

Quantity AND Quality: Creating Brand Content on a Budget

Mallorie Rosenbluth
Head of Social Media, Grubhub and Seamless



Grubhub... AND Seamless?

MMM

Just the facts

- 75,000 restaurants
- 1,200 cities nationwide
- 9 million diners

What exactly we do



The where

Browse menus from your favorite local restaurants.



The what

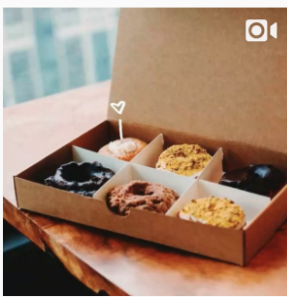
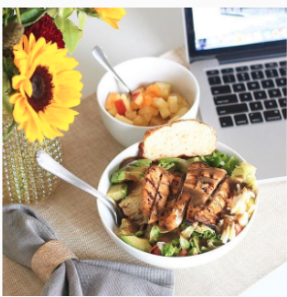
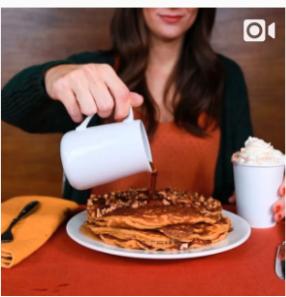
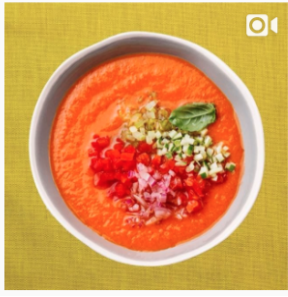
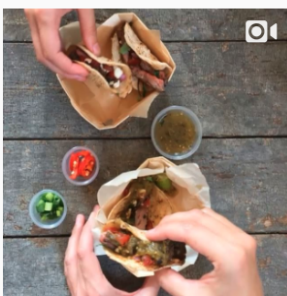
Select what you want to eat. Submit your order.



The delivery

Get the door and enjoy your food!


We also share awesome content



Across channels

Grubhub
5 hrs · 🌐

PSA: These October food trends may get you hungry.



10 Trending Dishes For October

No doubt about it, we are headed into the fall season at full speed. We took a look at the foods trending this month to get some ideas for what to order as the leaves begin to change. Check them out!

Like Comment Share

Nick Deyo and 8 others Top Comments

2 Shares

Write a comment...

View all 4 comments

Grubhub
8 hrs · 🌐

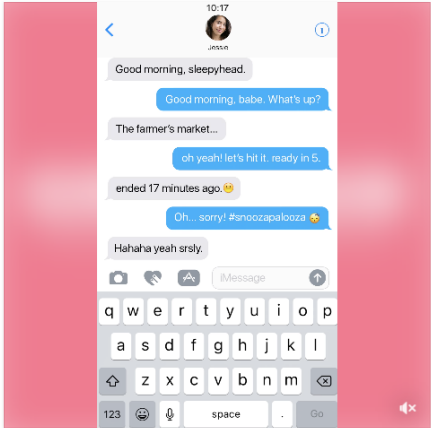
Deep fried pizza: yay or nay?



7 Crazy Pizza Flavors You Must Try

Grubhub
September 1 · 🌐

Snoozapalooza? No worries, Sleepyhead.



144K Views

Like Comment Share

👍👍👍 190 Top Comments

19 Shares

Seamless
October 12 at 5:40pm · 🌐

We're hooking up one lucky Seamless user with their very own Eaters of New York illustration AND a \$100 eGift Card! Just snap your best NYC-inspired food shot and post to Instagram using #HowNewYorkEatsContest for a chance to win. Full details: bit.ly/2xw4vMv



#HowNewYorkEatsContest Snap your best NYC pic

Like Comment Share

14 Top Comments


1 Share

Write a comment...

View 1 comment

Seamless
September 13 · 🌐


Say 🍕 to Seamless Pickup! Ditch delivery fees and get your food faster. <http://bit.ly/2eQNGA9>



Or, you could pick up your lunch today.

Seamless
September 12 · 🌐


Ordering a pizza topped your way is like a choose-your-own-adventure, like when your friend invites you to Brooklyn but the L train is down. #GoodLuck #HowNewYorkEats



@thecakedealer @peachonics

All types of content

Grubhub @Grubhub · 5h
Very important quiz time: Are you a hot dog or 🍔 ?



Are You A Hot Dog Or A Hambur...
Take the quiz to find out if you're a hot dog or a hamburger.
grubhub.com

1 4

Grubhub @Grubhub · 8h
Replying to @Valerianess
Now you can get what you really want. 😊

1 1

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Replying to @volition_vx
No time like the present! 😊

1

Grubhub @Grubhub · 10h
Replying to @lilkv_ @babysydddd
Oh yeah it is. 😊

1

Grubhub @Grubhub · 10h
Replying to @2shizzles
We don't disagree. 😊

1

Grubhub @Grubhub · 10h
Replying to @ughmarlene
👏👏👏

1

Grubhub @Grubhub · 10h
Replying to @cyberjok @stinkbug
The possibilities are endless.



GIF

1

Grubhub @Grubhub · Oct 13
Does cilantro taste like soap?

24% Yes

76% No

563 votes • Final results

6 1 1

Grubhub @Grubhub · Oct 13
Replying to @queeneulalia
That's beautiful. 😊

1

Grubhub @Grubhub · Oct 13
It's #TreatYourselfDay and you know what that means!?



GIF

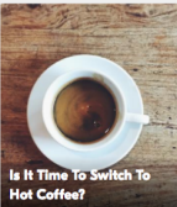
7 13

Including owned content

7 Reasons To Get Excited For Fall Food Delivery

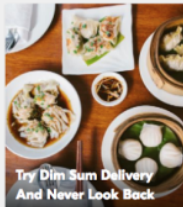
We don't know about you but fall is our favorite season.

[Read more](#)



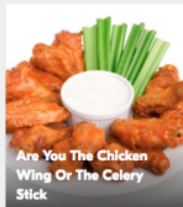
Is It Time To Switch To Hot Coffee?

Is it time for you to make the switch from iced coffee drinks to hot? Find out.



Try Dim Sum Delivery And Never Look Back

We're going to lay out some key dim sum menu items that you can order for delivery.



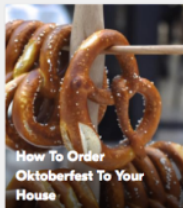
Are You The Chicken Wing Or The Celery Stick

So which are you? Take the quiz.



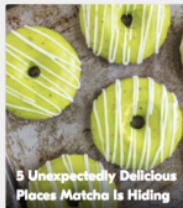
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According to our data, these are going to be the most popular orders this month.



How To Order Oktoberfest To Your House

It is as easy as placing a delivery order to get in on the Oktoberfest fun. Prost!



5 Unexpectedly Delicious Places Matcha Is Hiding

Matcha is now infused into some of your favorite drinks and pastries.



Why the content game? (Start tweeting...)

- **Two-thirds** of consumers say the information provided by content marketing helps them **make better purchase decisions**
- More than **half of people** say they are **more willing to buy** another product from a company that provides them with content marketing
- **'Interesting content'** is cited as one of the top 3 reasons people **follow** brands on social media

In a nutshell...



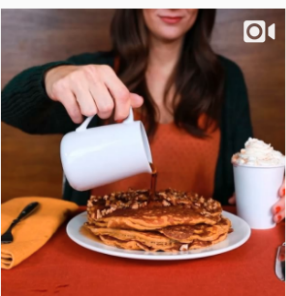
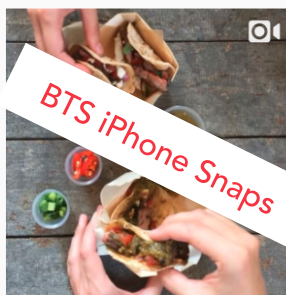
**“CONTENT MARKETING IS ALL
THE MARKETING THAT’S LEFT”**

- Seth Godin -

But...



It doesn't have to be expensive!



Play to the platform

Grubhub
5 hrs · 🌐

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ASSETS TO DRIVE TRAFFIC TO OWNED PROPERTIES

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REPURPOSED OUT OF HOME

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14 Top Comments


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USER GENERATED

@thecakedealer @peachonomics

Be present in the feed

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CREATED ON THE FLY

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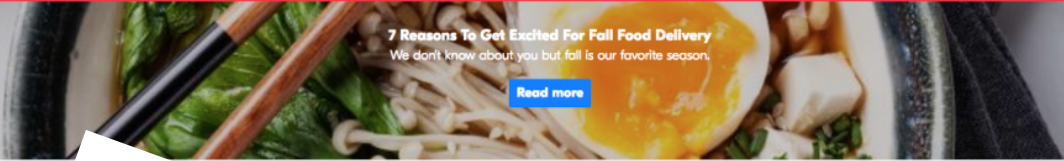
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GIF

7 13

Data-driven, owned content



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[Read more](#)

Developed, created, and socially distributed in-house



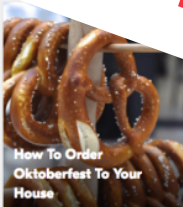
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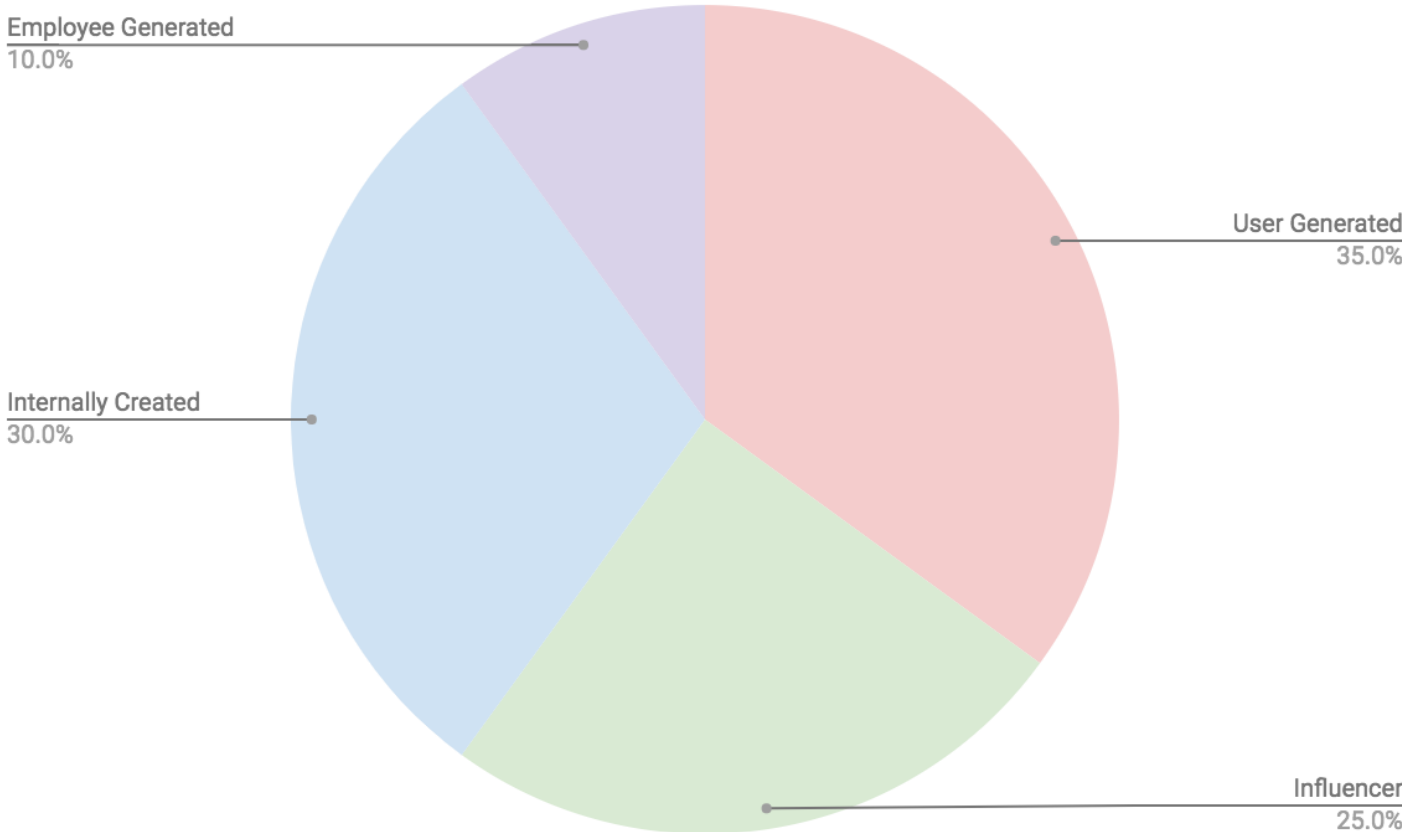


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Our social content mix



How content types drive the funnel: AWARENESS

- Influencer content gets **~450% more engagement** than owned content
- Shared influencer content receives **18% more engagement** vs. other posts



phillyfoodgirl

Follow

phillyfoodgirl Guys! @wawa is now on @grubhub!!! You can pickup or have delivered, which as a single mom on-the-go, came in clutch for me this week before taking my son to PREP. Soup for him (he loves their baked potato cheddar & buttered roll), hoagie for me. My gf turned me on to: honey roasted turkey + pepperjack + spinach + cucumbers + pickles + horseradish sauce + honey mustard 🥰. I don't drink a lot of soda, but I was craving a fountain @cocacola and



319 likes

SEPTEMBER 20

Add a comment...

lumspond Good to know, thanks. I would have opted for soup and buttered bread. Love it.

foodguybry @phillyfoodgirl Just found my next Wawa order! 🙌🥰

Why it works:

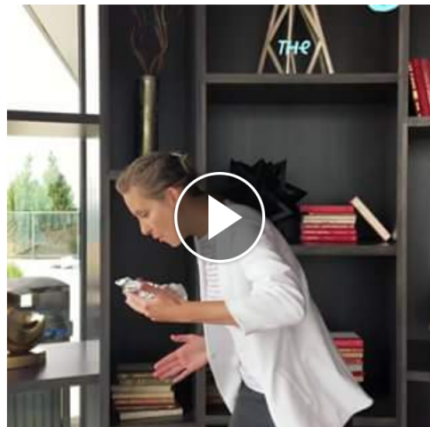
- Community
- Use-case
- Cost
- Scalability



How content types drive the funnel: CONVERSION



Grubhub delivers all kinds of foods. Each one with its own special delivery dance. Get the best local restaurants delivered & put on your dancin' shoes.



Order food for delivery
Order online or with the app
grubhub.com

[Order Now](#)

Shot on iPhones using internal team "talent"

Seamless Sponsored

Never let mealtimes slow you down.

Tip #127: The Seamless Hat Trick

Breakfast

Lunch

Dinner

How to eat like a New Yorker Tip #127 [Learn More](#)

Order breakfast from the bodega.

Pick up your noodle bowl for lunch.

Skip the crowds and get dinner delivered.

20 Likes 562 Comments 311 Shares

Like Comment Share

Repurposed look + feel of Seamless OOH with social specific scenarios

Why go scrappy

- Test iterations
- Fail fast + optimize
- Stay true to the feed



How content types drive the funnel: LOYALTY

Having fun with our community results in the month's **most engaging** organic content



Following

Is a calzone a pizza taco? (We're having a debate and need opinions ASAP)



619 votes · Final results

1:47 PM - 23 Aug 2017

1 Retweet 7 Likes

13 1 7



Twitter Poll Shows That A Calzone Is Not A Pizza Taco

By The Crave Staff

Published on Sep 12, 2017

We took to Twitter to ask an extremely serious question about calzones. Are they pizza tacos... or not? We asked, you answered. The results are in. Scroll down to learn where we landed.

It was just another Wednesday when the gauntlet was thrown...

Grubhub
October 5 at 3:00pm ·

Apparently a calzone isn't a pizza taco. Thoughts?

Grubhub
@Grubhub

Following

Is a calzone a pizza taco? (We're having a debate and need opinions ASAP)

23% Yes
60% No
17% Maybe?

619 votes · Final results

Twitter Poll Shows That A Calzone Is Not A Pizza Taco
We took to Twitter to ask an extremely serious question about calzones. Are they pizza tacos... or not? We asked, you answered. The results are in...
GRUBHUB.COM

Like Comment Share

112 Top Comments

15 Shares

Write a comment...

Seth Beavis a calzone isnt a pizza taco because it's sealed. A Calzone is basically a pizza empanada. when you fold a big floppy slice of NYC style pizza it becomes a pizza taco
Like · Reply · 84 · October 5 at 3:30pm
View previous replies

Grubhub A pizza empanada sounds like something we can get behind.
Like · Reply · 28 · October 5 at 4:46pm
View more replies

The rules of creating content: The 5 S's

- Simple
- Scrappy
- Snackable
- Shareable
- Scalable



THANK YOU

