

Marketing & Promotion



Right-time
exposure



Qualified
traffic



Measurable
impact



The challenge

In a crowded market, standing out requires constant content, channel expertise, and budget. Even great products go unnoticed if buyers don't see them at the moment of need. Running segmented campaigns, keeping creative fresh, and proving ROI can strain lean teams.

The solution

1-2-Taste Marketing & Promotion plans and optimizes placements across marketplace and opt-in media, converting attention into samples, quotes, and sales conversations.

- **Audience & intent targeting:** Segment by role, application, geo to reach in-market buyers.
- **High-impact placements:** Newsletters, category hero spots, search boosts at key decision moments.
- **Lead capture & routing:** Sample/quote flows to CRM with enrichment and instant alerts for quick follow-up.

The outcome

By partnering with 1-2-Taste, B2B food ingredient sellers can:

01

More qualified demand:

Increased sample requests, quote inquiries, and high-intent visits.

02

Faster pipeline:

Buyers arrive informed, shortening time from interest to order.

03

Efficient spend:

Promotion focused on active audiences reduces wasted impressions.

Conclusion

Reach active buyers at the moment that matters—and tie every placement to leads you can act on. With targeting, execution, and reporting handled end-to-end, you scale awareness and pipeline without adding headcount.