

# Marketing Strategy :

## 1. Digital Marketing & Customer Acquisition 🎯

- ✓ SEO & Content Marketing – Optimize for local search results and create engaging food-related blogs and videos.
- ✓ Social Media Marketing – Leverage Instagram, TikTok, and YouTube for viral food content and influencer collaborations.
- ✓ Paid Ads (PPC & Social Media) – Run targeted ads on Google, Facebook, and Instagram to attract new users.
- ✓ Referral & Affiliate Programs – Encourage customers to invite friends with discounts and cashback incentives.

## 2. Brand Awareness & Engagement 🔥

- ✓ Influencer & Food Blogger Partnerships – Collaborate with food influencers to create buzz.
- ✓ User-Generated Content – Encourage customers to share their food experiences for rewards.
- ✓ Gamification & Challenges – Introduce loyalty points, streaks, and contests to keep users engaged.
- ✓ Email & SMS Marketing – Personalized promotions, abandoned cart reminders, and exclusive deals.

## 3. Strategic Partnerships 🤝

- ✓ Restaurant Collaborations – Work closely with restaurants for co-branded marketing campaigns.
- ✓ Corporate Partnerships – Offer special meal plans and discounts for offices and businesses.
- ✓ Payment & Wallet Discounts – Partner with banks and digital wallets for cashback and exclusive deals.