

Marketing Approach: Riverside Bakery

Task 6 – Describe your marketing approach.

1. Market Segmentation

Rather than trying to appeal to everyone in Peterborough, it makes more sense to break the local market down into smaller groups and work out which ones Riverside Bakery is actually a good fit for. Looking at the area around the riverside, four broad segments stand out.

Demographically, there are working-age professionals and office staff in the surrounding area who pass through on their commute, plus families with young children who are often out and about at weekends. Geographically, the bakery is naturally placed to attract people who live, work, or walk along the riverside itself, as well as people visiting the area for leisure rather than just passing through. Psychographically, a meaningful chunk of the local market actively prefers to support independent, local businesses over chains, and cares about food being freshly made rather than mass-produced – these are the customers who will be most receptive to what Riverside Bakery stands for. Behaviourally, there are two clear patterns of use: quick, regular weekday visits (a coffee and a pastry on the way to work) and slower, occasional weekend visits (sitting in with family or friends, or buying a cake for a celebration).

2. Targeting

The primary audience Riverside Bakery will focus on is local professionals and families within easy walking distance of the riverside, who value quality and freshness and are happy to pay slightly more for it than they would at a supermarket or chain. This covers both of the key usage patterns identified above: the weekday commuter grabbing something on the move, and the weekend visitor with more time to sit in.

This audience is a good fit because it matches what the bakery can realistically deliver well – small-batch, freshly made products and a relaxed sit-in space – rather than trying to compete with chains purely on speed or price. We are choosing this group over, for example, very price-sensitive shoppers who mainly buy bread and cakes from supermarkets, because that segment is unlikely to pay for the quality and experience Riverside Bakery is built around, and competing for them would mean discounting in a way that undermines the whole positioning of the business. Tourists and one-off visitors along the river are a welcome bonus, but they are too inconsistent to build the core business around, so they sit as a secondary rather than primary audience.

3. Positioning

Riverside Bakery's unique value proposition is being the genuinely fresh, locally rooted alternative to the chain coffee shops and supermarket bakery counters that dominate the area. Everything is baked on-site in small batches throughout the day, ingredients

are sourced locally where possible, and the riverside setting gives customers a calmer, more personal experience than a chain outlet on the high street.

Against chain competitors such as Costa or Greggs, the point of difference is authenticity and craft – visibly handmade food rather than something delivered frozen and reheated. Against supermarket bakery sections, the difference is quality and a proper place to sit and enjoy it rather than just a grab-and-go shelf. We want the brand to be perceived as warm, honest, and community-focused: the kind of local bakery people feel slightly loyal to, not just somewhere convenient.

4. Reaching Your Audience

Channels and Tactics

Social media, particularly Instagram and Facebook, will be the main day-to-day channel, used to post photos of the morning's fresh bakes, short behind-the-scenes clips from the kitchen, and reposts of customers' own photos taken in the shop. A simple email newsletter will go out to customers who sign up in-store, covering weekly specials and any limited-edition bakes, which helps turn one-off visitors into repeat customers without needing a big budget. Keeping the Google Business profile active and accurate also matters more than it might seem, since a lot of local searches for 'bakery near me' or 'coffee Peterborough riverside' will be how new customers first find the shop. Where it makes sense, we will also look at small local partnerships, such as supplying a nearby office with bulk orders for meetings, which doubles as quiet, ongoing word-of-mouth marketing.

Promotion Strategy

In the opening weeks, a short-term discount (for example, a free coffee with any pastry bought in the first week) will help get people through the door and talking about the bakery early on. After that, a simple loyalty card rewarding regular customers, such as a free coffee after a set number of visits, encourages the weekday commuter habit we are targeting. On social media, we will run small giveaways that ask customers to tag the bakery in their own photos for a chance to win a free treat, which generates genuine user-generated content rather than content we have produced ourselves. Tying promotions to the riverside location itself – for instance, a stall at any local riverside markets or community events – is also a low-cost way to get the bakery in front of new faces who are already the kind of people we are targeting.