



Too Good To Go

Marketing Strategy Germany 2022

Task



A short presentation showing:

1. The 3 key strategies I would focus on
2. How I would measure success
3. The key areas that I would address to develop the image of the brand and positively influence it
4. My way to align the Marketing team

The current status – social media



- Facebook: 532.362 follower
- Instagram: 215.000 follower (see Austria: 121k / GB: 219k)
- Twitter: 2.846 follower
- LinkedIn: 149.129 follower
- Xing: 205 follower
- Youtube: 10.300 subscribers

Sources: s.a., status August 24, 2021

The current status - numbers

- Registered users (App): 2.391.631 (Q3, 2021)
- Paying users (App): 248.000 (Q3, 2021)
- Partner: 8.656



Sources: TGTG, status August 24, 2021

The current status - success



Too Good To Go

You Go, Waste Warriors!

bit.ly/3eiBTdm

Innovations-Ranking 2021

Top 10 in der Gesamtbewertung

- | | |
|-------------------|--------------|
| 1. Too Good To Go | 6. Samsung |
| 2. Tesla | 7. Like Meat |
| 3. Veganz | 8. Lego |
| 4. Beyond Meat | 9. Apple |
| 5. PayPal | 10. Amazon |



YouGov Deutschland und Handelsblatt



The current status – press echo



- Less Waste
- Saving Food with an App
- Mega idea (quote Alnatura)

Source: FAZ, January 1, 2021

The current status – press echo 2



- Too goog to be true
- Not worthwhile for smaller partners
- A growth tool for large partners: an additional sales platform
- For environmental organizations there is no attempt to achieve a real transformation within the production chain

Source: Süddeutsche Zeitung, January 3, 2021

The current status – Google ads



Anzeige · <https://www.toogoodtogo.de/> ▾

Increase your Sales

Too Good To Go - Steigern Sie Ihren Umsatz

Sie haben überschüssiges Essen? Vermeiden Sie Verschwendung und steigern Sie Ihren Umsatz! Verkaufen Sie überschüssiges Essen mit Too Good To Go! Essen retten & dabei Geld verdienen. Neue Kundschaft. Jetzt anmelden. Verschwendung vermeiden.

Surplus becomes Sales

Anzeige · <https://www.toogoodtogo.de/> ▾

Too Good To Go - Aus Überschuss wird Umsatz

Sie haben überschüssiges Essen? Vermeiden Sie Verschwendung und steigern Sie Ihren Umsatz! Verkaufen Sie überschüssiges Essen mit Too Good To Go! Essen retten & dabei Geld verdienen. Verschwendung vermeiden. Jetzt anmelden. Neue Kundschaft.

Anzeige · <https://www.toogoodtogo.at/> ▾

Save food with the App

Too Good To Go - Per App Lebensmittel retten

Mehr als 22 Millionen Waste Warriors retten schon jeden Tag Essen vor der Verschwendung. Werde noch heute Waste Warrior! Köstliches Essen retten. Hilf der Umwelt. Verschwendung bekämpfen.

Save food and fight waste

<https://toogoodtogo.at> > de-at

Too Good To Go: Rette Essen und bekämpfe die ...

Lade Too Good To Go herunter – für köstliches Essen und weniger Verschwendung. Denn Essen gehört auf den Teller. Mit Too Good To Go ist Essen retten so ...

Situation analysis (excerpt)



- What marketing measures have been implemented so far?
- Which of them perform better, which ones need to be optimized or replaced?
- Which channels have most users come through so far?
- Which channels have the highest bounce rates? Are reasons known?
- Do you have to optimize your content strategy?
- How do you acquire partners and why are they participating?
- How has marketing been supporting the brand's image so far?
- How is the brand perceived and evaluated?

Your brand boosts your performance



- Successful performance marketing is based on smart brand management.
- And that happens inwards and from there outwards.
- Only if you really live what you are communicating to your targetgroups you can be authentic and therefore believable!
- Brand management influences all areas of the company: R&D, marketing, sales, procurement, HR, partnerships, finance, ...
- With marketing you reinforce your brand positioning: you can communicate your expertise, your successes and possible development steps. In order to gradually build up awareness, information and identification.

The 3 key strategies I would focus on



**Increase
the social
Impact**

**Expand the
partnerships**

**Live
transparency**

Increase the social impact

- Tell the story much more emotionally
- Sensitize the people
- Use moving image to tell your story
- Link content and communication channels with one another



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Source: LinkedIn, World Food Programme

Increase the social impact

- Show the advantages of your fight against waste
 - for the climate
 - for the environment
 - for the fight against hunger
- Tell the story of the food you save
 - give examples
- Use the partners as ambassadors to tell your story
 - e.g. Alnatura



Too Good To Go



Source: LinkedIn, World Food Programme

Expand the partnerships

- The more partners, the more interesting the App for users
- The larger the area (Germany) covered the more people can benefit
- The more users use the app, the greater the chance of being recommended (B2C and B2B)



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Expand the partnerships

- You might focus more on credible partners like Alnatura and NPOs
 - Reputation
 - Credibility
 - Trust
 - Sustainability



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World Food Programme



WWF

mymuesli
custom-mixed cereals



ALNATURA



For a world without hunger

SAY
NO
TO THE HUNGER
VIRUS

Source: diverse

Live transparency

- It's about authenticity and credibility
 - climate
 - environment
 - fight against hunger
 - sustainability
- Live consistently what you tell the people you are fighting for: sustainability
- Engage your partners
 - Waste starts with production



3 = win-win-win situations for customers, partner shops and the environment

Plant leaf = sustainability

Heart = engagement of the community

Too Good To Go

Source: TooGoodToGo

Live transparency



- People want to get information and exchange ideas with others.
- Your target groups need as much information as you can give them.
- Information creates transparency.
- Transparency means trust and creates trust.
- Information boosts your brand and the trust in your brand.



**TRUTH
TRANSPARENCY
TRUST**

Consideration 1: Content interlinking



- A prospect downloads a grocery plan
- and will automatically receive a mailing with the offer of further blog articles on the subject
- click on the links = more content is automated
- ...

Consideration 2: Customer community



- Online platform for exchanging thoughts, opinions, experiences and information
- Common interest in the same topic
- Users make contributions, ask questions and give answers, discuss
- Discussions are controllable from the TGTG side
- Users have to register (closed area)
- gain customer data and information for marketing
- win new users through recommendations from community members

How I would measure success



- **Traffic:** users and session; influences the interaction and conversion rate
- **SERP ranking:** Search Engine Results Page, as an indicator for the performance of the content
- **Average session length:** the longer users stay, the more content they consume, the better the content
- **Pages per Session:** internal links make a significant contribution to performance
- **Returning visitors:** Good content increases the number of returners
- **Social Sharing:** good content provides added value and is gladly shared
- **Traffic from Social Platforms**
- **Costs:** cost per lead, cost per user, cost per paying user, cost per acquisition
- **The bounce rate**

My way to align the Marketing team



In all questions relating to the marketing strategy, it is important to involve all stakeholders at an early stage.

There must be the possibility

- to explain and discuss the strategy in detail
- to ask questions and to express concerns
- to exercise constructive criticism
- to bring forward ideas



This helps to increase acceptance and to make the strategy understandable. Because only if the team understands the strategy, they can identify with it and implement it in the best possible way.

My way to align the Marketing team



- I always involve my team(s) from an early stage in planning and processes.
- All team-members have the opportunity to make contributions and make recommendations to give me additional orientation.
- This strengthens the "we-feeling" and satisfaction in the team.
- Satisfied employees, fully identify with their company, with the brand, the brand identity.
- They love what they do and where they do it.
- That is the best argument - also for new employees. Because it's authentically.



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