

DIGITAL MARKETING FOR FOOD ENTREPRENEURS

-Short Training Course



Registration by 10.11. 2026

Impactful and results-driven
marketing communication.
Easier said than done!

Learn how to implement
customer-oriented marketing
in a resource-efficient and
cost-effective way.

Training Package

I. Marketing Communications, Customers, and the Customer Journey

(Recorded training session to be viewed before Module II)

II. Content Planning and Marketing Campaigns **12.11.2026, on-site session**

9:30–11:30 a.m. at Laurea Leppävaara Campus

Address: Vanha maantie 9, 02650 Espoo

Includes breakfast, refreshments, and practical insights.

III. Marketing Goal, Objectives and Metrics

(Recorded training session).

IV. Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

(Recorded training session).

Bonus: Get Together Event for Participants

Includes networking, feedback sharing, and exchange of experiences.

The date will be agreed upon together with the participants.

Petri Miinalainen **Trainer and Lecturer**

I help companies, entrepreneurs, and students develop their marketing capabilities and create impactful, results-oriented communications.



Who Is This Training For?

This training is designed for food entrepreneurs who wish to update and develop their digital marketing skills. You may already be running a business, or you may still be in the idea stage of your entrepreneurial journey.

For the development of this training programme, interviews were conducted with small and medium-sized food industry entrepreneurs. The findings were used to shape the training content to meet the needs of the target group.

What You Will Gain

- Practical exercises and tools
- Real-life examples that do not require a large advertising budget
- Opportunities to network with fellow entrepreneurs
- A comprehensive overview of digital marketing topics

Participation is free of charge but requires registration.

Please register by 10.11. 2026

Contact info: susanna.ahonen@laurea.fi
tel. (09) 8868 7976



Euroopan unionin
osaraioittama

The training is organized by the "Food Brings Us Together" project, funded by the European Agricultural Fund for Rural Development (EAFRD) 2023–2027 under the Information Provision Projects measure.

