



STRATEGIC OVERVIEW: PANDEMIC MARKETING

What is Pandemic Marketing?

Pandemic Marketing is a strategy that uses the concept of viral spread to guide marketing efforts, targeting key community influencers and B2B clients to maximize brand awareness and customer acquisition.



Our Findings:

- Identified two key targets for effective marketing to drive sales and viral growth: Community Champions & Business Bites.
- Direct engagement leads to higher retention; 3-visit milestone increases loyalty significantly.
- Grassroots and direct sales strategies outperform digital advertising, connecting authentically with our community.
- B2B catering market revealed as largely untapped, presenting a significant opportunity for strategic expansion.
- Salespeople and GMs in the field are our most effective tool, combining personal touch with strategic insight.
- We must leverage the 'magic number' of three visits to see a dramatic increase in customer retention and loyalty.

40%

% chance of returning
after 1st Visit.

42%

% chance of returning
after 2nd Visit.

70%

% chance of returning
after 3rd Visit.



STRATEGIC OVERVIEW: IDENTIFIED KEY TARGETS

COMMUNITY CHAMPIONS

Nurturing Schools, Families, and Fun

Who are they?

Local heroes: Influencers within your community like school administrators, PTA leaders, event organizers, non-profit directors, and active families.

Why target them?

They have established connections and trust within their networks, amplifying reach and positive word-of-mouth organically.

How do we nurture them?

Promote “Fundraisers” or “Score Big!” partnerships to attract more “Community Champions” and grow sales, attend school events, offer special catering discounts, sponsor local initiatives, and stay involved in community-building activities.

BUSINESS BITES

Connecting Commerce & Cravings

Who are they?

Office decision-makers & influencers:

Busy professionals like office managers, HR personnel, business owners, and event planners.

Why target them?

They hold the key to catering decisions for corporate events, meetings, and client appreciation lunches.

How do we connect with them?

Order with ease, wow with taste.

Offer streamlined ordering, customizable menus, and hassle-free delivery & pick-up. Utilize Loyalty Marketing Programs to build repeat customers, “Reserve the Porch” to offer an out-of-office escape, and showcase “wow factor” with memorable experiences.

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***Build trust, not just orders.
Regular check-ins, consultations, and
community events turn clients into raving fans.***



STRATEGIC OVERVIEW: GRASSROOTS MARKETING

It's about people, not pixels...

In an era where AI and digital saturation dilute the impact of online advertising, our journey reveals a compelling truth - in an era of digital overload, with AI bots and ad fatigue, **direct engagement** delivers.



What we are
doing by the
#^{'s}

We've discovered the power of Grassroots Selling for catering:

- **Building trust:** Face-to-face interactions create genuine connections and trust, unlike impersonal digital ads.
- **Solving pain points:** We understand busy professionals lack time and want ease & taste. Our sales team tailors solutions, exceeding expectations.
- **Lower decision hurdles:** Catering decisions involve fewer stakeholders than high-ticket items, making sales cycles shorter and conversion rates higher
- **Indirect benefits:** Field Market Reps act as brand ambassadors, fostering community relationships and promoting "Business Bites" & "Community Champions" initiatives.
- Field Market Reps **identify & engage key influencers** ("Community Champions" & "Business Bites") organically, amplifying brand reach and loyalty.
- This **authentic, community-driven approach** resonates far deeper than paid digital ads.

10

FULLY TRAINED GMS

5

HOURS PER WEEK

2

FULL-TIME SALES REPS

100%

LSM FOCUS

DIRECT SALES CATERING PUSH: OUTREACH TACTICS IN ACTION



Technology Tools

- **EZCater:** Connects us with businesses for catering solutions, simplifying orders and expanding reach.
- **CRM System:** Stores customer data for personalized outreach, efficient follow-ups, and repeat business.
- **AI-Driven Menu Optimization:** Uses AI for smart pricing, balancing profitability and customer satisfaction.
- **Fooda & Foodsby:** Expands B2B opportunities by reaching Amazon warehouses and large companies.
- **Sales & Marketing Dashboard:** Tracks marketing and sales data to optimize strategies and measure impact.

Community Outreach

- **LSM Playbook:** Provides marketing and sales strategies for local outreach and brand promotion.
- **LSM Kits:** Offers pre-made marketing materials for quick and effective local outreach.
- **Be Our Guest & IOU Cards:** Encourages trial and loyalty with free items and discounts.
- **Sales-Driven Marketing Collateral:** Showcases catering offerings and simplifies ordering.
- **VistaPrint ProShop:** Allows salespeople and GMs to access marketing collateral directly, saving time and streamlining processes.



DIRECT SALES CATERING PUSH: OUTREACH TACTICS IN ACTION

Promotion Strategies

- **Student & Teacher Appreciation:** Offers 15% discounts on Tuesdays to educators and students.
- **Let salespeople sell:** Grants pricing flexibility to salespeople for deal closure and profitability.
- **Magic of 3:** Creates lasting impressions through exceptional experiences.
- **Uniformed Officer Discount:** Provides a 50% discount to first responders in select locations.

In-Store Experiences

- **Fundraisers & Score Big!:** Builds community ties through collaborative events and promotions.
- **Reserve the Porch:** Offers a dedicated space for unique group dining experiences.
- **Catering Table:** Features promotions and a business card drop for lead generation.
- **Jar Dessert Samples:** Introduces our offerings with samples of signature desserts.



