

## Cooper-Atkins Sales Activation Program

### Wave 1: Steak Genius

#### Social Post

#### Post-Ready Organic Social Post: Steak Genius Lifestyle Photo

##### Description

Everything you need for an attention-getting social post:

- Steak Genius lifestyle photo
- Selection of pre-written captions for you to choose from (below)
- Additional Calls to Action or CTAs (below)

##### Use

Post the photo and caption of your choice on LinkedIn. You may also use them on other social media platforms if you choose.

All pre-written captions include a suggested call to action (CTA) at the end, but you may prefer to use a different one that helps you best connect with your customers. Please edit as you see fit.

##### LinkedIn Posting Instructions

1. Click “Start a post” at the top of your LinkedIn feed
2. Copy and paste one of the below pre-written captions
3. **Optional:** Customize the pre-written caption and/or CTA
4. Click the photo icon to upload the asset
5. Click the “Post” button

##### Pre-Written Captions

- Now it’s easy for employees, even new ones, to cook steaks perfectly to order. Message me now for pricing and a spec sheet.
- No steak doneness temperature knowledge? No problem! The Steak Genius from Cooper-Atkins shows cook levels in letters, from very rare (R-) to extremely well done (WD+), so anyone can cook perfectly to order. Click to view info online or message me now.
- The Cooper-Atkins Steak Genius helps anyone cook to order perfectly – almost no training necessary. Comment or click to learn more about this commercial kitchen game-changer.

##### Additional CTAs

- Message me now to set up a live demo.
- Contact me for more details about the Cooper-Atkins Steak Genius.
- Message me now to see how easily the Cooper-Atkins Steak Genius can integrate with your food safety plans.
- Interested in ordering the Cooper-Atkins Steak Genius? Message me now.
- Message me now to discover how the Cooper-Atkins Steak Genius can help move your foodservice business forward.

##### Questions?

Please reach out to [foodservice.coldchain@Emerson.com](mailto:foodservice.coldchain@Emerson.com)