

Fotato Food Delivery App

Content Strategy

Restaurant Onboarding Campaign

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OBJECTIVE	CORE MESSAGING	DIGITAL MARKETING STRATEGY	CONTENT CREATION PLAN	TACTICAL SUGGESTIONS	KPIs TO MEASURE SUCCESS	CREATIVES
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1. OBJECTIVE

- To onboard restaurants in Hyderabad to the Fotato platform by communicating the benefits of its **flat 20% markup** (versus higher fees from Zomato and Swiggy) and **automated onboarding process**, while building Fotato's brand identity.

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2. CORE MESSAGING

- Cost Advantage
- Ease of Onboarding
- Value Proposition
- Positioning against Competitors

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2.1 Cost Advantage

- **"Why pay 30–40% when you can pay only 20%?"**
Highlight the financial benefits to restaurant owners
(no onboarding or platform fees + lower markup = higher profits).
- **Examples:**
"Your food doesn't have to be expensive to cover delivery costs anymore!"
"With Fotato, more savings mean more investment in quality food!"

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2.2 Ease of Onboarding

- Showcase the automated signup process.

“Sign up, upload your menu, and start receiving orders—it's that simple.”

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2.3 Value Proposition

- Emphasize that Fotato helps restaurants maintain competitive pricing for their customers.

“Save on food delivery app fees, keep your customers happy.”

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2.4 Positioning against Competitors

- Comparisons with Zomato/Swiggy:

“Your customers love your food; why let delivery app fees take a bigger bite?”

- Humor-led storytelling to convey reliability and savings.

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3. DIGITAL MARKETING STRATEGY

- Targeted Ad Campaigns
- Social Media Engagement
- Influencer Collaborations
- Email Outreach Campaign

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3.1 Targeted Ad Campaigns

- **Platforms:** Instagram, Facebook, LinkedIn (for professional restaurateurs), and Google Ads.
Ad Formats: Carousel ads showing the cost breakdown comparison.
- Short, engaging videos targeting restaurant owners (Telugu/Urdu & English).
- Example Ad Copy:
"List your restaurant on Fotato. No onboarding fees, no hidden costs—just flat 20%. Say goodbye to high commissions and hello to more profits!"

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3.2 Social Media Engagement

- Create posts around restaurant success stories, explaining how switching to Fotato benefits their bottom line.

Themes for posts:

“What restaurants save with Fotato.”

“From onboarding to first delivery in just hours!”

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3.3 Influencer Collaborations

- Partner with food bloggers and micro-influencers (1,000–10,000 followers) in Hyderabad to promote Fotato to restaurant owners.
- Focus on creators who specialize in B2B or small business growth content.

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3.4 Email Outreach Campaign

- Curate a database of 100+ restaurants already listed on Zomato and Swiggy.
- Send them a compelling email highlighting:
 - The cost benefits of listing on Fotato.
 - Success stories/testimonials from early adopters.
- *Subject Line:*

“Cut your food delivery platform costs by 20%—Join Fotato!”

OBJECTIVE

CORE
MESSAGING

DIGITAL MARKETING
STRATEGY

CONTENT
CREATION PLAN

TACTICAL
SUGGESTIONS

KPIs TO MEASURE
SUCCESS

CREATIVES

4. CONTENT CREATION PLAN

- Video Scripts
- Social Media Posts
- Content Calendar

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4.1 Video Scripts

- **Tone:** Fun, local, and relatable (mix of Telugu, Urdu, and English).

Example Ideas: Delivery partners described as Hyderabad heroes navigating the F1-like streets to deliver “fatafat.”

- Skits highlighting the simplicity of onboarding (***“Set it and forget it—list your restaurant on Fotato!”***).

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4.2 Social Media Posts

- Meme-style posts comparing costs between platforms.

Examples:

“Water on the ground: ₹10. Water on a plane: ₹100.

Your food on Fotato: ₹10. Your food on other apps: ₹100.”

“Your food deserves to shine—don’t let high fees dim the light!”

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4.3 Content Calendar

- **Festive Posts:** Leverage local holidays and cultural moments for engagement (e.g., Sankranti, Easter, Ramzan, Diwali, Christmas).
- **Weekly Themes:**
 - Mondays: *Why Restaurants Love Fotato* (Cost-focused).
 - Wednesdays: *How Fotato Works* (Ease of onboarding).
 - Fridays: Fun content with delivery heroes or foodie posts.

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5. TACTICAL SUGGESTIONS

- Localized Content
- Promotional Flyer for Restaurants
- Restaurant Networking Events
- Tracking and Optimization

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5.1 Localized Content

- Work with local production teams to create entertaining and culturally relevant videos for Hyderabad (both short videos and reels).
- Include regional humor and slang to connect with restaurant owners.

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5.2 Promotional Flyer for Restaurants

- Create digital flyers for WhatsApp distribution to restaurant owner groups.
- Include:

“Switch to profits with Fotato

Hyderabad’s fastest growing food delivery app.

No onboarding or platform fees, only flat 20% markup!”

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5.3 Restaurant Networking Events

- Host a virtual webinar or Q&A with Paul to explain Fotato's benefits directly to restaurateurs.

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5.4 Tracking & Optimization

- Use Facebook Pixel and Google Analytics to track ad performance.
- Identify high-converting creatives and refine further.

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6. KPIs TO MEASURE SUCCESS

- Number of restaurants onboarded within 30–90 days.
- Engagement rates on digital ads (CTR, likes, shares).
- ROI from influencer campaigns (signups traced to specific posts).
- Cost per acquisition (CPA) for each restaurant onboarded.

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7. CREATIVES

- Social
- Video Scripts
- Ad Copy

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7.1 Social Media Content

Social Media Carousel Post: *Cost Comparison with Zomato/Swiggy*

- **Slide 1:**
 - Headline: *"Delivery Apps Eating Into Your Profits?"*
 - Visual: A pie chart showing "Commissions: 40%" in red for Zomato/Swiggy.
- **Slide 2:**
 - Headline: *"Switch to Fotato—Only 20% Markup!"*
 - Visual: A smaller pie chart with "Commissions: 20%" in green.
- **Slide 3:**
 - Headline: *"More Savings, More Growth!"*
 - Visual: A happy restaurant owner holding a Fotato logo card with money stacks growing around him.

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7.1 Social Media Content

Instagram Meme Post

- Text Overlay:
 - *“Water on Ground: ₹10. Water in Air: ₹100.
Your Menu on Other Apps: ₹100. Your Menu on Fotato: ₹10.”*
- Caption:
 - *“Your food deserves fair pricing. Say goodbye to inflated menu costs and hello to Fotato’s flat 20% markup. Onboard today!”*

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7.1 Social Media Content

Flyer for WhatsApp Distribution

- **Headline:**
 - *“More Food, Less Fees—Why Restaurants Choose Fotato!”*
- **Subhead:**
 - *“Only 20% Markup | No Onboarding Fee | No Platform Fee.”*
- **Key Features:**
 - Automated onboarding in minutes.
 - Retain your profits and customers.
- **Call to Action:**
 - *“Sign up now and let your menu do the talking!”*

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7.2 Video Scripts

Video 1: "Hyderabadi F1 Circuit"

- **Duration:** 30 seconds
- **Concept:** Show how Fotato's delivery partners navigate Hyderabad to bring "fatafat" service.

- **Script:**

[Opening shot: Busy streets of Hyderabad with bikes zipping through traffic.]

Voiceover: "Hyderabad's streets are like an F1 circuit—fast, intense, and unpredictable."

1. *[Fotato Delivery partner riding smoothly, avoiding traffic jams.]*

Voiceover: "But with Fotato, our heroes conquer the circuit to deliver 'fatafat' service."

2. *[Cut to restaurant owner receiving an order delivered notification on their phone.]*

Voiceover: "All this, while keeping your profits intact—just a flat 20% markup."

3. *[Closing frame: Fotato logo with text: "Sign up now and race ahead!"]*

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7.2 Video Scripts

Video 2: "No More Menu Inflation"

- **Duration:** 15 seconds
- **Concept:** Use humour to highlight how other apps inflate menu prices.
- **Script:**
 1. *[Scene 1: A customer orders a ₹10 samosa but receives a bill for ₹100.]*
On-screen Text: "Other Apps: Inflation Eating Your Profits!"
 2. *[Scene 2: Same customer orders the same samosa via Fotato, paying ₹10.]*
On-screen Text: "Fotato: Flat 20% Markup—No Surprises!"
 3. *[Closing Frame: "Save more. Serve more. Sign up now on Fotato!"]*

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7.2 Video Scripts

Video 3: "The Simple Onboarding Process"

- **Duration:** 45 seconds
- **Concept:** Walk through Fotato's onboarding process in a fun, engaging way.
- **Script:**
 1. *[Opening shot: Restaurant owner looks stressed with a pile of paperwork.]*
Voiceover: "Other platforms make you jump through hoops to onboard."
 2. *[Cut to the same owner clicking on the Fotato app.]*
Voiceover: "Fotato makes it simple—sign up, upload your menu, and you're live!"
 3. *[Screen recording of the app's onboarding interface with steps being completed.]*
 4. *[Closing frame: Happy restaurant owner receiving multiple order notifications.]*
Voiceover: "Sign up on Fotato today—zero stress, 100% profits!"

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7.3 Ad Copy

Google Search Ads

- **Headline 1:** *"Your Restaurant on Fotato!"*

Headline 2: *"Flat 20% Markup—No other Fees."*

Description:

"Say goodbye to high commissions and inflated costs. List your restaurant on Fotato and keep your customers happy. Sign up today!"

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7.3 Ad Copy

Instagram Story Ad

- **Text:**
 - *Stir up your Restaurant's Profits with Fotato*
 - *"Flat 20% Markup | No Fees | Easiest Onboarding."*
- **CTA:**
 - *"Swipe Up to Join!"*
- **Visual:** Screen recording of the app showing how to sign up.

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7.3 Ad Copy

Facebook Ad

- **Visual:** A split-screen comparison of two restaurant owners.
- Owner 1: Angry, looking at his profit margins on Zomato/Swiggy.
- Owner 2: Relaxed, receiving order notifications on Fotato.
- **Copy:**
"Why pay more? Fotato charges just a flat 20% markup. List your restaurant today and save big!"
- **CTA:** *"Sign Up Now!"*

THANK YOU