

Your Home, Our Chefs, Delicious Memories!!!!!!

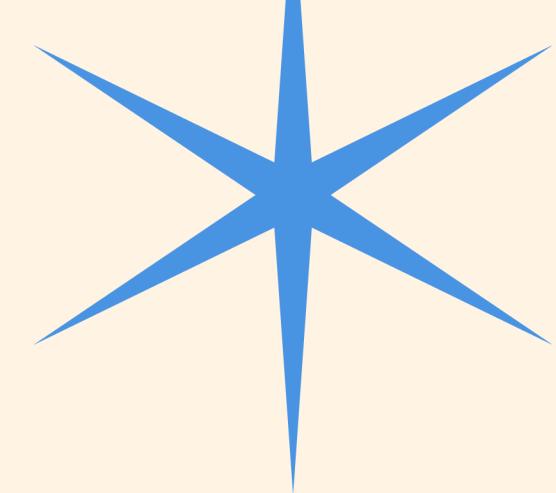


ChefAtHome

Enjoy an organic meal cooked by a personal chef near you.

-Mrinal Mishra

About CAH

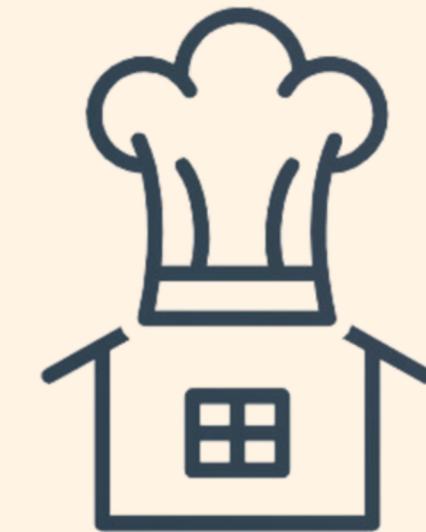


Purpose

- A seamless platform for booking professional chefs.
- Offers personalized, stress-free, gourmet dining at home.
- Focuses on convenience, organic ingredients, and exceptional service.

Vision

- Lead as the top mobile platform for luxury at-home dining.
- Redefine meal experiences through personalized chef services.
- Create memorable culinary moments with top chefs.

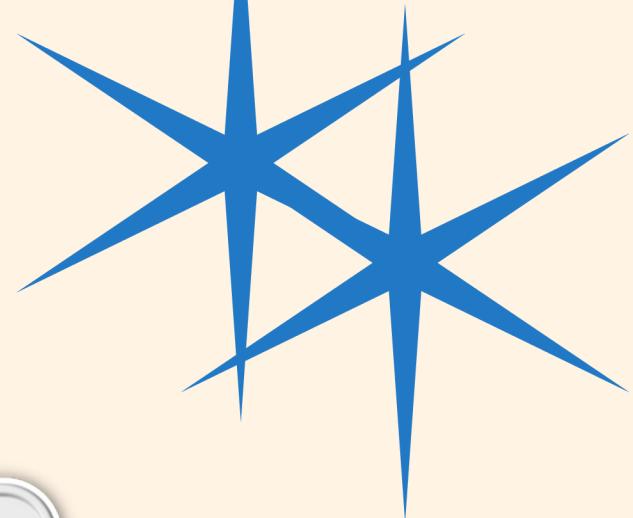


ChefAtHome



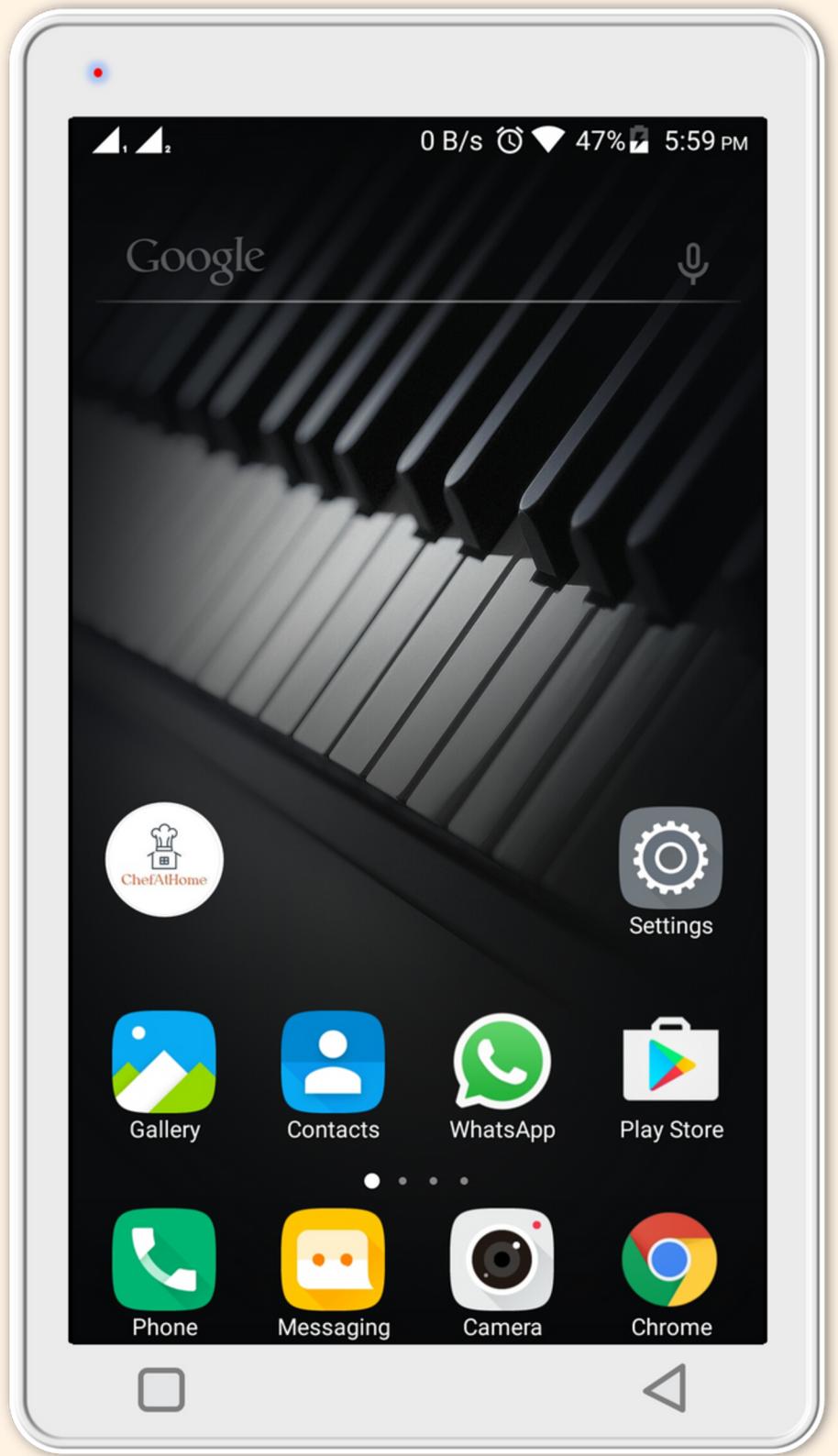
ChefAtHome

A Peek into our Instagram Profile



Let's get a prototype demonstration of the ChefAtHome mobile application and understand the flow of its main functions.

START ▶

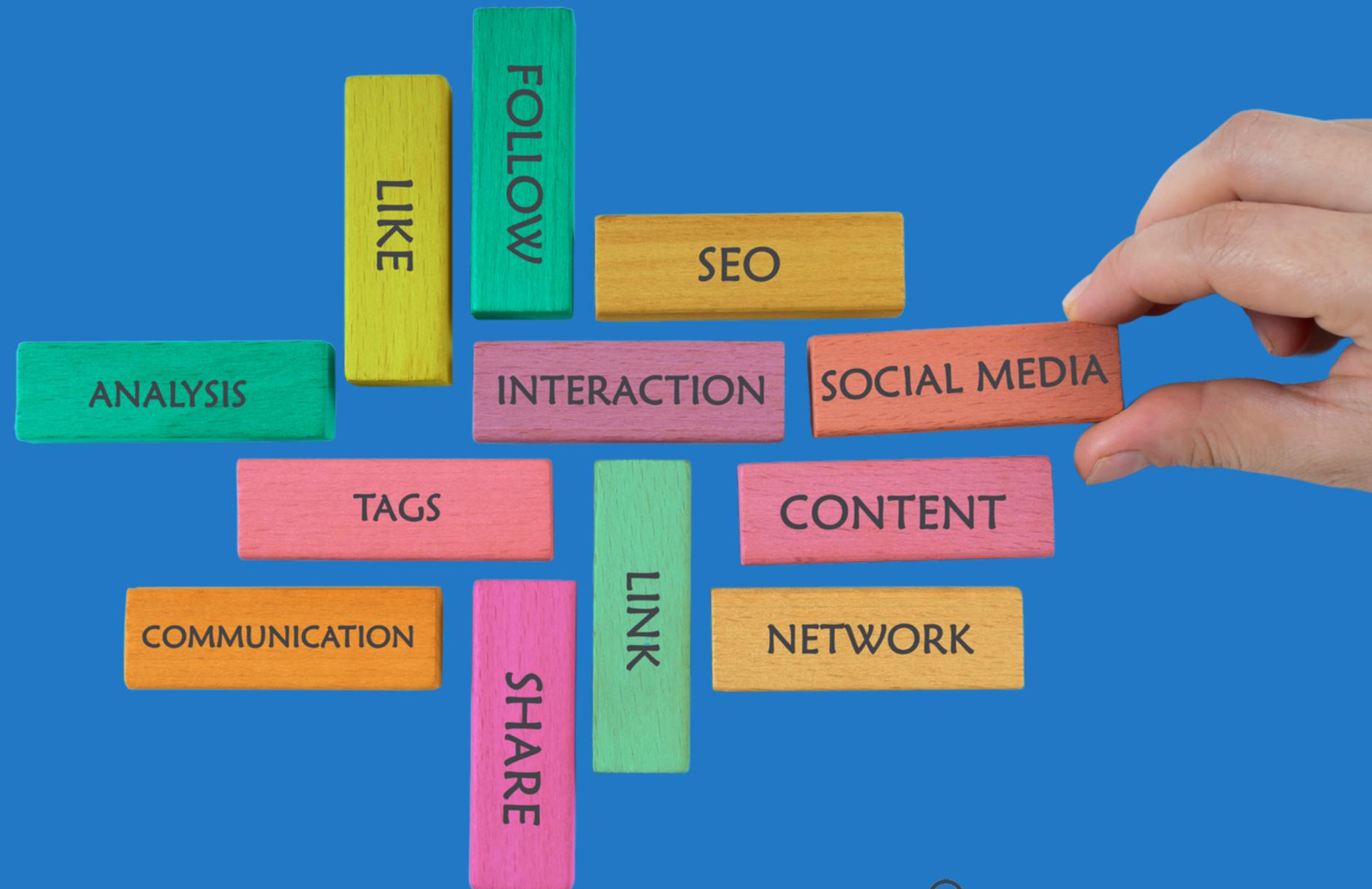


CAH's Social Media Strategy



BEAT

Because Every Appetite Tells a Story!



ChefAtHome

Objectives

- Build Brand Awareness
- Educate the Audience
- Amplify Customer Engagement
- Track and Drive Traffic



Buyer's Persona



Basic information



Primary Buyer

Age: 25-44 yrs
Location: Urban areas
Occupation: Busy professionals
Income: \$72K - \$150K p.a.

Millennial Professionals

Bio
A Millennial professional in their late 20s to early 40s, balancing a busy career and an active social life. They live in a Metropolitan area, value healthy living, and often feel overwhelmed by the demands of daily life. They enjoy food but don't always have time or skills to cook. In free time, they prefer to relax or spend it with friends and family rather than cooking. They seek out services that enhance their lifestyle, particularly those that offer convenience, luxury, and healthy options.

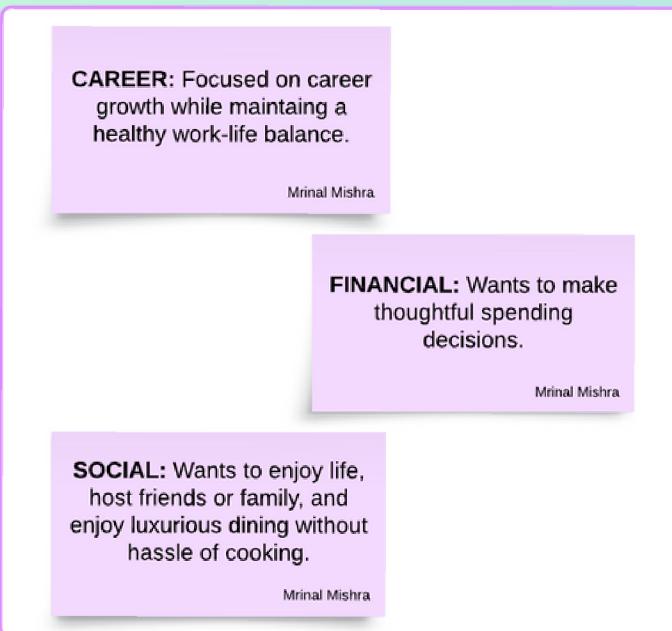
Favorite brands



Personality and traits



Goals



CAREER: Focused on career growth while maintaining a healthy work-life balance.
Mrinal Mishra

FINANCIAL: Wants to make thoughtful spending decisions.
Mrinal Mishra

SOCIAL: Wants to enjoy life, host friends or family, and enjoy luxurious dining without hassle of cooking.
Mrinal Mishra

Motivations



CONVENIENCE: Getting restaurant quality experience at home without lifting a finger.
Mrinal Mishra

CUSTOMIZATION: They enjoy the ability to have a chef prepare a meal that fits their dietary needs.
Mrinal Mishra

HEALTH: Use of organic ingredients appeals to their desire for healthy meals.
Mrinal Mishra

SOCIAL EXPERIENCE: Hosting dinner party or date night with minimal effort.
Mrinal Mishra

Pain points



TIME CONSTRAINTS: 34% voted for too busy to cook regularly.
Mrinal Mishra

LACK OF SKILLS: 21% don't enjoy cooking whereas 17% lack the skills of cooking gourmet meals.
Mrinal Mishra

PRICE SENSITIVITY: While they have disposable income, they don't want to spend it on unhealthy, tasteless food
Mrinal Mishra

Meal Prep Hassle: Want a full experience without mess or cleanup associated with cooking at home.
Mrinal Mishra



Target Audience



Demographics



- Age: 25-44 yrs
- Location: Urban areas
- Occupation: Busy Professionals
- Income: \$72k - \$150k p.a

Interests

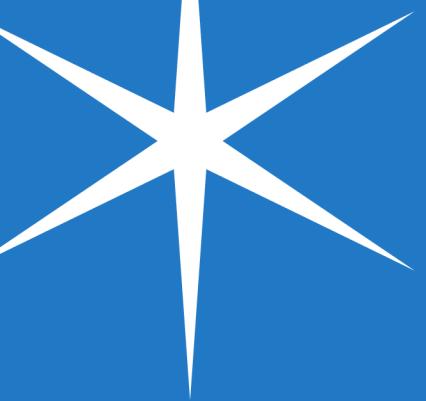


- Organic food enthusiasts
- Hosting home parties
- Follows food bloggers/Influencers

Behaviour



- Frequent social media engagers
- Enjoy home dining
- Look for services like food deliveries or home chef
- Thoughtful spending

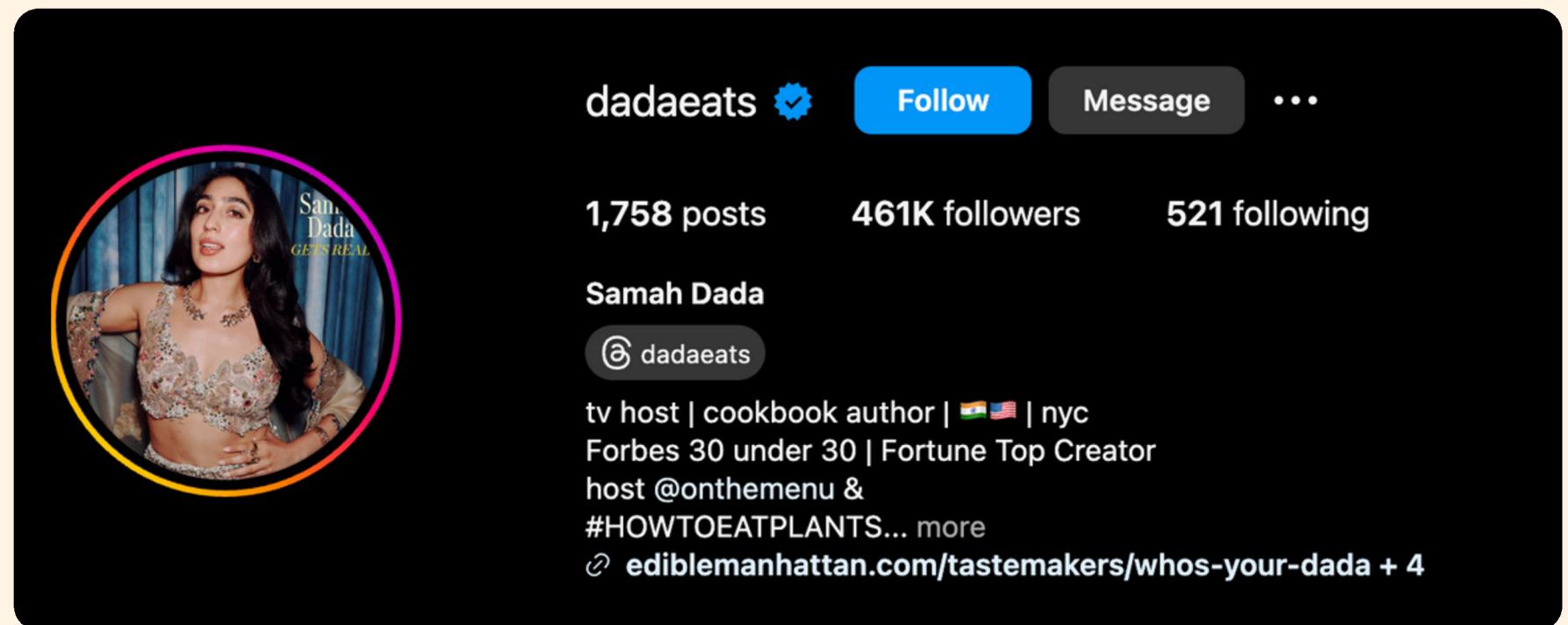


Content Theme

- **Promotional Posts:** Highlight services, Holiday Specials (offers), and Themed menus.
- **Educational Content:** Share tips on organic food, chef insights, or hosting at home.
- **Behind-the-Scenes:** Chefs in action.
- **Testimonials and Reviews:** Repost UGC or review posts



Influencer Collaboration



Name: Samah Dada

- Specifically focused on organic food
- Based in NYC
- 19% follower growth in the last 6 months
- 83% real follower score (InfluencerHero)
- \$1000 per post - 2x week (Collabstr)



ChefAtHome

Content Calendar



Chef At Home

Weekly Content Calendar



Week: 01

Month: Dec

Year: 2024

Day	Time	Image	Type	Ad-copy	Hashtags	Theme
Monday	12:00 PM		Post	Tired after work? 🍺 Relax while our chefs create a home-cooked gourmet experience tailored to your taste. 🌟 Book now!	#ChefAtHome #StressFreeDining #WorkLifeBalance #TasteOfLuxury	Educational: Gourmet dining for work-life
Tuesday	6:00 PM		Story	'The best decision we made this holiday season!' 🎄 Hear why families are loving Chef At Home. ★ Create your story today!	#ChefAtHome #FestiveFeast #HomeGourmet #CelebrateWithUs	Testimonials: Holiday season customer love
Wednesday	12:00 PM		Paid Collaboration	Behind every great meal is an even greater chef. 🌟 Watch how we bring your dining dreams to life! ★ Stay tuned for more magic.	#ChefAtHome #OrganicGourmet #HealthyLiving #TasteTheDifference	Behind-the-Scenes: Creating culinary magic
Thursday	6:00 PM		Story	Hear from our happy customers: 'The best meal we've ever had at home!' 🍷 Ready to create your own story? Book your chef today! ★	#ChefAtHome #CustomerLove #DiningExperience #HappyCustomers	Testimonials: Customer stories
Friday	12:00 PM		Post	Love organic food? 🌱 Our chefs bring farm-fresh ingredients to create healthy, delicious meals. 🍺 Experience the best of nature. ★	#ChefAtHome #OrganicDining #FarmToTable #CleanEating	Educational: Organic food and healthy eating
Saturday	6:00 PM		Paid Collaboration	"🎄 Let Chef At Home handle your Christmas feast! 🍷 Book now and enjoy 20% off with code SAMAH20CAH! ★"	#ChefAtHome #ChristmasDinner #CozyWeekend	Promotional: Christmas celebrations

Posts on Instagram Profile



ChefAtHome
MEET OUR
CHEF
Paul Morgantini
12/24/2024 2 PM - 4 PM
1 Pace Plaza, New York, NY
10007
ChefAtHome.com

homechefnyc_ · Follow

homechefnyc_ This weekend, a busy family turned to ChefAtHome for a stress-free dining experience filled with fresh, organic flavors. 🌟

Chef Paul crafted a wholesome, gourmet meal right in their kitchen- no planning, no stress, and no cleanup. Just quality time around the table and happy memories made at home.

For families who want to enjoy delicious, organic meals without the hassle, ChefAtHome is here to make it happen.

#ChefAtHome #StressFreeDining #OrganicLiving
#FamilyTimeMadeSimple #GourmetAtHome #nomessnostress

Edited · 2d

5 likes · 3 days ago

Add a comment...

CUSTOMER TESTIMONIALS

Sarah Raymond
The experience was magical! The chef was so professional, and the food was absolutely divine. We're already planning our next dinner!

Chris Wood
Having a gourmet meal in our home without lifting a finger was a dream come true. The chef's attention to detail was unmatched!

Rachelle Beaudry
Our family dinner felt like dining at a 5-star restaurant. The chef and their team made everything so seamless and stress-free!

Olivia Wilson
The professionalism and quality were beyond expectations. Every dish was perfection, and the cleanup? Spotless! Highly recommend!

homechefnyc_ · Follow

homechefnyc_ How do I describe our chefs? They're the pros who turn a meal into a magical moment for your family ❤️

You could cook yourself, but why stress? Have the pleasure of booking with ChefAtHome, the go-to service for personal chefs across the country.

Chef Craig can create an unforgettable meal for your family this weekend, complete with fresh, organic ingredients and so much heart. The best part? All in the comfort of home- and no cleanup for you!

If you're looking for a stress-free way to elevate your next family dinner or celebration, check out ChefAtHome!

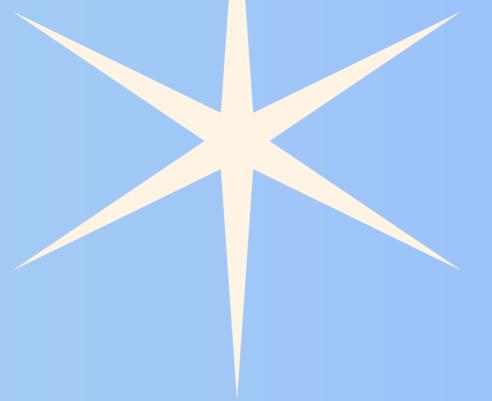
Cheers to amazing food and even better memories 🌟

#ChefExperience #HomeDiningRedefined #StressFreeMeals
#OrganicDining #familytimemadespecial

Edited · 2d

2 likes · 3 days ago

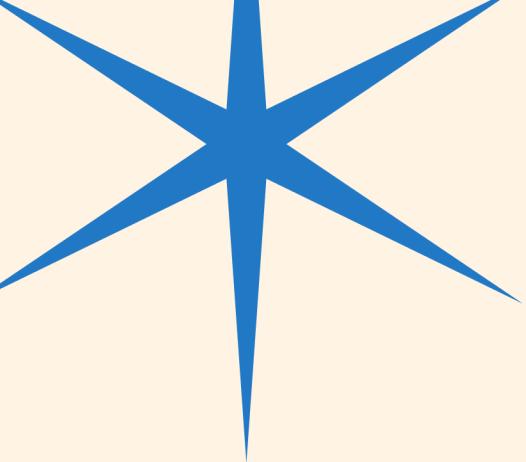
Add a comment... Post



QR Code Placement at Locals

- Place QR codes at local farmer markets, salons, and takeaways, places they frequently visit.
- Directs customers to our app.
- Encourages engagement with minimal effort.
- We will place testimonials near the code for social proof.

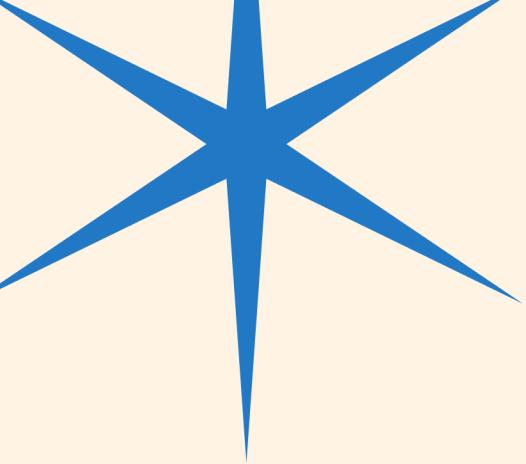




Metrics

Objective	Metrics
Brand Awareness	Reach, Impressions, Follower Growth Rate, Brand Mentions
Educate the Audience	Video Views, Content Shares, Saves, Story Interactions





Metrics Continued

Objective	Metrics
Amplify Engagement	Engagement Rate, Likes, Comments, Shares, Saves
Track & Drive Traffic	Click-Through Rate, Link Clicks, Bounce Rate



Key Analyses to Optimize Digital Campaign

1. Conversion Rate Analysis

- **What to Analyze:** Bookings or CTA clicks.
- **Why:** Evaluate campaign effectiveness and identify areas for improvement

2. Campaign Performance Analysis

- **What to Analyze:** Metrics like CTR, CPC, CPA, and ROAS
- **Why:** Measure campaign efficiency and refine targeting or creatives



Key Analyses to Optimize Digital Campaign

3. Ad Copy and Creative Analysis

- **What to Analyze:** Ad copies and visuals
- **Why:** Identify effective messaging and visuals to boost engagement

4. Traffic Source Analysis

- **What to Analyze:** Traffic sources (organic, paid, social)
- **Why:** Focus budget on channels driving the most traffic and conversions



Thank You!!

Follow us on Instagram to stay in
the loop with our latest offers and
updates!

FOLLOW US



Mrinal Mishra