

Cooper-Atkins Sales Activation Program

Wave 1: Steak Genius

GIF Social Post

Post-Ready Organic Social Post: Steak Genius GIF

Description

Everything you need for an attention-getting social post:

- Steak Genius GIF with flickering flames and changing temperature readings
- Selection of pre-written captions for you to choose from (below)
- Additional Calls to Action or CTAs (below)

Use

Post the GIF 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 video icon to upload the asset
5. Click the "Post" button

Pre-Written Captions

- The Steak Genius Folding Thermocouple from Cooper-Atkins is one of the best tools to have in your kitchen. Visit our website to learn more or message me now.
- Cut costs and satisfy customers like a 🔥Steak Genius🔥 Comment to request more info on this hot product!
- Simplify prep, reduce costs, and satisfy customers with the easy-to-use Steak Genius from Cooper-Atkins. Message me for a spec sheet.
- It's ridiculously easy to cook to the perfect temperature with the Cooper-Atkins Steak Genius. It displays doneness readings from very rare (R-) to extremely well done (WD+). Want details? Comment below with your questions.

Additional CTAs

- Contact me for more details about the Cooper-Atkins Steak Genius.
- Message me now to see how the Cooper-Atkins Steak Genius can optimize food safety practices.
- Message me now to learn more and order the Cooper-Atkins Steak Genius.
- 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
