

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