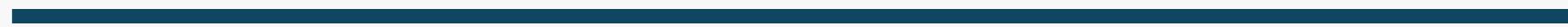


Food Now Please

Tech Stack Proposal

Group 7: Briana McCullough, Charlotte Lau, Lauren Schuster



Company Brief

Food Now Please is a new startup that streamlines meal delivery by combining different services such as Uber Eats, Grubhub, and DoorDash into a single platform. Customers may simply choose the cheapest and fastest delivery options from surrounding restaurants, all in one spot.

By streamlining the search process, food Now Please hopes to make meal delivery more easy and cost-effective for users, providing a better overall experience than browsing through individual platforms. As a resource-conscious firm, its primary goal is to provide value to users while navigating a competitive and expanding market in the food delivery industry.

Assessment of Requirements

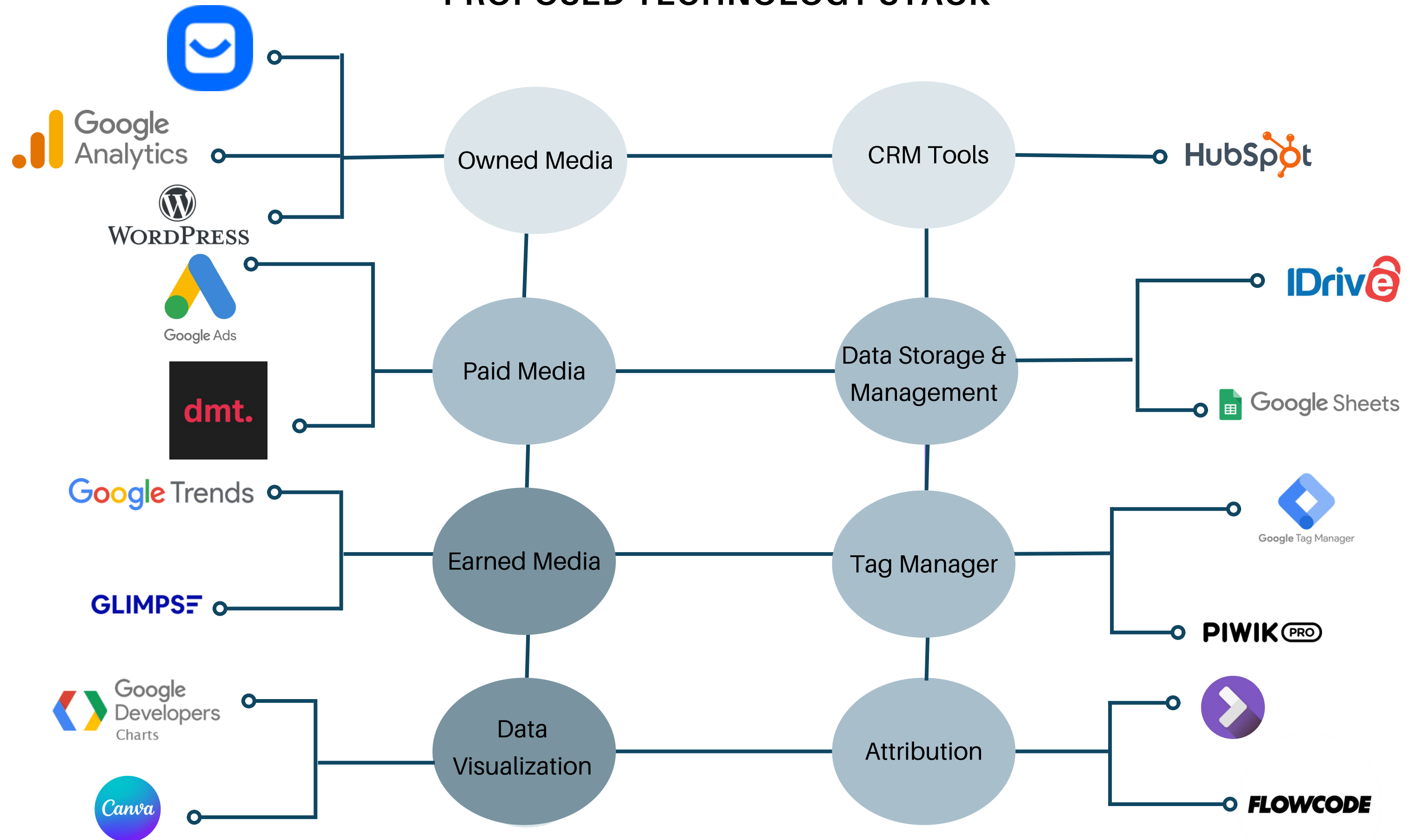
Given the constant stream of requests from users, Food Now Please has to have procedures in place to ensure efficiency. With that, there has to be a constant record of data, and an effective way to recognize user needs.

Food Now Please as a company needs a few major fulfillments, including

- a CRM program to ensure we are reaching new customers and keeping repeat customers
- a data storage location to keep information accessible
- a paid media tracker to see where the most successful click sources are



PROPOSED TECHNOLOGY STACK



Owned Media



Butttdown

- Butttdown's minimalist design makes it easy to create and manage email newsletters, helping Food Now Please engage customers efficiently.
- Butttdown is budget-friendly, perfect for a startup like Food Now Please to maintain a professional email marketing strategy without high costs.



- Google Analytics provides insights into visitor behavior (page views, bounce rates, demographics), helping Food Now Please optimize website content and improve user experience.
- Google Analytics allows Food Now Please to segment users by demographics, behavior, and location, enabling tailored content that drives more relevant traffic.

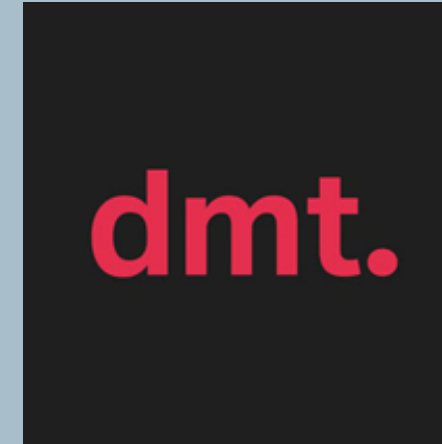


- WordPress is free with low-cost. WordPress offers a user-friendly interface, making it simple for Food Now Please to create, manage, and update website content
- WordPress's user-friendly interface makes content creation simple, while its built-in SEO features help drive organic traffic, improving visibility for food delivery searches.

Paid Media



- Google Ads can direct targeted traffic to Food Now Please's website, increasing visibility through search paid campaigns.
- Remarketing^{**}: Google Ads enables retargeting of website visitors, encouraging them to return and engage with the platform.



Digital Media Team

- Digital Media Team optimizes paid media to maximize ROI, helping Food Now Please drive conversions and compete effectively.
- With experience in Google Ads, Digital Media Team can refine campaigns, improve strategies, and lower CPC for better results.

Earned Media



Google Trends

Google Trends

- Is easily accessible and integrates with the rest of Google suite
- Can follow Google search visibility, which is likely where clicks come from



GLIMPSE

GLIMPSE

- Can recognize trends and consumer needs to keep users engaged and willing to share
- Forecast results when presented with an idea, and all for a free starter pack

Data Visualization



Google Charts for Developers

- Because Food Now Please is already using Google Sheets to store and manage its data, Google Charts is extremely easy to integrate. Google Charts can be placed inside a Google Spreadsheet, and Google Charts can extract data out of Google Spreadsheets.
- Like other Google Workspace products, Google Charts is free and provides lots of guidance for ease of use, perfect for a new business.



Canva

- Canva is useful for representing data in more visually interesting ways than traditional chart programs offer. It gives the opportunity for a more creative lens on data visualization.
- The basic version of Canva is free, but it also offers “pro” and “teams” versions for relatively low additional costs as the company grows.

CRM



Hubspot

- Hubspot is a sales CRM that includes easy-to-use features for sales engagement, sales analytics, and more for growing teams. It will help Food Now Please organize its interactions within the company and create great experiences for customers.
- Hubspot offers different pricing levels ranging from an entry level free version to an “enterprise” level package for \$150 a month, so it can grow with the needs of the company. No matter which package Food Now Please chooses, everyone in the company will get access to HubSpot’s free features.

Data Storage and Management



IDrive Online Backup

- IDrive protects all of the company's PCs, Macs, mobile devices, and servers in one cloud backup account for safekeeping. This includes everything from images and logos to documents and spreadsheets, and more.
- The IDrive Business account only costs \$99.50 annually, with options for ad-ons like \$20 annually for cloud-to-cloud backup of other drives like Google Workspace.



Google Sheets

Google Sheets

- Google Sheets is a simple and user-friendly platform for creating and organizing sheets of data.
- Google Sheets easily integrates with the rest of the Google Workspace offerings, making it easy to keep all of Food Now Please's information together under one Google Workspace account.
- Google Sheets is also free to use, which is great for a new business looking to minimize costs.

Tag Manager and Attribution



Google Tag Manager



Google Tag Manager and Google Attribution

- Easily integrated with all other Google tools
- User friendly, easy to understand

PIWIK PRO

Piwik PRO

- Free of charge for a simple plan
- Uses Google Tag Manager to stay informed, but expands on the tool for analysis
- Analyzes both client and server side tracking

FLOWCODE

FLOWCODE

- Options to automate data flow from Google Analytics, Salesforce, Hubspot, etc.
- Intuitive design with QR codes and graphs makes it easy to work with



Thank you

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