

# THE INS & OUTS OF CONTENT

Tell Your Story with  
Purpose & Strategy



[WWW.KITCHENTABLECONSULTANTS.COM](http://WWW.KITCHENTABLECONSULTANTS.COM)

## WHO WE ARE

A COLLECTIVE OF  
ENTREPRENEURS HELPING  
PASSIONATE FARMERS, FOOD  
SYSTEM PROFESSIONALS, AND  
ECONOMIC DEVELOPMENT  
GROUPS, BUILD LASTING,  
PROFITABLE, LOCALLY-  
FOCUSED BUSINESSES.



# WHAT WE DO

**ORGANIZATIONAL STRATEGY & DEVELOPMENT**

**MANAGEMENT CONSULTING**

**FINANCIAL CONSULTING**

**EDUCATION & TRAINING**

**MARKETING STRATEGY & EXECUTION**

**NON-PROFIT & REGIONAL FOOD SYSTEM  
DEVELOPMENT**



# OUR 4 TENETS

## **1. WE'VE WALKED A MILE IN YOUR SHOES.**

Our team has spent more time in the trenches than consulting. We know what it feels like to make payroll, hire, fire, motivate, sell and run businesses.

## **2. THERE'S NO BS**

We're not worried about our next paycheck, we will tell you what we're thinking, even if you don't like it and even if we're wrong—we're going to be honest, period.

## **3. WE ROLL UP OUR SLEEVES, RIGHT ALONGSIDE YOU.**

We act like a partner without equity.

## **4. WE ARE COMMITTED TO PROVIDING YOU MORE VALUE THAN THE COST OF OUR SERVICES.**

What keeps us up at night is that you make more money than our costs. We also aim to teach you the skills you need to graduate from our services.



# AGENDA

- Definition & Types of Content
- Importance of Purpose
- Goals & Campaigns
- Data & Observations
- Content Workbook
- Good Content Practices
- Content Examples
- Let's Practice
- Questions
- Homework



**THE THINGS THAT ARE  
HELD OR INCLUDED IN  
SOMETHING.**

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NOUN    CONTENT    /KÄNTENT/



# CUT THROUGH THE MARKETING CLUTTER



RECIPES

INTERACTIVE  
EVENT

PODCAST

**...THAT EDUCATE,  
SOLVE PROBLEMS,  
AND/OR OFFER VALUE TO  
INDIVIDUALS BY BEING  
EXPERIENCED - READ, VIEWED,  
LISTENED TO, TASTED.**

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CONTENT MARKETING



# TYPES OF CONTENT

- internal blog posts
- infographics
- press releases
- forum posts
- videos
- lists
- podcasts
- guest blogs
- webinars
- memes
- emails
- social media posts
- media interviews
- signage
- brochures
- packaging
- public speeches
- events
- advertisements
- report / study
- website
- databases

SKY'S  
THE  
LIMIT





# ALWAYS ALWAYS PURPOSE

## WHY?

- Time is money - crunch the numbers!
- The marketing landscape has shifted - avoid the inertia effect!








# PURPOSE IS ESTABLISHED

by identifying  
what we want to  
accomplish . . .

# OUR GOALS!



# SHORT TERM GOALS

- more about your products and services
- range from 3 months to a year
- ideally based on sales and/or customer data



# LONG TERM GOALS

- more about your brand
- higher level
- embody your missions and values



# DATA DIGGING

## INTEL IS EVERYWHERE

- E-commerce Software
- Facebook
- CC Processor
- Survey
- Google Analytics
- General Observation



# CASE STUDY: LET'S NAME OUR BUSINESS



# BUSINESS PROFILE

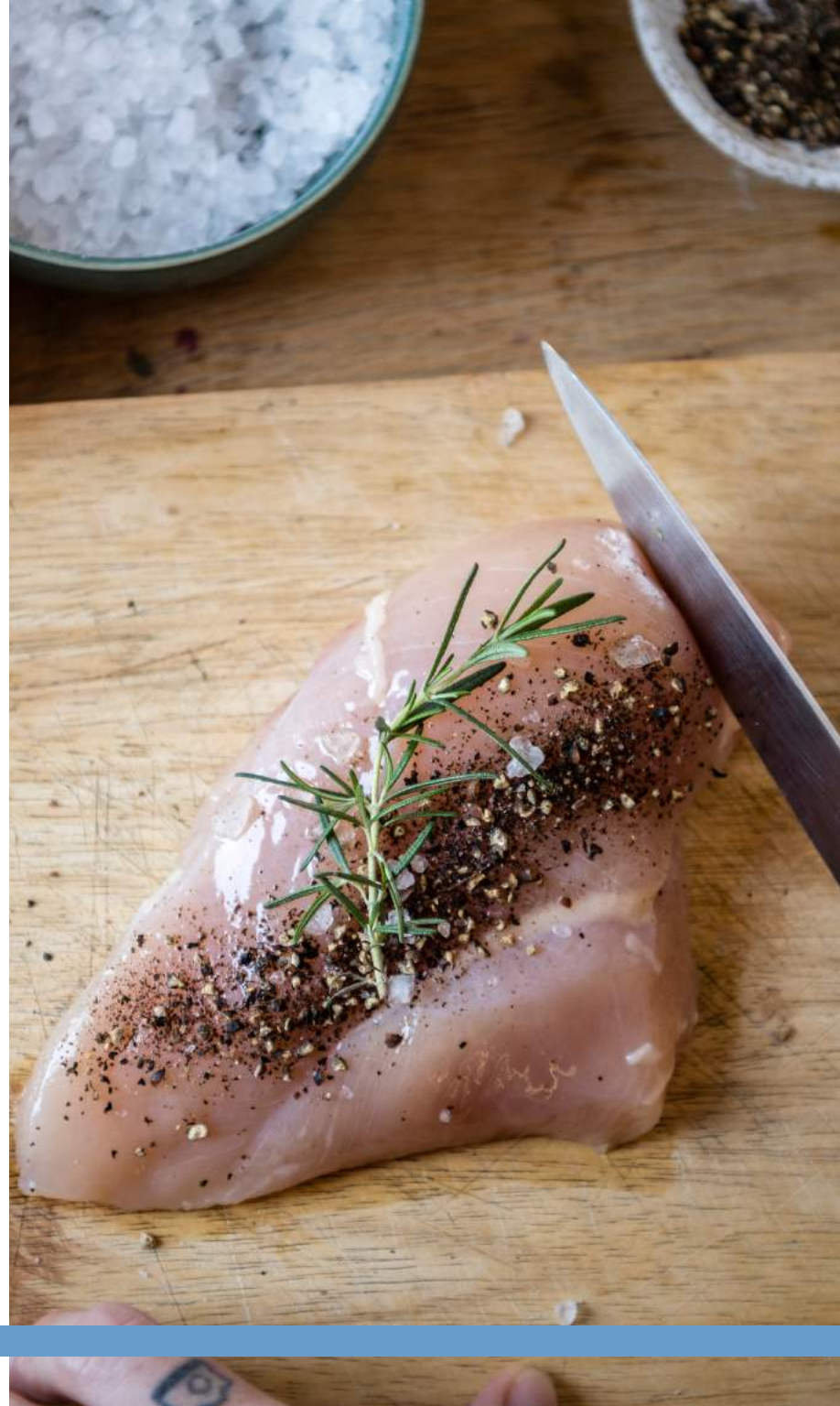
- grass fed and pastured meats
- organic and raw dairy products
- pantry staples
- produce
- farm co-operative
- e-commerce
- pick up spot delivery (NE)
- doorstep delivery
- farmer markets
- on-farm store
- organic & natural practices (not certified)





# TOP PRODUCTS

- Boneless Chicken Breasts
- Large Brown Eggs
- Organic Raw Cow Milk
- Boneless Turkey Breast
- Variety Beef Bundle
- Ground Lamb
- Ground Beef
- Beef Steak
- Raw Goat Milk

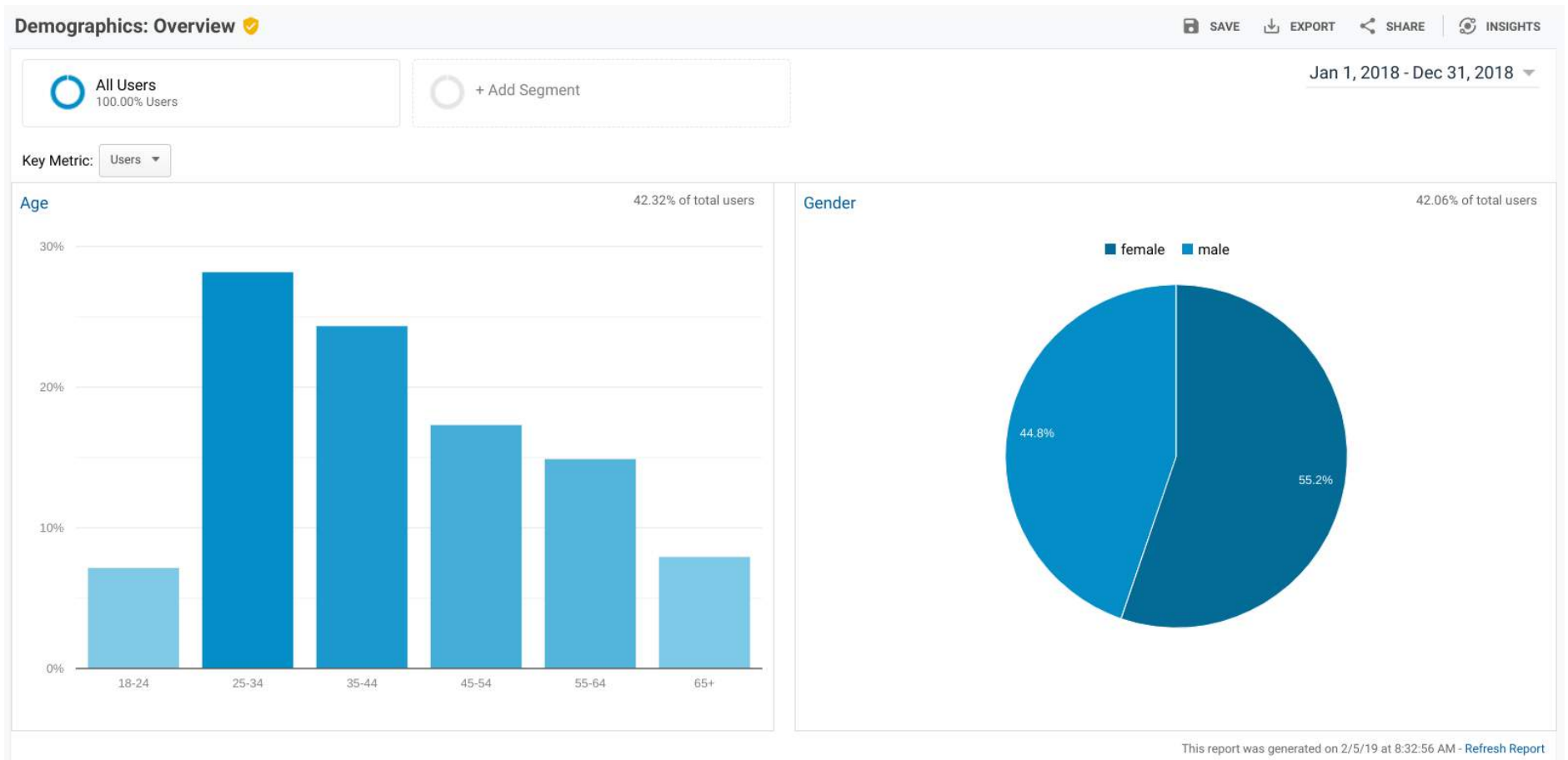


# DEMOGRAPHICS

- 55% female

- 45% male

- age 25 - 45





# GEOGRAPHY

- New York
- Philadelphia
- Washington

Site Data

Primary Dimension: [Country](#) [City](#) [Continent](#) [Sub Continent](#)

Secondary dimension

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session D ?
	<b>38,992</b> % of Total: 100.00% (38,992)	<b>39,102</b> % of Total: 100.17% (39,035)	<b>63,690</b> % of Total: 100.00% (63,690)	<b>40.21%</b> Avg for View: 40.21% (0.00%)	<b>6.41</b> Avg for View: 6.41 (0.00%)	<b>00:00</b> Avg for View: (
1. <a href="#">New York</a>	<b>3,997</b> (9.50%)	<b>3,800</b> (9.72%)	<b>8,857</b> (13.91%)	31.02%	8.77	0
2. <a href="#">Philadelphia</a>	<b>1,236</b> (2.94%)	<b>1,109</b> (2.84%)	<b>1,929</b> (3.03%)	35.87%	7.19	0
3. <a href="#">Washington</a>	<b>1,216</b> (2.89%)	<b>1,069</b> (2.73%)	<b>1,898</b> (2.98%)	40.67%	6.20	0
4. <a href="#">(not set)</a>	<b>1,152</b> (2.74%)	<b>1,087</b> (2.78%)	<b>1,647</b> (2.59%)	52.76%	4.38	0
5. <a href="#">Boardman</a>	<b>851</b> (2.02%)	<b>851</b> (2.18%)	<b>851</b> (1.34%)	100.00%	1.00	0
6. <a href="#">Chicago</a>	<b>584</b> (1.39%)	<b>545</b> (1.39%)	<b>802</b> (1.26%)	46.88%	5.67	0
7. <a href="#">Los Angeles</a>	<b>409</b> (0.97%)	<b>381</b> (0.97%)	<b>470</b> (0.74%)	47.87%	4.45	0
8. <a href="#">Mount Laurel</a>	<b>396</b> (0.94%)	<b>300</b> (0.77%)	<b>668</b> (1.05%)	37.72%	6.15	0
9. <a href="#">Coffeyville</a>	<b>389</b> (0.92%)	<b>389</b> (0.99%)	<b>389</b> (0.61%)	93.83%	1.11	<0
10. <a href="#">Ashburn</a>	<b>377</b> (0.90%)	<b>373</b> (0.95%)	<b>391</b> (0.61%)	93.35%	1.36	0

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# CUSTOMER BEHAVIOR

- monthly specials

- how home delivery works

GA 7.0.0 | All Web Site Data

Rank	Page	Views	Percentage	Time on Page	Engagement	Conversion Rate	Revenue	Revenue per Visitor	
1.	/store	36,665	(8.98%)	19,195 (7.36%)	00:00:39	4,369 (6.86%)	34.97%	21.97%	\$8.33 (62.17%)
2.	/	31,622	(7.75%)	21,772 (8.35%)	00:00:47	14,514 (22.79%)	27.78%	21.28%	\$8.52 (63.58%)
3.	/cart	28,940	(7.09%)	6,815 (2.61%)	00:00:38	496 (0.78%)	45.88%	7.58%	\$25.36 (189.23%)
4.	/store/organic-raw-milk	19,498	(4.78%)	11,342 (4.35%)	00:00:44	6,220 (9.77%)	32.57%	20.92%	\$8.26 (61.65%)
5.	/navigation/store	16,092	(3.94%)	4,635 (1.78%)	00:00:15	364 (0.57%)	40.11%	3.11%	\$13.43 (100.20%)
6.	/navigation/index	14,748	(3.61%)	7,090 (2.72%)	00:00:11	290 (0.46%)	48.62%	4.52%	\$4.69 (35.03%)
7.	/login	14,531	(3.56%)	10,467 (4.01%)	00:00:20	1,831 (2.67%)	35.05%	11.01%	\$16.92 (126.27%)
8.	/register	10,833	(2.65%)	8,195 (3.14%)	00:00:15	352 (0.55%)	26.91%	4.41%	\$11.49 (85.74%)
9.	/store/raw-goat-milk	9,375	(2.30%)	5,994 (2.30%)	00:00:38	4,002 (6.28%)	37.13%	28.37%	\$6.05 (45.15%)
10.	/store/butter-and-cream	9,015	(2.21%)	5,136 (1.92%)	00:00:45	1,317 (2.07%)	27.64%	11.18%	\$17.55 (130.92%)
11.	/store/grass-fed-beef	8,111	(1.99%)	4,582 (1.76%)	00:01:02	1,209 (1.90%)	25.89%	11.31%	\$17.86 (133.26%)
12.	/locations	7,437	(1.82%)	5,698 (2.19%)	00:00:39	419 (0.66%)	54.65%	16.94%	\$1.51 (11.28%)
13.	/store/monthly-specials	6,532	(1.60%)	4,479 (1.72%)	00:00:46	906 (1.42%)	37.64%	12.52%	\$14.95 (111.55%)
14.	/store/pastured-eggs	5,580	(1.37%)	3,863 (1.48%)	00:00:33	744 (1.17%)	15.32%	6.61%	\$19.76 (147.41%)
15.	/store/raw-milk-cheese	5,239	(1.28%)	3,246 (1.25%)	00:00:49	661 (1.04%)	30.71%	10.98%	\$18.13 (135.24%)
16.	/checkout/confirm	5,061	(1.24%)	3,338 (1.28%)	00:00:50	44 (0.07%)	29.55%	5.59%	\$63.03 (470.26%)
17.	/store/grassfed-beef-bundles	4,715	(1.16%)	2,337 (0.90%)	00:00:46	984 (1.54%)	24.29%	13.87%	\$11.06 (82.52%)
18.	/about-the-farm	4,396	(1.08%)	3,511 (1.35%)	00:01:28	822 (1.29%)	54.50%	27.37%	\$1.39 (10.37%)
19.	/store/pastured-chicken	4,089	(1.00%)	2,864 (1.10%)	00:01:05	648 (1.02%)	32.10%	13.28%	\$21.26 (158.66%)
20.	/how-home-delivery-works	3,916	(0.96%)	3,247 (1.25%)	00:01:21	505 (0.79%)	47.72%	20.76%	\$3.37 (25.14%)
21.	/store/yogurt-and-kefir	3,622	(0.89%)	2,376 (0.91%)	00:00:32	94 (0.15%)	59.57%	5.27%	\$23.51 (175.43%)

# SHORT TERM GOALS

- Increase sales of pasture raised chicken (popular product offering).
  - Increase produce sales (new product offering).
  - Increase monthly special sales (low hanging fruits).
  - Increase female customers between age 25-45 who are cooking enthusiasts interested in 30-minute meals.
  - Increase New York customers.
-

# LONG TERM GOALS

- Educate the tri-state region about real food.
- Support small businesses and family farms.
- Offer complete operational transparency.









# GOOD CONTENT PRACTICES

Educate, entertain, and deliver value.

Plan...but be flexible. Develop framework but be willing and prepared to pivot if or when the landscape shifts.

Collaborate internally with your team and externally with other brands/organizations/etc. The more perspectives and man power, the better!

Communicate consistently. When you feel you're not "prepared" or "focused", keep putting yourself out there, even if in small amounts, such as a single email to your best customer.

Utilize diverse channels and a dynamic approach.





MORE

GOOD

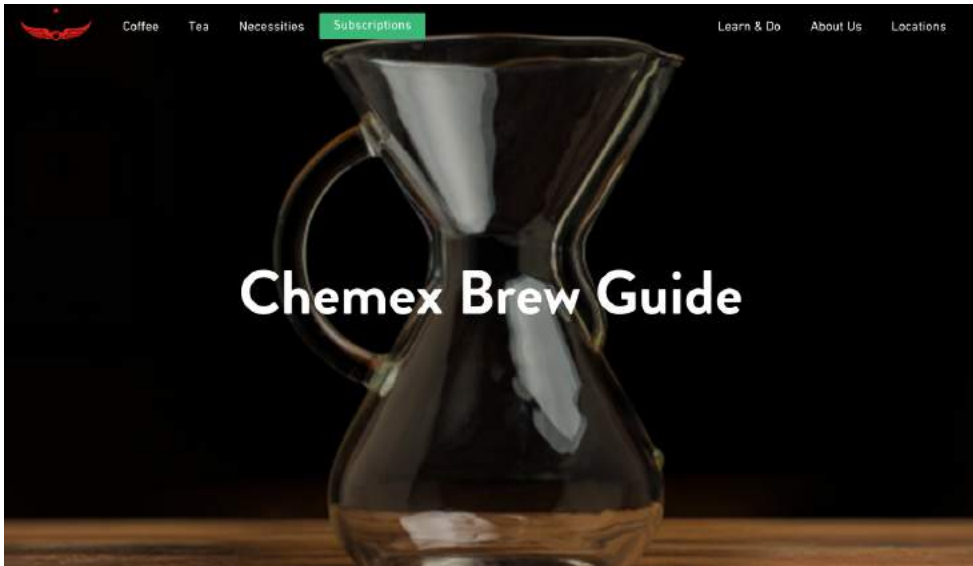
CONTENT  
PRACTICES

Even though the bulk of your content is not all about the hard sell. Make sure you're as clear as possible about how the consumer can take action for that moment when the value you provided does motivate them to purchase or share.

Know your value proposition and your elevator pitch. Most people I work with need clarity around that before they build on their content strategy.

Be honest and direct - don't embellish. Content will NOT WORK if there's a disconnect between what you're doing and what you're telling the world you're doing. This is especially true today in the world of buzz words, labels, and customers seeking community.

# CONTENT EXAMPLE I



## Chemex Brew Guide



Weigh out whole bean coffee (see chart).



Place a filter into the top compartment of the Chemex making sure the 3-layered side is facing the spout. This will allow air to escape during the brew process.

LEARN & DO ▾

As with all our brewing methods and instructions, we suggest starting with a 1:16 coffee:water ratio, which provides an excellent total extraction level and maximizes flavor pulled out of the ground coffee. Feel free to adjust stronger or weaker to your taste.

12 oz	415g of water	16 oz	505g of water	24 oz	800g of water
4 min	26g of coffee	5 min	29g of coffee	8 min	50g of coffee

Fill your kettle and set to boil.



Watch the video brew guide for additional tips and technique



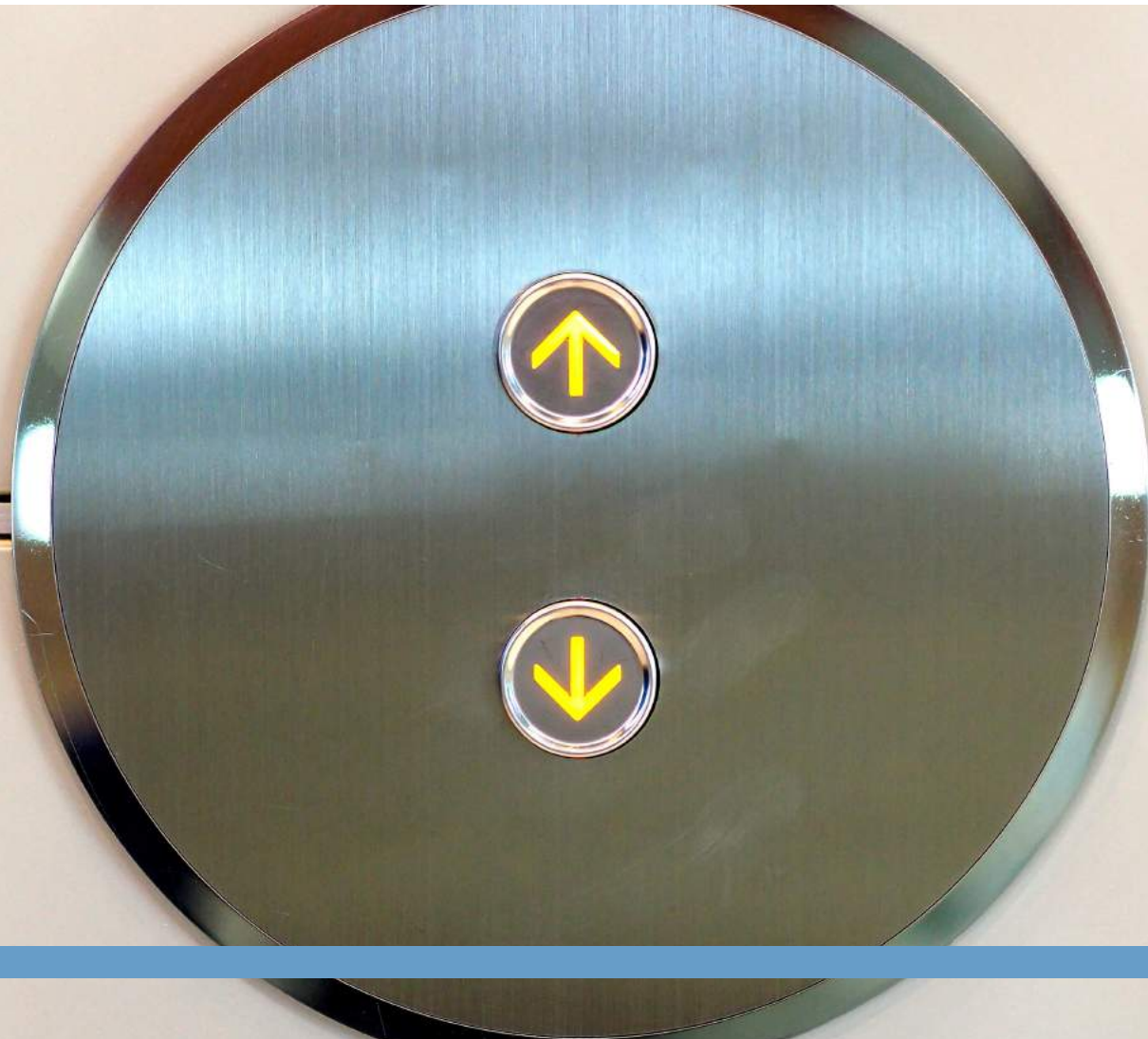
One of our first-ever video brew guides was for Chemex. [Check it out!](#)

[Download this Guide](#)



# CONTENT EXAMPLE II

THE ELEVATOR PITCH CONSULTANT



# LET'S PRACTICE

GOAL > Increase sales of pasture raised chicken (popular product offering).

TASK > create a pastured chicken landing page.

NOTE > Research popular topics/questions about pasture raised chicken (Google search, Answerthepublic.com...) to inform messaging and improve SEO.





# HOMWORK

- Find this presentation.
- Share it.
- Let me know you shared it.

RECEIVE

**1 HOUR  
FREE**

REVIEW OF YOUR CONTENT  
OR CONTENT STRATEGY  
+ POSITIVE & CONSTRUCTIVE  
FEEDBACK





# QUESTIONS?

Comments or concerns?







—● BE IN TOUCH ●—

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