



Front Burner Or Bust!

A Social Media Marketing Boot Camp
for the Food, Beverage & Hospitality Industry

The Dilemma



Social media is not an option. It's not a fad. It's not a shiny new toy. It's not a necessary evil.

Social media is the most effective marketing tool for your business. It's the voice of your brand. It's a channel of communication with your customers. It's an online extension of your in-house hospitality. And if you're struggling with social media, you're not alone.

Social media is hard work. It takes a dedicated team. It takes planning. It takes an eye for great visuals. It takes a consistent voice. It takes quick response time. It takes thoughtful evaluation. And yes, it takes money.

Social media is our specialty. And so is the restaurant industry. Which is why we've created a solution for fellow industry folks who are struggling with all of the above. For passionate people who know it needs to be done, but who lack the knowledge and resources to do it.

Spend a few hours with Front Burner Social, and we'll transform you into a social media superstar.



Our Solution

The Front Burner Or Bust Social Media Bootcamp is a series of workshops designed with the unique needs of food, beverage, and hospitality industries in mind. In this program, a dedicated representative from Front Burner Social will train your team on social media basics and best practices, teach quarterly workshops on in-depth topics of your choice, and be your on-call resource for any of your social media marketing questions. You get the authenticity of an in-house marketing team and the expertise of an agency for one low, annual fee.



How It Works



Once you've committed to one year of the program, we will teach you everything you need to know to manage your social media effectively.

This includes....

- Staff training
- Branding
- Planning
- Content creation
- Active listening
- Analysis

We'll come to you once per quarter and work with your team in 60-90 minute sessions that cover the basics, address brand-specific issues, and keep you in the loop of the most cutting edge developments and practices within the social media marketing industry.

Plus, you can email or call us any time with questions in between sessions.



What You Get



Session 1: Social Media 101

We will cover the basics of social media marketing with your team and prepare you to hit the ground running on social. In this 90 minute session we cover:

- Why is Social Media important?
- Branding and voice
- Planning and content development
- Consistency and engagement
- Evaluation
- Team questions



What You Get

Future Sessions: Social media is a constantly evolving thing, so your education must be, too. Every quarter after your onboarding, Front Burner Social will host an hour long workshop with your team that will be tailored to your brand's specific needs and challenges.



Structure:

- *Social Media State of the Union:* we'll address any significant news and techniques that have come to light since our last meeting. (10 mins)
- *Team Evaluation:* Both the restaurant team and the FBS strategist grade social media performance over the past quarter. We'll then have an open discussion on challenges and potential solutions based off the information presented here (10-20mins)
- *Deep Dive:* we will give an in-depth presentation on a social media topic of your choice. Examples of potential topics include:
 - Food Photography
 - Managing Online Reviews
 - Marketing Events on Social Media
 - Social Media Advertising
 - Going Live
 - Influencer Relations
 - Email Marketing
- *Wrap-up:* we will address any remaining questions and advise on next steps



What It Costs

We know, you've been holding your breath for this slide. Or maybe you just skipped right to it. Thankfully, it's not too scary.

Front Burner Or Bust Social Media Bootcamp:

- One 90-minute onboarding session
- Three 60-minute workshops customized for your brand and unique business needs
- Ongoing support from a dedicated social media professional

Price: \$1,600 per year



Like What You See?

If you're ready to take your social media marketing to the next level, we're ready to talk to you.



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Thank you!

