



Graze | Snack Manufacturers & Their Experiment In Network Marketing!

Summary:

Here we go, a food manufacturing company that sales its snack box using the network marketing business model. Learn how they did it

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/100-mlm-statistics-2019>



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(image source: graze.com)

Case studies in network marketing prove to be an excellent way to improve your knowledge and skills in this area of expertise.

Here you go, a direct selling company that integrated an effective business model! We are talking about the UK-headquartered food manufacturing/selling company, Graze!

About Graze And The Famous Graze Boxes!

Graze launched into the world of yummy and healthy food manufacturing in 2009. And the success rate of the “graze box” peaked up to a higher level in no time. From the available resources & references, we have found out a count of about 80,000 boxes sold over a period of



6 months. They sell a box of nutritious snacks with various combinations with a view of making people love healthy food.

Their motive and business model was perfect and offer stable growth. Graze boxes selling is not just based on offline techniques. They keep pushing the limits using different marketing channels.

On the official website, they are offering the first box in a half-price. And the only thing to perform to avail this offer is,

- Email marketing
- Direct/network marketing
- Referral marketing
- Social media marketing

Yes, email marketing still exists in 2018, and it's a Broadway to reach people around the world with just a click! They do find this method very useful.

Referral marketing goes side-by-side linked with network marketing/direct marketing. Social media is yet another tool to perform sales and reach.

Graze As A Network Marketing Model!



The working or marketing style varies from one another. Graze as a network marketing model is entirely different from what they offer on their website. As mentioned earlier, the first box is half price and for that, the customer has to fill up the details and then subscribe to the graze box. The subscription is for two weeks interval, a month or more and subjected to alter. After the half-price boxes, the next boxes don't come with any price cuts.

But, when it comes to network marketing model, the first box so referred is free of cost, isn't that interesting? The next one with a half-price and again a free-bee! The model is only provided in network marketing and not for a direct customer who enters the website and makes the regular order.

A proper plan is necessary and that's why they have something unique in nature. The plan that attracts every health enthusiast with a graze box!

Proper use of every marketing channel, engaging with the customers is the key! Even when one gets off from the graze subscription they come up with new offers which make them a peek back at it.

A simple strategy that proposes an attractive option for worldwide customers. This case study tells how network marketing utilizes a unique idea and marketing plan. Be unique with a new plan that can revolutionize and make an impact in the world market!

They made a success story by their own effort, do you have similar innovative plans to make your marketing ideas work out well?

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