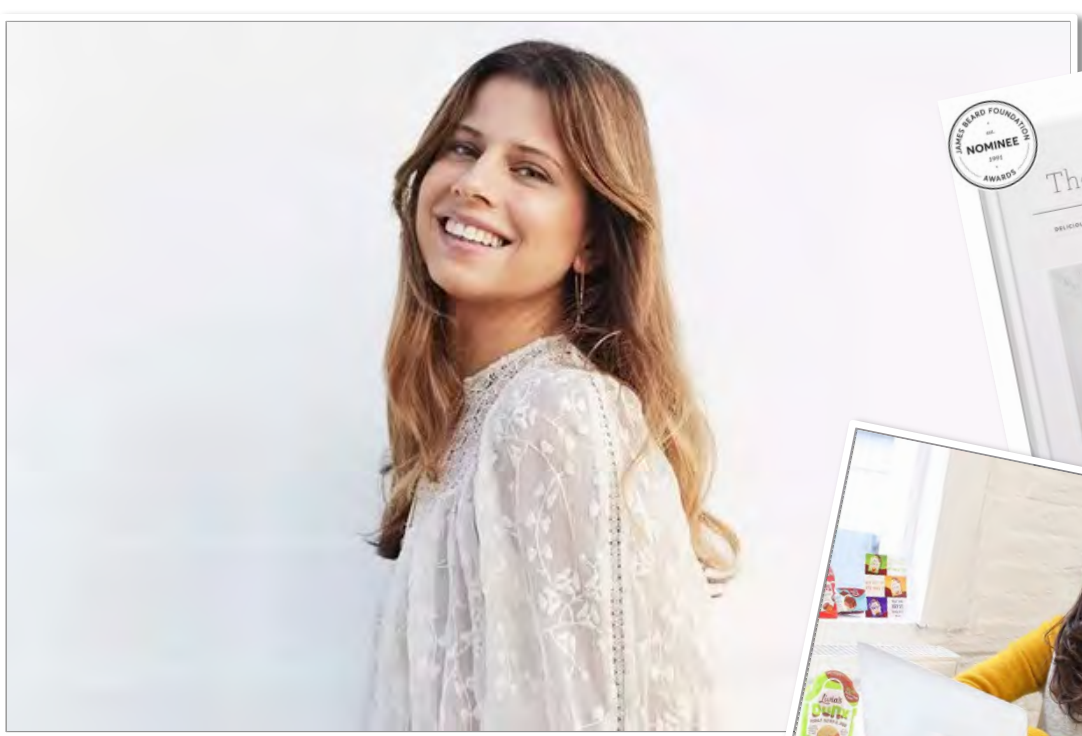
3.

Find your evangelists

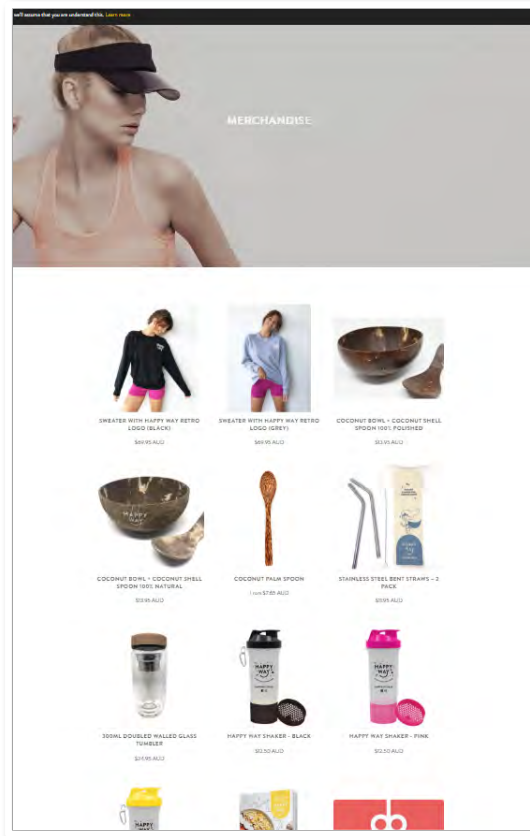
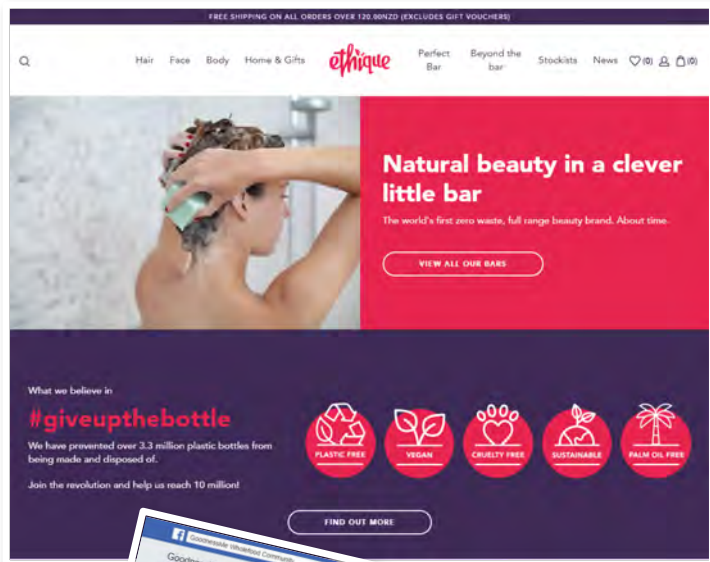


4.

Focus on community, not only customers



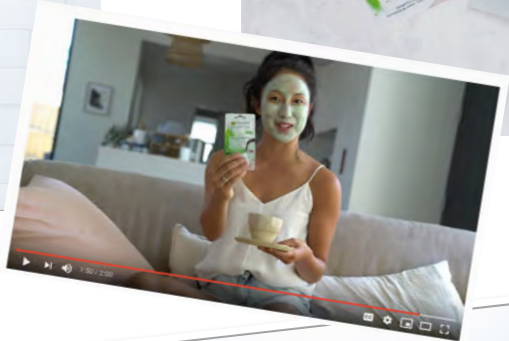
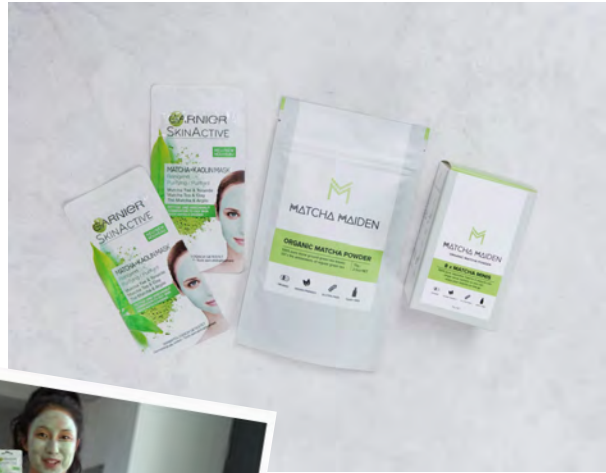
- Host local events to bring your customers together
- Begin to sell high-quality, branded merchandise your most loyal customers can purchase and wear.
- Make your company purpose-driven as opposed to only profit-driven.
- Create kick-ass content your audience can consume on a regular basis
- Create a Facebook Group or Slack channel where you can discuss topics relevant to your industry with your customers



Facilitate customer-to-customer interactions
and as a result your community and word-of-
mouth marketing will grow.

5.

Partner with others



Key takeaways: Most powerful form of marketing is word of mouth.

1. Hammer out your USP
2. Tell A Story
3. Find your evangelists
4. Focus on community, not only customers
5. Partner with others

Who is your community and what makes your
brand REMARKable?

REMARKable products to watch out for!



Two heads are better than one, so tell me a little about yourself!

letsdance@goodnessmebox.com

We've partnered with over **600 brands**, sampled over **2 million products**, and delivered a bunch of those straight into the homes of our highly engaged healthy GoodnessMe Box community!