

90-DAY LAUNCH PLAN (Prioritized & Actionable)

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Goal: Generate first 10 recurring corporate clients and 5 event/wedding leads.

Phase 0 (Days 0-7): Setup

- Finalize catering menu PDFs and tasting package
- Build / update catering landing page with request form and PDF downloads
- Set up HubSpot CRM + lead capture forms. Connect to email + SMS (Twilio)
- Create Google My Business catering listing updates

Phase 1 (Days 8-30): Outbound + Local Partnerships

- Email outreach to 50 local companies + HOA managers (script)
- Reach out to 20 wedding planners with tasting invites
- Pitch servicing to 10 senior living communities (offer tasting)
- List on The Knot / WeddingWire / Perfect Venue

Phase 2 (Days 31-60): Paid & Organic Acquisition

- Launch targeted Google Ads (corporate, weddings, Persian catering)
- Launch LinkedIn sponsored content to HR Managers (Irvine, Costa Mesa)
- Run Facebook ads for HOAs and community events with lead magnet (free menu PDF)
- Publish 4 blog posts (corporate catering, wedding menus, Persian events, HOA events)

Phase 3 (Days 61-90): Scale & Refine

- Start ghost kitchen rentals during daytime; pilot 1 tenant
- Convert first 3 corporate clients to recurring weekly lunches
- Host one HOA tasting and one wedding tasting event
- Review performance; optimize ads and workflows
- Build referral incentives for planners and corporate admins