

The background features several overlapping circles in shades of green and yellow. Small sprigs of fresh herbs, including parsley and a yellow-flowered herb, are placed within some of the circles. The main text is centered in a clean, green, sans-serif font.

# Jumpstart Your Marketing

After a Busy Season!

ARTISAN BY  
SANTA  
BARBARA  
*Catering*



# Ashley Oakes Scott

Director of Marketing

Artisan by  
Santa Barbara Catering



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# Seasonally Fresh Culinary Family

ARTISAN BY  
SANTA  
BARBARA  
*Catering*

**Palette**  
at Phoenix Art Museum

**The Farm**  
AT SOUTH MOUNTAIN

*quiessence*  
AT THE FARM

**The Farm**  
*Kitchen*

**Morning & Glory**  
BREAKFAST AT THE FARM

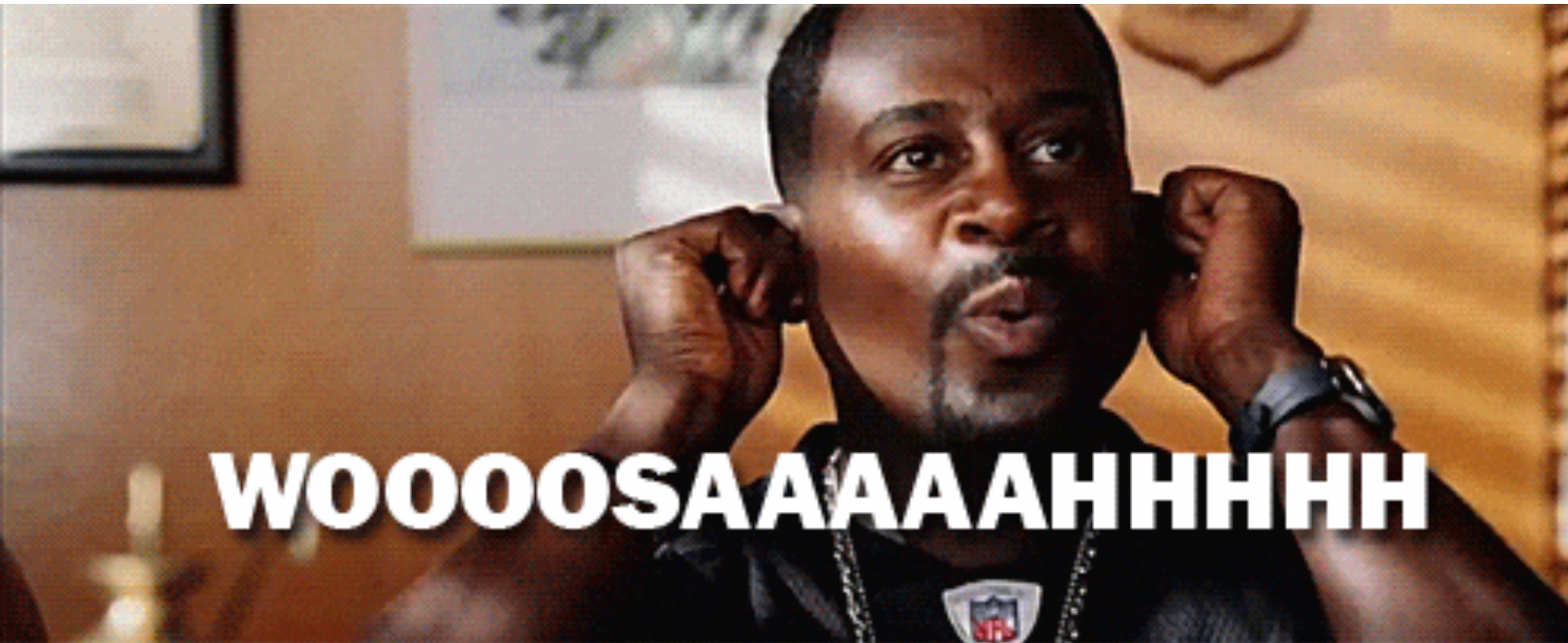
THE FARM AT SOUTH MOUNTAIN  
**SOIL & SEED**  
*Garden*  
- FARM TO TABLE -

**BOTANICA**  
AT THE FARM AT SOUTH MOUNTAIN





Season  
Scaries!



# Review Your Season

- Reviews
- Refresh of Goals

# Review Your Season

- How was your relationship with venues and vendors?
- What was accomplished to create buzz?



# Review Your Season

- How were your lead sources this season?
- What type of feedback did you receive from your clients?

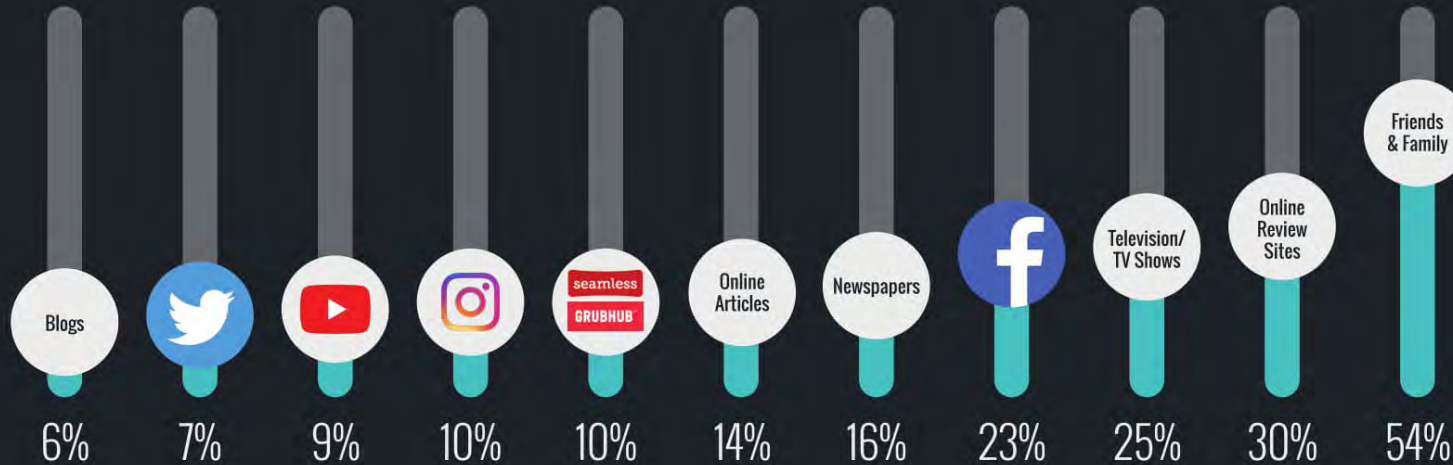


# INFLUENCE IN THE RESTAURANT INDUSTRY

Strength in Numbers – An Industry Report by SevenRooms



When finding new restaurants, Americans look to...



## Influential Channels in the Restaurant Industry

From Article in Restaurant Hospitality Magazine

Study created by [sevenrooms.com](http://sevenrooms.com)





**35%**

**have eaten** at a restaurant because they saw it on social media

## SOCIAL INFLUENCE

Today's savvy operators know that it's important to be on social media.  
Of Americans on social media...



**20%**

**haven't eaten** at a restaurant they saw on social, but plan to do so in the future

# MILLENNIALS

Millennials use social media far more than any other age group.  
In fact, compared to Americans 55 and older, Millennials are:

**2X**

2X more likely  
to order a specific  
dish because they  
saw an influencer  
post about it on  
social media



**5X**

Over 5X more likely  
to follow social media  
accounts in the food  
space to find  
new restaurants

About 28,000,000 results (0.66 seconds)

### Artisan by Santa Barbara Catering - 22 Reviews - Caterers - Phoenix ...

<https://www.yelp.com> > Event Planning & Services > Caterers

★★★★★ Rating: 4.5 - 22 reviews

22 reviews of Artisan by Santa Barbara Catering "OUTSTANDING is the only way to describe the quality of the cupcakes I ordered. The service was impeccable.

### Artisan by Santa Barbara Catering - Catering - Tempe, AZ ...

<https://www.weddingwire.com> > ... > Tempe Wedding Caterers

★★★★★ Rating: 4.9 - 67 reviews

Contact Artisan by Santa Barbara Catering in Tempe on WeddingWire. Browse Catering prices, photos and 67 reviews, with a rating of 4.9 out of 5.

### Artisan by Santa Barbara Catering Reviews - Tempe, AZ - 67 Reviews

<https://www.weddingwire.com> > ... > Tempe Wedding Caterers

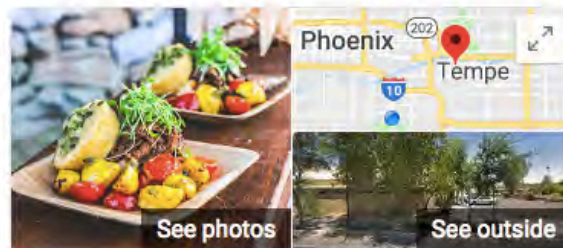
★★★★★ Rating: 4.9 - 67 reviews

Read the latest reviews for Artisan by Santa Barbara Catering in Tempe, AZ on WeddingWire. Browse Catering prices, photos and 67 reviews, with a rating of ...

### Artisan by Santa Barbara Catering

<https://www.santabarbaracatering.com/>

We offer creative, custom catering menus, impeccable service and ... Recipe · Sedona Destination Wedding with Arizona's Best Catering · The Artisan Affair – A ... Weddings · Our Farm · About Us · Venues



## Artisan by Santa Barbara Catering

Website Directions Save

4.3 ★★★★★ 16 Google reviews

Caterer

Located in: Palm Village Shopping Center

Address: 1090 W 5th St, Tempe, AZ 85281

Hours: Open · Closes 5PM

Phone: (480) 921-3150

Suggest an edit

# Review Directories

How did you do this season?

Online directories are the best way to get honest feedback on how you were performing.



WEDDINGWIRE



BBB®



the knot



# Review Directories

How did you do this season?

- Directories are also landing pages – what is the first thing people are seeing about your company?
- Have you claimed all of your directory listings so that you can get notifications and respond to reviews?
  - Respond to negative AND positive

# Review Directories

How did you do this season?

- What was the trend?
- How are your competitor's reviews?





# Analytics

# Analytics

What does the data say?

- Create an audit of all platforms that have analytics attached
  - What are the trends?
  - What were your biggest accomplishments?







# Refresh of Goals





# Refresh of Goals

- What was your most profitable menu and/or service?
- What do you not want to sell anymore?
- What are the current trends and how can you incorporate into next season's offerings?





Let's sell those  
PROFITABLE  
Menus!

# Menu Profitability

Leverage what you want to sell!

- How can you market this?
  - E-Collateral piece
    - (For in-person and for your venues/vendors)
  - Display ad on website
  - Social Media/Online marketing ads



# Menu Profitability

Leverage what you want to sell!

- What other upgrades can you sell with your food?
- Create packages to entice people to use more of your services
  - *Are there free/cheap upgrades that you can use as a “special” for the potential client?*



### Sedona Destination Wedding with Arizona's Best Catering

**A rehearsal dinner, wedding, and backyard party all in one weekend!**

Artisan by Santa Barbara Catering is known for creating unique catering stations, delicious catering menus, and have been named as one of the best catering companies in Scottsdale. With these accolades, we had the pleasure of catering countless weddings and events, but the wedding of Cameron & Dr. Robert in their private Sedona residence stood out as being one of the most eloquent and elaborate to date. This three-day destination wedding showcased the style, creativity, and innovation that Artisan by Santa Barbara Catering exudes. This event presented our team free-range to create new menus and stations to showcase the best of our abilities while producing an unforgettable wedding experience.

#### One Sedona Venue, Three Upscale Catered Events



The planning and organization required for this out-of-town multi-day event was a testament to the processes and procedures that Artisan by Santa Barbara Catering has in place in order to execute events that are seamless and with the highest degree of customer service. This three-day



# Content is King

*What do you want to say this next season?*



# Content

## Talking Points

- Higher level positions come up with the overall talking points
  - Assistants can help fill in the gaps

CHEF  
INSPIRED

FRESH

LOCALLY  
SOURCED

CREATIVE

INTERACTIVE

SEASONAL



# Content

## Create a Calendar

- Lay out your upcoming year
  - What are upcoming dates that you need to remember to promote certain items?
    - Engagement season
    - Holiday parties
    - Slow calendar times – what promotion can you make?
    - Seasonal menu changes
    - End of fiscal year
    - Conference Season
    - Graduation Parties



# Content

## Create a Calendar

- This content calendar will feed your:
  - Blog
  - Video
  - Social Media
  - Email Distribution
  - Advertisements
  - Proposals
  - Open Houses/Promotional Events

# Content

## The future of content

### VIDEO

1. Cisco projects that global internet traffic from videos will make up **82% of all consumer internet traffic** by 2021.
2. Mobile video usage has increased by nearly **10 million daily viewing minutes** in the last two years.

-Hubspot  
“45 Visual Content Marketing Statistics You Should Know in 2019”



# Content Engagement

- Contests
- Event photo recaps
- Offer calendar
- What can you take photos of ahead of time?
- Food Holidays
- Throwbacks
- Vendor/Venue highlights





Photography

*Let's sell  
visually*

# Photography

## Visual Content Marketing

80% of marketers use visual assets in their social media marketing.

Video (63%), alone, has also surpassed blogging (60%) in usage as a social media marketing asset.

-Hubspot

“45 Visual Content Marketing Statistics You Should Know in 2019”



# Photography

## Visual Content Marketing

- Visuals are your number one seller for online views
  - Partner with photographers from your past events
  - Reach out and explain up-front how you will use and that they will be credited





# Photography

## Sell Your Experience

- Cross promoting with photographers and other vendors will help gain traction online when they share



# Photography

Sell Your Experience

- After thinking through your content calendar, what are you missing for visuals?



# Photography

## Sell Your Experience

- Not finding what you want to sell?
  - Utilize your venue partners to host a styled shoot or a menu shoot
    - New menu items
    - Top selling/most profitable menu items
    - Styled Shoots for targeted venues
    - Visuals for marketing pieces





**ASBC Card:** *This postcard was designed to be used at different open house and showcase events that we participate in. There is a link on the card that brings readers to our website with a gallery of photos from some of our favorite events.*

*We Speak Food.*

**ARTISAN BY  
SANTA  
BARBARA  
Catering**

For 25 years Artisan by Santa Barbara Catering has been producing Arizona's finest events as a preferred caterer at the best venues across the Valley. Local ingredients drive our seasonal menus prepared by our exquisite team of award-winning chefs. Dishes are executed on-site to create an innovative dining experience at your event.

See why our creative presentation and chef-inspired cuisine need to be at your next event:  
[artisanbysbc.com/wespeakfood](http://artisanbysbc.com/wespeakfood)

**480.921.3150**  
[hello@artisanbysbc.com](mailto:hello@artisanbysbc.com)

# Collateral *Updates and Refresh*

# Collateral

## Sell Your Experience

- Now that you have goals, content, and visuals, let's refresh your look for the upcoming season

*We Speak Food.*

EXCEPTIONAL SERVICE

CREATIVE PRESENTATION

INNOVATIVE CUISINE

For 25 years, Artisan by Santa Barbara Catering has been producing Arizona's finest events as a preferred caterer at the best venues across the Valley. Local ingredients drive our seasonal menus prepared by our exquisite team of award-winning chefs. Dishes are executed on-site to create an innovative dining experience at your event.

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ARTISAN BY  
SANTA  
BARBARA  
*Catering*



FRESH INGREDIENTS.



NATURAL FLAVORS.



DELICIOUS RESULTS!

ARTISAN BY  
SANTA  
BARBARA  
*Catering*

480.921.3150

1090 WEST FIFTH STREET  
TEMPE, AZ 85281

[artisanbysbc.com](http://artisanbysbc.com)

# Collateral

## Sell Your Experience

- Repurpose the new look
  - Send to your venues/vendors
  - Create an email blast
  - Target your demo with social media ads



**Client Candle Package:**  
*A branded client gift was created this past year to showcase our new branding while giving a gift to our favorite clients.*





Awards

*Show merit for  
your work*

# Awards

Show Merit for Your Work!

- Research Upcoming Submissions
  - Create a list of local publications, organizations and national outlets that announce awards throughout the year
  - Turn this into a calendar and try to find out what was needed to submit.
  - Assign each award so that none are missed through the year





# Awards

Recognize Your Worth!

- Which categories do you think will benefit your business most?
  - How can you work these into the services/products that you are selling
- Photos are key
  - If there is not an event photographer, invest and hire your own



# Awards

Publicize Your Win!

- Now that you are a winner!
  - Press release
  - Blog post
  - Email blast
  - Social media updates and ads
  - Email Signatures
  - Word of Mouth





briannatraynor  
The Farm at South Mountain



Liked by carteblanchedesign and 406 others

**briannatraynor** I did not make these, but I can pretend.  
I was invited to brunch with @kodiakcakes and had so much fun eating, eating, oh and eating. 🍞💕

View all 11 comments

# Creating a Buzz (PR)

# Media/Influencer Outreach

Create a Buzz About Your Work

- Share the work that you created this season
  - Local and national publications want unique topics
  - What is your angle for them?
- Is there an opportunity to drop-off a photo worthy gift or create an exclusive event?





**February 2019**



**New Look & Menu at Palette!**



Have you been to Palette, our restaurant at Phoenix Art Museum lately?  
There have been several changes to the restaurant this year!

Internal  
Communications

# Reconnect with Your Team

Your Brand Begins with Your Employees

- Your team has made all of this possible
- Send a recap or have a team meeting/happy hour to go over all of the phenomenal events and accomplishments from the previous season
- This will get them excited and ready to take on even bigger and better events!



- 
- Review Your Season
  - Refresh of Goals
  - Content
  - Photography
  - Collateral
  - Awards
  - Public Relations
  - Reconnect with Employees

A Checklist Guide  
to Catch Up on  
Your Marketing



Questions?



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*Catering*

