



## Generating Participants! ChefsNetwork Sales and Marketing Plan

### **Group 1 Demographics: The Member (Chef/Purchasing Manager/Restaurateur)**

Being a chef or food service manager is a unique experience. Chefs wield substantial financial control and responsibility; and are often relied upon to manage thousands of SKUs and millions of dollars in purchasing power averaging \$50,000 per month per location.

Here's a brief list of a chef's wide-ranging tasks:

<i>manage labor</i>	<i>manage returns/credits</i>	<i>find talented staff</i>
<i>mitigate liability</i>	<i>manage resort size commissaries</i>	<i>keep people interested</i>
<i>create budgets</i>	<i>performance management</i>	<i>design training programs</i>
<i>manage municipal codes</i>	<i>mitigate waste</i>	<i>keep staff engaged, and inspired</i>
<i>manage schedules</i>	<i>ordering supplies</i>	<i>planning large scale events</i>
<i>cost analysis</i>	<i>manage uniform distribution</i>	<i>perform inventories</i>
<i>process invoices</i>	<i>human resource responsibilities</i>	<i>grass roots marketing</i>
<i>talk to clients</i>	<i>negotiate purchasing contracts</i>	<i>manage ware wash and trash</i>

And one more thing: They have to create delicious food that constantly impresses everyone, train some else to cook it, and hope they don't screw it up.

### **Top Users:**

- **Executive Chefs, Sous Chefs, Kitchen Managers and F&B Directors**  
This demographic will benefit the most from CHEFSNET. Our entire field of content will apply to these positions within the industry.
- **Line Cooks, Culinary Students, Hobby Chefs**  
This demographic represents the field that spends the most money on line for related merchandise (i.e.: books, tools, uniforms)... the content for employment and education will also be utilized greatly by this segment.
- **Restaurant Owners, Purchasing Managers, and Human Resources**  
This demographic will be drawn to employment, consulting, procurement and educational content and find daily reasons to use the site
- **Institutional Food Service Professionals**  
A Seldom discussed yet enormous segment of the industry, these underserved professionals will benefit from our entire body of content



## Generating Users

### Promotional/Exposure Channels:

- **Marketing Automation (LinkedIn/Hubspot):** Today's food service executive is faced with numerous daily challenges. Suggestions and solutions can be presented – for free – through highly structured and well-positioned "lead nurturing" content. When this content (PDFs, webinars, PowerPoint, video) is built into Hubspot® landing pages, we can essentially create large volume permission-based email lists, resulting in email prospecting campaigns with high click-through rates. Gradual 'content nurturing' eventually brings motivated prospects to the threshold decision to subscribe to our premium services.
- **Hubspot 30 day trial** – we will capitalize on Hubspot's 30 day trial at a very key time to boost pre-launch email collection. By offering highly relevant and engaging content, we can promote the programs future content, generate interest, gain potential users and begin to lay down a data framework.
- **Hubspot Basic services** – we will continue to utilize inbound marketing to market to our database, both as we approach launch and, more importantly post launch. Post launch communication with all membership, and especially free membership will allow us to keep all interested parties up to date as premium services come on line. This will enable us to focus on converting free users to paid users. These ongoing efforts will continue to provide us with data and opportunities.
- **Linked In B2B marketing** – we have several strategies to employ with LinkedIn, their B2B services being at the top of the list. By targeting the wholesale supply sales force we can gain exposure and interest from a demographic that does not have to pay for our services. We can allow *them* to "sell" it to their employers (our customer), additionally gaining traction from a "social standpoint" as "shares" and "likes" push our content further in to the local markets. These efforts will shrink over time and we will push linked in harder from the social side.
- On the chef side we will employ precision targeting of chefs, line cooks, pastry chefs f&b directors and students. Targeting them with customized content per their job functions, titles and locations. Location targeting will enable us to not "waste our efforts" by diluting our potential membership densities for our regions. We will specifically target potential members based on their locations, which correspond with our regional launch strategies.
- **Print Advertising:** Color ads in select trade magazines with large circulation. Example: *Plate Magazine* welcomed 3,000 new magazine subscribers during this past year. In the crowded field of food media, *Plate* is growing because it empowers chefs to take food further while increasing operational efficiency. Advertising in *Plate Magazine* now reaches more than 40,000 foodservice professionals, including 7 in 10 who are chefs. Other media outlets include: *Chef Magazine, Hotel F&B, F&B Executive, Sun Belt Food Service, etc.*

- **Media and PR** – Print advertising is a very expensive option for us, and although we anticipate it to be effective, we have this slated to be a very “late in the game” strategy. We will be leaning heavily on our PR efforts to obtain interest in this project resulting in free print advertising traction. This is a very viable option especially when we time it just right (in weeks pre-launch)
- **Cover story** – We intend on generating a cover story with Hotel F&B, as they have a circulation of 60,000 and they represent one of the largest sectors \$37B in 2013. Additionally hotel chefs have the highest “flexible purchasing power” of any chef type in the industry, additionally hotel kitchens and offices have a much higher density of potential members and we predict that 2<sup>nd</sup> and 3<sup>rd</sup> generation impressions from this cover will be substantial.
- **Trade Shows/Grassroots Efforts:** This includes broadline regional and national distributor food shows. Public venues that attract 10,000+ visitors each quarter are found in all major US and international markets. Infiltration into local organizations – gatherings such as local chapters of *Chef’s Collaborative*, *Slow Food International*, Localized *NRA* and *ACF* group meetings and local food & wine events is are key promotion strategies.
- **The little guys** – We start with the little guys because the big guys are a no brainer, and we will get to them later. Through our referral program offered to our founding members (mentioned later in this doc) we will be able to have hundreds of feet on the ground. This will allow us to penetrate many smaller gatherings at a local level. Events such as **regional broad line food shows, local chapters of slow food, chefs collaborative, ACF groups, chef clubs etc.**
- **The NRA show** – this will be our biggest initiative of every year, bringing all available staff to this venture. The NRA show is the single largest gathering of the restaurant industry annually, bringing in almost 80,000 participants over a 3 day period. This is the event where we can make the biggest impression networking with potential chef members, employer members, advertising clients, supplier members and marketing partners.
- **The fancy food show** – this show occurs twice annually and draws in artisan producers from all over the world, this is where producers meet distributors. This is very low hanging fruit for us as this show is where we meet advertising clients; we can obtain samples, and get ChefsNetwork “behind products” and drive interest and demand for new brands.
- **SoBe food and wine festival** – this is the type of event where we would want sponsor the “hospitality tent” that services exhibitors, and / or have a booth. This event attracts the entire state of Florida and the Caribbean, and more importantly MEDIA! And an unbelievable amount of it at that.
- **ICC** – (international chef’s congress) This is becoming the premier event for culinary professionals, about innovation, inspiration and new ideas. This event attracts more celebrity chefs than any culinary event in the world and again media, tons of media. This show happens annually in sept in NYC and will be an essential marketing presence for us.
- **Internet Visibility / S.E.O.:** PPC and PPA (pay-per-click & pay-per-acquisition) from banner ads and RFPs purchased from key industry websites such as: *Plate Online*, *StarChefs.com*, *ChefWear.com*, and other high-traffic sites. Many of these arrangements can be secured via ‘no-cash’ reciprocal trade. Upon launch of the site CHEFSNET will capitalize on SEO positioning through securing key search phrases built into Hubspot.com marketing automation landing pages.
- **Cross promotion** – K.I.S.S. (keep it simple stupid) Banner adds (impression marketing) many deals can be struck at inception through reciprocal trade. We will select a number of sites generating significant “demographically relevant” web traffic. Our domain name alone will capture a significant amount of click-through’s, directed to our home page and/or Hubspot landing pages (depending on site and demographic). We will be able to capture users and more importantly data on traffic generated.

## **We will initially target the following sites and demographics:**

- Star chefs.com – chef users
- Chefwear.com – chef users, students, sous chefs and line cooks
- Restaurant.org – suppliers, chefs, and restaurant groups
- Knifemerchant.com – chefs, sous chefs, students
- Pastry supply sites – pastry chefs
- Eater blog regionally – all users
- Online magazine sites – all users

**S.E.O.** – many popular key search terms are quite expensive, much of our S.E.O. marketing strategies will be employed organically, yet capitalizing on popular search terms “within the industry” that will be in a lesser demand to the general public, much less expensive for us and money will be better invested in terms that will find “new” users. We won’t need much help finding “chefs who want to connect.” The obvious terms will optimize themselves.

**CHEFSNET Affiliate Program:** A 15% PPA finder’s fee is offered by CHEFSNET via online affiliate partners, mostly brokered through 3<sup>rd</sup> party services such as Commission Junction ([cj.com](http://cj.com)), [Linkshare.com](http://Linkshare.com) and [ClickBank.com](http://ClickBank.com).

**Affiliate marketing** – By offering a significant commission for conversions we can hand select specific sites that represent a chosen demographic on a regionally specific basis. Our partners will be incentivized to direct our ads into “premier slots” and assist us in maximizing conversions throughout our initial launch.

**Social Media:** Promotion through existing social networks like LinkedIn, FohBoh, Twitter, Facebook & Chef Blogger is an essential part of our strategy. CHEFSNET will promote several “incentive” options such as founding membership benefits, merchandise giveaways and scholarship contests for students. Although our other methods will prove effective, we feel that social media will adsorb the lion’s share of marketing effectiveness and this will be our first line of attack, filling in with more expensive options as needed.

**Facebook** – a multi-faceted approach with Facebook will provide us with a significant amount of buzz, as well as a captive audience to market to as our program features evolve.

**Sponsored posts** – we will be able to target many of our prospective users with different posts sponsored in different regions, thus reducing the risks of dilution throughout the country. This type of marketing is very inexpensive and is very effective combined with engaging posts.

**Cross promotion** - By sharing content from other Facebook entities (especially emerging ones) we can build relationships with businesses that will in turn “thank us for sharing” and magnify our impressions.

**General engagement** – Continued daily posts to engage our followers and track and analyze the effectiveness of our posts and reposts will assist us in fine tuning our content program during development, focusing on building Facebook followers that will convert into users at the time of launch.

**ChefsNetwork groups** – Facebook group created for the purpose of promoting the program specifically, we will use this network group to generate conversation about our program. With informative and engaging posts about the specifics of our program we can both accept ideas and criticism from our followers as well as drum up excitement about our platform in a social setting....*Join the conversation!*

**Twitter** – A strong presence on twitter is essential for our marketing success, results can be obtained very quickly and with no cost through Twitter.

**Engaging media** – by selecting very specific topics to tweet about we can engage new followers through the tagging of important topics (i.e.: food activism, regulatory issues, agriculture, new restaurant openings, bad reviews, industry news)

**Association** – Our business name is very strong and self-explanatory and with no significant network for chefs out there we will be able to gather a large number of followers very quickly. By tagging other high profile members in our posts by, for lack of a better word...“butting in” our posts will appear in their twitter feeds as well. When someone in the restaurant industry sees “ChefsNetwork.com” they, without hesitation will click and follow. We will use this and other strategies on twitter to drive traffic to our coming soon and landing pages.

**Content farming** – operationally speaking, Twitter provides content on a large scale, with categorized content as part of our program, we will have “feeder accounts” representing different sectors of the industry that will provide “pre-vetted” content and extractable data about trends. We will use this type of parsing strategy to extract information that we will employ in fine tuning our social media strategies.

**LinkedIn** – from a social perspective linked in will be our most productive campaign, with the average user having 4X the connections on linked in than on Facebook, plus the quality of those connections is more refined within their industries. We predict excellent traction and conversions from linked in.

**Groups** – LinkedIn is densely populated with focus groups. Engaging members in focus groups greatly magnifies your impressions, and again with our business name and concept we will capture a tremendous amount of click through conversions.

Here are some examples of specific groups we plan on targeting:

*Chef Job, chef Jobs* – 54,521 members

*Chef network* – 20,000 members

*Hospitality trends* – 48,467 members

*Restaurant Network* – 64,033 members

By posting and engaging in these groups we can get some great viral activity. These networks are extremely inactive, mostly because they are vastly contaminated with spam. The members of these groups joined because they wanted to network with each other, but due to spam most users network with contacts within their newsfeeds. Capitalizing on this need to network effectively is exactly what we are going to do.

**Social Networking** – we will lean on our 1<sup>st</sup> level of contacts to push to their 1<sup>st</sup> level and so on. We predict very good traction holding through 3 levels of this, and with our current networks we feel comfortable with reaching 75,000 – 100,000 people with relevant credentials in direct networking. The residual impact of these calculations reaches over 250,000 industry representatives. When we follow up with engaging content we will be able to maintain good traction and eventually lure these group members into a private restaurant and culinary networking group with no spam. This initiative will maintain a self-sustaining network under our brand. This network can have a front row seat to the launch of our product.

**Instagram, Pinterest and others** – we will be representing on other networks eventually but our main efforts are going to be focused on the “big three” to ensure we do not dilute our efforts. As we develop and launch we will ensure a presence on all major social sites.

**Referral Program:** We will offer our founding chef members an incentive to secure additional members based on referral, chefs members can be acquired resulting in 1 months membership fee as a commission, chefs that refer a supplier will be incentivized with cash at \$100 per supplier signed up. This program will remain in place throughout the growth of the program. Expectations we have from our referral program:

- Social media support
- Peer to peer marketing
- Trade show support
- Candid feedback
- Collateral distribution
- Local event support
- Regional expansion
- Brand Building



## Group 2 Demographics: The Customer (Advertiser/Suppliers)

The food service industry includes thousands of suppliers covering a wide range of customer categories. Most of them spend tens of millions of dollars each year in an effort to reach and retain their target buyers (chefs), most often with a 'boots on the ground' strategy, employing full-time sales agents to solicit new business ... one location at a time! This is common practice for purveyors (albeit very expensive). Online visibility options for companies like these is less than ideal due to the fact that their target customers (the chefs) do not congregate in any one online location to make this option truly cost-effective for the advertiser or the host website. CHEFSNET will offer these advertisers access to a highly qualified and targeted demographic. This scenario represents the real opportunity for CHEFSNET.

EXAMPLE OF A VALUE PROPOSITION: "Would a food service purveyor pay  $\frac{1}{2}$  of 1 cent per target buyer per day for the opportunity attract new repeat customers?" With CHEFSNET at 5,000 highly qualified member-chefs, and a purveyor with a \$250,000 per year sales/marketing budget... would that purveyor pay CHEFSNET \$9,000 per year? (5,000 members x 15¢ per month x 12 months = \$9,000).

# Advertising Revenue Generation (Target: The Supplier)

**The problem/solution produces the fuel for marketing: Redefining the middleman. The supply chain is controlled by the middleman, so they have to HIRE feet on the street to walk directly into restaurants to try and connect with their ultimate buyers. End-buyer pricing is affected by marketing costs, most expensive being the feet on the street.**

- **Affiliate programs for e – commerce** – our marketplace portal will put the entire collection of equipment and resource needs available on line into a 3 click merchandise rack of sorts, making us the only place to purchase industry goods online, where a 9% commission rate is fairly standard within the business. We will passively collect 9% of every sale done through our portal.
- **Marketing partnerships** – By forging relationship with select e-tailers and through users search capabilities being either by category or by vendor, we can negotiate the hosting of their products through API. They offer us banner ad placement and sales commission on all purchases through the portal in exchange for increased traffic and brand exposure.
- **Marketing exposure** – The marketplace will additionally open doors with product manufacturers to gain additional exposure by sponsoring video and ad content adjacent to their products.
- **Supplier cold calls by phone and email** – ChefsNetwork.com will always have their calls taken, our mission is to serve this industry, not exploit it. We will be reaching out directly to former colleagues and marketing departments from wholesale companies nationwide. Several large players in each market will be granted complimentary services to act as a catalyst for regional growth.
- **Direct mail (purveyor listings)** – Although archaic in nature, email marketing can be only a blip in the digital universe, we plan direct mailing to key wholesale suppliers in each region. This mailing will include a sales kit for supplier participation with incentives for early adoption.
- **The peer pressure solution (purveyor listings)** – as listing contracts begin to grow, and the membership begins to grow, purveyors will have no choice but to sign up in order to stay competitive, and with very reasonable flat rates this will a “no brainer” for all purveyors.
  - **Compulsory listing** – Wholesale suppliers from all regions will be listed with their “public information”. This listing will be very simple containing a brief description and contact information.
  - **Paid listing** – colorful, customizable, engaging, useful and fairly inexpensive

When we allocate the complimentary profiles to influential members of each community in which we operate, the compulsory listing will look weak in comparison. No company knows who is paying. This “forced education” in the virtues of the product will act as a catalyst for regional supplier participation.

- **Editorial advertisements pro bono samples** – CN.com will provide manufacturers with complementary editorial reviews of new products or services delivered directly to our membership. This will demonstrate effectiveness and value as well as collecting well parsed data and testimonials for use in future sales kits
  - **Sample editorial advertising** – being one of the highest yielding advertising models on the web, our team will create and structure interactive advertising campaigns for test use. This will open the door with manufacturers for further partnership opportunities as well as demonstrate the value of our product and model
  - **Sample banner placement** – decorating the site with well selected producer ads will help us secure the right sector of business as well as align our brand with the brands that fit our platform. Data results and market comparison will be performed as a value proposition to future clients.
- **Comp contracts for web advertisers** – trial periods for new web advertisers that may be unsure of “immediate value” in a new platform will provide them with a safety net as well as providing us with trial performance statistics for future sales.
  - **Buying integrity** – some major players in the industry will be designated as “launch partners” these will be players such as “Chef Works, JB Prince, Le Cruset etc., major players than can reap the rewards from participation with no obligation to us. In business you “look to those who have come before”. This gesture of good will ensures our portal remains “painted” with reputable brands, thus securing integrity for the platform.
- **S.E.O for relevant features** – some of our members will be primarily interested in 1 or two features only i.e.: human resource departments needing a membership for recruiting and job placement. We will use S.E.O. intelligently to separate our features as well as package them.
  - **Custom features** – though custom and inexpensive S.E.O. we can drive traffic to our site for from users who weren’t looking for us. It won’t be hard to find “chefs who want to network.” But when we can secure searchers that are looking for “bolts to fix their mixer”...that is how we intend to “clean out the cracks” and find all users, and all searches. We figure for the price of 3 great and popular chef terms, we could get 25 minor terms that may capture a more unique user, that otherwise would have been hard to find.

### **Here are some examples of potential advertiser categories.**

- **National Wholesale Distributors**  
These groups largely deliver directly to restaurants via FedEx.
- **Wholesale Supply Industry** (food, equipment, disposables, etc.)  
This segment delivers directly to customers via truck
- **Food Product Manufacturers / Purveyor**  
This segment sells to the wholesalers, and often relies on the wholesalers to build their “brand awareness”
- **Web Retailers**  
Many web retailers provide supplies and resources for the industry.
- **Local Services** (repair, inspection, contract labor, design, installation, landscaping etc.)

These companies often struggle with visibility within an industry segment, and operators often “go with the first thing they find”

# Sample Online Advertising Banners



With a trusted foundation see where inspiration takes you.  
Click to receive a FREE case\* of Barilla® pasta.

\*The full price of one case will be rebated when two are purchased. See rebata rules for details. Limit one redemption per facility. © 2011 Barilla America, Inc.

Barilla FOODSERVICE



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PRESENTED BY  
WORLD MASTERCARD



Show Us Your French Cocktail

WIN A CULINARY TRIP TO NYC!

Photo Contest

As you can see many of these ads have a "call to action". (EX: The free case of barilla pasta and the photo contest). These types of ads bring the ad host a lot more commission.



Available NOW!

CONSUMER Spending in Restaurants



DEXTER THE EDGE SINCE 1888

Professional Cutlery

Fishboneknives



Master KNIFE SKILLS!

Craftsy

Learn More

Online Classes, Watch Anytime.

## Sales Staff Structure

**Director of Sales** – Will manage all aspects of our sales and marketing approach, mainly working very closely with the data management resources and team to establish highly refined demographic data to leverage Higher ad Rates and placement throughout the site. The DOS will additionally drive all member generation initiatives; to ensure that membership growth is commensurate with advertising presence.

The DOS will also carefully monitor all of our online marketing channels and ensure that we are extracting maximum conversions for our marketing dollars. All sales forecasts and budgets will be produced by this individual as well.

**Director of Marketing and Data Management** – This position will work very closely with the DOSM and will use and manage all of our chosen “data management” tools to get a very narrow demographic filtering through. This individual will be essential for running reports and monitoring traffic and conversion rates for all areas of our site and provide very detailed information for our customers on a monthly basis that will justify continued patronage and value. Additionally this individual will manage our marketing automation to provide the best data parsing manageable.

**Senior Sales Manager** – reports directly to the DOS and assists in the sales process.

**Sales Associates (as growth dictates)** – reports directly to the sales manager and assists in the sales process

**Sales Admins (as growth dictates)** – reports directly to the sales manager and assists in the sales process

## Sample Google, Yahoo and Bing S.E.O. terms

<i>Chef</i>	<i>Culinary schools</i>	<i>Kitchen safety</i>	<i>Restaurant recruiter</i>
<i>Chef network</i>	<i>Culinary student</i>	<i>Health inspection</i>	<i>Chef shoes</i>
<i>Chef knives</i>	<i>Culinary internship</i>	<i>Wholesale meat</i>	<i>Chef clogs</i>
<i>Chef coats</i>	<i>Kitchen management</i>	<i>Procurement</i>	<i>Knife kits</i>
<i>Baking supplies</i>	<i>Line cook</i>	<i>Wholesale seafood</i>	<i>Japanese chef knives</i>
<i>Pastry</i>	<i>Pastry cook</i>	<i>Wholesale produce</i>	<i>Food containers</i>
<i>Chef job</i>	<i>Hot boxes</i>	<i>Specialty food whole sale</i>	<i>Pastry chef</i>
<i>Culinary</i>	<i>Catering rental</i>	<i>Restaurant equipment</i>	<i>Pastry supplies</i>
<i>Cookbook</i>	<i>Catering equipment</i>	<i>Restaurant linen</i>	<i>Pastry demonstrations</i>
<i>Blender</i>	<i>Cooking classes</i>	<i>Linen rental</i>	<i>Knife sharpening</i>
<i>Molecular gastronomy</i>	<i>Culinary education</i>	<i>Wedding rental</i>	<i>Sharpening stones</i>
<i>Butchering</i>	<i>Batch recipe</i>	<i>Party rental</i>	<i>Water stones</i>
<i>Restaurant equipment</i>	<i>Recipe</i>	<i>Restaurant cleaning</i>	<i>Oil stones</i>
<i>Chef news</i>	<i>Production recipe</i>	<i>Hood cleaning</i>	<i>Sharpening steels</i>
<i>Prep lists</i>	<i>Culinary software</i>	<i>Grease trap service</i>	<i>Ring molds</i>
<i>Chef resumes</i>	<i>OSHA</i>	<i>Chef consulting</i>	<i>Cake decorating</i>
<i>Chef candidates</i>	<i>Serve safe</i>	<i>Restaurant opening</i>	<i>Wedding cake supplies</i>
<i>Culinary forum</i>	<i>Food handler</i>	<i>Chef recruiter</i>	<i>Baking books</i>
<i>Chef's forum</i>	<i>Restaurant reviews</i>	<i>Culinary recruiter</i>	<i>Local farms</i>