

Food Fanatics Program Proposal

Case Study: Omni-channel Content Approach and Strategy

Buckle up. We're about to give you a small taste of our strategy and process for:

- Expanding the Food Fanatics audience
- Crafting on-brand, high-quality content
- Building an omni-channel ecosystem
- Creating tailored content for your different segments
- Repurposing print content
- Taking advantage of atomization
- Tracking and measurement

We're passionate about content. Some might even call us fanatics.

You feel the same way about food – and you've helped build a whole community around it.

Now just imagine what we could do together.

The vision: Evolve Food Fanatics into a turbo-charged, data-driven, scroll-stopping content ecosystem. This is a new Food Fanatics – bigger and bolder, but still true to the community.

The result? Your audience see themselves reflected in the content – no matter the format or channel. This transformed multiplatform content engine quickly bubbles up the need-to-know industry trends. Armed with that information, they not only take on today's challenges, but they're ready to flex to the future.

That all sounds great,
but how do we actually
make it happen?

**Here's
what it
takes:**

Audience-first Focus

Strategy-led Content Execution

Omni-channel, Atomized Content Delivery

Storytelling Rooted in Journalism

Data-driven Content Decisions

We've got content strategy down to a science:

Audience Research

Explore pain points and emerging trends impacting the foodservice landscape. Analyze target audience preferences and behaviors.

Food Fanatics Content Analysis

Assess US Foods' existing content and SEO position to identify strengths, weaknesses — and potential white space to exploit.

Competitive Analysis

Develop an in-depth analysis of other foodservice distributors — and where they're making their mark with content.

Stakeholder Interviews

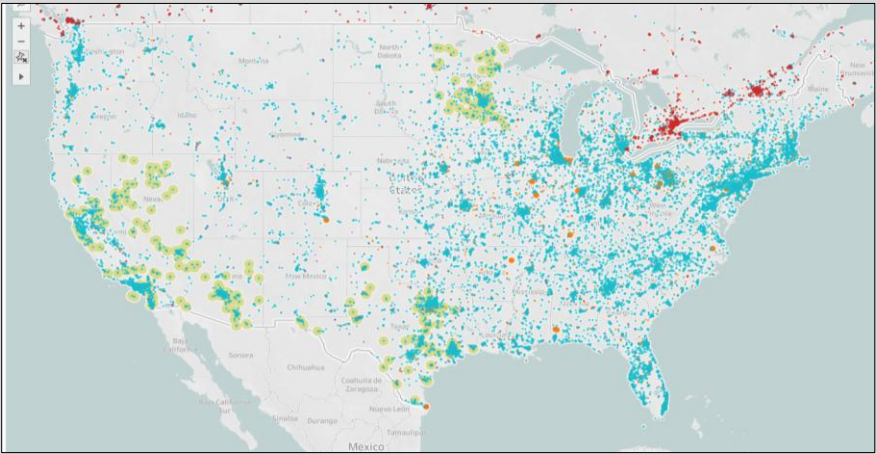
Interview US Foods team members to better understand challenges, opportunities and priorities in current content marketing.

Like any good journalist,
we do our homework.
We dig in and learn all
about your customers
and prospects.

We start by working with you to get a better understanding of your goals and priorities, looking at your current customers as well as new markets we want to reach.

Our segmentation process begins with a deep dive into firmographic data, enriched with first- and third-party insights. We analyze customer data, competitor positioning and prospective markets to define your addressable market within these segments. Then we further refine with supplemental data sources like sales volume indicators, market share data and buying patterns to uncover and prioritize strategic opportunities.

		OIL & GAS INDUSTRY													
		Upstream					Midstream					Downstream			
		Production		Drilling	Well Stimulation		Transportation and Pipeline					Processing			
Sector		Crude petroleum and natural gas	Natural gas liquids	Drilling oil and gas wells	Acidizing wells	Hydraulic fracturing of wells	Servicing Oil and gas wells	Crude petroleum pipelines	Refined petroleum pipelines	Pipelines, not elsewhere classified	Natural gas transmission	Natural gas transmission and distribution	Natural gas distribution	Gas production and/or distribution	Petroleum refining
	SIC #	1311	1321	1381	13890301	13899908	13899912	4812	4813	4819	4922	4923	4924	4925	2911
	Total Location Count	7526	594	1571	59	41	8,724	791	496	398	1,069	998	1,995	989	2,523
Target Groups	Firmographics														
Low voltage air-cooled drive															
Segment 1	Less than \$1 million annual sales volume, 5-10 total employees company-wide, United States locations.	118	2	28	0	0	6	13	8	0	42	15	36	2	67
Segment 2	Less than \$1 million annual sales volume, 5-10 total employees company-wide, North American locations.	139	4	28	0	1	32	13	4	2	30	13	29	11	44
Segment 3	Less than \$1 million annual sales volume, 5-10 total employees company-wide, Global locations.	167	16	76	0	3	84	144	17	10	52	22	83	6	78
Medium voltage air-cooled drive															
Segment 1	\$10-\$50 million annual sales volume, 100-499 total employees company-wide, United States locations.	655	0	7	5	13	811	196	156	38	258	151	407	81	620
Segment 2	\$10-\$50 million annual sales volume, 100-499 total employees company-wide, North American locations.	887	90	384	13	5	1,182	159	144	57	584	260	476	141	141
Segment 3	\$10-\$50 million annual sales volume, 100-499 total employees company-wide, Global locations.	5,416	372	2,596	41	14	6,357	244	159	251	776	504	724	585	1,219
Medium voltage water-cooled drive															
Segment 1	\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, United States locations.	6,393	514	2,821	54	35	4,734	645	470	233	1,736	830	1,783	783	1,955
Segment 2	\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, North American locations.	1,110	72	632	5	6	3,975	143	24	135	120	159	237	98	433
Segment 3	\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, Global locations.	23	8	118	0	0	15	3	2	30	13	9	55	108	135



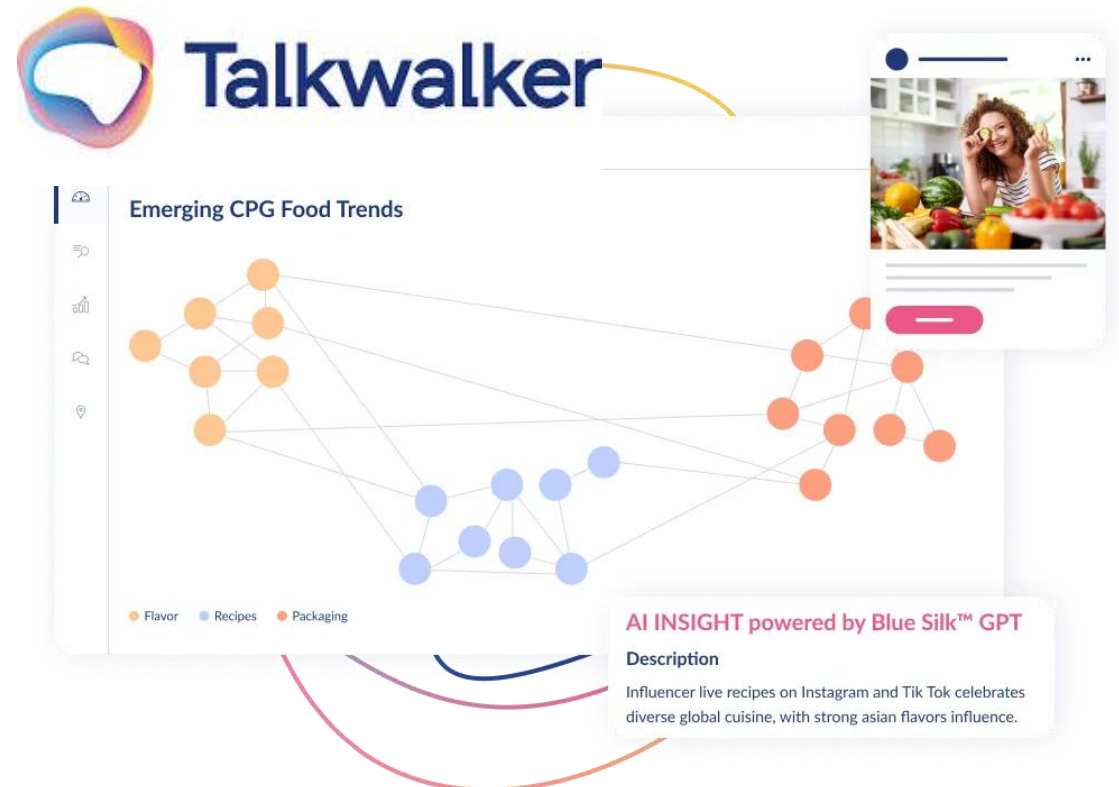
Examples of MX Marketing Mapping deliverables

We take the time to identify the topics that matter most to your audience.

We then use multiple data sources and customer surveys to gain deeper insights that will help us tailor the messaging and the content for our priority audiences. Our research varies based on what our clients have already and can take the form of focus groups, customer interviews, quantitative surveys and analytics.

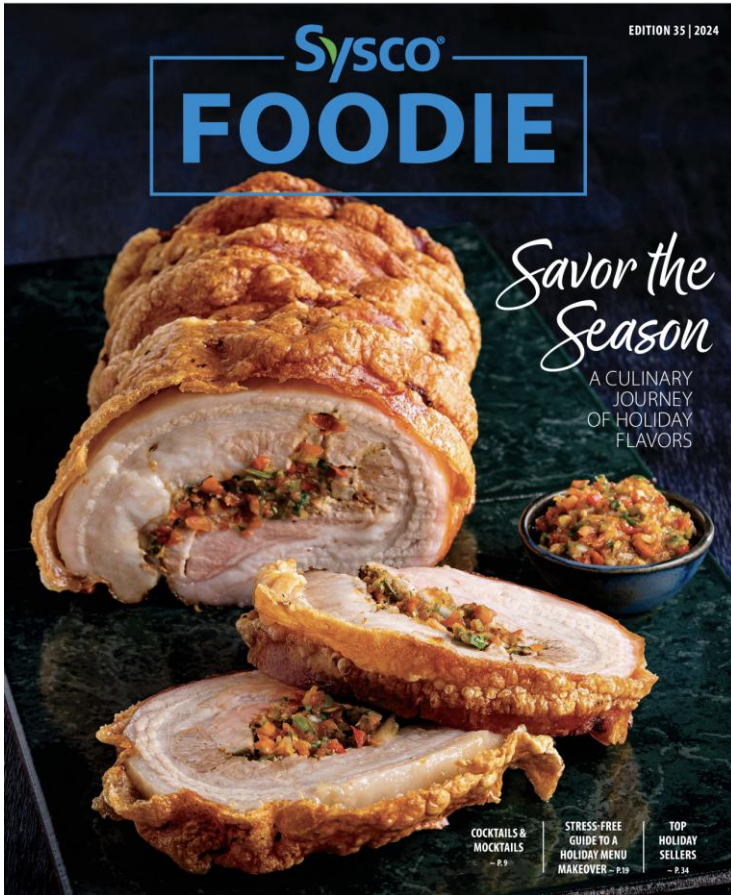
One of the tools we use is [Talkwalker](#), a platform for social media monitoring and listening to track specific trends, brands or keywords across social networks.

The result is being able to identify emerging food and business trends and preferences while monitoring competitor activities and industry trends.



Next, we took a peek
at the landscape
and here's what we're
seeing (so far).

How your competition stacks up:



Sysco

Already an industry force, Sysco is amping up its appeal with Foodie, a content hub including:

- Magazines bubbling up culinary trends and recipes
- Tips and toolkits for boosting revenue
- Webinars led by Sysco chefs and industry experts
- Community stories that go behind the scenes with chefs, customers and suppliers

And the powerhouse brand backs it up with social storytelling that plays up the faces of the brand and community impact.



Gordon Food Service

This up-and-comer offers a mix of content in its Get Inspired section, including:

- Foodscape magazine covering a range of topics from food culinary trends to business strategies
- Recipe inspiration
- Advice on topics like inventory management, purchasing strategies and reducing waste to improve business performance.


It's built a strong base of content, but support on social is lackluster.

US Foods Wins

Bringing a future-focused POV: You're not afraid to come in with your own take on emerging food and business trends.

Providing practical tools and resources: You don't just lecture from on high. You're giving customers what they need to get the job done, whether it's checklists and calculators or webinars and best practice guides.


Showcasing a strong visual identity: It takes more than words, so you serve up compelling infographics and high-quality supporting imagery and graphics.



HOW TO START USING AI IN YOUR RESTAURANT ➔

Explore five ways POS systems are streamlining restaurant operations with AI, including voice commerce, employee management and fraud detection.

[Read More >>](#)




"Consumer preferences have changed, and with that, so do we. It's just good business to listen to our guest's preferences. Offering appealing and innovative NA cocktails is an integral part of our bar program."

—John Farnham, director of restaurants for The Restaurant Group

4. USE NA REAL DEVICE
It is possible to successfully use a menu item display that doesn't have a screen. The device is a tablet that displays the menu item and allows the customer to order. These devices are used in many restaurants to help with the ordering process and to provide a better customer experience.


5. TAKE A CUE FROM WINE LISTS
Consider the structure of your drink list. Many restaurants, but also those of new and old, have a wine list that is organized by price, by style, or by region. This is a great way to organize your drink list and to make it easier for customers to navigate.

UPCOMING WEBINARS



AUGUST 27, 2024
2:00 PM CDT
Wing Watch 2024:
Navigating Chicken Wing
Market Trends

[Register Now](#)



SEPTEMBER 17, 2024
2:00 PM CDT
Keys to Driving Diner Traffic
and Boosting Profitability

[Register Now](#)

WHO LOOKS FORWARD TO LTO NA DRINKS

Segment	Percentage
Gen Z	14%
Millennials	18%
Gen X	14%
Boomers	12%

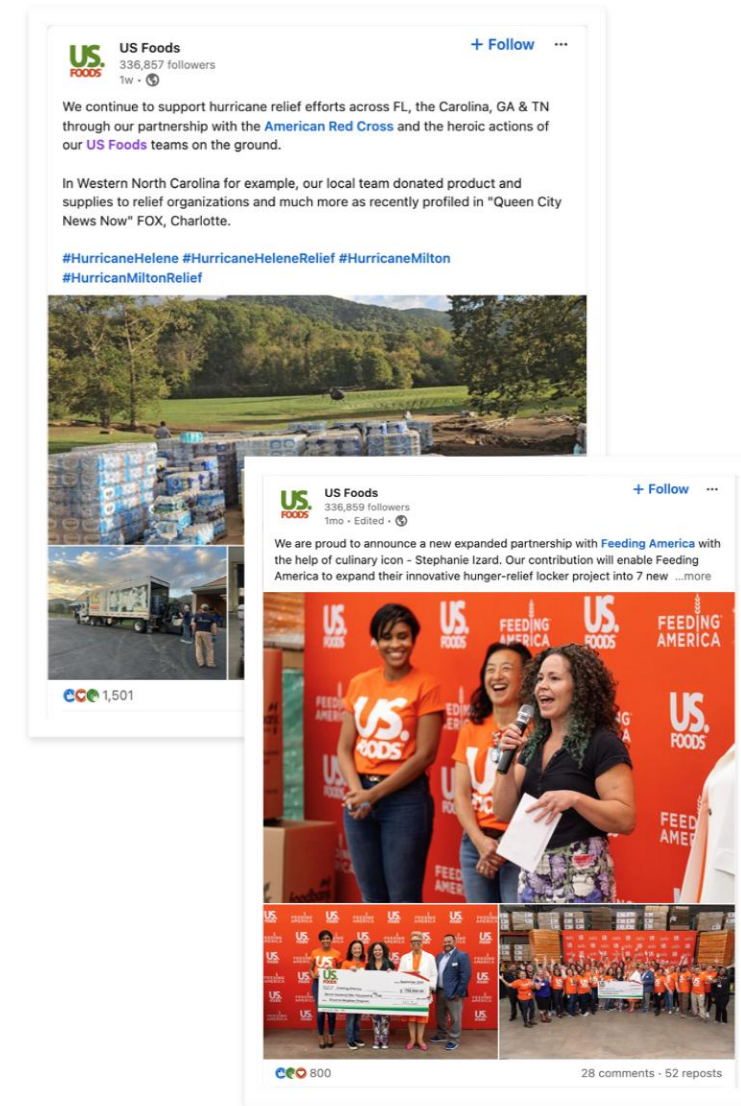
Source: Mintel, 2024

US Foods Wins

Consistently highlighting expert insights: You're elevating the voices of the community within articles and videos, chef bios and the like. (But you can go bigger.)

Giving content consumers options: You offer a PDF of your magazine as well as digital articles — which some competitors don't.

Leaning into social impact: Who doesn't want more likes and shares? Social posts focusing on how US Foods drive social impact are top performers. *Hint: Your competitors are doing the same. So here's your opportunity to go deeper on topics like social and environmental advocacy.*



Room to Grow

Making your industry experts the stars: Time to move beyond just featuring chefs in pull quotes and recipe bylines. Fold in some more in-depth features, Q&As, profiles or expert columns to showcase Food Fanatics as thought leaders, build authority and humanize the brand.

Expanding storytelling focus: Take users behind the scenes with insights into the creative process of chefs and suppliers. That includes social. Get more out of expert Food Fanatics content and tools by leaning into the color and details, especially on LinkedIn, where you already have a large audience. Use zero-click posts to educate, inspire and entertain.

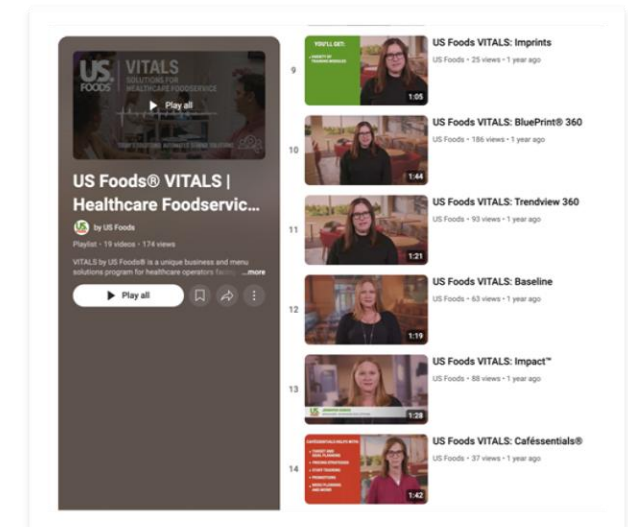
Creating more tailored user experiences: Make it easy for users to find the content they need. Think stories on operational wins for restaurateurs or compliance tips for healthcare clients. Centralizing your content will create a better UX and increase engagement. And don't be afraid to double down on internal links and CTAs that direct users to similar content or take a deeper dive on topics.

Room to Grow

Going big on multimedia: Use more interactive elements like webinars and video features where SMEs are front and center sharing expertise, similar to Sysco's Foodie Live formats. Don't be afraid to experiment. Go ahead and try that long-form immersive experience.

Atomize, atomize, atomize: Slicing and dicing means users can take in information however and wherever they want to —and broaden your reach. Infographics and visual guides are prime candidates, especially for social, email and video. Just don't forget to adapt your tone and voice.

Lights, camera, action! Sure, everyone wants video. But that doesn't mean randomly posting without a proper strategy. On YouTube, update titles, descriptions and playlists to quickly and clearly communicate value offered versus leading with products and branded terms. Make sure you're speaking the language of TikTok, too. Competitors are lagging here, so you can be the star.



All those insights fuel a solid content strategy. We'll create a **Food Fanatics roadmap** to:

- Identify core strengths and opportunities of the current program
- Build an integrated omni-channel editorial calendar, backed up with a distribution and amplification plan
- Use atomization to transition magazine content into digital and social formats
- Boost engagement and reach by creating a multiplatform marketing asset
- Develop an execution plan to consistently deliver high-quality content tailored to different target audiences on their preferred channel
- Position US Foods as a future-focused thought leader in foodservice distribution

We've figured out what
we need to do...so **how**
do we execute?

Killer content requires creativity – and rigor.

Ideation and Planning

Content team tracks news and emerging trends to identify story ideas.

Editors create storylines outlining the angle, possible sources, SEO keywords, content formats and channels and atomization opportunities.

Client reviews and approves.

Storytelling

Editors assign stories to experienced journalists.

Writer conducts interviews and drafts story or script.

Content team routes story through 3 rounds of edits.

Fact-check of source interviews, statistics and research.

Client reviews and approves.

Design and Development

Design and editorial teams collaborate on the creative concept and atomization possibilities.

The design team brings it to life through visuals — choosing and commissioning images, illustrations and photoshoots, creating infographics, etc.

Content team reviews.

Client reviews and approves.

QA, Delivery and Measurement

One final quality check from content, design, video, UX and/or dev team.

Final files are delivered.

Evaluate and iterate.

SEO takes more than just keywords.

You need SEO to bring in new eyeballs — but you also can't resort to keyword stuffing. We work with SEO experts to stay aligned with changing user behaviors, emerging best practices and new opportunities. Here are a few things we look at:

How your site — and ultimately your brand — is viewed by search engines

Keyword research related to your products and services as well as those of your competitors and the industry at large

Whether content supports your brand, while being friendly to search engine crawlers and optimizing the visitor experience

The latest search engine technologies and eliminate any potential search engine penalties

The only sure thing in the world of search is the need for ongoing updates and refinements as searchers and AI-assisted search engines change their behaviors and techniques. **Bring it on: We're ready.**

**What does all this look like in action?
How does the reimagined Food Fanatics
forge deep connections?**

**By breaking down the big issues and elevating
the real voices of the food community.**

**Role of technology
and AI in transforming
business**

**Keeping up
on foodservice trends**

**The Big
Issues**

**Rising cost of food
and supplies**

**Recruiting and
retaining staff**

Give your audiences some options.

Print Magazine

Credible, Memorable, Tactile

WHAT IT OFFERS: Lets you take deep dives into key issues affecting your customers.

Print is a natural vehicle for long-form storytelling and highlighting the faces and stories of the foodservice industry.

Content Hub

Optimized, Centralized, Measurable

WHAT IT OFFERS: An always-on library that delivers targeted, segmented trend-based, educational and thought leadership content in a wide variety of formats.

Social Storytelling

Reach-broadening, Shareable, Zero-click

WHAT IT OFFERS: Yes, another way to distribute content — but also a way to share rich storytelling that users can enjoy on platform.

Video

Versatile, Story-driven, Attention-grabbing

WHAT IT OFFERS: A vehicle for strong visual storytelling that generates shares and inspires conversation.

Plus, video can be sliced, diced and repurposed for use on multiple platforms to support distribution while driving engagement.

Podcast

Portable, Versatile, Accessible

WHAT IT OFFERS: Deep dives into trends, creating value for listeners who want in-depth information and ideas. They're a great way to showcase expertise and gain authority.

An atomizable format you can use to populate the blog, social and YouTube with targeted content.

Newsletter

Targeted, Urgent, Concise

WHAT IT OFFERS: A high-frequency touchpoint full of valuable, timely content to engage with members and keep US Foods top of mind.

Our hot take on the new Food Fanatics experience:

FOOD FANATICS®

Print Magazine

A bimonthly showcase piece full of original content focused on the intersection of food, technology, culture, business and innovation.

Content Hub

A mix of original and repurposed print content tailored to meet the individual needs of your audiences.

Social Storytelling

No-click, long-form content atomized from print, digital and audio content.

Video

An upgraded take on recipes and quick-hit content captured during the photo shoot — and then customized for different channels.

Podcast

An audio experience featuring the voices of Food Fanatics — and providing another sponsorship opportunity.

Newsletter

A biweekly roundup of the top content from across platforms.

Check out what that might look like...

Business Goal	Information Needs	Sample Content
Independent Restaurateurs / Customer Profile: Chef/owner of an up-and-coming restaurant		
Stake out a distinct brand with their own take on latest culinary trends	What's the next big thing — and how do they execute on it?	Sees a US Foods TikTok video about Gen Z dining demands, then picks up a recipe from a Food Fanatics chef
Healthcare/Hospitality / Customer Profile: Culinary director at a senior living community		
Improve resident satisfaction	How can I create a menu that's tasty and still meets a range of nutritional needs?	Reads a digital article about personalized food experiences with a CTA to try Blueprint 360
Other / Customer Profile: Purchasing manager at a chain		
Increase operational efficiency	How can I reduce food waste?	Case study of a customer using Leanpath to deliver triple bottom line results

Pretty cool, right?
But we need to make
sure it's really working.

Delivering personalized experiences takes a full toolkit.

Our activation and front-end experience spans various content management systems, social media management, marketing automation and digital experience platforms, allowing us to transform insights and data into personalized, engaging digital experiences aligned with your buyer's journey and business goals.

Our knowledge of the systems that US Foods uses enables us to be a strategic partner for your internal and partner development teams that will be distributing the content.



How will we know we're on track?

Understanding your business and digital marketing goals (your definition of success) and building out a measurement strategy and KPI ladder helps us measure progress against business outcomes, not just activities. We'll work with your internal team to track against the goals we set using a combination of direct and indirect metrics that provide the insights we need to continually optimize.



That's **just a taste** of what we have in store.

Read more here to see where we've done it before and what it'll take to make it happen for you:

TheMXGroup.com/US-Foods

Password: Fanatics

B2B Like It Oughta Be.