Ohio Restaurant Delivery Service

Presented by Vicky Gouge, November 10, 2015

Introduction

Integrate our expertise about your business and an industry forecast to position a strategic approach to help you reach your goals. Before we begin:

• Your Goal: Become the go-to food delivery service for businesses in Cincinnati, Ohio
• Your Current Situation: In business for 2 years in an Ohio suburb and looking to expand to new territories in the Cincinnati Metropolitan Area.
• Additional budget to use: Up to $1,000 per month
• Your Goal: Increase by 10% in sales and profitability.

Business Strategy Review

After reviewing your business model and conducting a internal industry research, we recommend the following:

Focus your Efforts

Focus on selling, and avoid interesting ancillary items from local businesses, as it will make you look like a cookie-cutter Cincinnati rather than appealing to your desire for unique and locally-sourced items. This will help you develop your reputation for fast delivery and quality service.

Your Competitive Landscape

After preliminary research, we have identified only one other restaurant delivery service in your area and it does not appear to be a signification threat. Instead, your greatest competition comes from the many area restaurants that already appear to be a signification threat. Instead, your greatest competition comes from the many area restaurants that already provide in-house delivery service.

Go Forward

To achieve this competitive feat, we recommend that you continue your previous marketing and operational strategy to include direct mail and a series of offer-based videos that tell our story from your standpoint. This will help you build your reputation for fast, reliable delivery, as well as continued growth.

Marketing Overview

Your brand message is the internal component of defining your target audience as a brand vehicle, and enabling your clients, prospects, partners, and employees to understand and believe in what your company delivers.

Recommendations & Tactics

We have identified several promising tactics that we recommend implementing next quarter. Please continue reading for more details on each tactic:

As an overview, based on your budget we recommend executing the following campaign next quarter. Please continue reading for more details on each tactic:

Recommendation 1: Leverage The Power of Video Social Media

Quick reference:

• Video content is 3 times more likely to be shared across channels than text content on Facebook posts.

Value Proposition:

• Video content is king these days in social media because it is fun, easy to produce, and maximizes every critical sensory trigger: sound, visuals, and messaging. In fact, video content drives 200% more website visits than static images alone on Facebook posts.

Go-Forward Strategy

To offset this competitive factor, we recommend that you adjust your operational and marketing strategy to include a series of offer-based videos that will tell your story from your standpoint. This will help you build your reputation for fast, reliable delivery, as well as continued growth.

Recommendation 2: Supplement Your Grassroots Efforts With Targeted Direct Mail

Quick reference:

• Facebook, and many more) to individuals matching your stated demographic, interest, geographic, and time-based video.

Your current messaging is the foundation for de/fining who you are as a brand, articulating it, and enabling your clients, prospects, partners, and employees to understand and believe in what your company delivers.

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