



**THE
CONTENT
COOKBOOK**

*Simple recipes for
content that connects
and converts.*



¹ www.onespot.com/tools-resource/state-food-content-marketing-3-strategies-grocery-food-brands ² www.thinkwithgoogle.com/consumer-insights/cooking-trends-among-millennials

WHY CULINARY CONTENT?

Because your audience is hungry for it. Chefs, home cooks and retailers all crave different variations of the same pleasure: the sensory experience of food-made-well. It's something they regularly seek out, and it's something you can deliver.

JUST CONSIDER HOW POWERFUL FOOD STORIES HAVE BECOME:

There are now countless food docuseries on Netflix

"How To Cook That" is now a top 10 search phrase on YouTube¹

Search interest for "best recipes" on YouTube is up 48%²

When you are the one offering up that satisfying recipe or video or kitchen tip, you are meeting your audience on their terms—a position that brings you stronger leads and more sales.





1 Havas Group, Meaningful Brands, 2017. 2Content Marketing Institute, 2017. 3ABG Essentials & Aberdeen. 4 www.emarketer.com/Chart/Leading-Content-Management-Challenges-2018-According-Content-Marketers-North-America-of-respondents/220163

WHAT GREAT CONTENT DOES

Simply put, content marketing is about connecting with your audience through their wants and needs. It's a means to insert yourself into their online consideration and buying behaviors by offering something that benefits them and you simultaneously. This model of using your perspective to offer value up front can attract attention to your product or service, and convert that attention into new customers and more sales.

CONSIDER THIS:

84% of people expect companies to produce content that entertains, tells stories, provides solutions or creates experiences¹

Content marketing generates three times more leads than paid search advertising²

Content marketing converts targets 6 times more than other digital marketing methods³

While content marketing is undoubtedly important for marketers today, mastering the recipe remains a challenge.

NORTH AMERICAN MARKETERS SAY THEY ARE CHALLENGED TO ADOPT CONTENT MARKETING BECAUSE:

LACK OF STAFF SKILLED IN CONTENT STRATEGY⁴

LACK OF CONTENT PRODUCTION WORKFLOW AND PROCESS⁴

LACK OF BUDGET⁴



HOW TO TELL GREAT FOOD STORIES

For anyone struggling with strategy, workflow or budget, this toolkit will be a helpful companion on your way to delicious, effective content. The Content Cookbook breaks down the secret recipe to telling great food stories with content marketing tools you can put to work in your organization today.

INSIDE, YOU'LL FIND EVERYTHING YOU NEED TO DEVELOP YOUR CONTENT MARKETING PLAN AND REFINE YOUR PRODUCTION APPROACH SO YOU CAN DELIVER THE FOOD STORIES YOUR TARGET AUDIENCE IS LOOKING FOR.

- 1 HOW TO RECIPE LIBRARY**
[Recipe Audit Template](#)—Get your recipes organized.
[Recipe Library Checklist](#)—Ensure your recipes are target-friendly.

- 2 HOW TO TRENDS**
[Trend Resource List](#)—Find helpful food trend resources.
[Trend Vetter Worksheet](#)—Determine if a trend matters to your business.

- 3 HOW TO CONTENT CALENDAR**
[Content Planner Template](#)—Get all your touchpoints organized.
[Social Content Calendar Template](#)—Plan and organize your social content.

- 4 HOW TO SOCIAL MEDIA**
[Social Platform Hackbook](#)—Get the most from each platform.

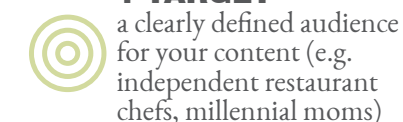
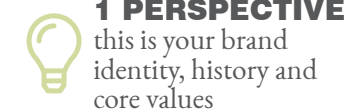
- 5 HOW TO HOW-TO VIDEO OR HOW TO PHOTOS & VIDEOS**
[Script Starter Infographic](#)—Make decisions, then make them a video.

HOW TO RECIPE LIBRARY

BUILDING A COLLECTION OF VALUABLE RECIPES

It's hard to understate the potential value of recipe libraries for food manufacturers. This is where you can demonstrate the culinary possibilities of your product. It's how you showcase culinary relevance and create consumer connections. It's often the first or only place your target will find themselves on your website. So how do you do it right? What does a good recipe library have that others don't? We have some answers.

INGREDIENTS



INSTRUCTIONS

1 Use the [Recipe Audit Template](#) to categorize existing recipes.

2 Use the [Recipe Library Checklist](#) to determine which recipes still align with your perspective and will appeal to your target.

3 Vet any new recipe development with the [Recipe Library Checklist](#) and add to your [Recipe Audit Template](#) for tagging and uploading.

PRO TIPS:

For consumer-facing recipe libraries, ensure your library is segmented by ease of prep (time, # of ingredients, etc.).

For operator-facing libraries, ensure you are developing recipes that account for hard cost, ingredient availability and practical, back-of-house storage capabilities.

Ensure you are using your Recipe Audit Template not only as a tool for determining gaps and discarding recipes, but as a tool for tagging. Only use filters in your ux that are relevant to your target and that produce a meaningful result (if you have one taco recipe, that should not be a filter category).



PRO TIPS:

Industry research and publications are exceptional resources, but so is your buzzing local independent café, food truck, eatery or grocery store. These spaces can often give you an idea of what's out there and what people will be looking for in larger-scale applications in the future.

When you have identified content-worthy trends, consider how those larger initiatives can play into the theme of upcoming industry conferences and events. Think about how your sales team showcase your product in light of the plant-forward trend for example, or how your booth messaging highlights your products snackability.

Look for top-10 trend lists in industry publications early in the year—these are great starting places for content calendar planning.

HOW TO TRENDS

SOURCING TRENDS THAT MATTER TO YOUR AUDIENCE

Valuable content feels both new and relevant. That content could be anything from a recipe for gochujang home fries to an article on “keto on the go.” To create that valuable content, it requires some understanding of the trends that matter to your audience. These trends can reinforce or reframe your product in the minds of your target, and when they are built in to your content calendar effectively, they can establish your brand as a trend resource. Here's how you identify trends and decide which are worth pursuing and which aren't:

INGREDIENTS



1 TREND RESOURCE LIST



1 TARGET

a clearly defined audience for your content (i.e. independent restaurant chefs, millennial moms)



1 TREND VETTER WORKSHEET



1 PERSPECTIVE

this is your brand identity, history and core values

INSTRUCTIONS

1

Browse the [Trend Resource List](#) for research and online trend resources that will point you to things happening in the culinary world and the food industry that could potentially impact your target.

2

Use the [Trend Vetter Worksheet](#) to determine if your perspective could lead to valuable content.

3

Repeat steps indefinitely.



HOW TO CONTENT CALENDAR

DEVELOPING AN EFFECTIVE CONTENT CALENDAR.

You have identified a trend or several trends that you think could be worth addressing with your audience, and developed a distribution strategy with key touchpoints that help get you connected. It's time to get your content calendar on. This is a detailed schedule that lets your entire team know what you are making and when and where you are putting it out there. This is how it works:

INGREDIENTS



5 TRENDS
or however many you want to pursue in a given period



1 TARGET
a clearly defined audience for your content (e.g. independent restaurant chefs, millennial moms)



30 TOUCHPOINTS
or however many you can reliably deliver consistently appealing content across



1 CONTENT PLANNER TEMPLATE



1 SOCIAL CONTENT CALENDAR TEMPLATE

INSTRUCTIONS

- 1 Identify the trends that will connect your target with your brand in a meaningful way.
- 2 Develop a distribution strategy that focuses your content on key touchpoints.
- 3 Use to [Content Planner Template](#) and the [Social Content Calendar Template](#) to develop the framework. Consider maintaining a focus on macro trends for longer periods (e.g. monthly/bi-monthly campaigns) before switching focus.
- 4 Identify the core message for each macro trend—this is the thing you want your target to say to themselves after seeing your content (e.g. “This ketchup company has great ideas for making delivery work” or “I want to try this curry ketchup recipe.”).
- 5 Flesh out each period with necessary details by tactic including timing, message, assets and ownership.

PRO TIPS:

It is important to maintain flexibility, with social media especially. Whether you use weekly regroups or an expedited approval process for a rapid-fire posting, make sure there's a way to address any fleeting cultural flashpoint that could present an opportunity to connect with your audience in real time.

To get the most from your content calendar, coordinate trend focus initiatives with the timing of major events, product rollouts and seasonality.



PRO TIPS:

Do your recipe audit (see Recipe Auditor) before developing your Social Content Calendar if you plan on linking to recipe content.

Be ruthless with the quality of your content. If you don't have enough thumb-stopping videos, images, GIFs and recipes, *there's a way* to stock up.

If you are trying to reach a foodservice audience, consider that 74% of people say they use Facebook for professional purposes.¹

¹ www.hubspot.com/marketing-statistics

HOW TO SOCIAL MEDIA

GETTING THE MOST FROM SOCIAL PLATFORMS

Social media can be one of the most important touchpoints for content marketers, but the reality of generating useful and/or beautiful content consistently can slow our good intentions to a halt. We're here to say: you've got this. And, maybe more helpfully, we're here to share some practical information about platform best practices.

INGREDIENTS



1 PERSPECTIVE
this is your brand identity, history and core values



1 TARGET
a clearly defined audience for your content (e.g. independent restaurant chefs, millennial moms)



1,000 VISUAL ASSETS
or the means to make a steady stream of visual content



1 SOCIAL PLATFORM HACKBOOK



1 CONTENT PLANNER TEMPLATE



1 SOCIAL CONTENT CALENDAR TEMPLATE

INSTRUCTIONS

1

Identify the creative team who can bring your perspective to your target through each platform in a consistently engaging way. Identify the team (should be at least two) responsible for posting content and responding to users.

2

Gather all visual assets in one place.

3

Use the *Social Platform Hackbook* to determine which platform or platforms best align with your perspective and target.

4

Populate the first month on your *Social Content Calendar* and follow the *Hackbook's* guidelines for posting.

5

Identify successful approaches and repeat indefinitely using fresh content.



PRO TIPS:

Videos should be shot for social, made with soundless viewing in mind. See [Social Media Hackbook](#) for video specs per platform.

HOW TO RECIPE VIDEO

PRODUCING A MOUTHWATERING RECIPE VIDEO

They're everywhere, and for good reason—we want to know how to make something delicious in a quick, simple, beautiful way. When done right, your recipe videos will not only demonstrate culinary expertise and style, they will inspire a craving for more.

INGREDIENTS



5 RECIPES
or however many you
want to capture



**1 SCRIPT
STARTER
INFOGRAPHIC**



**1 PRODUCTION
HOUSE**
complete with all the
bells (lights, cameras,
etc.) and whistles (trained
videographer, editor and
food styling experts)

INSTRUCTIONS

- 1** Gather recipes you want to capture—ideally these track with a relevant trend you've identified.
- 2** Answer the questions that the [Script Starter Infographic](#) poses (it'll be fun, we promise).
- 3** Hand over your answers to your [Production House](#). Repeat indefinitely.



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CULINARY CONTENT IS YOUR WAY IN

Your target audience is browsing the internet for beautiful culinary content (probably right now). You can give them exactly what they want and accomplish your business objectives at the same time. By developing and deploying a strategic content marketing plan with this toolkit, you are well on your way to willing leads, higher conversion rates and a stronger brand caché that attracts more hungry targets.

MAKE CONTENT FOR EVERY APPETITE.

WE CAN HELP.

The Culinary Content Kitchen brings you mouthwatering content with all the collaboration of a kitchen and none of the pressure. We're ready with a full roster of creative professionals and trained chefs that are in the marketplace from coast to coast guiding discussions with today's leading restaurants, engaging with consumers and showcasing new food products and tastes.

Get started with the food story experts at Culinary Content Kitchen.

CulinaryContentKitchen.com

