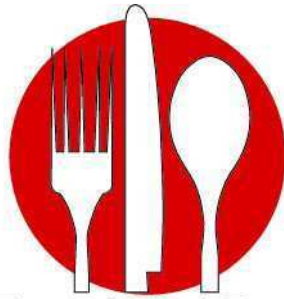
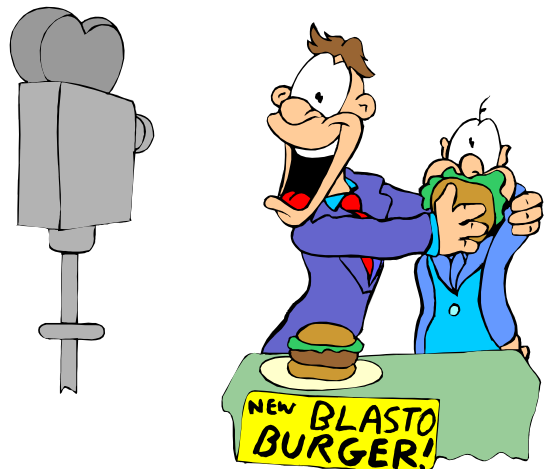
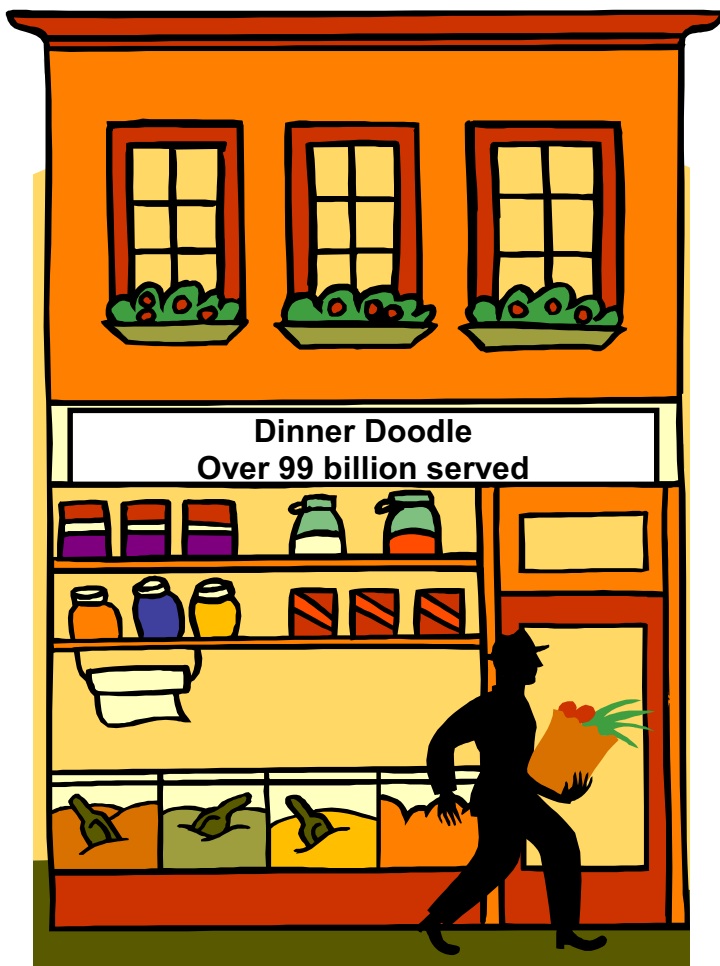


Marketing Guide For Meal Prep Businesses



Easy Meal Prep



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Contents

About this guide3

A. How to be effective in branding and messaging5

B. What product/service mix will optimize your revenues9

C. Pricing strategies17

D. Gaining and retaining customers20

E. How to generate awareness25

F. Upselling, promotional discounts, and profit maximization33

G. Customer satisfaction and how to use customer feedback processes35

H. Tips on how to compete36

I. Marketing lessons from some high volume stores38

J. Other things to keep in mind40

Summary and Conclusion41

APPENDIX A. The role of software in an effective meal prep business43

APPENDIX B. A checklist for how to make your home page effective45

APPENDIX C. Sample flyer and registration form front and back48

APPENDIX D. Sample Customer Survey50

APPENDIX E. Additional Resources51

About this guide

From our experience in the industry, we know that marketing is important to a meal prep business because:

- Business volume (customers/month or \$/month) is the primary factor determining profitability;
- Marketing is the primary factor that determines business volume; and
- The companies run by people with marketing background do better than the companies run by people without much marketing experience.

This guide summarizes what we've learned about meal prep marketing. It is organized into the following topics:

A. How to be effective in branding and messaging

We discuss the most important lessons learned about branding and messaging.

B. What product/service mix will optimize revenues

We discuss what products and services drive revenue volumes.

C. Pricing strategies

We discuss merchandising, commodity versus differentiation pricing, market basket versus a la carte pricing, and the use of high margin "extras" to improve profitability.

D. Gaining and retaining customers

We discuss the classic marketing model for customer acquisition and key numbers and ratios for meal prep businesses.

E. How to generate awareness

We discuss the fundamentals and the specific experiences of meal prep businesses. We have identified four categories of awareness-generating activities.

F. Upselling, promotional discounts, and profit maximization.

We discuss ways to improve your revenues and profits from your existing customer base.

G. Customer satisfaction and how to implement customer feedback processes

We give examples of what others have done.

H. Tips on how to compete.

We provide tips and "war stories."

I. Marketing lessons from some high volume stores.

We provide examples of volume stores and why they have been successful. This ties together some of the themes discussed in previous chapters.

J. Other things to keep in mind.

This gives some additional topics and issues we've run across.

This guide includes appendixes with additional background material. Appendix A discusses the role of software in making your business effective. Appendix B gives ideas on how to make the home page on your website as effective as possible. Appendix C provides a sample flyer. Appendix D gives background about the authors and other available resources. Appendix E gives references.

The overall objectives of your marketing program should be to:

- Increase awareness;
- Create trial;
- Increase the rate at which existing customers refer others (the viral component);
- Improve customer loyalty and repeat rates;
- Increase the average revenue per customer; and
- Improve the customer's perception of quality for your product and service so they're willing to spend more for the products and services you provide.

Keep in mind that marketing cannot make your business successful if there is a fundamental flaw in your business model or in the product or service that you offer. Specifically, no amount of marketing will be enough to generate repeat business if your product is poor (for example the food you serve is inferior or your facility is not clean) or if your customer service is not at the standard expected.

This guide comes with our time. Feel free to contact us (bert@easymealprep.com) once you've read through the guide and have questions. Every situation is different. The industry continues to evolve. Things that work in one place don't necessarily work everywhere. Furthermore, the network you already have is valuable in helping you promote your business. We'd be happy to help you tailor your marketing program to your situation, skills, network, and needs. This guide will help you prioritize and identify opportunities you may not be aware of.