



MAIN COURSE

HOSPITALITY

PORTFOLIO

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OUR VISION

A global dinner table of business solutions
HAVE A SEAT AT OUR TABLE

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DIGITAL MARKETING: SOCIAL MEDIA

Do you remember a world without likes and followers? We do too. However, the reality of social media proves it is essential for your business; but not in the ways you may think. Anyone can post a photo or #hashtag but, it takes vision with a creative mind to take your product and translate that into a captivating online presence with real conversion rates.



Another day in quarantine,
another live video with Chef...

5.6K views · March 29



SAT, MAY 16, 2020 AT 8:00 PM - 11:00 PM

Summer Night Series with Aura

The Founders Bistro · Naples

Went	Interested	Shares
46	118	24

 **The Founders Bistro** is at **The Founders Bistro**.
February 4 · Naples · 🌐

We're Opening!

That's right we're officially opening our doors on February 21st, 2020. In celebration, we're selecting 100 winners to experience our dishes, cocktails, & wines at our complimentary taste & tour on February 20th!

Enter to be one of the first to change the way you think about food at the founders Market + Bistro.

Click here to enter: <http://bit.ly/FoundersOpeningGiveaway>

#TheFoundersBistro #Naples #FieldToPlate #GrandOpening #JoinUs



the founders.
MARKET + BISTRO

FEAST WITH THE FOUNDERS!

ENTER TO BE ONE OF THE FIRST TO EXPERIENCE OUR DISHES, COCKTAILS, & WINES BEFORE WE OFFICIALLY OPEN OUR DOORS

100 WINNERS SELECTED ON FEBRUARY 17
TO DINE WITH US ON FEBRUARY 20



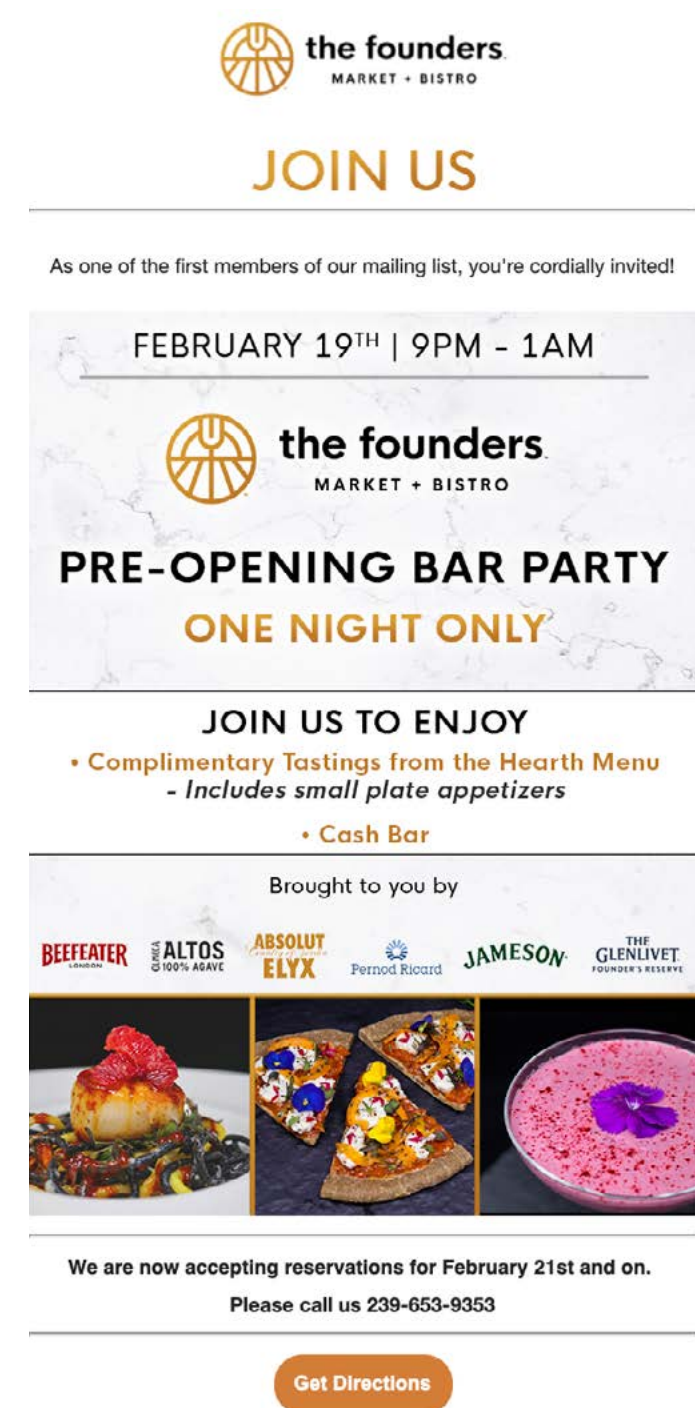
The Founders Bistro
Restaurant

Sign Up

👍👍👍 You and 188 others

30 Comments 22 Shares

DIGITAL MARKETING: EMAIL MARKETING



DIGITAL MARKETING: REPUTATION MANAGEMENT

"It takes twenty years to build a reputation and five minutes to ruin it," Warren Buffet.

Warren was right, but, their interpretation of your reputation is only as good as your response. Our team is trained to spot the reviews and respond accordingly. Every platform is delicately monitored for comments, feedback, tags, and even those DM's, we do that too.

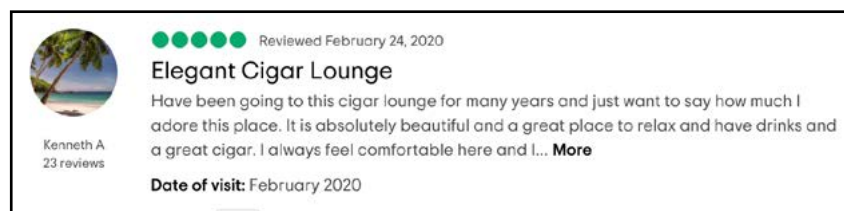
INSTAGRAM



FACEBOOK



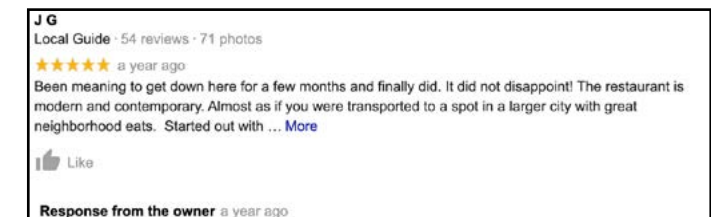
TRIP ADVISOR



YELP



GOOGLE



ADVERTISING: TRADITIONAL

PRINT ADS: FULL, HALF, AND QUARTER PAGE



SIZZLE
RESTAURANT WEEK
IS HERE!
May 30th - June 12th

SUPPORT THESE PARTICIPATING RESTAURANTS

OVER 60 SWFL RESTAURANTS OFFERING 3 COURSE PRIX FIXE MENUS STARTING AT JUST \$26 or \$36

- 7th Avenue Social
- Agave
- Angelina's Ristorante
- Artisan Eatery
- AZN Asian Cuisine
- Baken at LaPlays
- Barbatella
- BiCE
- Bayside Seafood Grill & Bar
- Bhal Bhal Persian Bistro
- Bleu Provence
- Blue Pointe Oyster
- Bricktop's
- Caffè Milano
- Campiello
- Chez Guy Parisian Bistro
- C.J.'s on the Bay
- Coast at Edgewater Beach Hotel
- Cooper's Hawk Winery
- Cote D'Azur
- D'Amico & Sons
- Dorona Steakhouse
- Gather
- Inca's Kitchen
- Island Gypsy - Isles of Capri
- Island Gypsy - Park Shore Resort
- KC American Bistro - Estero
- KC American Bistro - Naples
- La Trattoria
- Lamoraga
- L'Auberge
- M Waterfront Grille
- Marco Prime
- Maria's Pizzeria & Restaurant
- Martin Fierro Argentinean Steakhouse
- Mediterraneo
- Ocean Prime
- Osteria Tulla
- Real Seafood
- Ridgway Bar & Grill
- Ristorante Ciao
- Roy's Hawaiian
- Ruth's Chris Steak House
- Sails Restaurant
- Sea Salt
- Seasons 52
- Shula's Steak House
- South Fork Grille
- Tarpon Bay - Hyatt Coconut Point
- Tartine & Tartlette
- Ted's Montana Grill
- The Bevy
- The Boathouse on Naples Bay
- The Capital Grille
- The Catch of the Pelican Naples Grande
- The Claw Bar - Bellasera Resort
- The Continental
- The French
- The Hampton Social
- The Local
- The Melting Pot
- The Oyster Society
- The Warehouse
- Timeless - An M&K Eatery
- T.Michaels Steak & Lobster
- Tommy Bahama
- Vergina's
- Veranda E - the Escalante Hotel
- Venue Naples by Crave Culinaire

4 EASY STEPS TO PARTICIPATE

1. Go to our website, pick a city
2. Look through all the menus
3. Make a reservation or just walk in
4. Enjoy!

www.SizzleSWFL.com

#DineWithPurpose
\$1⁰⁰ From Every Meal Sold Goes Towards The Sizzle SWFL FGCU Food & Beverage Scholarship



a chic place to
socialize
in the heart of
naples

THE BEVY



the founders.

JOIN US
We're a new locally owned field-to-plate bistro!

The Founders serves as the liaison between patrons and their food, ensuring excellence in ingredients, preparation and service via a curated culinary experience.

WWW.THEFOUNDERS.MARKET
239-653-9353
7941 AIRPORT-PULLING RD, NAPLES, FL

TELEVISION



Now Offering
Curbside Takeout

RADIO



ON AIR



ALAMO
HUNTER, RIDGE, AND RANGE

SPEC ARMS AR 15

DOOR BUSTERS!

BLACK FRIDAY SALE
NOVEMBER 27th
10AM - 6PM



save september
SWFL 2020
TAKE OUT. DINE IN. GIVE BACK.

SEPTEMBER 8th - OCTOBER 3rd

TAKE OUT. DINE IN. GIVE BACK.

25 DAYS OF 25% OFF

Save September is a month-long food promotion aiming to do three very important things. Save local hospitality from the pitfall known as September, encourage food enthusiasts to save at their favorite local hotspots and give back to our hospitality professionals and other businesses affected by COVID-19.

Marco Island, Naples, Bonita Springs, Estero
Fort Myers, Cape Coral, Sanibel, Captiva

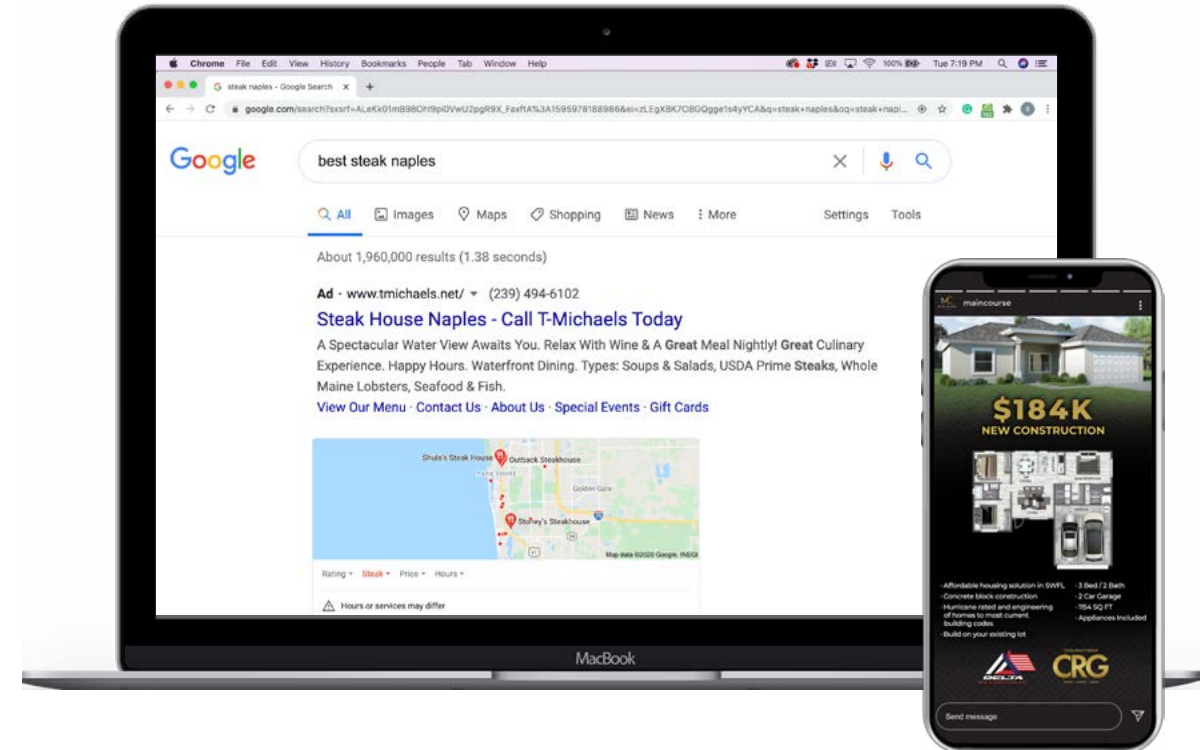
www.SaveSeptember.com

ADVERTISING: DIGITAL

SEARCH ENGINE OPTIMIZATION (SEO)

In its most basic sense, SEO is 'manipulating' search engines so that your website and web pages appear higher in the unpaid (organic/natural) results when a user searches for products & services related to your business.

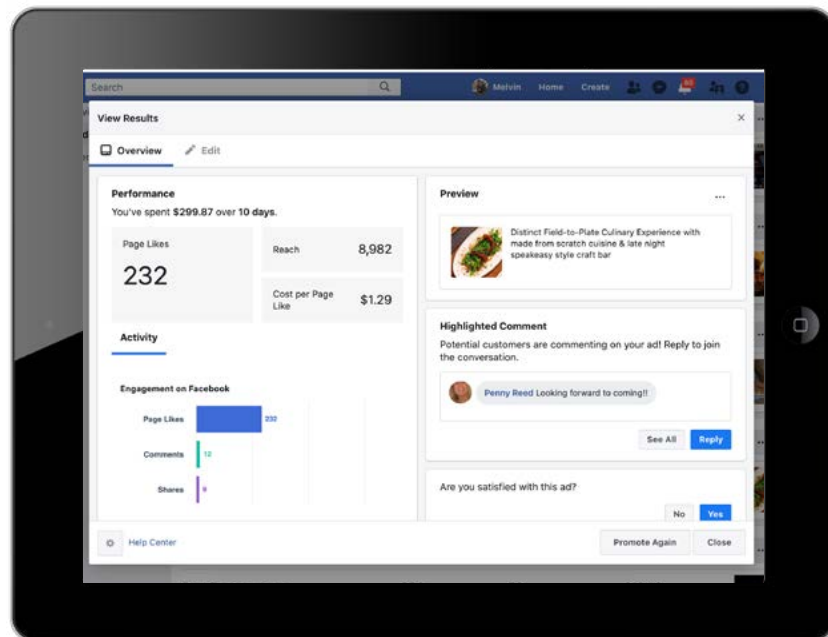
Improving your rankings, awareness, backlinks, authority and UX = more traffic and conversions for you and less for your competition.



SOCIAL ADVERTISING

Social advertising is delivering paid (or sponsored) ads to users on social channels based on the targeting we specify. At the time of typing this, the majority of paid social advertising is through Facebook, Twitter, Instagram and LinkedIn, and TikTok.

The great things about social advertising are the multitude of formats, targeting options, cost-effective pricing, unpaid reach & engagement (through sharing) and the accountability.

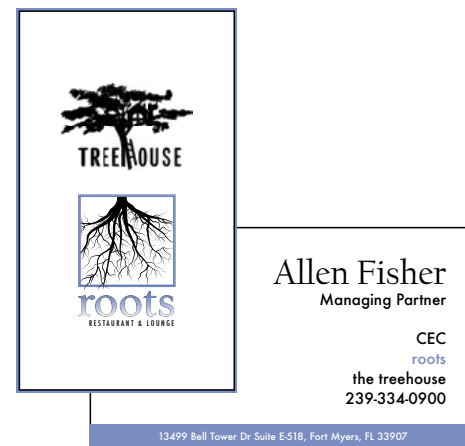


BRANDING: PART I

LOGOS



BUSINESS CARDS

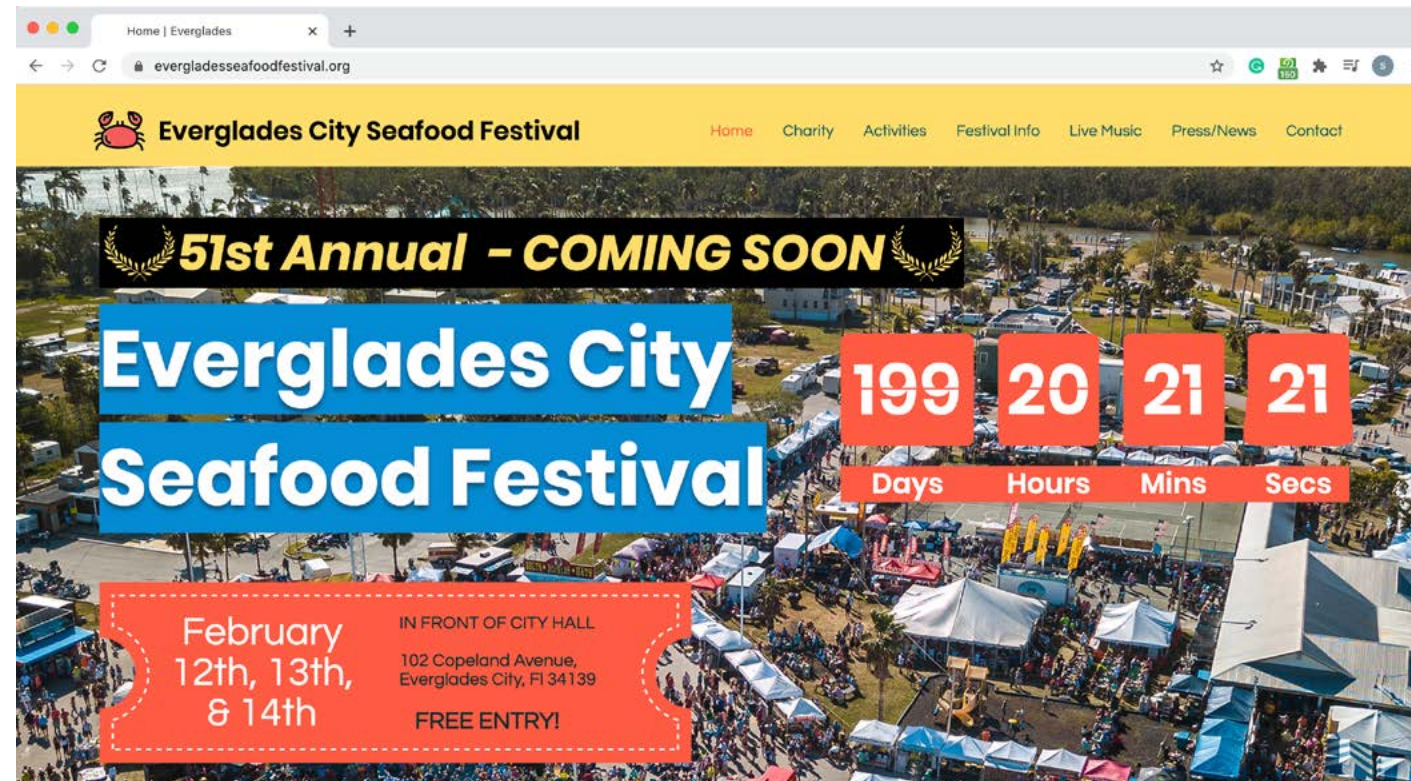


BROCHURES



BRANDING: PART II

WEBSITES



BRAND BOOK



BRANDING: PART III

DIRECT MAIL PIECE

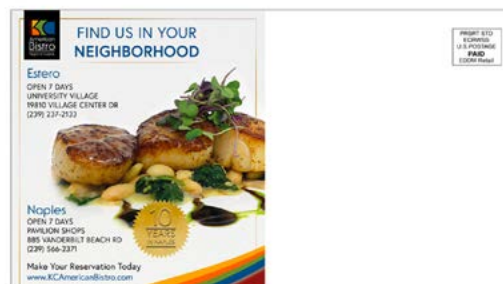
FRONT EXTERIOR



INTERIOR



BACK EXTERIOR



MENU ENGINEERING



GIFT CARDS



TABLE TENTS

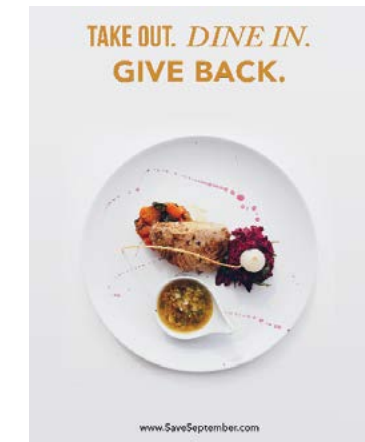


EVENTS

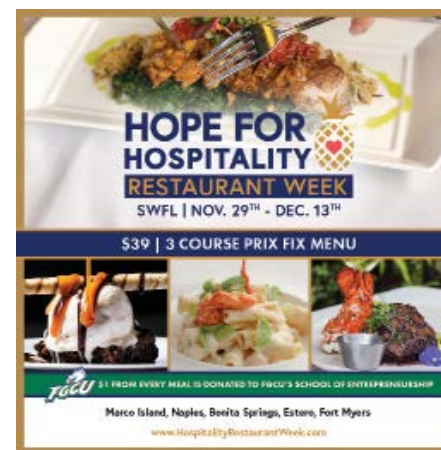
Events give the community a reason to come together. Part of our success within the community has been our creativity in bringing event concepts to life. Events attract the right guests to your table. We create the concept, promote the event, invite the best and highlight it in real time.



EVENTS



HOPE FOR HOSPITALITY RESTAURANT WEEK



2021 INAUGURAL FREEDOM CUP

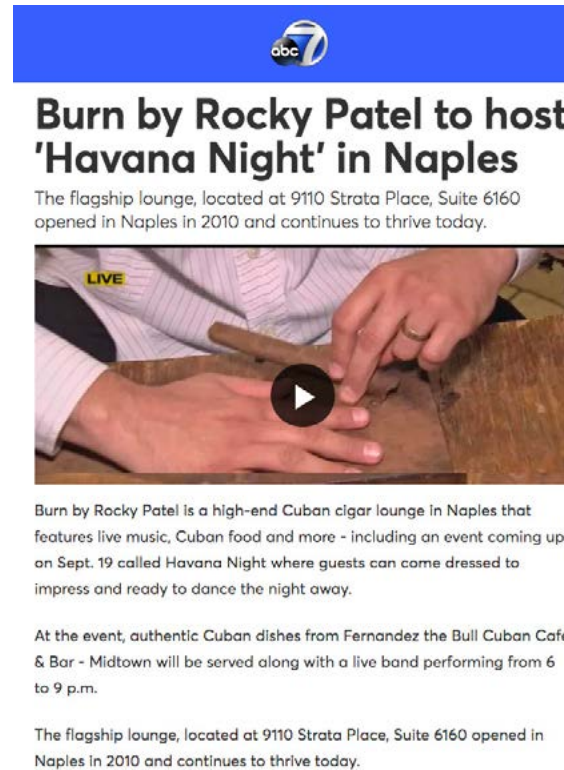


EVENTS: CONCEPTS AND PROMOTIONS

PRINT FLYER



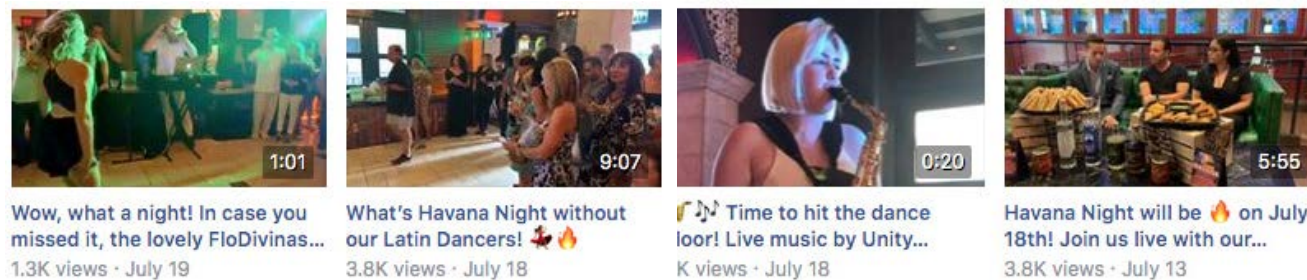
TV COVERAGE



FACEBOOK EVENT PAGE



SOCIAL MEDIA PROMOTIONAL VIDEOS



PHOTOGRAPHY






EVENTS: MEDIA & CONCIERGE

MEDIA EVENTS

Leveraging the media to highlight your place of business is all about relationship-building. We've taken the time to nurture these relationships and you get to reap the benefits. You provide the topic of conversation, we'll make the calls!



Represented Above: ABC-7, WINK News, Gulfshore Life, Estero Life Magazine, iHeart Media, The New Naples, various local bloggers/writers, and the Collier County Convention & Visitors Bureau

GulfshoreLife   

HOT DISH BY DOROTHY HUNTER SORRE

HOME | BLOG | ARCHIVE | FOOD & WINE | EVENTS | ADVERTISE

TIDBITS

- Starting Saturday, March 16, you can get your frosé on at [The French](#), the first restaurant on Fifth Avenue South to offer it (or for immediate immersion, try the trend straightaway at [The Hampton Social](#) in Mercato).



Naples Daily News

Frosé and early dining

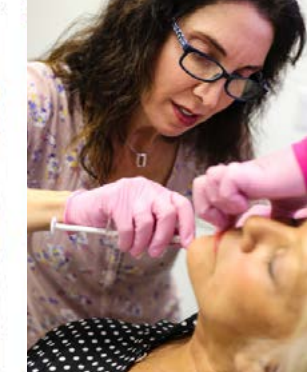
The French, 365 Fifth Ave. S. in Naples, now offers the only frosé on Fifth Avenue South. The frozen rosé is made using "Notorious Pink" La Vie en Rose, which uses the finest 100-percent Grenache grapes from the south of France.

Arrive early and savor signature dishes at The French. Through the end of season, the local restaurant is offering its early dining menu from 4:30 to 6 p.m. Indulge in a three-course Sunset Soiree menu of classic brasserie dishes, lighter fare and Mediterranean plates. Start with a soup or a salad, followed by an entree and a classic French dessert.

The French Rustique Brasserie now offers frosé on Fifth Avenue South in Naples. (Photo: The French)

Call 239-315-4019 or go to TheFrenchNaples.com.

VISUALS: PHOTOGRAPHY



VISUALS: VIDEOGRAPHY

STORY TELLING



THE FOUNDERS MARKET + BISTRO

THEMED EVENTS



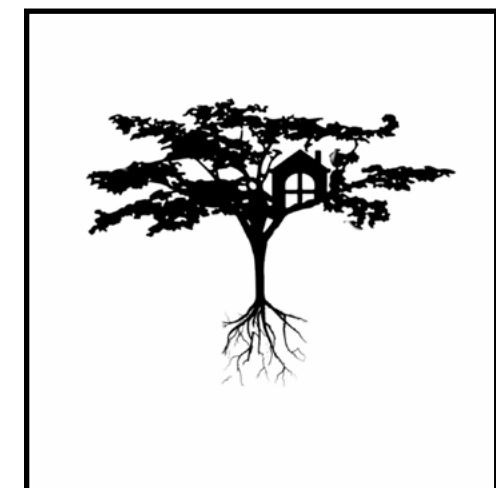
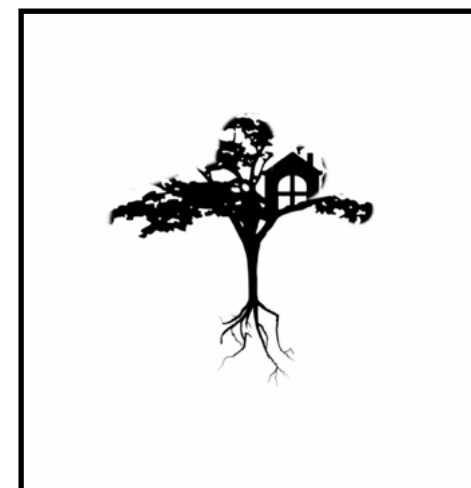
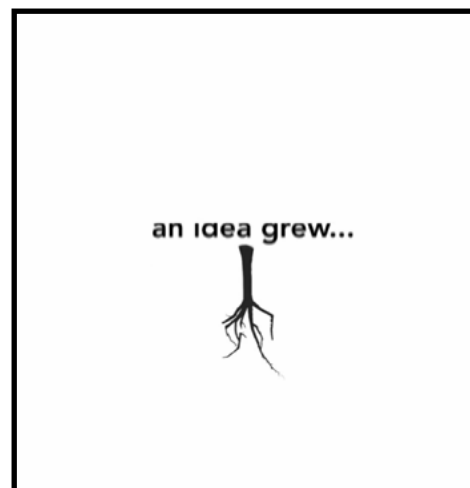
BURN BY ROCKY PATEL

BRANDING



NORMAN LOVE

VISUALS: ANIMATION



VISUALS: GRAPHIC DESIGN

LOVE YOUR SKIN

SKIN DEEP NAPLES

Skin Deep Naples is a leading Florida medical spa that offers a wide range of non-surgical aesthetic and cosmetic procedures.



NAPLES' #1 MED SPA

WE SPECIALIZE IN

Sun Damaged Skin - IPL Photo Facials - Laser Hair Removal
Tattoo Removal - Body Contour - Facials - Injectables
PRP - Microblading - Sculpture

CONTACT US FOR A FREE CONSULTATION

www.SkinDeepNaples.com

(239) 260-5060
@skindeepnaples

ANA LARSON, MD, FAHA
Naples, FL 34108



BRIDGING THE GAP
PHYSICAL THERAPY
A HealthLinked Company



STAY CONNECTED
Get to know us better by following our social networks.

STAY INFORMED
Check out our well-informed blog and podcast to help you live a healthier and more mobile life.

STAY FIT, HEALTHY & MOBILE
Our training videos demonstrate simple exercises and movements you can do at home to help relieve pain.

STAY IN TOUCH
Sign up for our newsletter to stay up to date with everything we have going on.

FIND MORE
Videos, blogs, and detailed information on our website.

SCAN HERE TO FOLLOW US ON SOCIAL MEDIA



CASINO Royale

CASINO CHARITY NIGHT TO BENEFIT
THE BOYS & GIRLS CLUB OF COLLIER COUNTY

BLACKJACK CRAPS ROULETTE

SUNDAY AUGUST 25TH | 7PM - 10PM



Live
COOKING DEMO
With Chef Victor Malaric
Friday July 24th • 6pm



roots
RESTAURANT

WE'RE EXPANDING

NOW HIRING

**Med Spa
Assistant Manager**





For more information
call us at (239) 260-5060

SIZZLE SWFL
RESTAURANT WEEK

OVER 60
PARTICIPATING
SWFL RESTAURANTS
www.SizzleSWFL.com

May 28th - June 17th



FGCU
#DineWithPurpose
\$1⁰⁰ From Every Meal Sold Goes
Towards The Sizzle SWFL
FGCU Food & Beverage
Scholarship

POWERED BY LINGA
www.LingaPOS.com

YOUR RESTAURANT OPERATING SYSTEM



RIVERSIDE
Live



HOUSE



PUBLIC RELATIONS

PRESS RELEASES & MEDIA KITS



TELEVISION



AWARDS MANAGEMENT



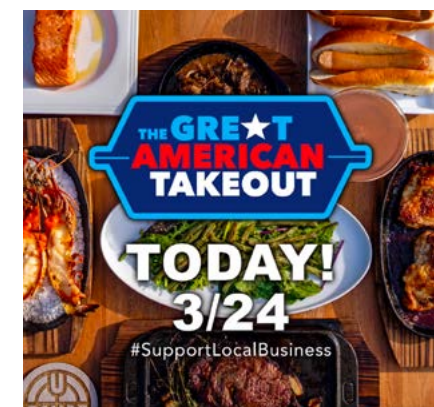
PUBLIC RELATIONS: CRISIS MANAGEMENT

COVID-19 RESPONSE

"You never want a serious crisis to go to waste" - Rahm Emmanuel

As your strategy and PR representation, it's our job to remain calm and find the opportunities in every situation; including COVID-19. Solving tomorrow's problems, today, is possible with a creative and proactive approach.

**HOPE
FOR
HOSPITALITY**



PUBLIC RELATIONS: LOCAL EARNED MEDIA

TELEVISION

TV time is hard to come by for most, but our connections with local television stations allow us opportunities for special features. TV time brings you closer to the audiences you want to reach AND provides impressive digital content.



WRITE UPS



GULFSHORE LIFE

Restaurant review: KC American Bistro in Estero isn't just great, it's great-great — JLB

The more you get to know KC American Bistro in Estero, the greater the restaurant becomes.

Jean Le Boeuf JLEBOEUF@NEWS-PRESS.COM

Published 11:59 a.m. ET Jun. 27, 2019 | Updated 2:32 p.m. ET Jun. 27, 2019



NEWS-PRESS



àBella MAGAZINE

PUBLIC RELATIONS: NATIONAL EARNED MEDIA

BON APPÉTIT



USA TODAY

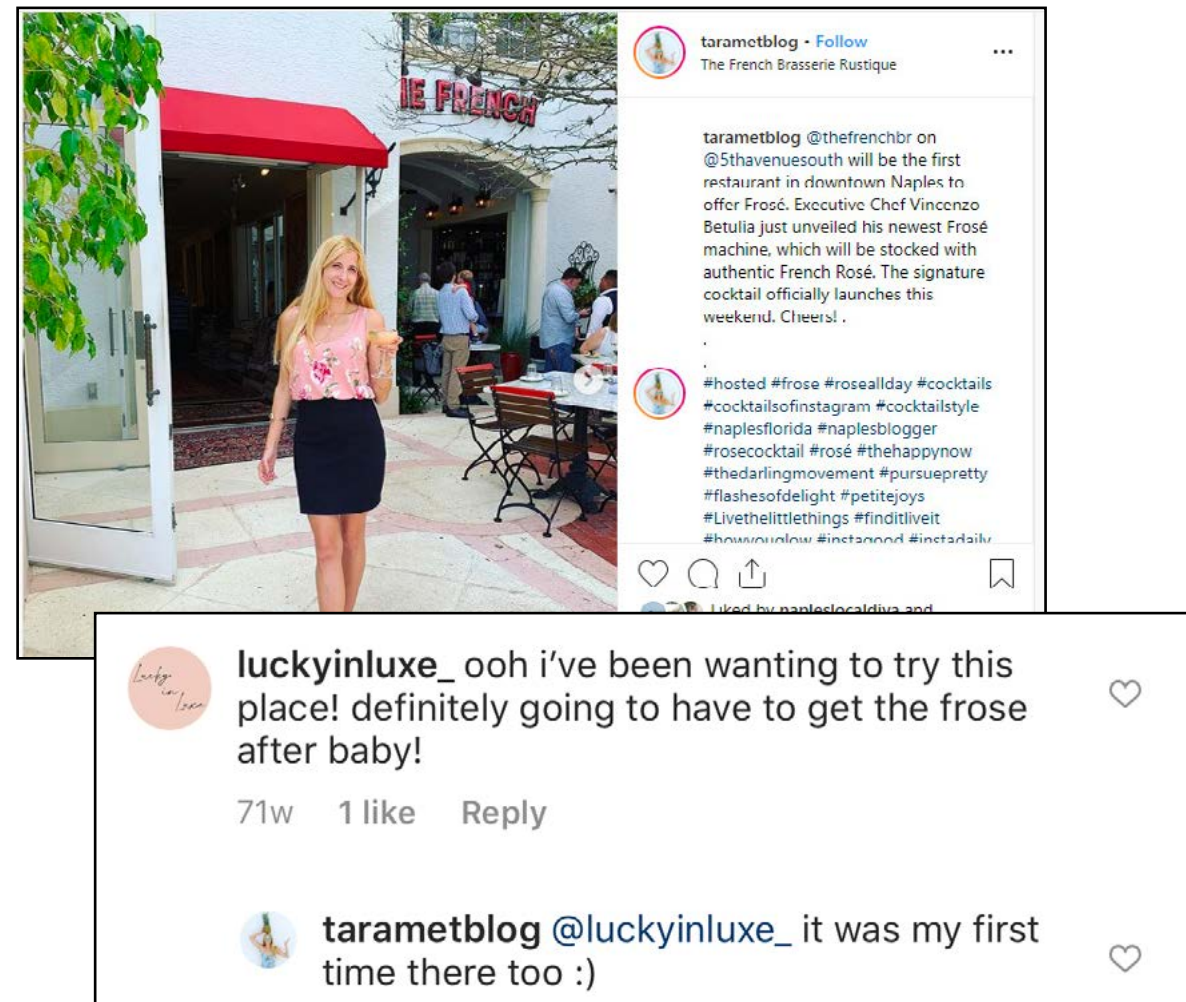
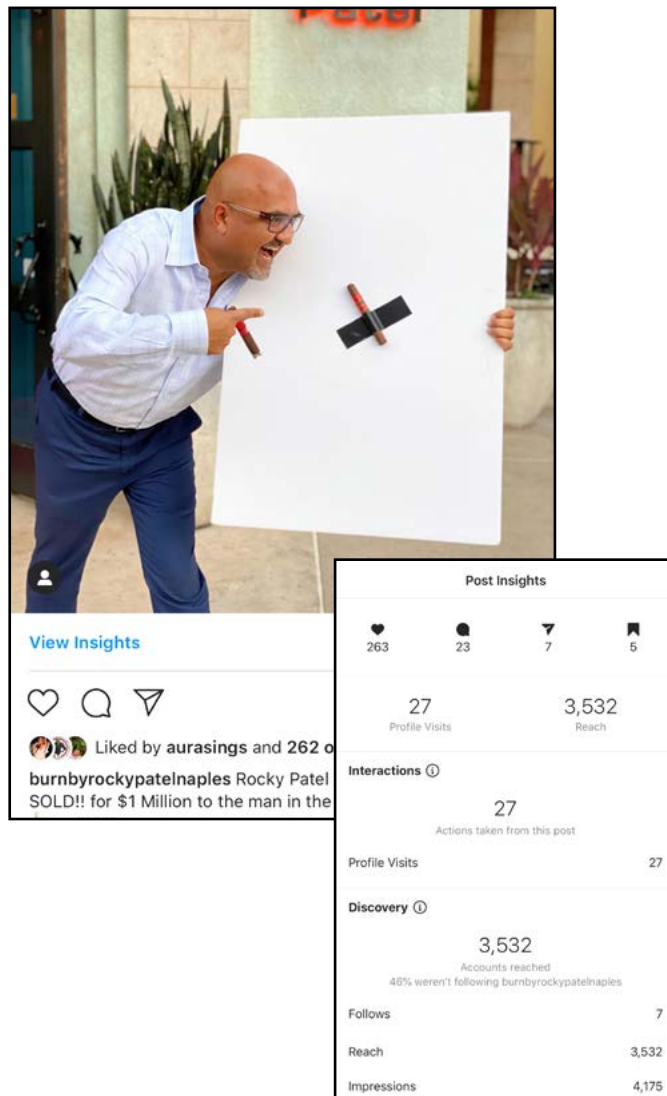


VANITY FAIR



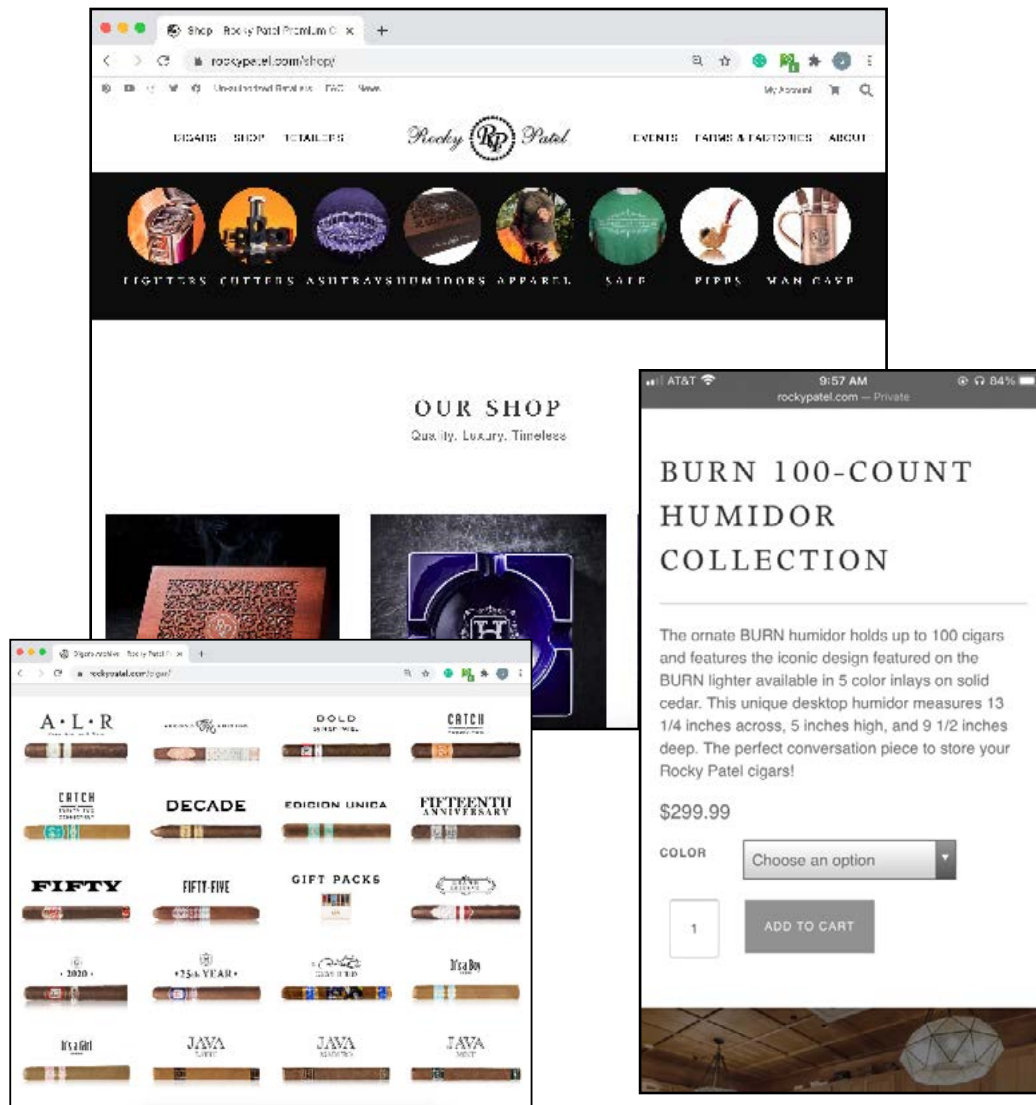
PUBLIC RELATIONS: INFLUENCERS

Influencer marketing is a REAL thing. As long as social media maintains its relevance in the world, so will the influencers who use. We don't run from it, we OWN into it. We work with influencers to elevate your brand, reach new audiences and breath fresh content into your digital channels.



ECOMMERCE

Our goal is to create an ongoing ecommerce plan to promote, sell, ship and offer customer service on behalf of our client over the internet.



- Back-end Content Management System
- Responsive web design to be compatible with all screen sizes
- Attractive, landing page with intuitive navigation menus and a image forward design
- Social network integration
- Email list building features and re-occurring revenue centers
- SEO optimized site (we can't guarantee organic search result positions)
- Complies with cookie laws both internationally and domestically
- Compatibility with all major web browsers desktop, mobile or tablet
- Fully modular design for easy future expansion and site security
- Theme based design for rapid future changes if desired

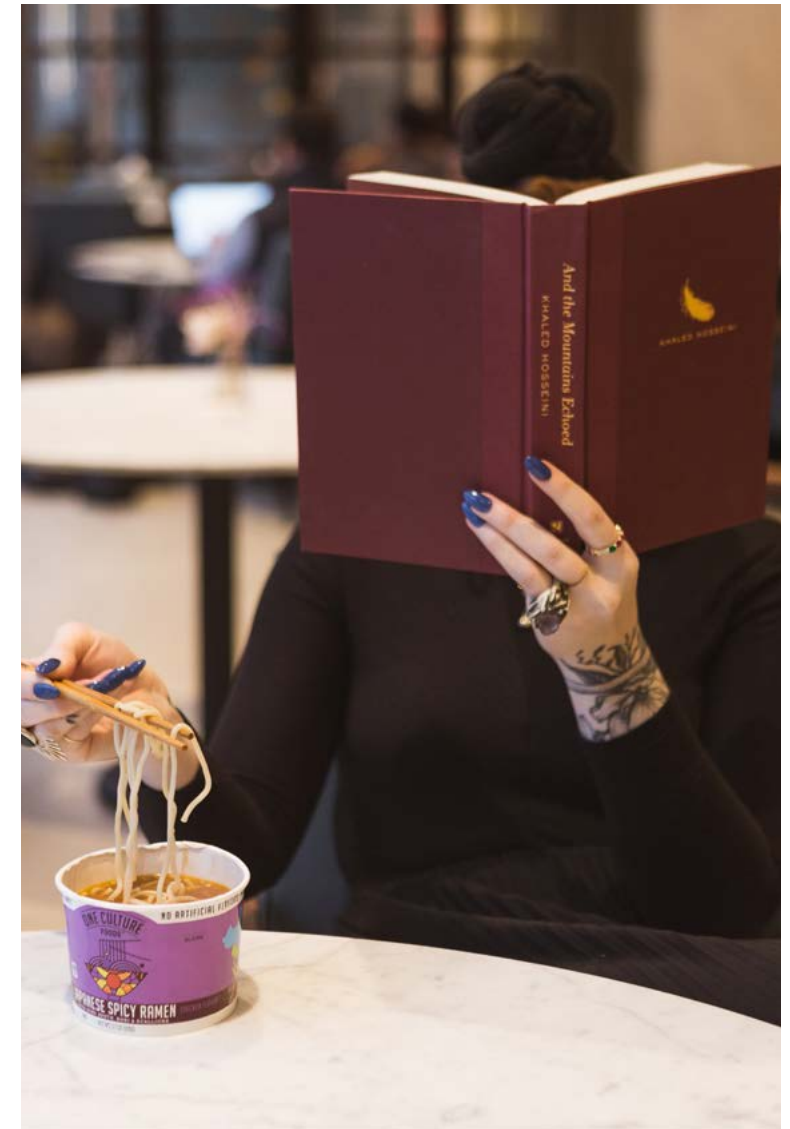
SECRET SHOPPER PROGRAM

We **ARE** the service business.

Being experts in this industry, we understand how important it is to be consistent, especially when you're not always around.

Our team of secret shoppers consist of former managers, retired consultants, and industry professionals.

- Monthly Reports + training opportunities (optional)
- Reports includes photos of merchandise, bathrooms, menus, etc
- Each program is tailored to individual restaurant
- * Identities are never disclosed



MORE SERVICES

MERCHANT SERVICE



PAYROLL



POS INTERGRATION



MERCHANDISING



CONTACT US

When you have a seat at our table, we treat you like family. If there's a need, we find a solution. That's what separates us. We use our resources and strategic partners to save you money and grow your business.

For inquiries, please contact:

Info@MainCourseHospitality.com

239-271-6161

954-805-2600

HAVE A SEAT AND WELCOME TO OUR TABLE!