

**HANGRY**

*Kitchen*

HANDCRAFTED FOODERY

ABOUT

MENU

GALLERY

HANGRY CLUB

SWAG ON SITE

Let the fooding commence.

**HANGRY**

*Kitchen*

HANDCRAFTED FOODERY



**Social Engine**

By Interlink Media

**interlink**  
Web Design and Marketing Masterminds

# Online Marketing is Vital to your growth!

Interlink Media Marketing is a full-service digital marketing agency offering clever marketing solutions to small, mid and large size companies across the United States.

We provide an omni-channel marketing solution that will connect you with your potential customers, while engaging your current clients.

Our digital strategies drive real business results for you!





# **“VGen makes getting the word out about hungry easy and simple.”**

The problem with social media is that it can be very hard for a social media manager to manage the reputation of the brand and posts on each social network. That's why we created VGen. While we work on building the brand of Hungry's, we'll have VGen running in the background, connecting with your potential customers and sharing high-quality images of food on Instagram. It's a truly amazing way to automate social media growth while only responding to leads you care most about.

# VGen can automate your social media lead generation!

What is VGen?

It's our proprietary software that we use to target people who are local to your business and send them personalized messages and offers to get them to visit.

It works on complete autopilot!  
Once setup it can automate the outreach and build your email marketing list fast!



# SOCIAL MEDIA GRAPHICS

We will create custom Instagram graphics that will make people's mouth water on social media. We research and use all the relevant local hashtags. We can usually create about 10 images a week to post on Instagram while growing the instagram following.







# “Getting the word out about hangry Kitchen can be easy and simple.”

It's great to post on social media channels and posts but what you really want to focus on is the growth of your social networks, Things that bring customers into the door. Special offers:

- Connect on Instagram with local foodies in **West Palm Beach, Palm Beach Gardens** and **Jupiter** to invite them to eat at Hangry Kitchen.
- We can help you start a **rewards program that's connected to SMS marketing technology** to drive people back into the restaurant to eat.
- We will leave a positive review and invite their friends and family.

# FACEBOOK AD CONTESTS

It's important to note that if you're aiming to reach the maximum amount of customers from Instagram and Facebook, The best way to promote is by holding a targeted contest on Instagram and Facebook is the way to go.

We propose a one hundred dollar a month ad budget for promoting special offers that aim at list building for email marketing.



**Around the World in 80 Dishes**  
Create Page @username

- Home
- About
- Photos
- Events
- Videos
- Posts
- Community
- Info and ads

**Promote**  
Manage promotions

Like Following Share ...

**Posts**

 **Around the World in 80 Dishes**  
Published by Bel Booker (?) · 1 hr · 

Feeling hungry? Enter our delicious contest to win free VIP tickets!  
<https://contest.app.do/test-2523319>



CONTEST.APP.DO  
**CONTEST: Enter to Win 4 VIP Tickets to XYZ Food Festival!**  
Love yummy food? Love getting things for free? Just tell us which of...

**10** People reached      **0** Engagements      **Boost Post**

Like Comment Share 

# Proposed Solution

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## Option #1 - \$899/month - Includes monthly ad spend

- **Social Media Management** (Facebook, Instagram, Twitter and Pinterest)
- **Content & Graphics** (Take photos of restaurant for social media content)
- **Website Maintenance** (Free hosting, customizations, landing pages etc.)
- **Email Marketing** (Create email sequences for lead generations)
- **VGen** (Automate the growth and outreach on social media to raise awareness)
- **PPC Contests** (results in list building for email marketing and sms)
- **Weekly Marketing Consultation** (me and my partner)
- **Weekly Report** (Will provide a weekly report of the results of VGen and Ads)

# Proposed Solution

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## Option #2 - \$599/month - Doesn't include Paid Promotions

- **Social Media Management** (Facebook, Instagram, Twitter and Pinterest)
- **Content & Graphics** (Take photos of restaurant for social media content)
- **Email Marketing** (Create email sequences for lead generations)
- **VGen** (Automate the growth and outreach on social media to raise awareness)
- **Weekly Marketing Consultation** (me and my partner)
- **Weekly Report** (Will provide a weekly report of the results of VGen and Ads)



# Use cases / user stories

- VGen was able to auto invite multiple people to attend a local event.
- Facebook ad contests can generate 15-20 new leads and engagement with the right offer.
- JJ's Bar & Grille was able to generate 175 leads with a giveaway Facebook contest.
- We Motivate People Magazine was able to generate 30 leads in a week with automated messages.
- Ready Network needed social media content created for the entire year and they were able to do that with our Social Engine software. See case study [here](#).