





Leveraging Technology To Build Your Brand

Presented By
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Building a brand image can be tough; The market is full of challenges and competitors ready to leave you in the dust if you aren't proactive in ensuring your brand success.

We will identify some of the challenges that brand owners face and discuss how we can take on those challenges and grow a brand..



David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com), where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.



A top-down view of a tea ceremony setup on a dark wooden table. In the upper left is a dark, ribbed teapot. In the center is a dark ceramic teacup. To the right is a dark ceramic bowl containing a single green tea leaf. In the lower left is a stone mortar filled with loose-leaf tea and dried fruit. In the lower center is a small bowl of white tea cubes. A small white flower is on the right. The background is a dark, textured wooden surface.

OVERVIEW

In today's presentation, we are going to identify some key challenges that brand owners face. We will discuss the importance of competitive research and company differentiation, and outline a plan-of-action on how to leverage technology to meet your goals, grow your company, and take the challenges head-on.

WHAT WE WILL COVER

- ❖ Challenges To Building Your Brand
- ❖ Competitive Research
- ❖ Current Marketing Efforts
- ❖ How to Differentiate Your Company
- ❖ Active vs Passive Marketing
- ❖ 8 Technologies to Take You There
- ❖ 12 Month Marketing Calendar
- ❖ Next Steps





SUCCESS STORIES

Success Story #1

Ben & Jerry's summer corporate catering program into a year-round, profitable program. We grew the program from 20 events a year to over 700+ events a year. We created new print marketing materials with matching online Social Media content, including a comprehensive Yelp, Facebook, and Google Local campaign. Finally, we coordinated the production of a sales video, and implemented programs to manage their business sales process and we continue to advice on creative email promotions, customer loyalty, and front-of-mind marketing.



Success Story #2

Kui Shin Bo opened their second location. We created a catering menu for and helped them partner with different catering platforms such as Caviar, ZeroCater, and Eat 24, allowing them to cater corporate and special events throughout the San Francisco Bay Area. We strategized their Online Presence, including Website, Yelp, and Google to increase the number of customers, number of catering events, and overall business results, enabling the Client to have a successful year-round business with long term sustained growth and opportunities for expansion.



CHALLENGES

- Competition
- Customer Experience
- Standing Out
- Marketing
- Customer Retention

Competitive research

- Categorize and identify your competitors
- Examine their customer experience
- Identify their position in the market
- Observe their reviews
- Observe pricing
- Review their social media presence



How to Differentiate Your Company

Create both short and long-term goals for your business. With appropriate planning, you can begin to build a plan for your brand to stick out in a crowd.

Once you've analyzed your market and your competitors, put the data you've collected into use to start building your company presence and make it more impactful and true to brand.

- What is your strong first impression?
- Highlight clients, contracts, partnerships
- Focus on customer experience



What differentiates Your Company?

Values to Consider

- Company Value
- Distinction
- Superior Technology
- Visible & Clear Communication of Ideals
- Approachability
- Affordable
- Emotional Appeal



What Can You Do?





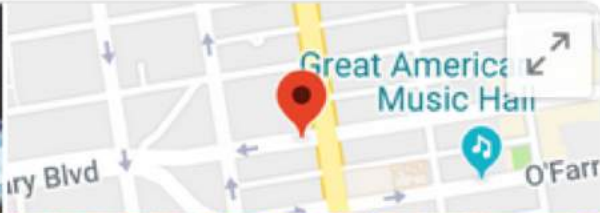
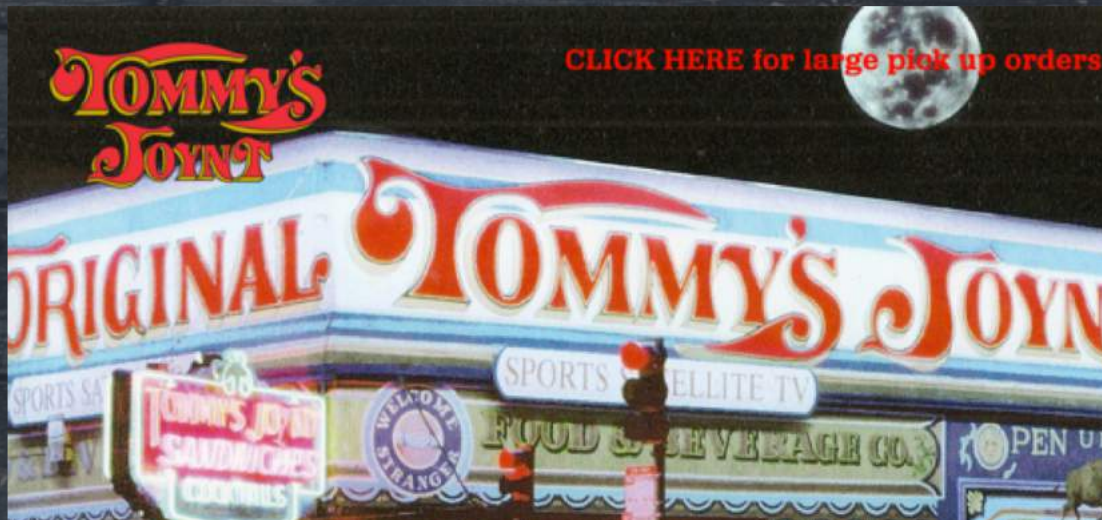
Current Marketing Efforts

8 Technologies to Take You There

1. Online presence & SEO
2. Email marketing
3. Mobile marketing and optimization
4. In store software and hardware
5. Social Media
6. Video and Graphic content
7. Customer Relationship Management (CRM)
8. Tracking and Analytics

Online Presence & SEO

I



See photos

See inside

Tommy's Joynt

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★★ 2,496 Google reviews

\$ · American restaurant

Neighborhood institution featuring American comfort food, a large beer selection & kitschy interior.

Ad Uber Eats Food Delivery



Email Marketing

2



Robly



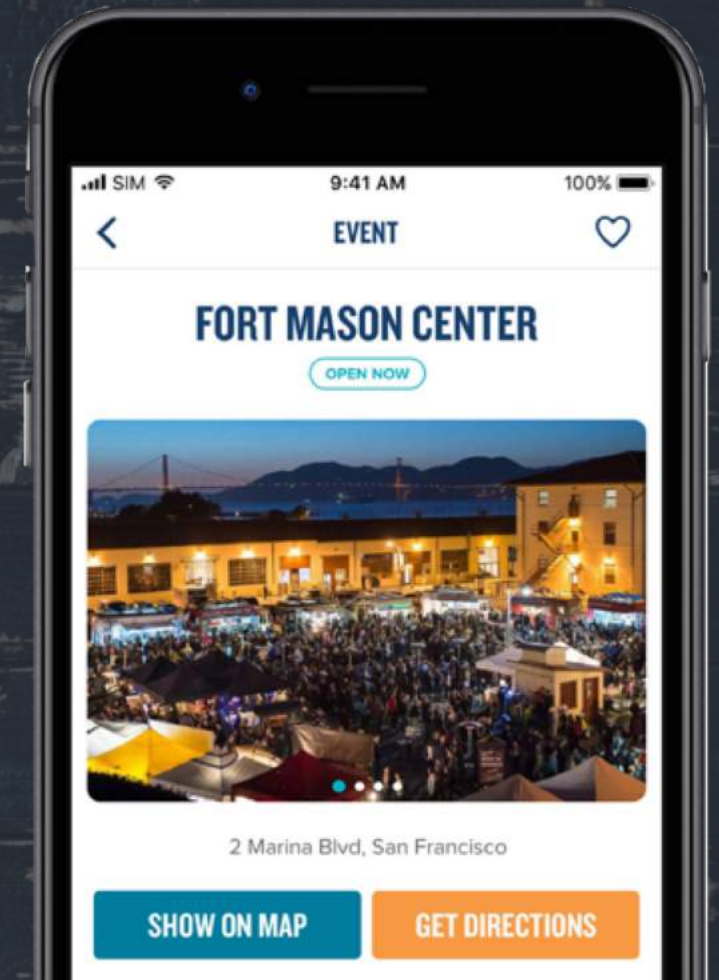
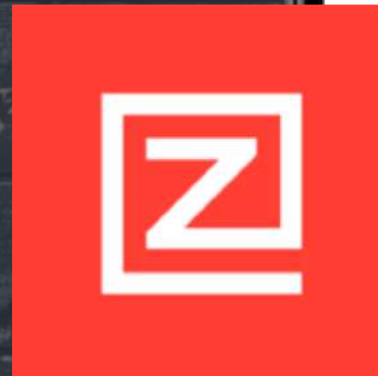
mailchimp

Constant Contact



Mobile Marketing & Optimization

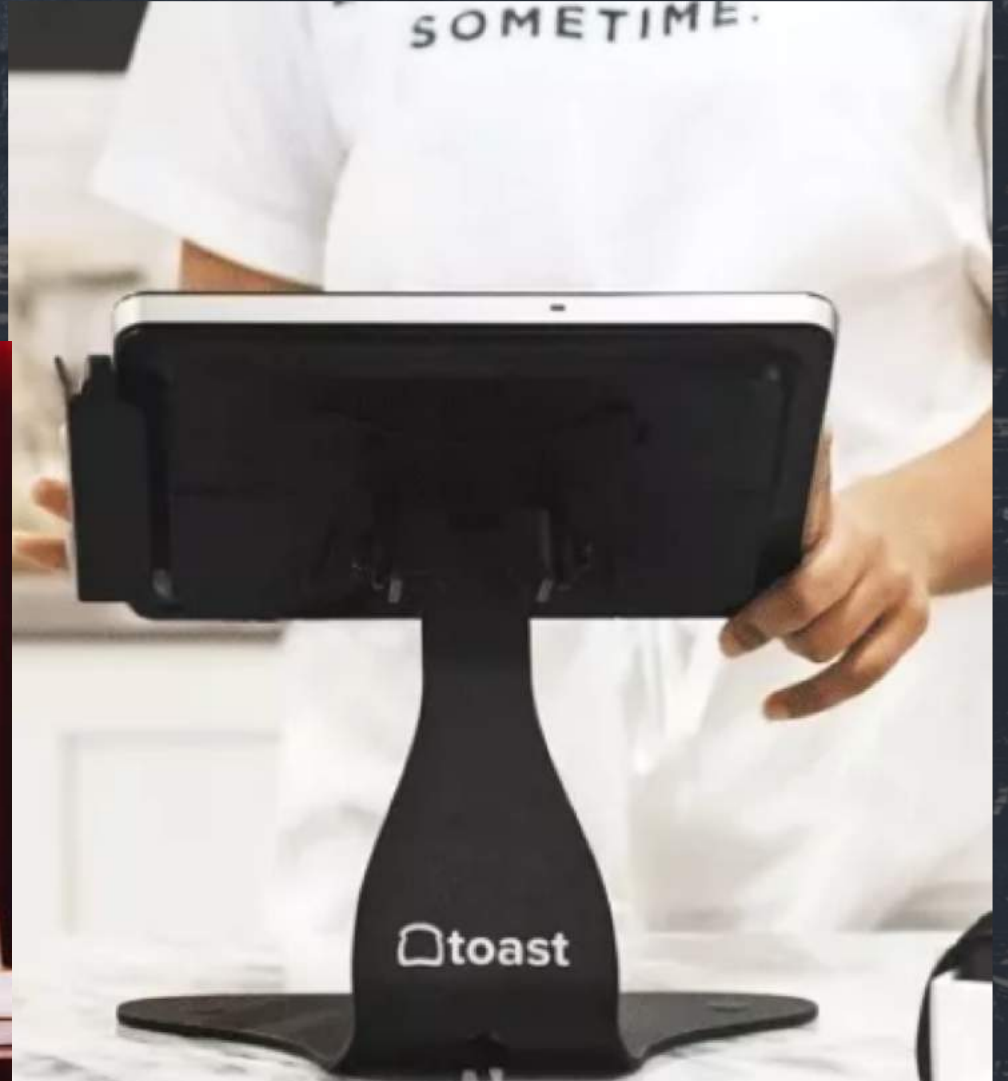
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Point of Sale – Hardware / Software Programs

POS

4



Social Media

5





Video & Graphic Content

6



Customer Relationship Management

CRM

7

The image displays a collage of screenshots from the Gather CRM system, illustrating its various features and user interfaces. The background is a dark, textured surface.

Company Snapshot: A dashboard showing key metrics for a company. Metrics include:

- 20 Standing Leads
- 7 Unassigned Prospects
- 12 Unassigned Bookings
- 6 Past Due Payments
- 18 Unclaimed Bookings

Customer Messaging: A section showing a list of messages from clients, including:

- Morgan Hall: Birthday Party Thanks/lets see a proposal On Thu, Oct 18, 2018 at 10:45 AM
- Teddy McElrich: Birthday Party Thanks/lets see a proposal On Thu, Oct 18, 2018 at 10:45 AM
- Morgan Hall: Birthday Party Thanks/lets see a proposal On Thu, Oct 18, 2018 at 10:45 AM
- Sean Maurice: Thank you. On Fri, Sep 28, 2018 at 4:13 PM
- Morgan Hall: Thank you. On Fri, Sep 28, 2018 at 4:13 PM

Select Menu Items For Current Event: A dialog box for selecting menu items for an event. It includes a list of items and their prices:

Item Name	Price
Dynamite Shrimp	\$40.00
Mac and Cheese Bites	\$40.00
Chicken Potstickers	\$40.00
Coconut Shrimp	\$40.00
Egg Rolls	\$30.00
Jalapeno Poppers	\$30.00
Fried Zucchini	\$30.00
Chicken Gyoza	\$30.00
Edamame	\$30.00

Event Details: A section showing event details, including:

- Client/Organization: Drift
- Address: 222 Berkeley Boston, MA 02111
- Telephone: (617) 544-8801
- Email: info@drift.com

Event Details: A section showing event details, including:

- Description: Breakfast Buffet
- Date: 2/15/2019 (Fri)
- Start: 10:00 AM
- End: 11:30 AM
- Setup Style: Banquet
- Banquet Room: Castle Black

Event Details: A section showing event details, including:

- Description: Eggs-Travelant Breakfast Buffet
- Instructions: Includes scrambled eggs, bacon, hash brown potatoes, assorted pastries, fresh fruit, assorted cereals, coffee, tea or milk

Event Details: A section showing event details, including:

- Description: Wednesday Wine-down
- Time: 3:15 AM - 7:30 AM EST
- Chafide: 45 estimated / 45 guaranteed

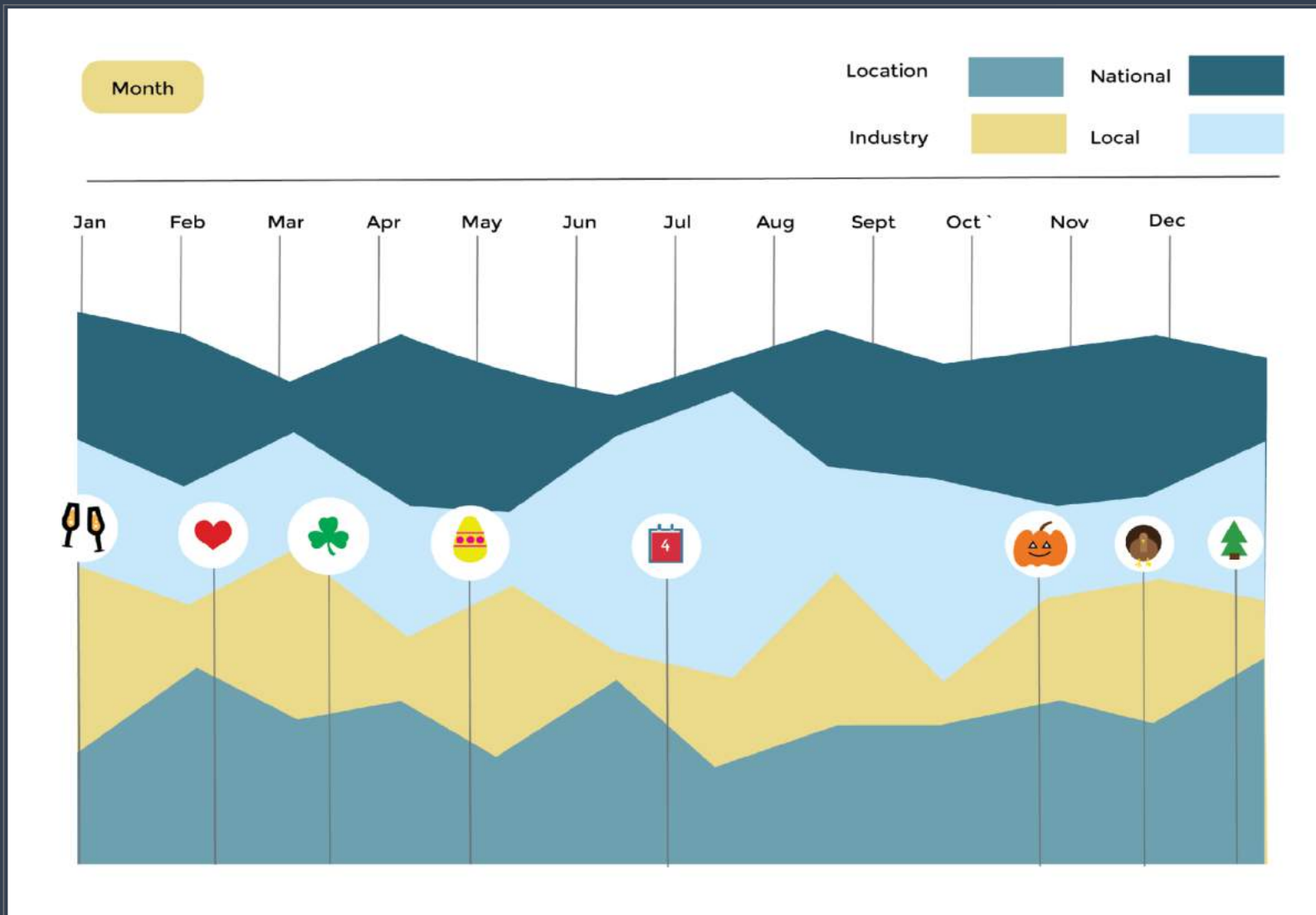
Event Details: A section showing event details, including:

- Description: Gopher's Pop Party
- Time: 12:30 PM EST
- Chafide: 25 estimated

Tracking & Analytics

8





12 Month Marketing Calendar



WHAT WE COVERED

- Challenges faced
- Competitive Research
- How to Differentiate Your Company
- Active vs Passive Marketing
- 8 Technologies to help grow your business
- 12 Month Marketing Calendar

Next Steps

How can you work ON (growing) your business instead of IN (Day to Day) your business.
It's not about timing – it's about TIME.

- 30 Days: Assessment of Your Technology
- 60 Days: Create 12 Month Calendar
- 90 Days: Make Adjustments and Grow

QUESTIONS?

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UPCOMING FOODSERVICE PORTFOLIO SHOWS

www.foodandbevshows.com

Western Foodservice & Hospitality Show
(Co-located with Healthy Food Expo and Coffee Fest)
August 25-27, 2019
Los Angeles Convention Center, Los Angeles, CA
www.westernfoodexpo.com

Sponsored by: The California Restaurant Association

Florida Restaurant & Lodging Show
(Co-located with Healthy Food Expo)
September 15-16, 2019
<https://www.flrestaurantandlodgingshow.com/>

Orange County Convention Center, Orlando, FL
Sponsored by: The Florida Restaurant & Lodging Association

NGA Show
February 23-26, 2020
San Diego Convention Center, San Diego, CA
<http://www.thengashow.com/>
Sponsored by: National Grocers Association

International Restaurant & Foodservice Show of NY
(Co-located with Healthy Food Expo and Coffee Fest)
March 8-10, 2020
Jacob K. Javits Convention Center, New York, NY
www.internationalrestaurantny.com
Sponsored by: The NY State Restaurant Association

Coffee Fest Chicago
June 26-28, 2020
Navy Pier, Chicago, IL
<https://www.coffeefest.com/>



Thank You

