

MAR649: PPC, Display-Ad & Social Media Presentation

Summary Report

Student: Mrinal Mishra

Business Name: Chef At Home

About Chef at Home: A private chef service dedicated to providing exceptional dining experiences right in the comfort of people's own homes. Our Chefs will bring their team and ingredients, cook up a fancy meal, and even handle the cleanup afterward. All customers must do is relax and enjoy a gourmet dining experience in the comfort of their own home.

Website Name: OrganicChefAtHome

Domain: [www.OrganicChefAtHome.com/]

Instagram Profile: [ChefAtHome](#)

Purpose: Central online presence which provides customers with a seamless experience to learn about our products/services, make purchases, and engage with the brand.

CAH PPC/Display Marketing Introduction:

- **ChefAtHome focus:** PPC, Display Ads, and Social Media Strategies.
- **Key goal:** Build brand awareness and drive traffic to encourage bookings

CAH Keywords Research

- **Selected high-intent transactional keywords:** "Personal chef near me" and "Private chef near me."
- **Long-tail keywords** chosen for better targeting and cost-efficiency.
- **Tools used:** SpyFu and SEMRush.

CAH Google Ads Campaign

- **Objective:** Generate 275 leads in Q1 2025.
- **Budget:** \$100 daily for search ads; \$49 daily for display ads.
- **Strategies:**
 - Ad copy emphasizes organic, stress-free gourmet dining.
 - Targeted high-income neighbourhoods in NYC.

CAH Social Media Strategy: BEAT

- **Campaign tagline:** *"Because Every Appetite Tells a Story."*
- **Objectives:** Brand awareness, traffic generation, audience engagement, and education.
- **Platform:** Instagram, chosen for its alignment with the target audience.
- **Metrics:** Reach, Impression, CTR, Link clicks etc
- **Tools:** Buffer, Collabstr, InfluencerHero

CAH Content Strategy

- **Promotional Posts:** Highlight services, holiday specials, and themed menus.
- **Educational Content:** Share tips on organic food and hosting.
- **Behind-the-Scenes:** Showcase chefs in action.
- **Testimonials:** Repost user-generated content and customer reviews.

CAH Competitor Analysis

- **Promotional Competitors:** [Take a Chef](#) and [CozyMeal](#).
- **Strategies:**
 - Discounts and seasonal promotions (e.g., CozyMeal's "Celebrate Holiday Spread").
 - Google Search Ads, Display Ads, and YouTube Ads for retargeting and showcasing chefs.