



growing
HUNGRY



// goals

Clarify


Help people understand why HUNGRY is better, by showing them the process front to back.

Engage

Grow HUNGRY's visibility in the market and get more people to try HUNGRY through incentivized programs.

Understand

Utilize predictive analytics and machine learning to make strategic personal recommendations to customers.



// content
creation

Content used to inform, persuade, and demonstrate HUNGRY's value

- Engage chef + client community
- Drive new acquisition
- Database for SEO keyword matching
- Leverage other people's networks with shareable content

// content
areas



Infographics

- Local/Industry trends
- Cost savings roadmap
- Customer journey


Articles

- Health information
- Office productivity

Videos

- Customer satisfaction
- Employee experience
- Chef biography





Chef-to-Office
A web series.

// a day in the
life...

Portraying the chefs'
relationship to **cooking**,
their **personal mission**, and
how HUNGRY is helping to
make it all happen.





*track customers' interaction with content
to better understand which key
engagement factors translate to sales*



// analytics



- C2C feedback on food
- Social sharing and collaboration platform

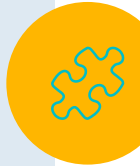
profiles

- Dietary preferences and allergies
- Religious restrictions
- Easier to implement B2B2C
- Nutritional facts

feedback

clickdata

- Referral tracking
- Clickdata analytics suite





Dashboard

Allow customers to visualize and interact with their HUNGRY profile.



// profiles

A simple way to interact with your HUNGRY profile and visualize all your activity.

Check it out [here!](#)





// timeline

Week 1	Develop the dashboard system
Week 2	Develop the dashboard system
Week 3	Integrate the system as a trial for multiple clients
Week 4	Testing
Week 5	Testing/Feedback
Week 6	Adjust and add processes accordingly/introduce the service to all clients



Data + Content

Create content to show what HUNGRY is all about,
leverage user interaction data to make the experience
personal.

