



A Digital Marketing Agency with Taste.

Seeking to boost visibility, customer awareness and revenue in the off-season, high-season or year-round? **Look no further.**

We understand the unique needs of restaurants and the rhythm of Florida seasonality. Our programs were designed with **you** in mind.

ON-DEMAND MARKETING

WITH NO OUT-OF-POCKET SPEND

Our powerful Treasure Coast Foodie advertising duo puts your establishment in the spotlight without any upfront costs.

Take advantage of either program, or bundle both for maximum impact.

1 SAVOR CLUB

"PERK" BASED DINING PROGRAM

A win-win for restaurants seeking increased foot & web traffic, and local foodies alike.

Treasure Coast consumers are hyperlocal at heart, and even more likely to patronize you when they have an incentive. Every day, frequent diners are enrolling in our Savor Club – and why wouldn't they? For only \$5/month, they gain instant access to an array of great perks at our partner restaurants.

From something as simple as a comped dessert, to a modest flat percentage off the bill, this bonus is specific to your establishment and of your own design, making this program a loyalty-building no-brainer for both your restaurant and the customer. Our partners tell us they've gained some of their best and most loyal customers through our Savor Club.

Added Benefits for Program Partners: Free Website Listing | SEO Boost Enhanced Visibility | 10% off additional Advertising & Services.

2 GIFT CARD PROMOTION

BARTER BASED PROMO PROGRAM

A no-expense strategy with a near guaranteed return on investment.

Again, with no upfront costs or risks to you, this solution simply involves our promotion and sale of gift certificates to your restaurant via our social media channels and website. Your only "cost" is passively incurring the customer's discount when they redeem the certificate. It's guaranteed business – more often than not, new business – and as we know from experience, customers tend to splurge and spend more with a gift card in hand, indulging in more from your menu than they likely would otherwise.

Added Benefits for Program Partners: Free Website Display Ad Ad Tracking Results | 90-Day Program Trial with flexibility to cancel or reconfigure | Enhanced Visibility

INFLUENCER MARKETING

TAP INTO OUR FOODIE FOLLOWING

Penetrate the noise by serving up your brand to those who are most hungry for it. We have the attention and trust of your ideal customer.

When you align with us, our credibility becomes **your** credibility.

Leveraging our Foodie Influencer clout to boost visibility and drive new restaurant business is our bread and butter. As a local restaurant, we know your establishment is of inherent interest to the audience we've spent years cultivating. We also know customers eat first with their eyes, so we use multimedia to seal the deal. Learning more about you through our videos, photo-rich features, and firsthand reviews is key to getting them through your door.

Our customized **Influencer Marketing & Restaurant Review Packages** combine our well-earned credibility with the power and promotion of our own digital marketing channels. By seamlessly integrating your brand into our content, we promote your establishment in a way that feels organic, engaging, and anything but canned to our loyal audience of locals and seasonal visitors alike.

Our vote of confidence in your establishment goes a long way.

Professional Food Blogger Influence | Hyperlocal Reach | Authentic Interest & Engagement | Multichannel Packages Tailored for You



MEET THOMAS MILLER SAVOURUS PRESIDENT & CEO

a.k.a. The Treasure Coast Foodie | Host & Producer of Holy Grail Eats
Google Maps Level 8 Local Guide: 100 million photo views and growing!



My Treasure Coast foodie following is over 125,000 strong, and my curated dining events are among the area's most sought-after culinary experiences. As a professional food blogger, I've reviewed 300+ restaurants over the past decade, but what I'm most passionate about is supporting our community's mom-and-pops and one-of-a-kind eateries."



Tens of thousands of hungry visitors devour food stories, articles, reviews and photos each month on my Treasure Coast Foodie lifestyle website.

treasurecoastfoodie.com

A FULL CONTINUUM OF RESTAURANT PROMOTION SERVICES

WE'VE GOT YOU COVERED COMPREHENSIVELY

SOCIAL MEDIA PACKAGES

TEASER POSTS & SOCIAL MEDIA MANAGEMENT

From strategically crafted influencer posts on our **Treasure Coast Foodie** social media outlets about your restaurant, cuisine and overall experience, to skilled "ghost written" content creation for use on your own socials, our packages are designed to amplify your social voice in a fresh, active, engaging and approachable way to boost brand awareness and help you stay top-of-mind for hungry local consumers.

RESTAURANT REVIEWS

WORD-OF-MOUTH GONE VIRAL

Our Restaurant Review Packages combine our credibility with the reach and power of our digital marketing channels. By seamlessly integrating your brand into our content, we promote your establishment in a way that feels organic, engaging, and anything but canned to our loyal audience of locals and seasonal visitors alike. Our heartfelt, photo-rich personal testimonies wield the power of word-of-mouth, but on a far greater scale.

CHEF'S TABLE OR WINE DINNER

PREMIUM DINING EXPERIENCES

Indulge guests in an unforgettable dining experience that will keep them talking and setting your word-of-mouth referrals ablaze. You provide the venue and the food and we'll handle the rest, ensuring maximum exposure for your event.

DIGITAL ADVERTISING

BANNER & DISPLAY AD PACKAGES

In today's digitally driven world, the importance of incorporating online advertising into restaurant marketing strategies cannot be overstated. With consumers now turning to online platforms to discover dining options, make reservations and order food, restaurants need to establish a strong digital presence to remain competitive and relevant. Digital advertising offers restaurants unparalleled opportunities to connect with their target audience to drive engagement, traffic and sales.

FOODIE MEETUPS

PREARRANGED GROUP VISITS & OPEN HOUSES

We'll coordinate an on-site gathering for food enthusiasts to sample a few of your dishes in the company of like-minded locals at your restaurant. Reservation tickets are promoted and sold through our website and social media to control the number of attendees, impart a sense of urgency and exclusivity, and help you to anticipate the headcount. We ask that you provide our guests with a discounted prix-fixe food & drink menu that has a nice variety of dishes & beverages to choose from. These events are in high demand and tend to sell out within a few days, if not hours.

FOOD CHALLENGES

STAND OUT WITH A FUN & UNEXPECTED LOCAL EVENT

Become the talk of the town by doing something completely different! Take your restaurant to the next level with an exhilarating Food Challenge. We'll strategize with you to plan a unique, attention-worthy event that's a perfect fit for your restaurant, and take care of all the back-end legwork — including promotion and participant management — both prior to the event and the day-of.

UNDERCOVER FOODIE

DISCREET SECRET DINER INTEL

Take an objective step toward better understanding your guest experience. Our Undercover Foodie team will provide you with transparent feedback and keen insights into service to allow you to better grasp, enhance, or fine-tune your operations. A common misconception is that "something needs to be wrong" to utilize this service. Obtaining a neutral baseline of your establishment's overall performance will help you to avoid crises through proactive quality control. Whether you seek a one-time visit to survey a particular shift or issue, or a custom program with quarterly or monthly check-ups, Undercover Foodie empowers you with the professional support you need to tackle one of the few in-house tasks you simply can't do for yourself.

DIGITAL WELL-BEING REPORT

Pro-Tip: Start Here

■ Demystifying your brand's digital presence for your benefit

We dive deep to prepare you with an objective and comprehensive "state of the state" baseline of your brand's digital representation and online reputation. Familiarizing yourself with the health of your website, online reviews, social media engagement, and other digital assets is one of the biggest and best steps you can take to protect your brand, evaluate your marketing needs, and remain competitive.

EXISTING OR START-UP DIGITAL OPTIMIZATION

■ Once you have a digital roadmap, where do you go from there?

Knowing where to start half the battle. Making it happen is the other half. From website optimization to social media enhancement, we'll get your digital presence in shape to ensure it's a worthy reflection of the brand you've worked so hard to establish.

WEBSITE CREATION, MAINTENANCE & HOSTING

■ Free options, premium sites & innovative features

A professional website is the cornerstone of your digital identity. Right or wrong, customers will form impressions of your quality and credibility through your web presence. Their ability to find you online is vital to your success, and we can help optimize their perceptions and experience.

PHOTOGRAPHY, VIDEOGRAPHY & DRONE

■ Short Form/Social-Media Geared Videos

■ Dynamic Food Photography

■ Aerial Drone Photography, Videography and Footage

GRAPHIC DESIGN & CONTENT CREATION

■ Restaurant Menu Design & Production

■ Branding & Rebranding

■ Logo Design & Celebratory/Holiday Logo Treatments

■ Printed Materials, Special Event Flyers & Digital Graphics

■ Promotional Items & Giveaways

■ Compelling Content Writing, Slogans & Editing

■ Strategy & Campaign Concept Development

ARTICLE WALL PLAQUES

■ Proudly showcase our review of your establishment

All eyes on you! We'll produce an attractive high-quality, floating acrylic plaque of our review for you to display in your reception area.

We understand restaurants.

We engage with dining enthusiasts.

Our specialty programs connect the dots so you don't have to.

SAVOURUS

1275 Highway 1 | Suite 2 – 6088

Vero Beach, Florida 32960

info@savourus.com | 772.242.3557

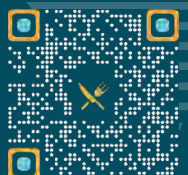
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treasurecoastfoodie.com



holygrail eats.com



Scan to watch me in hot pursuit of the Treasure Coast's "Holy Grail" Dishes!