



La ferme d'Upignac

La Ferme d'Upignac offers exceptional duck foie gras and natural fruit juices direct from the orchard. Upignac is the Belgian leader in the production and distribution of foie gras. It has a grocery store and a restaurant to promote its products in the farm.

Business Solution	Sector	Collaborators	Website
Digital Marketing & CRM	Food	0 - 9	lafermedupignac.be

CHALLENGE

Upignac sells its products mainly to large retailers and through networks of wholesalers. The pressure on the gross margins is increasing. There is a goal to get closer to consumers and sell directly either through their own store or through e-commerce channel.

The company has no experience in digital marketing. The company does not have a reliable database of clients who have given their opt-in consent.

How to operate this shift towards a distribution with shorter distribution channels supported by digital marketing?

SOLUTION

Facing this challenge, Upignac choses Odoo applications and Eezee's for its expertise in digital transformation. The first step was to set up a new website to present Upignac's products and services. The event and E-mailing applications have enabled Upignac to create traffic on the site and manage events organized on the farm. The Christmas market is an important event in the region.

RESULTS

Upignac has built the foundations for its new strategy, which aims to get closer to its customer base and increase direct sales. The events organized at the farm raised awareness among the general public. The restaurant showcases farm products. The company currently has a CRM to carry out its communication activities. Upignac plans to develop e-commerce for its restaurant customers and then for their consumers.

Today, the Upignac farm is reconnected to its customers thanks to the success of the events. The digital shift is definitely underway and open the road to e-commerce.

Amaury Petit • Responsible for activities of La ferme d'Upignac

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Modules

CRM

e-Commerce

Email Marketing

Events

Invoicing

Website