

# THE FOOD BUSINESS



# GROWTH ROADMAP

HOW TO USE SOCIAL MEDIA TO GET MORE  
CUSTOMERS THROUGH YOUR DOOR



# 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.

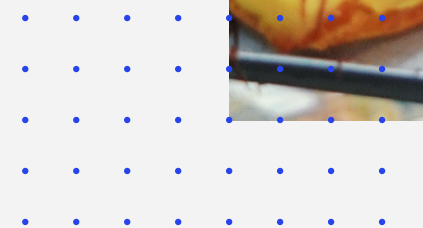
## 4. AUTHORITY CONTENT (10%)

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	<b>1</b> Behind The Scenes	<b>2</b> Owner/Staff Story	<b>3</b> Weekend Special	<b>4</b> Busy Store Recap
<b>5</b> Customer Review	<b>6</b>	<b>7</b>		<b>9</b>	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>		<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>		

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

## PLATFORMS

Instagram	Tik Tok	Facebook	WhatsApp
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- ✓ 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](#)