CULINARY COMMUNICATION STRATEGY

Practical food-entrepreneur's notebook

KUS KUS
Pro

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CHAPTER 1

The basics of culinary communication

1- Communication strategy

ORGANISE MY COMMUNICATION

Fields of action	Objectif	Actions	Budget	RETROPLANNING											
				J	F	M	A	M	J	J	A	S	O	N	D
My offer	Example: Informing on the new menu	Examples: Create. Signature recipes													
		Promote on Facebook													
		Buy new plates													
Other ?	...														
	...														
	...														
	...														
	...														

PRACTICAL SHEET 1....

Defining your communication strategy

1-The product/consumer
- What is your kitchen segment?
- What rhythm for my menus?

2. cost/time
- The cost of communication for the company
- The time allocated to communication

3. promotion/communication
- The media: press, radio, television, internet, billboards, etc...;
- Frequency: continuous, event-driven, etc.

4. Dissemination
-Web
- social networks, website, blog...
-Print
- Business card, menus, stop-stops, flyers...

NOTES

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IT'S UP TO YOU ....
Your internal analysis

RESSOURCES

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COMPETENCES

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Chapiter 2

Communication plan

Communication ressources

2- Communication plan

Communication plan

Communication channels	Objectif	For who?	Actions taken	Measurement indicators	Budget	RETROPLANNING (When?)											
						J	F	M	A	M	J	J	A	S	O	N	D
Public Relations	Example: Making my company known	Journalist, media, information relay, local and regional press	Organise a press lunch	Number of presents													
		the shopkeepers in my neighbourhood	Introduce me to the neighbouring traders	Press coverage".													
Event	Example: Building loyalty with my first customers	Clients	Making loyalty cards	Number of relationships established													
		Clients, prospects	Organise private tasting evenings	Number of cards made													
Social networks	Example: Creating an online community	Customers, prospects, press	Share the menu	Number of reservations honoured													
			Update my	Number of													
Commercial communication	Example: Building a clientele	local companies, customers, prospects	Create menu cards														
		local companies, customers, prospects, local authorities	Flyers	The most ordered dishes													
		local companies, customers, prospects	Make a pavement stop	Number of returns													
		Clients, prospects	Buy a slate	Number of customers													
...	...	...	...	...													

CHAPTER 3

My project identity

Brand, logo & packaging

PRACTICAL SHEET....

Your culinary identity

1-What values do you defend

2- What has been your journey so far?

3- What is the story of your kitchen?

4- What are your signature dishes?

CHAPTER 5

COMMUNICATION TOOLS

BACKING ENTREPRENEURIAL INITIATIVES IN THE CULINARY SECTOR

Social networks

To remain in control of its e-reputation, the challenge for all food-entrepreneurs is to build and maintain its online showcase. To do this, the main social networks will be your allies. But which one to choose?
Note that a good social network for your business is the one on which your targets are located.

	TYPE OF CONCEPT FOOD	OBJECTIVES	TYPES OF CONTENT
FACEBOOK	ALL	Federating a community	Photo gallery, polls, opinions, statutes, stories, sponsored campaign, events, addresses, reservations, videos, articles
INSTAGRAM	AESTHETICS	Promoting a culinary identity	Photo gallery, front page albums, reels, hastags,stories,igtv, filters, teasing
LINKEDIN	LARGE PRODUCTION CAPACITY	Monitoring, prospecting, recruiting	Statutes, events, stories, photo gallery, articles
TWITTER	ENGAGE	Taking part, doing the watch	Statutes, hastags, surveys
YOUTUBE	INVESTI	Create a channel. video	Recipes, Tips and Tricks
PINTEREST	CONNECT	Promote your website	Photo and website links

Site editors

WIX	SITE GOOGLE	WORDPRESS	JIMDO	MY E-SITE
Good product, but very intrusive logos are present.	Good interface, easy to use	Complex use for beginners	Serious product. Offers assistance.	The only publisher that displays banner ads
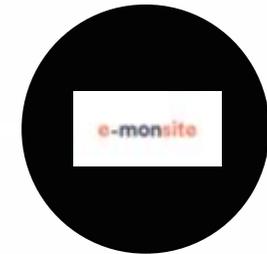
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Print communication materials

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IT'S UP TO YOU....

My website

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IT'S UP TO YOU....

My website

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IT'S UP TO YOU....

The launch of my business

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CHAPTER 8

TALK ABOUT MY ENTREPRENEURIAL ADVENTURE

The art of self-telling

BACKING ENTREPRENEURIAL INITIATIVES IN THE CULINARY SECTOR
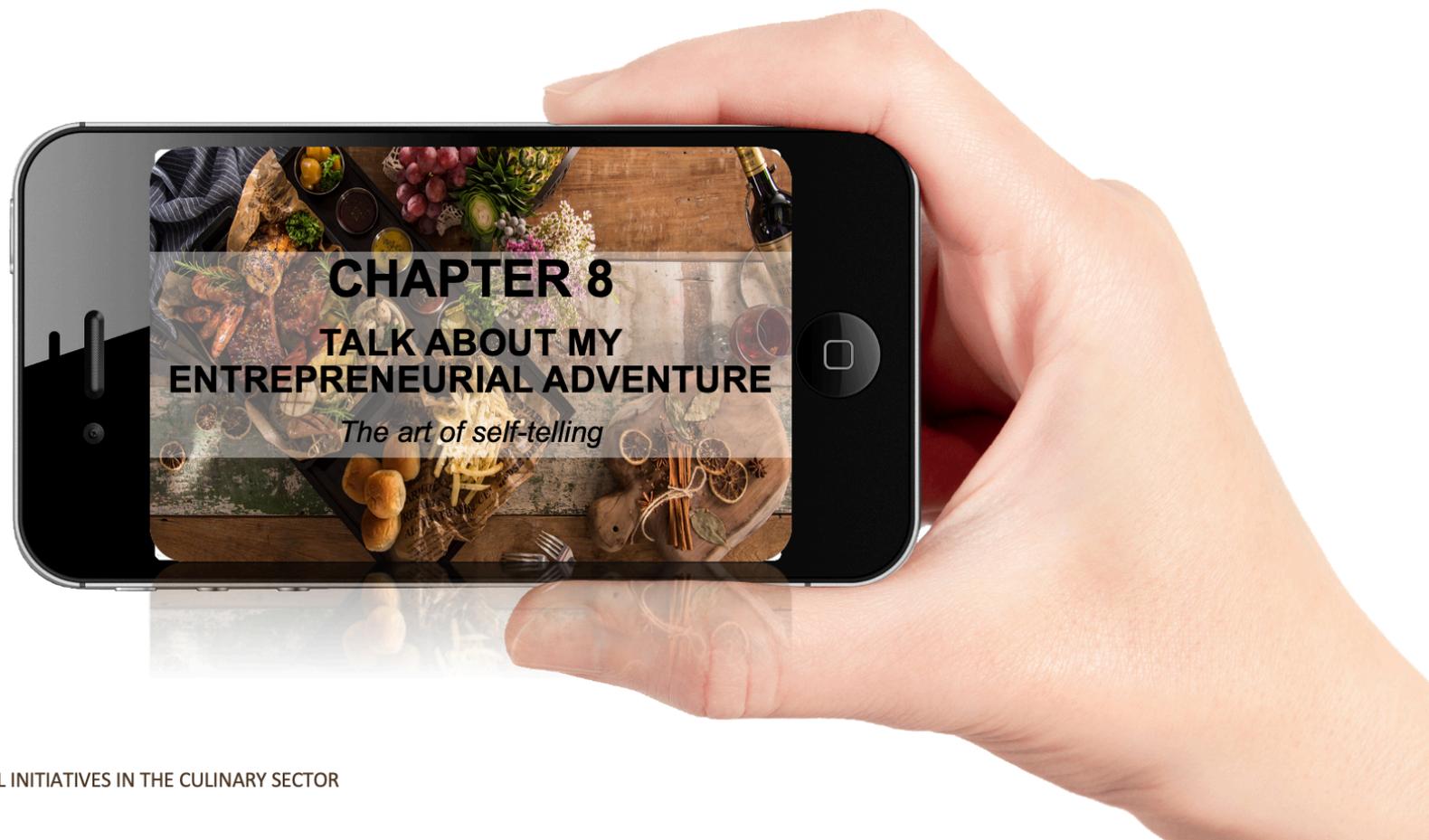
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The balance of my image

PERSONNALITY

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VALUES

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STRENGTHS

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SUMMARY ....

My inspiration sources

IT'S UP TO YOU....

the important stages of your professional career

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IT'S UP TO YOU....

I tell my story

10 IDEAS TO PROMOTE YOUR FOOD BUSINESS

- Get listed on online food platforms
- Create a Facebook page
- Share your achievements on Instagram
- Get listed in directories and guides
- Make a virtual showcase via Google My Business
- Make a Google site
- Establishing partnerships at local level
- Create a blog
- Approach companies
- Set up a loyalty programme

7 IDEAS TO PUT IN MOUTH ON SOCIAL NETWORKS

1. Share your photos on Instagram
2. Make surveys of your recipes on Facebook
3. Make stories and real ones
4. Create videos to show your achievements
5. Stage your products, your materials, your dishes
6. Favour natural light for your photos
7. Do not use filters

4 IDEAS FOR EXPLOITING YOUR OPINIONS CUSTOMERS

1. Write them on your packaging
2. When publishing on your social networks
3. In a dedicated section on your website
4. On the walls of your social networks

**7 IDEAS FOR LAUNCHING EVENTS
ITS ACTIVITY**

1. Organizing cooking demonstrations
2. Making a video to share on social networks
3. Creating classic or creative culinary animations
4. Propose a thematic tasting
5. Co-creating food pairing
6. Propose ephemeral evenings
7. offer a foodtrip or foodtour

9 TIPS TO STAY INSPIRED
1. Setting objectives
2. Making projects
3. Identifying inspiring entrepreneurs
4. Talking with peers
5. Monitoring progress
6. Taking breaks
7 Talking about your successes
8. Having a hobby
9. Staying on guard

Customer notification and rating platforms

TRIPADVISOR
Allows the consumer to leave a note and an opinion on the service provided by the establishment

GOOGLE NOTICE
provides contact details for restaurants, reviews and ratings

THE FORK
Only those who have booked and honoured their reservation can post a notice.

FORSQUARE
opinions of internet users

YELP
long notices and photos taken by customers)

INSTAGRAM
Recommendations from Internet users in photos, stories or videos.