

THE FOOD BUSINESS GROWTH ROADMAP



THE 4 PILLARS FRAMEWORK

1. PRODUCT CONTENT (40%)

Show:

- Food
- Drinks
- Specials
- Behind the scenes

Example:

Close-up cheese pull on a pizza.

3. PERSONALITY CONTENT (20%)

Show:

- Staff
- Owners
- Funny moments

People buy from people.

2. CUSTOMER CONTENT (30%)

Show:

- Reactions
- Reviews
- Testimonials

Example:

Customer taking first bite.

4. AUTHORITY CONTENT (10%)

Show:

- Why your food is different
- Ingredients
- Story behind the business

Visual

Pie chart graphic.



01

STORY

Show:

- Making process
- Customer reaction
- Behind the scenes

02

CTA

Tell people what to do next.

Examples:

- Visit us today
- Tag a friend
- Which one are you choosing?

03

VISUAL

Large funnel graphic.

HOOK



STORY

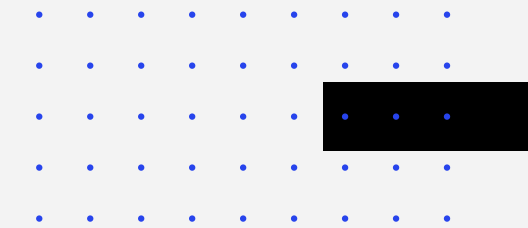


CTA



CUSTOMERS

THE VIRAL CONTENT FORMULA



TITLE

The Content Formula That Gets Views

■ EVERY VIDEO SHOULD FOLLOW:

HOOK

Stop the scroll.

Examples:



New milkshake available



This milkshake has customers driving 30 minutes to try it

THE WEEKLY POSTING BLUEPRINT

SUN	MON	TUE	WED	THU	FRI	SAT
	Customer Reaction Video	Best Seller Showcase	1 Behind The Scenes	2 Owner/Staff Story	3 Weekend Special	4 Busy Store Recap
5 Customer Review	6	7		9	10	11
12	13	14	15	16		18
19	20	21	22	23	24	25
26	27	28	29	30		

PLATFORMS

Instagram	Tik Tok	Facebook	WhatsApp
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CONTENT TYPE	
Sale	Highlight
Reviews	Upsell Offers
Promotion	Campaign
Product Launch	Influencer Content
Loyalty Rewards	Referral Program
Clearance & Ads	Product Education
FAQs	Testimonials
Brand Story	New Collection
Storytelling	Lifestyle Shoots



- ✓ MORE AWARENESS
- ✓ MORE ENGAGEMENT
- ✓ MORE TRUST
- ✓ MORE FOOT TRAFFIC
- ✓ MORE REPEAT CUSTOMERS

YOUR NEXT 30 DAYS

WEEK 1

Audit your content.

WEEK 2

Start posting consistently.

WEEK 3

Collect customer reviews.

WEEK 4

Double down on what works.



RESULTS YOU SHOULD EXPECT

+98%

WANT HELP IMPLEMENTING THIS?

JOIN MY LIVE ONLINE WORKSHOP

IN THIS WORKSHOP, I'LL
PERSONALLY WALK YOU THROUGH:

- ✓ Content strategies working right now
- ✓ What to post and when
- ✓ How to use Instagram, TikTok & Facebook
- ✓ How to attract more customers through content
- ✓ Real examples from local brands

[CLICK TO RESERVE YOUR SEAT](#)

