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How to drive sustainable behaviour change with Marketing Automation

on a startup budget

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THE FOOD WASTE PROBLEM

⅓ of **all food** produced globally is **wasted**.

We **grow food** that is **never eaten** in **an area larger than China**

Global food waste is the **third largest carbon emitter** behind USA & China

A **trillion dollar** economic problem and **serious environmental global issue.**

Supermarkets, restaurants and bakeries throw away perfectly edible food every day

IMPOSSIBLE TO PREDICT WASTE

GROWING CONSCIOUSNESS

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THE FIRST ZERO FOOD WASTE GENERATION

ELIMINATE FOOD WASTE IN THE ENTIRE CHAIN

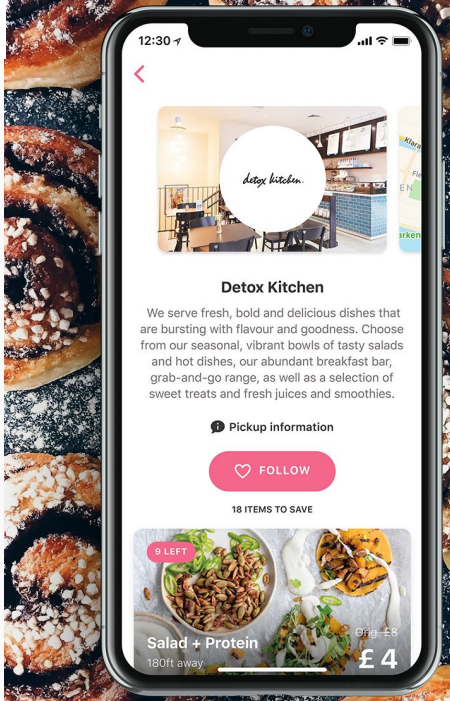
Wholesalers

Restaurants

Grocery stores

Consumers

Offices and public places



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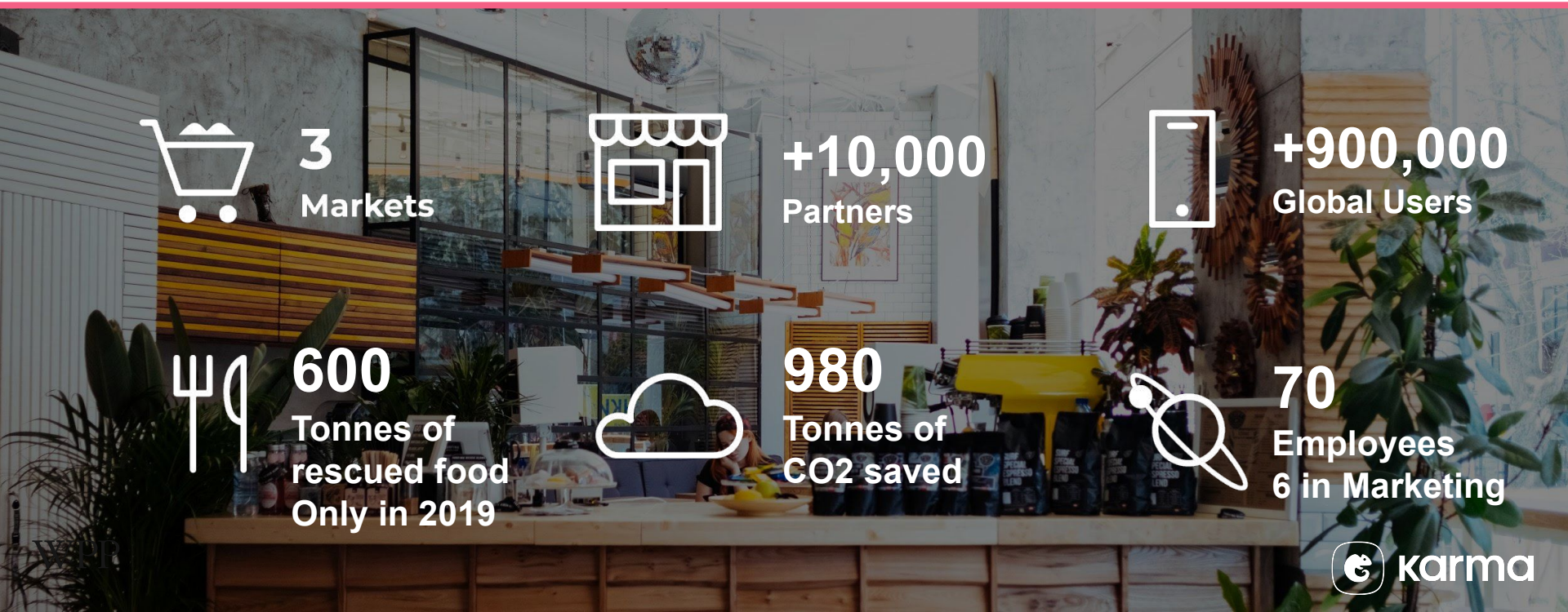
Karma in 3 years

A fast growing commercial solution to solve food waste, showing how having an impact can be both **rewarding** and **profitable**.



ving how having an

A team 6 of marketers for +900,000 users.

Or actually +900,006 marketers?

Are you one of our marketers?

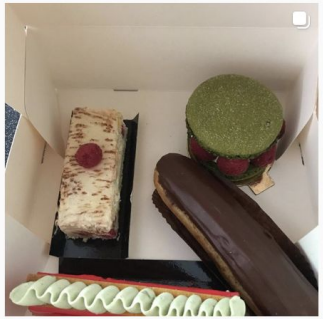
Rapid week on week growth

Love brand

Sustainability trend but also good quality deal

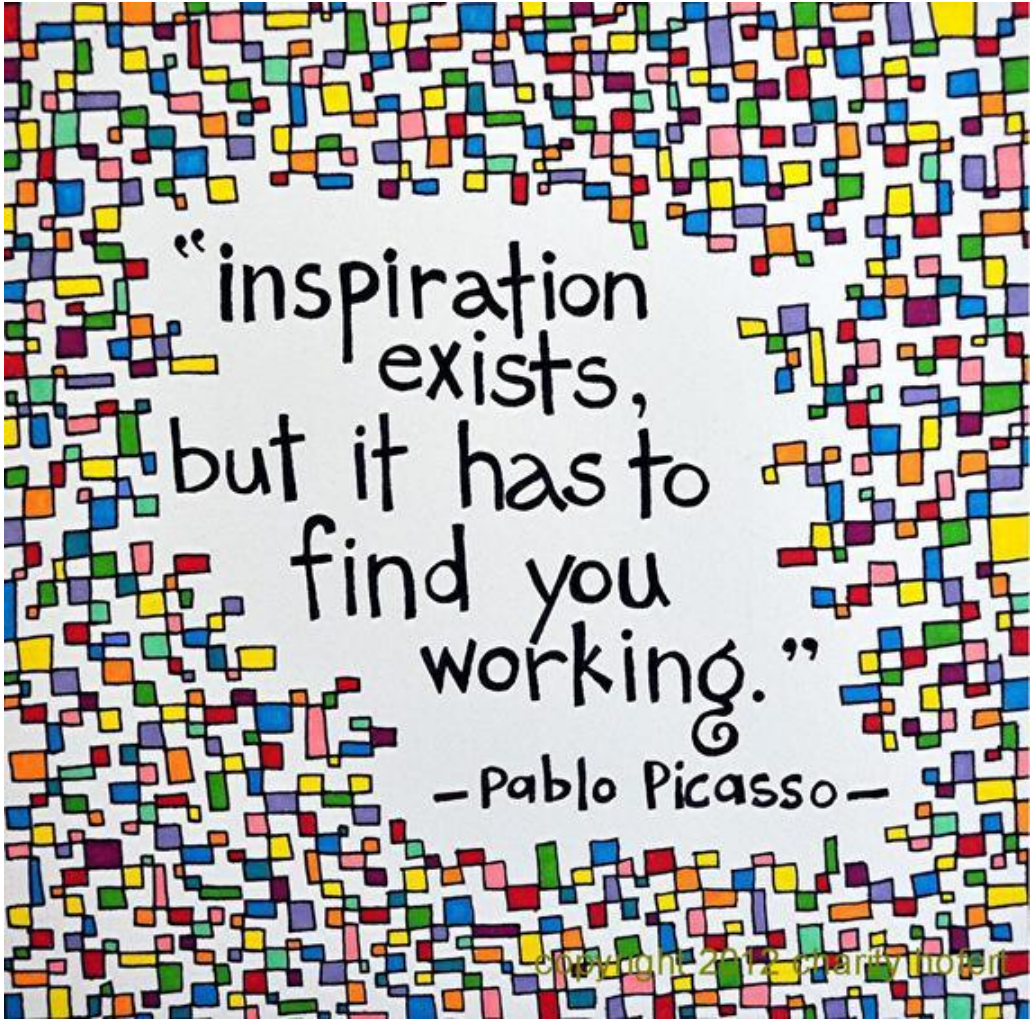
💚

And if you want to try it "GetBuns"



We have had viral growth in Sweden, UK and France

But viral ≠ effortless


"inspiration exists, but it has to find you working."
-Pablo Picasso-
copyright 2012 marilyn hotart

How to drive sustainable behaviour change with Marketing Automation *on a startup budget (and attitude)*

How to drive sustainable behaviour change with Marketing Automation

on a startup budget (and attitude)

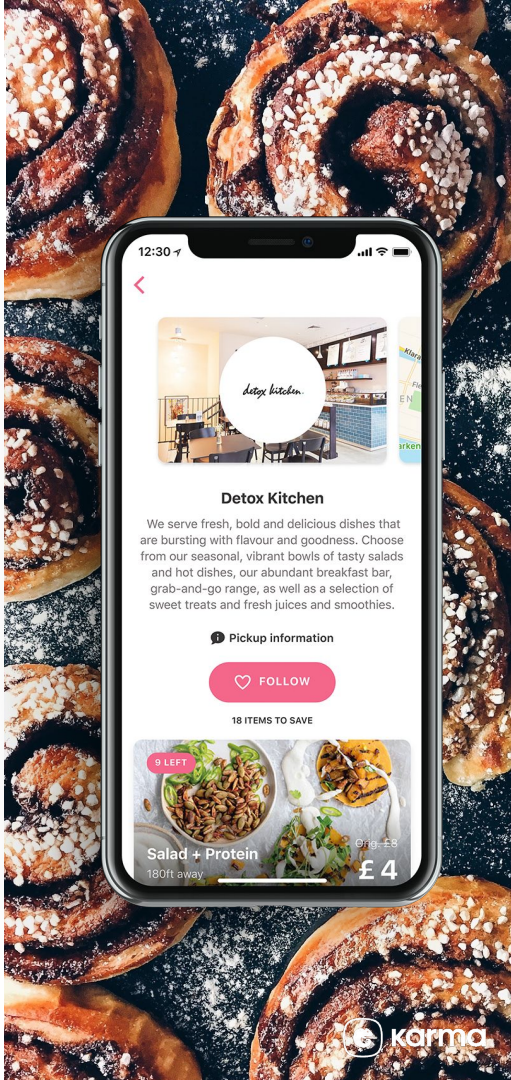
5 MA learnings

How do you change habits?

Food waste is a logistics problem

↓

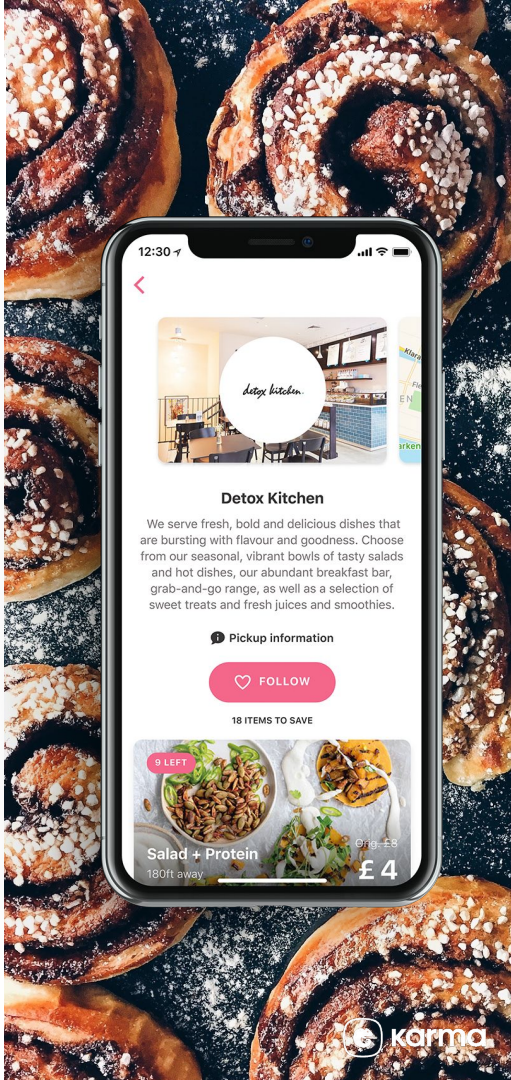
Demand ≠ Supply

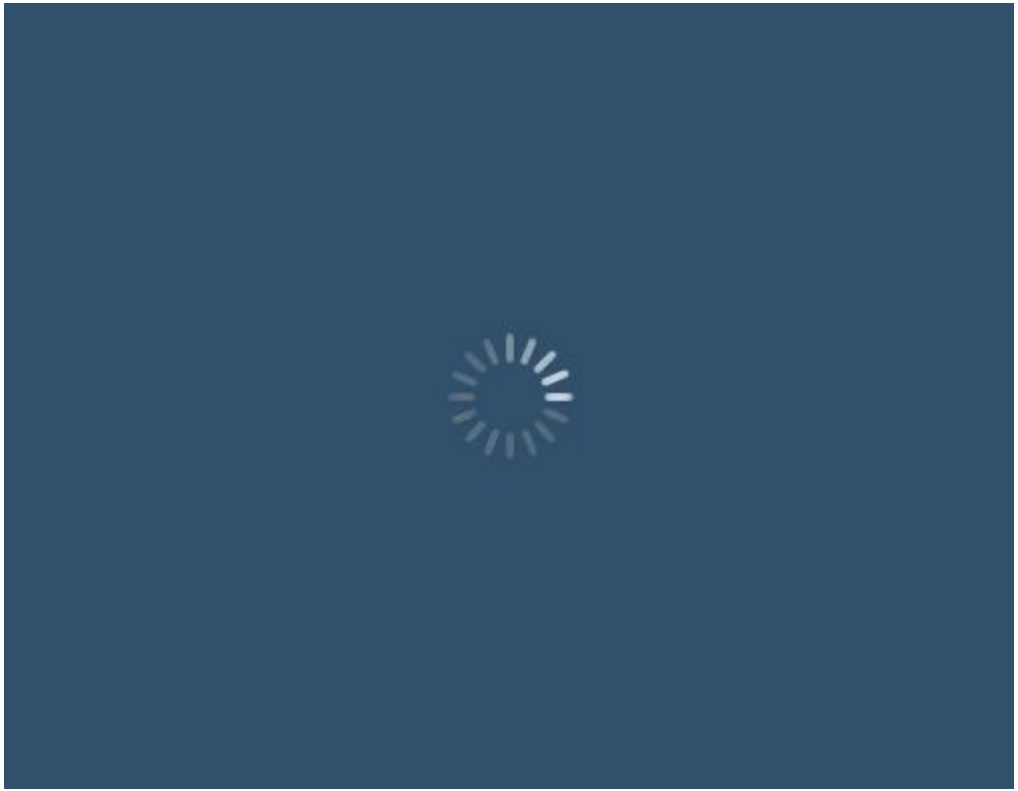


How do you change habits?

How do you change habits?

Create a movement and they'll join!



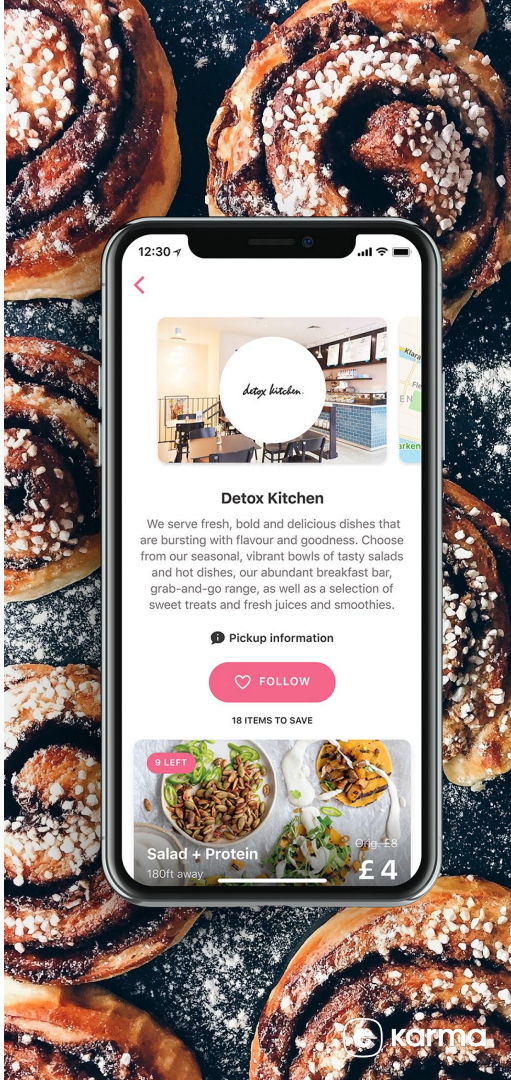


We don't always do what we preach

even if we wish it very hard

How do you change habits?

So we needed to find a meeting point to make it happen



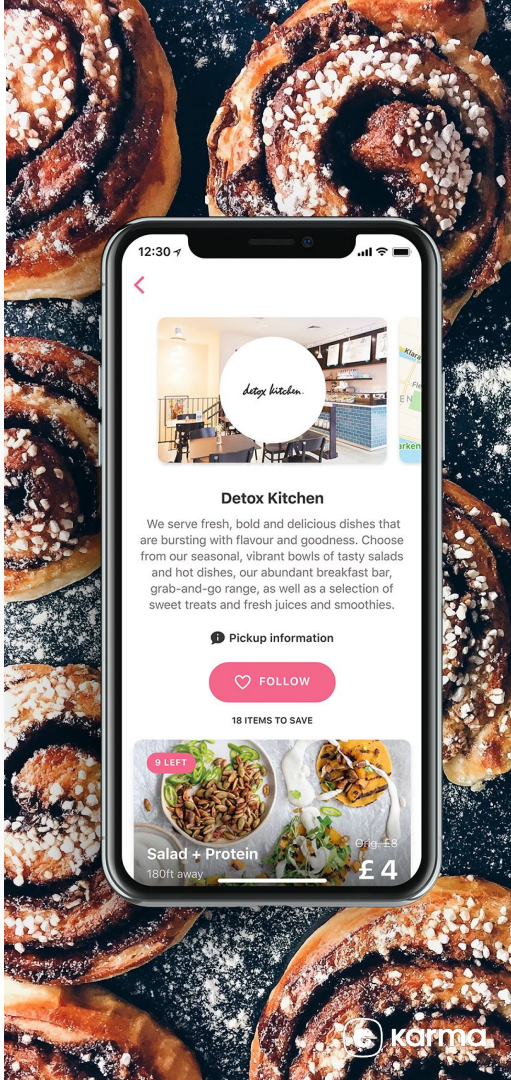
... and that's where Marketing Automation happens.

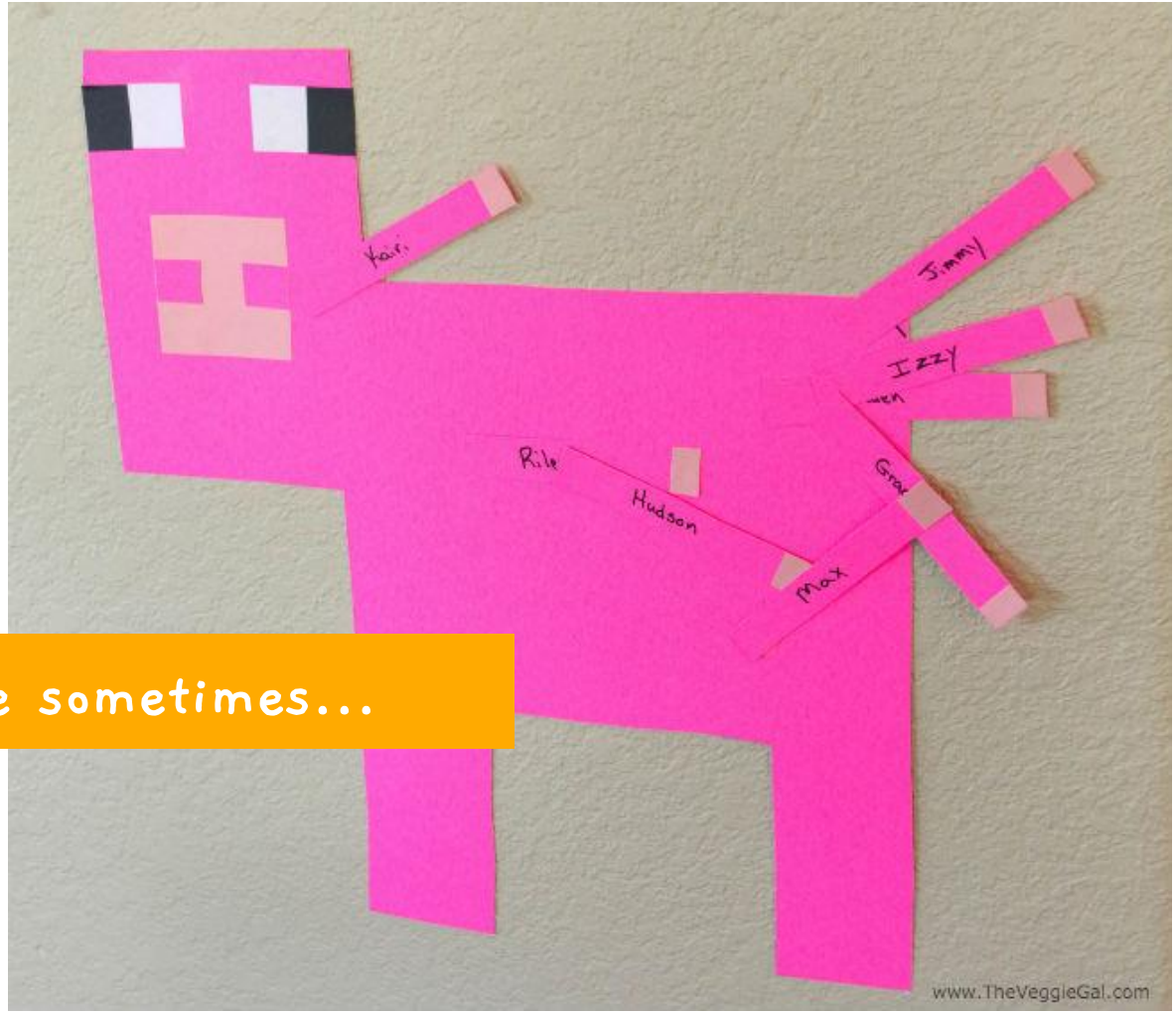
1. Know your users

What we receive:

- **Data**: track and analyse all of it
- **Feedback loop:** with customer support, sales & product
- **Meet:** users & super users

How to make users & mission meet?





Because sometimes...

Marketing

💚

Data

But also

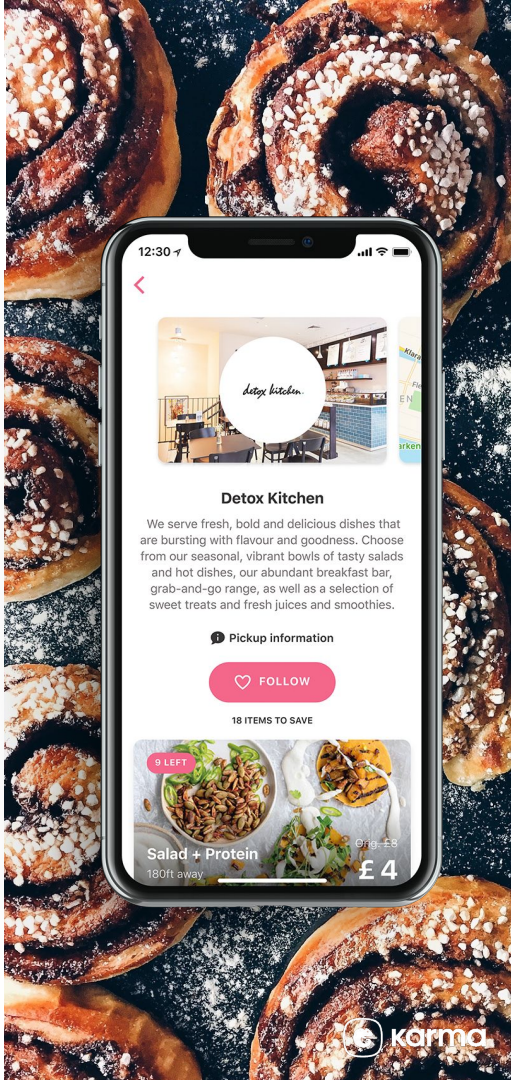
Meeting people to see what Data does not tell

1. Know your users

What we do with it:

- **Adapt** channels to each users preferences & tech-knowledge
- **Personalise** frequency and message
- **Listen** make sure to meet halfway

No data goes to waste!



The 4P of marketing

?

The 4P of marketing

- Product
- Place
- Price
- Promotion

The 4P of marketing

Product = Delicious food 🍝
Place = Restaurants nearby 🏪
Price = -50% 🤑
Promotion = Word of mouth 💚

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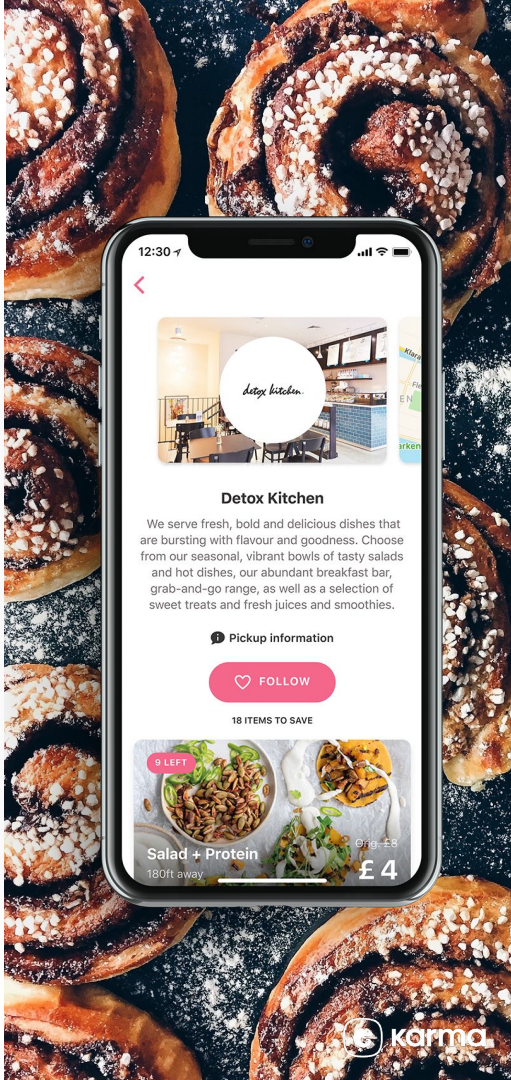
What about time?

2. Time is ticking

How do we adapt to it?

- Short attention span: tell it now or not
- Send **on time** like a **3 pm måltid**
- Help to generate **habits and plans**
- Allow for **time off**

Valid for both sides of our markets



37% of Car buying decisions are influenced by kids

The average number of customer stakeholders involved in a B2B purchasing decision is 6.8

- Hubspot

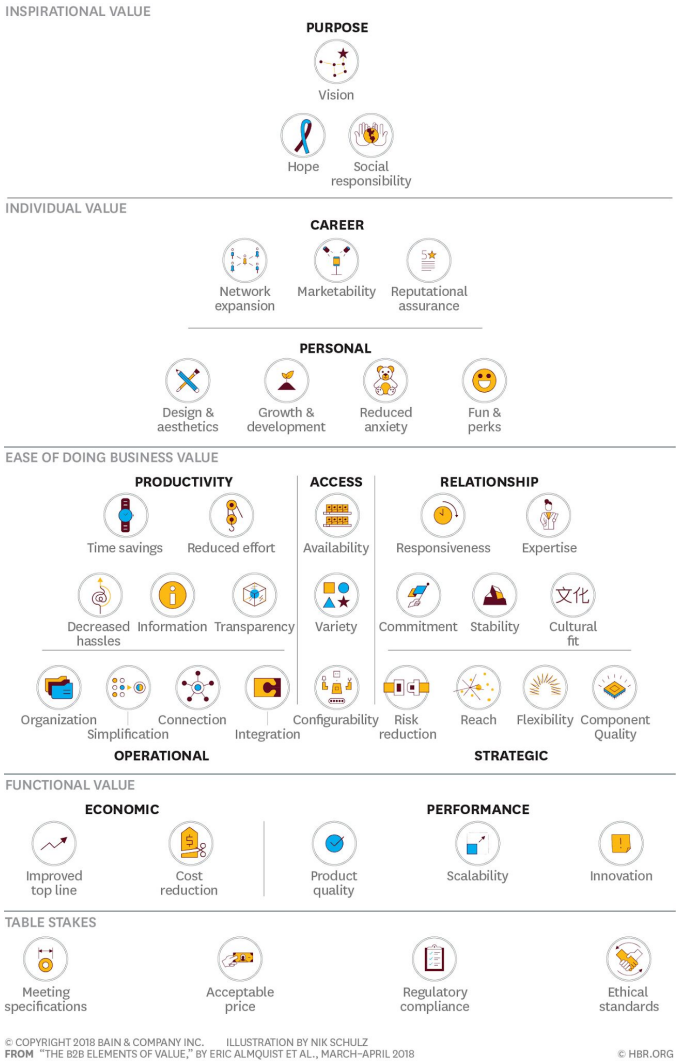
The B2B Elements of Value

=

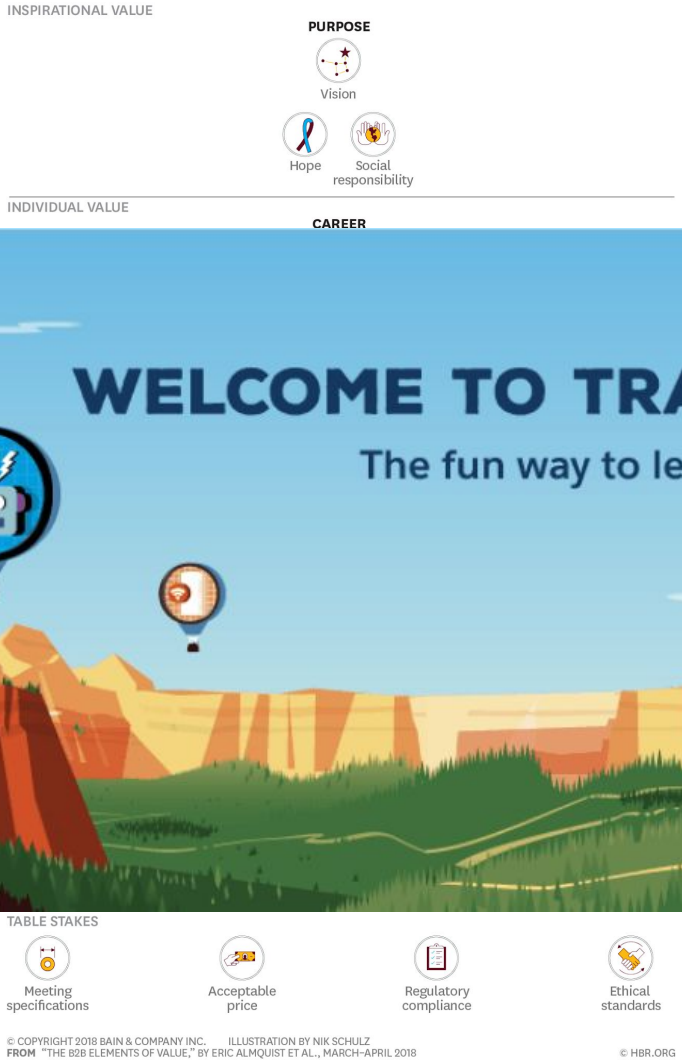
Trust?

What it's in it for me?

Purpose?



The B2B Elements of Value

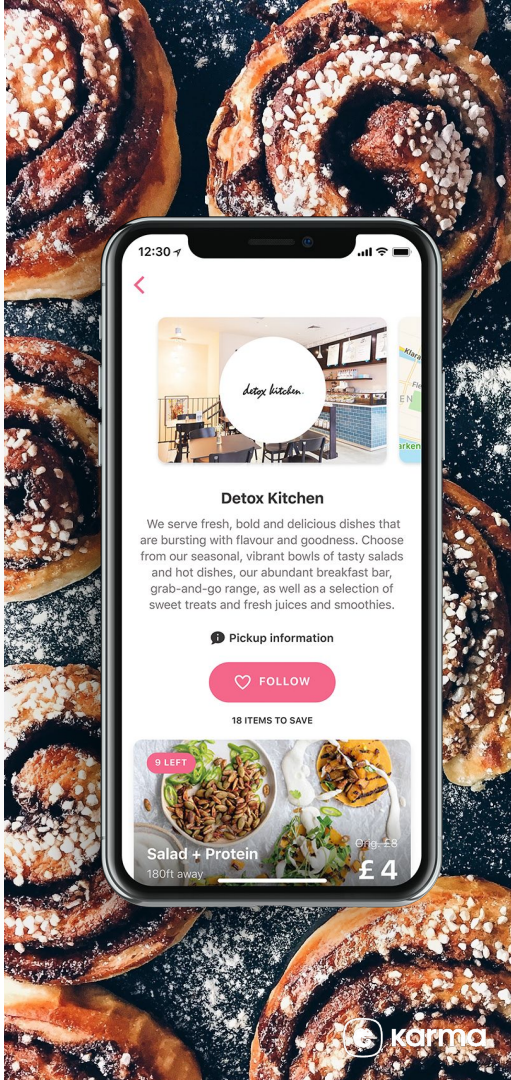


3. Be clear on who buys and who influences

How do we adapt to it?

- Answer **Pain points** & highlight trust
- Find who **influence** & who **decide**
- Bring value at each individual level: **purpose, knowledge** and **community**

Ask for feedback & adapt messages.

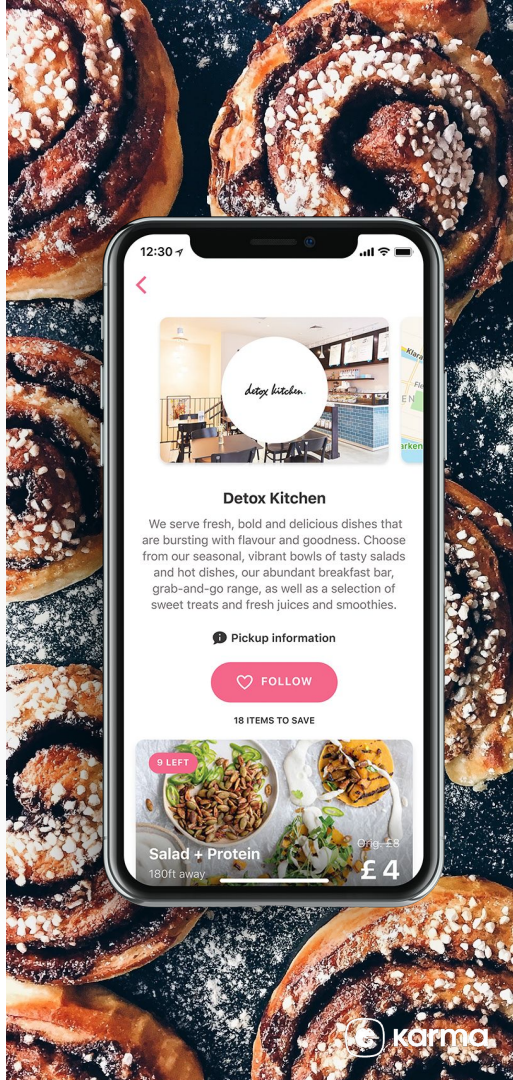


4. Scale yourself on a budget

How do we go from 1 to 1million?

- **Do not repeat yourself**: automate repetitive tasks that bring high value (Key touch points)
- **Chase conversion killers:** get more with less
- Use your marketers: **user generated content**
- Start small and speed up: Free fall.✈️
- **No FOMO:** not all latest GIF is relevant

Repeat what works until it doesn't

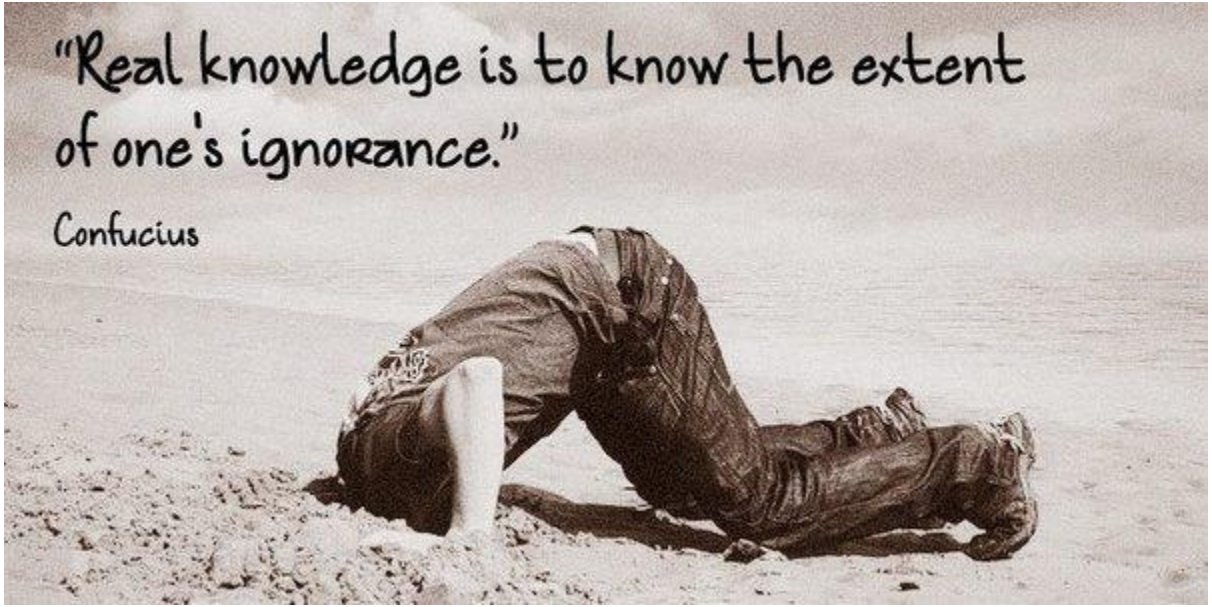


Top Non-Game Apps by Worldwide Downloads for 2018

SensorTower

	Overall Downloads	App Store Downloads	Google Play Downloads
1	WhatsApp	TikTok	WhatsApp
2	Messenger	YouTube	Messenger
3	Facebook	WhatsApp	Facebook
4	TikTok	Instagram	TikTok
5	Instagram	Messenger	Instagram
6	UC Browser	Facebook	SHAREit
7	SHAREit	Google Maps	UC Browser
8	YouTube	Netflix	Vigo Video
9	Snapchat	Gmail	Snapchat
10	Vigo Video	Snapchat	YouTube

Note: Google Play downloads do not include pre-installed apps.


"Real knowledge is to know the extent of one's ignorance."
Confucius

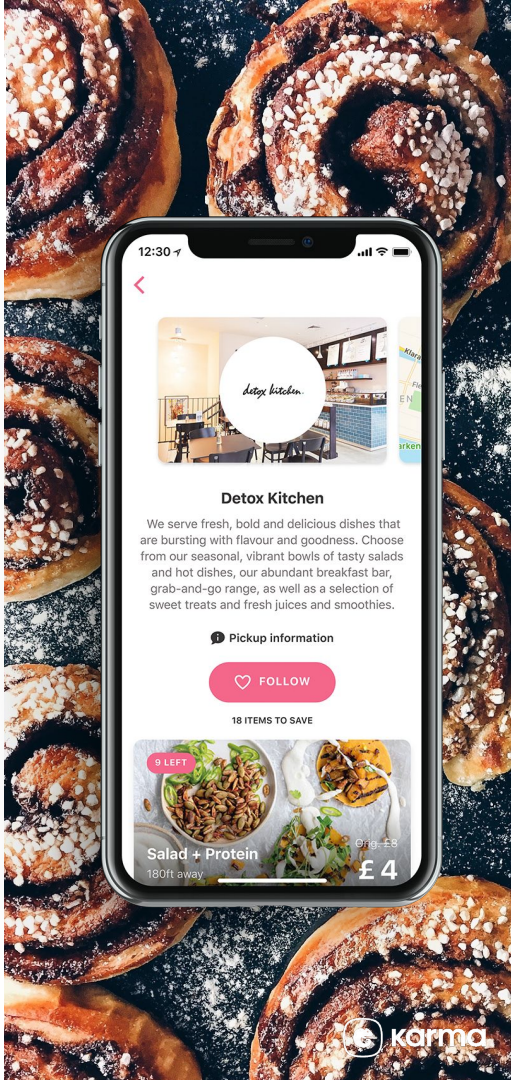
5. Fail fast & learn faster

User data = valid 1 month

best opening hours, most trending product, best channel, best social media …

- Measure and analyse **what you do** (not what could happen)
- **Get started.**

If you don't get started, you have nothing to measure



Follow us on Linkedin, (Karmalicious AB)
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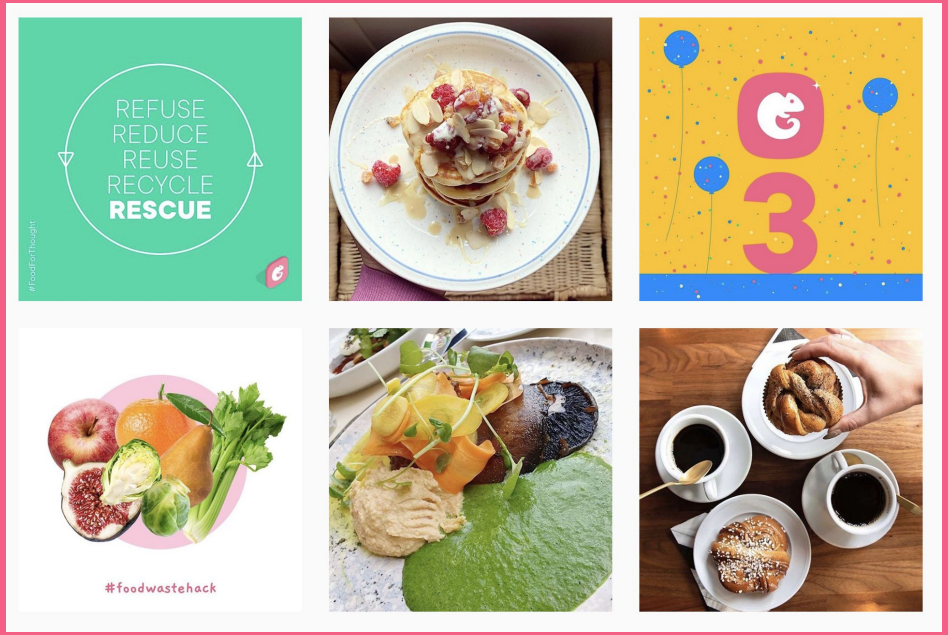
Facebook (Karma - Rädda Mat)



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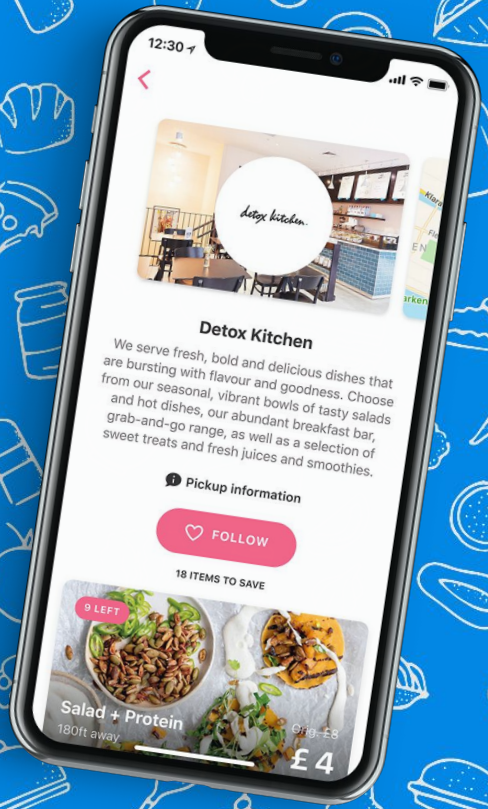
Thank you!

To get started: GetBuns

To get a fridge: https://karma.life/w2c

To become our next **B2C CRM manager**: https://careers.karma.life/



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