



CONTENT MARKETING STRATEGY

GIORDANO'S – FAMOUS STUFFED PIZZA

To the passionate or curious diner who's not only looking to eat a pie but to experience it, Giordano's is Chicago's best stuffed pizza. But the story goes deeper than that, tugging at an emotional space somewhere between home, family and familiar. With exuberance, Giordano's inspires us to be an active participant in everything we do, engaging in a life of discovery and experience.

CONTACT(S)

Michael Dean Jr.
Chief Operating Officer
Giordano's – Famous Stuffed Pizza
444 North Michigan Avenue, Suite 1100
Chicago, IL 60611
312-589-3226

MISSION

To encourage trial and ambassadorship by engaging target audience members in conversation around moments made better with pizza.

GOALS

The goals of our content marketing strategy can be summarized as follows:

1. Content supports the position that Giordano's is the brand that makes me think differently about pizza.
2. Brand awareness: content achieves desired reach, engagement and sentiment levels.
3. Content is delivered according to a topical (not always holiday) calendar with a consistent level of quality.

CONTENT EXPERIENCE

Pure entertainment, presented in a high-quality way. [New] customers will not be influenced by the origin story or any competitive claims. They will react to content based on how it makes them feel 1) about themselves and 2) about their purchase decision.

Then comes an invitation into the consideration set.

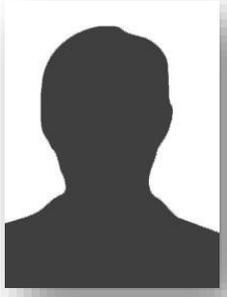
BRAND VOICE

The content [brand] publishes to our network of customers and prospects will be defined by our brand voice. Our voice is:

1. Passionate: we didn't invent stuffed pizza, we just gave it soul and meaning.
2. Playful: we take our pizza very seriously, but ourselves not so much.
3. Premium: highest quality ingredients and the same quality experience wherever you live.

TARGET AUDIENCE FOR CONTENT

Brand prospects fall into two distinct personas to whom we should be directing our content marketing efforts.

PRIMARY – Pizza Aficionados (Core)	SECONDARY – The Social Set (Millennials)
<ul style="list-style-type: none"> • Our diners are middle class, educated with disposable income. • They keep “loyal and local” by frequenting area restaurants. • 69% male, 31% female. • Age: 51% 25-44 years. • Purchase Behavior: 2 pizzas/month. • Habits: watch sports (live and TV), listen to music/attend concerts, exercise, play outdoor sports. • Digital: socially savvy and active. 	<ul style="list-style-type: none"> • Define artisan or craft products as small, independent, high quality and local. • Having been raised under the mantra "follow your dreams" and being told they were special, they tend to be confident. • Are not brand loyal and are highly adventurous. • Connect digitally with friends and companies. • Seek strong value, not always lower cost. • Live an active, healthy and balanced lifestyle. 
PAIN POINTS	PAIN POINTS
<p>They acknowledge that they may have many different restaurants in their repertoire, but would prefer to have a few that are rock-solid, dependable and trusted.</p>	<p>A strong, digital message in targeted media helps this consumer research the brand for him/herself in order to form their own opinion about relevance.</p>
INSIGHT	INSIGHT
<p>A new product message in the right context would be well-received.</p>	<p>Starting a conversation with Giordano’s through non-traditional channels can lead to deeper engagement with long-form copy.</p>

THE STORY

Story is the unique idea that enables you to monetize the subscribed audience that will gather around it¹

Giordano's is your wingman/woman for a stuffed or cheesy life.

THE PROCESS

A way to plan for the continual success of the content marketing strategy.

- ▶ Brand standards and guidelines: more about the quality and consistency than anything else.
- ▶ [Primary] content formatting best practices: links back to resources/posts on giordanos.com where relevant.
- ▶ Content creators and contributors: credible industry players and brand followers.

MEASUREMENT

Reach: increase unique visits/month to giordanos.com by 100% by 9/2018 (DRAFT – for example purposes only).

Engagement: increase page views and [digital] ad performance by 200% by 9/2018 (DRAFT – for example purposes only).

Sentiment: improve social customer service satisfaction by 300% by 9/2018. Use Meltwater to measure a net-positive sentiment during that time (DRAFT – for example purposes only).

AREAS FOR GROWTH

1. Answer the questions: “Who is Giordano’s?” and “Why do I care?”
2. Developing engaging brand content, including what makes Giordano’s different.
3. Metrics, tracking and performance analysis.

¹ Rose, Robert. “The 2017 Content Marketing Framework.” Content Marketing Institute. Web. 27 October 2016.

CONTENT DISTRIBUTION CHANNELS

Content marketing differs from campaign execution in the value it delivers; its lifespan; and its ability to take multiple forms. Examining all possible outlets ensures a consistent experience at all consumer touchpoints.

CHANNEL	AUDIENCE	WHY/WHY NOT	CALL-TO-ACTION
Website	Both	We are using the website as a home base for brand discovery, with all signs pointing to deeper, more engaging content.	Create areas of content discovery with easy-to-use navigation and user journey mapping to help tell the [desired] storyline. Streamline ecommerce shopping cart system. Consider a strategic SEO/SEM campaign and purchasing the promotional URL cheesyorstuffed.com .
Mobile	Both, mainly Social	Mobile is a non-question for Socials who often plan in the moment versus deliberately.	While the mobile site is fully-responsive, make the content a little more navigable with shorter pages, carousel promotional tiles and simplified menus. Consider a companion app or browser extension that overlays on your existing online experience, letting you rate moments as “Cheesy” or “Stuffed” and share with your network.
Events	Both	For Aficionados, scheduled calendar events are more approachable, while Socials appreciate impromptu surprise-and-delights.	Along with a concerted public relations effort, this is an opportunity for community, regional and perhaps national “ah-ha” moments that allows Giordano’s to own moments (and in turn associate with contexts outside dining).

CHANNEL	AUDIENCE	WHY/WHY NOT	CALL-TO-ACTION
Blog	Aficionado	An updated blog has valuable content for an invested audience.	Right now, it looks like there's about a weekly blog posting schedule which is great. Continue to use this for content around food and food occasion but consider expanding lifestyle posts across the geographical footprint.
Visitor Experience	Both	This is the payout on the time invested in discovering the brand at first, and for continued patronage/loyalty.	The team has already been trained in "the cheese pull" moment. Explore additional opportunities to celebrate moments in the restaurant, reinforcing our storyline of being the right companion for those experiences.
Public Relations	Both, mainly Social	We will use public relations to create surprise-and-delight moments in the most unlikely places (which is just the kind of disruption that the Socials need to take notice).	What will it take to own "the cheese pull"? In addition to the current new restaurant opening events, consider community events that are timely and topical, press-worthy and follows the theme. Find natural, relevant reasons to submit press releases to out-of-industry publications like tech and automotive. Always play neutral on politics.
Partnerships	Both, mainly Social	Partnerships inside and outside of the service industry will expose our brand [message] to new audiences in highly engaging and relevant ways.	Outside content curators, local non-paid celebrity endorsement and influencers could be a good addition here. Fannie May is a great, locally-relevant partnership – explore other relationships that expose the brand to overlapping customer bases.

CHANNEL	AUDIENCE	WHY/WHY NOT	CALL-TO-ACTION
Email	Both, mainly Aficionados	Email can come across as promotional and in-your-face, which turns Socials away.	Balance promotional/discount messaging (which is a reality of this industry) with storytelling content that supports the theme and serves as a compass to a richer experience.
Loyalty	Both	*Evaluate the investment vs. return on a complete loyalty solution with rewards and POS integration*	G-Club is not really a loyalty program – it’s a newsletter with promotions and discounts. Other restaurant brands are experimenting with various forms of loyalty execution and have found the investment and liability too great to execute well/over the long-term.
Promotions	Both	Promotions can create seasonal or other relevance that draws quick-hit traffic to the restaurants.	Brands, such as Maker’s Mark in the whisky category, have actually grown more quickly than competitors without deep discounting. They are differentiating based on story, packaging, and clever advertising versus price (mid-tier bourbon category).
Sponsorships	Both	This is especially helpful when trying to establish the brand quickly in a new market.	The spirit of owned events and public relations activities, only co-executed with a relevant partner. A great way to create additional contexts for the brand story to be told to a new audience.
Facebook Twitter YouTube Instagram	Both, mainly Social	Our audience is very socially-minded! While our “moments” are being experienced in the real world, social sharing will create additional awareness and ambassadorship.	Social can be a primary customer service channel in addition to sharing “cheesy” or “stuffed” moments. Consider contests like the #hereholdmypizza challenge nationwide (but consider “Omaha” example).

CHANNEL	AUDIENCE	WHY/WHY NOT	CALL-TO-ACTION
LinkedIn	Both, mainly Socials	Once you've experienced Giordano's, you'll want to be a part of the team.	Use the LinkedIn company page to highlight internal AND external themed content.
Google+ Vimeo Flickr Pinterest Foursquare Quora Tumblr StumbleUpon Slideshare	At this time, focusing on the above social media networks will give us the greatest return on time and investment.		
Team Member	Internal	It is important to spend time "marketing" the brand to our internal audiences, both established and new to the team.	Establish or clarify internal communications and input/feedback channels, both at the headquarters and between headquarters and the restaurants. Make a concerted effort to involve everyone in the marketing process and end-result, growing ambassadorship of concepts and campaigns before communication with the customer. Have some fun! Show the outside world what it's like on the inside, keeping in-theme with a "stuffed or cheesy" workplace.