



crews

Where you belong

TRAINING COURSE

Food & Beverage Marketing

COURSE GOALS

- Define the marketing fundamentals of managing a restaurant or bar
- Experiment with the essential tools for notoriety, traffic acquisition and conversion
- Develop a strategy adapted to the needs of each outlet based on its positioning
- Plan marketing and digital actions consistent with the strategy

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at food and hotel professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Catering Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,960 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Fundamentals of F&B Marketing
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital and marketing strategy applied to the Food industry
 - The Food marketing ecosystem
 - BtoC / BtoB challenges
- Creation of content for the Food industry
 - Content strategy
 - Do's and don't
- Website optimization in the Food industry
 - Customer journey
 - Decision criteria
 - Content update
 - Offers, events
- Booking tools
 - Main features
 - Integration into the marketing ecosystem
- Traffic acquisition and conversion for an outlet
 - SEO for a restaurant
 - SEA for a restaurant
 - Social Ads for a restaurant
 - Social media and influence for a restaurant
 - E-reputation for a restaurant
 - Email marketing for a restaurant
 - Third parties marketing
- Tracking, performance analysis and optimizations
 - Traffic analysis applied to the Food industry
 - Optimization tools and means
- Loyalty management and databases
 - Structure the database for a restaurant
 - Communicate effectively throughout the customer journey
- Digitalization of the customer experience
 - Technological integration and menu accessibility
 - Delivery and click & collect
 - Payment

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JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of marketing and digital actions in the Food industry.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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