



Voice of the Restaurant Industry™



FOHBOH connects the foodservice industry gives it a **voice** while offering our members access to the deepest **foodservice industry** collective **Intelligence** in the world to **enable** and **empower** foodservice professionals to **interact engage** and **collaborate** online **sharing ideas** and **best practices** that ultimately contribute to the **success** of their businesses to provide a **powerful** platform for valuable **industry-centric** **Social CRM** services **Dedicated Channels** and **workforce** products and dynamic **inFOH** services filling the **gap** between **technology** and the **foodservice** industry to be the definitive real-time **restaurant social media** company offering **consumer sentiment** information for the foodservice industry using **fohbuzz** to **build relationships** between **manufacturers** and **operators** optimize partnerships host the foodservice social operating system for a **global industry** and have **fun at FohBoh** while bringing value to **the restaurant community as its collective voice**

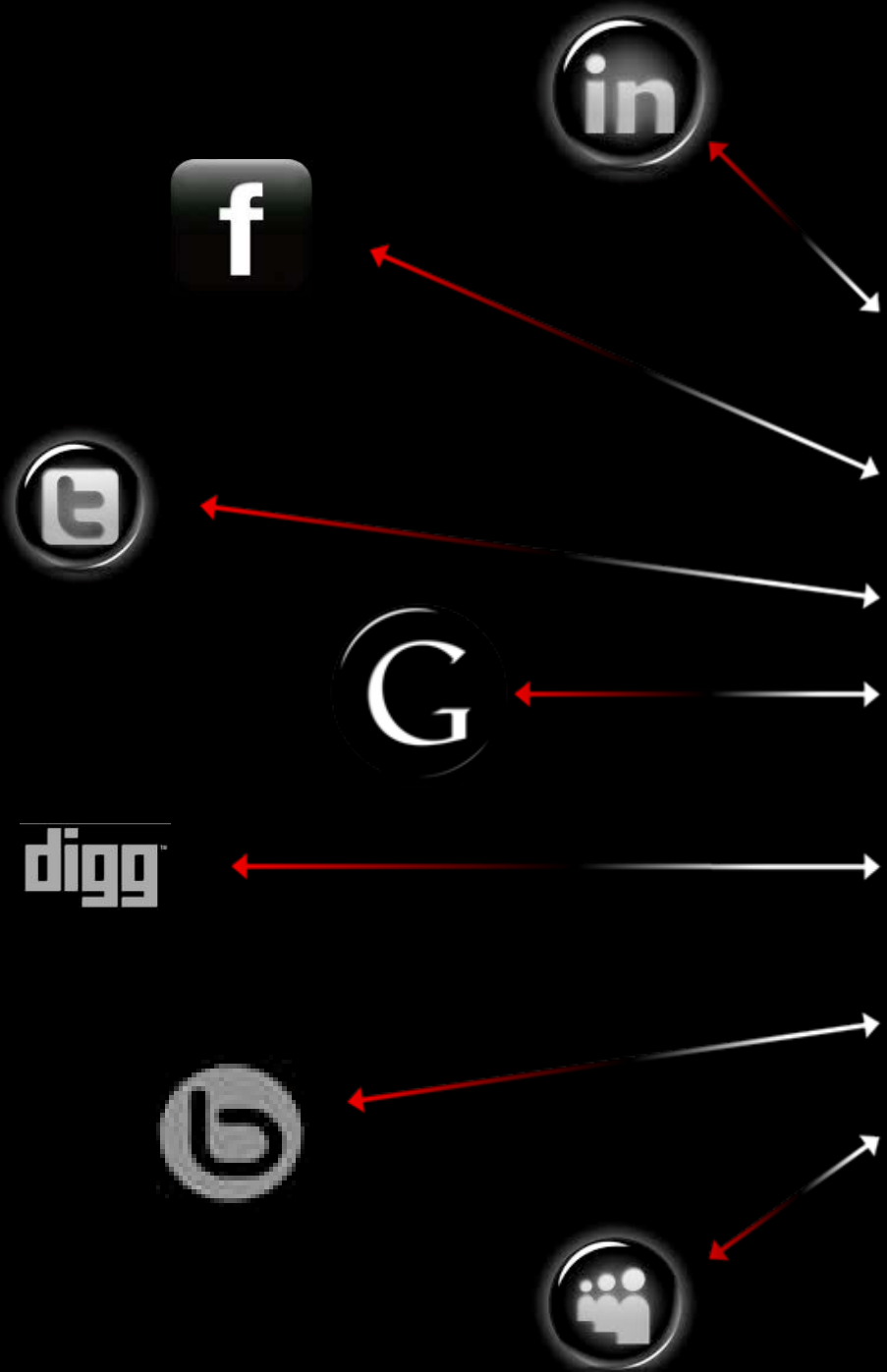
Synergy

- > The FohBoh community is the social operating system for the \$1.2 trillion foodservice industry.
- > Offering industry stakeholders a center navigation point for collaboration and connection.
- > Delivers relevant and contextual collective intelligence to a global industry.



- > Offers SaaS solutions to increase customer retention and engagement.
- > Creates an environment to optimize business partnerships.
- > Offers a way to level the playing field for all operators.
- > Facilitates customer engagement and brand loyalty to drives sales.





The screenshot shows the FohBoh website homepage. At the top, the logo 'FohBoh' is displayed with the tagline 'The Restaurant Community'. To the right, there is a 'FohBuzz Restaurant Brand Monitoring' section with a '\$99' price tag. Below the header, a navigation menu includes 'Home', 'Services', 'Business Center', 'Blog & Discussions', 'Communities', 'Jobs', 'Video', and 'Events'. The main content area features a 'Welcome to FohBoh!' banner with the tagline 'The Voice Of The Restaurant Industry'. Below the banner, there are three columns: 'FOHBOHISTS' with a featured article, 'WHAT'S COOKING' with a list of articles, and 'MEMBERS' with a grid of member profiles. A 'MEMBERS ACTIVITY' section is also visible. At the bottom, there is a footer with copyright information and links for 'About FohBoh', 'Advertise', 'Community Guidelines', 'FAQ', 'Partners', 'Press', 'Privacy Policy', 'Terms of Service', and 'Contact Us'.

A dark, reflective area at the bottom of the page, mirroring the content above. It features a large, stylized 'F' logo in the bottom right corner. The background is dark with some faint, illegible text and icons, suggesting a reflection of the website's content.

Reaching millions of foodservice industry
professionals worldwide...



Making restaurants smarter
more successful and profitable.

Using the Social Web



Restaurant Social Media



Going beyond the basics



It's what we already do!

Listen

Connect

Communicate

Collaborate

Participate

Share

Giving up control

Engage

Build relationships



Social Media Landscape

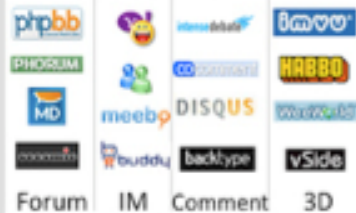
Expressing

Publication



Blog Wiki Microblog News Livecast

Discussion



Forum IM Comment 3D

Aggregation



Networking

Search



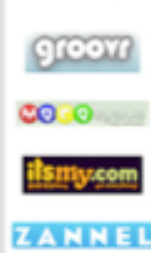
Niche



BtoB



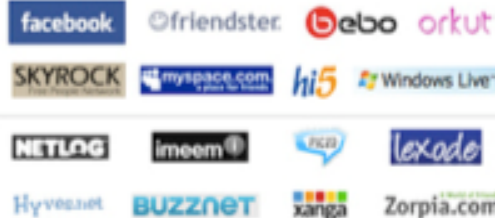
Mobile



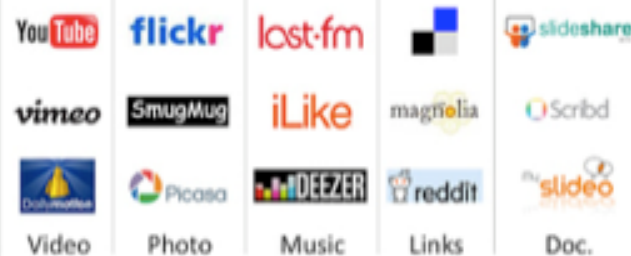
Tools



Social Platforms

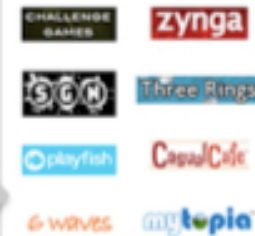


Content



Video Photo Music Links Doc.

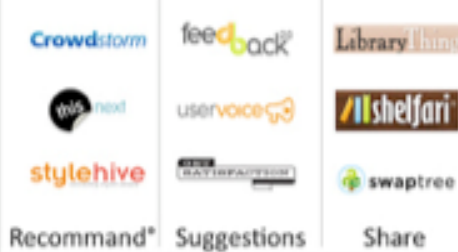
Social Games



Casual Games



Product



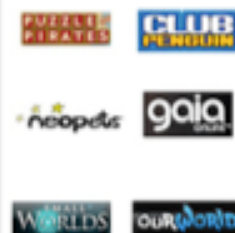
Recommend* Suggestions Share

Place

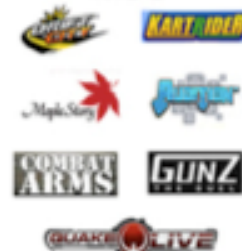


Addresses Events Trip

Casual MMO



MOG



MMORPG



Sharing

Gaming

What you should know



“...If you’re not on a social networking site, you’re not on the Internet.”

- IAB 2008



In 2010, more than **four out of five** online Americans **are active** in either creating, participating in, or reading some form of **social content** on **social networking sites** at least 6 hours a month.



People Consume Media Differently

- Mobile is growing
 - Social SMS is enhancing email marketing
 - Social games are easy and fast growing
 - Mobile social networks – Four Square, Brightkite, Gowalla, Boo Yah (mytown)
- TV usage is dropping, as time spent on the Internet increases
- Publishing is changed: iPad, Kindle, Nook, Sony Reader, trade pubs
- Word of mouth has gone viral



Who's online

- The average American consumes almost 12 hours of information per day
- Getting older, with the 35+ age demographic being the fastest growing
 - People aged 30-39 are most likely to be using social media marketing
 - 45% spending 10+ hours per week online
- Vocal influencers rule but, they can become your advocates



Why You Should Care



Communities are the driving force
for innovation.



...and brands [restaurants] must cater
to the communities.



The result is a power shift to the
connected customer.



Restaurant operators must focus on their most vocal advocates and learn to rely and trust them more than ever.

Finding Influencers is measurable and a key success factor.



Reputation Management

“...not everything that can be counted counts, and not everything that counts can be counted.”

- Albert Einstein



Social Media Monitoring

1. The point of need
2. The influencer
3. The crowd
4. The competitors
5. The crisis
6. The campaign effect
7. The inquiry/question
8. The customer
problem
9. The complaint
10. The compliment



Real time online restaurant brand
reputation management is not a
nice to have.

it's a must have!



The Future of the Social Web

- Brands are connecting with consumers
- Privacy is a big concern, Duh!
- Social networks are replacing email
- Social operating systems are the base of operations for online experiences
- Social networks are becoming more powerful than corporate websites and CRM systems



What We See



Online spending is 30-50% of total marketing budgets, with 75% going to:

1. Social network communication
2. Online brand monitoring | measurement
3. Customer engagement & retention
4. Optimizing business partner relationships
5. Employee retention and online training





Restaurant Social Media

PANEL DISCUSSION



Panel Discussion

- Social media strategy
- Tactical execution
- Creative application
- Messaging – Push and pull
- Measurement
- Challenges
- Tools
- Time commitment and resources
- Success stories
- Q&A



Lisa and Robin



PANEL DISCUSSION



Social Media Strategy



FohBoh Social Media Methodology

