Foodsite

Marketing Plan Report

Mauricio Zúñiga

October 2025

Table of contents

Introduction

This document outlines the marketing process of 'Foodsite,' a culinary business website template built on the Framer platform. Designed for digital marketplace sales, it aims to serve restaurants, bakeries, and coffee shops seeking to establish an online presence. The template includes features such as menu displays, reservations, blogs, and contact information. Purchasers receive a "Remix link," allowing them to copy the template and customize it to fit their needs.

This report encompasses Foodsite's target audiences, marketing assets, strategies, and sales process.
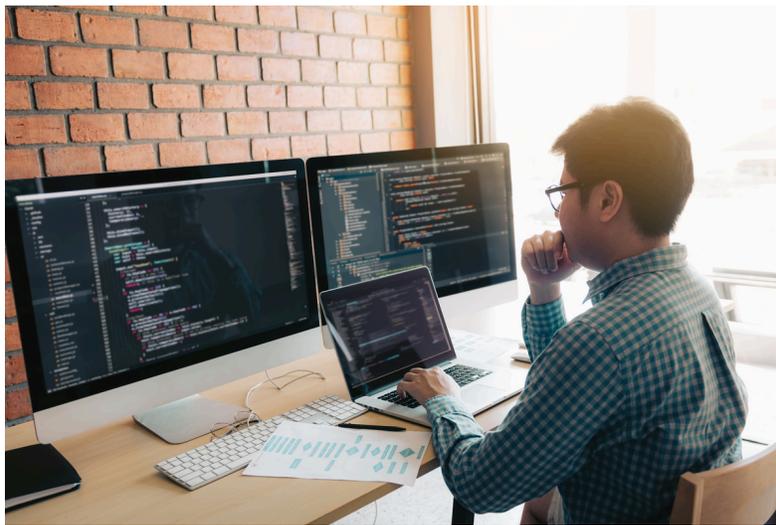
Target audience

As outlined in my market research report, Foodsite targets two unique and distinct cohorts that vary in their technical skills, aims, digital media use, and overall needs from a website template. Therefore, one marketing strategy cannot be applied to both populations.

Cohort 1: Experienced web developerd serving clients

Experienced web developers working for clients represent a strategic and valuable target audience for Foodsite. This group typically seeks tools that streamline their workflow, enhance design quality, and reduce production time without sacrificing customization or performance. As professionals managing multiple client projects, they value templates that are well-designed, easy to customize, and compatible with modern web standards. Framer's no-code and design-focused environment appeals to their need for efficiency while still offering creative flexibility.

For example, a web developer is hired to create a website for a local restaurant, and using a Framer template would save him valuable time without affecting the final quality of the product. The cost of such a template is minimal compared to his overall fee.

Web developer. Image by Canva

Cohort 2: Tech-savvy restaurant owners

This is an ideal target audience for utilizing Foodsite. In general, many restaurant owners seek digital solutions to improve their business visibility and simplify customer engagement. While social media presence has obvious advantages, having a unique independent website definitely boosts their digital presence beyond social media audiences.

Many restaurant owners would not be able to create a website for their business. Here, I focus on individuals with some, even basic, technical knowledge who are not discouraged from trying to build a website on their own by following a simple, user-friendly guide. This target group has a medium level of knowledge about websites, as they have experience working with administrative software.

For example, a small coffee shop owner with a strong social media presence wants an independent business website to attract more customers. Since they have some technical web experience, they prefer building the website themselves rather than paying for very expensive outsourcing.

Restaurant owner. Image by Canva

Marketing strategy for web developers

Marketing efforts targeting this audience should emphasize the Foodsite's versatility across various client industries, such as cafeterias, restaurants, and bakeries. An experienced web developer can familiarize themselves with this template and customize it to suit multiple clients. The market plan would highlight the template's time-saving features and its ability to improve project speed and visual appeal. Demonstrating how the Foodsite template can help developers meet deadlines, impress clients, and expand their service options can effectively position it as a valuable professional tool rather than just a simple design shortcut. Its multilingual design and high level of customization should lead the market campaign.

This audience demonstrates advanced technological expertise and frequently seeks appealing website templates on platforms such as Envato, The Creative Market, and Gumroad. Moreover, this group maintains a highly active presence on social media platforms, including LinkedIn and Twitter (X). Therefore, the goal is to connect with potential buyers on those platforms and describe the product and its advantages.

Marketing actions for web developers

The marketplace

I chose Gumroad marketplace as the main selling platform for the product for several reasons:

1. Most web developers are familiar with and conduct business in this marketplace.
2. This is the main non-Framer market for purchasing those templates.
3. The commission fee is 30% per sale, which is cheaper than other platforms (e.g., 50% on Creative Market).

On the Gumroad sales page, I have listed all the market assets developed for Foodsite, including product descriptions, mockups, thumbnails, a demo website, included pages, features, and potential Frequently Asked Questions.

I offer two versions of the template: a single-use license for $40, suitable for personal, commercial, or client projects, and an extended license for $200. The extended license is suitable for multiple website projects, including personal, commercial, or client work.

 To access Foodsite sale page on Gumroad, you can click the button below.

Foodsite sale page

Foodsite Gumroad sale page. Image by the author

Additional sales funnels

While many web developers search for templates on digital marketplaces, Foodsite market campaign also includes social networks they frequently interact with.

1) LinkdIn

Agency professionals and freelancers are the main audience on this social media platform. This sales funnel helps Foodsite reach that specific group. I created a descriptive post, highlighting Foodsite's main features, with a link to the demo website. The post directs readers to the Gumroad sales page for purchase.
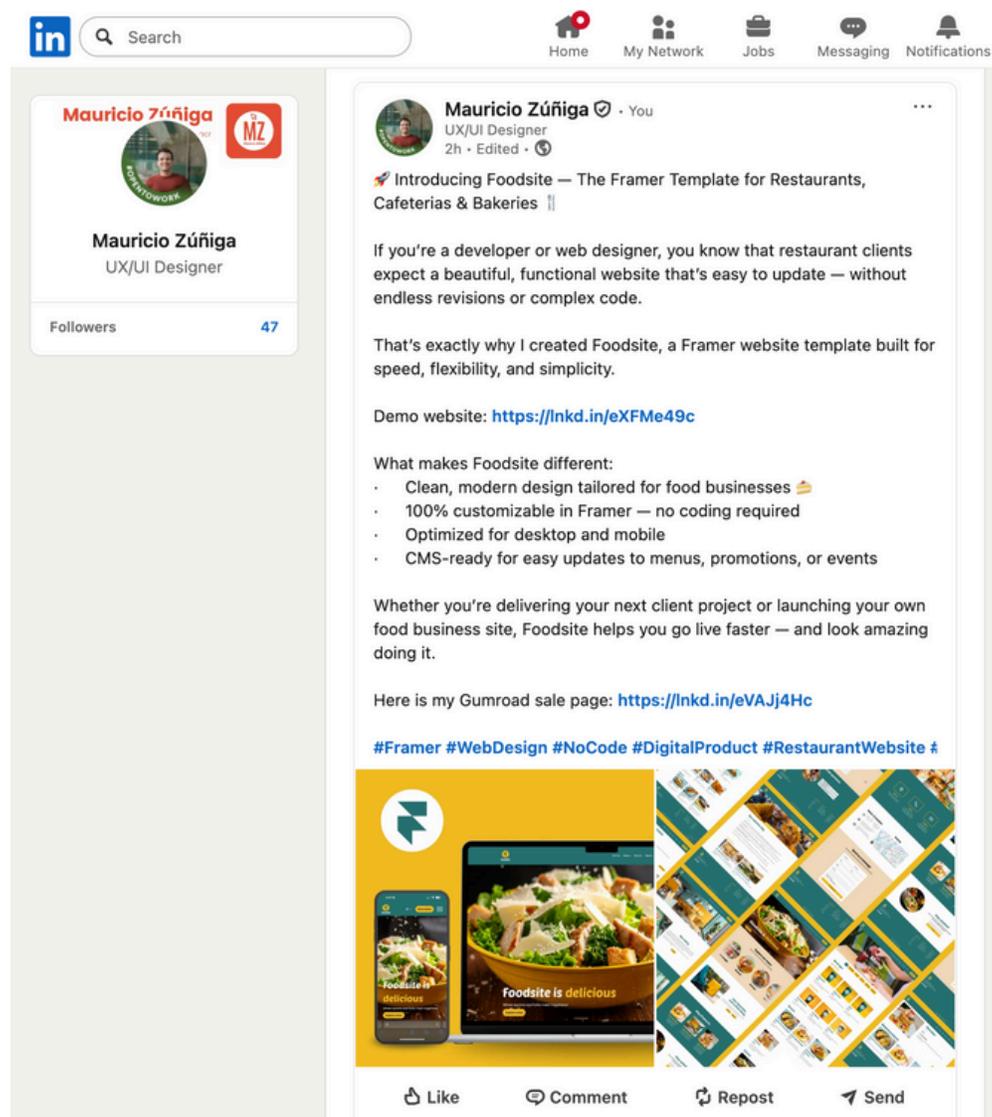
Foodsite LinkedIn post. Image by the author

2) Twitter (X)

On this social media platform, the target audience is web developers and designers looking for culinary website templates. This specific group keeps up with trends and new product launches on the platform. I made a short post introducing Foodsite as a digital product, highlighting its main features, providing a demo link, and guiding users to the sales page.
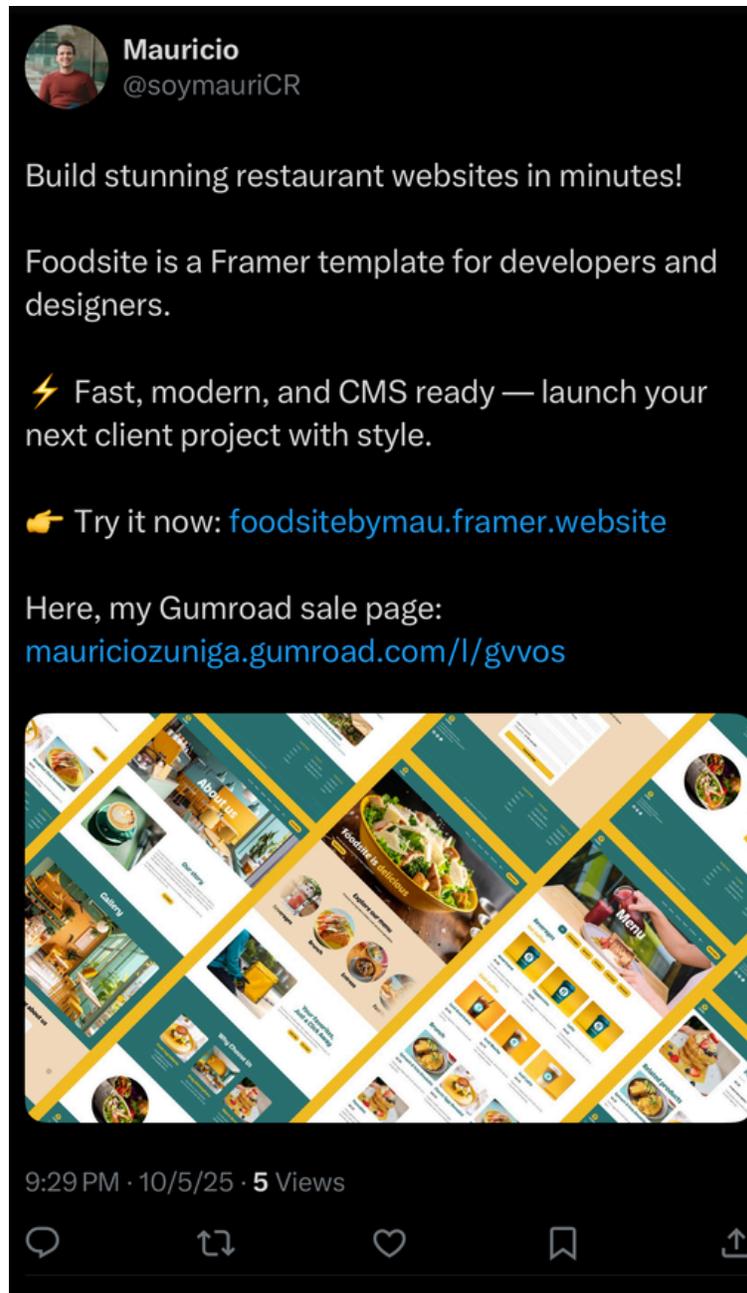
Foodsite Twitter (X) post. Image by the author

Marketing strategy for savvy restaurant owners

This unique group includes tech-oriented business owners who lack prior experience in web development. Therefore, their marketing strategy should have the following key elements:

1. **User-friendly language:** they may feel intimidated by complex tech terminology.
2. **Emphasis on cost:** compare the web developer fee to a DIY solution provided by Foodsite.
3. **Touch on the basics:** explain what a web template is, how it can bypass coding, and why it might be better than AI solutions.

Marketing efforts should focus on demonstrating how Foodsite saves time, simplifies website development and maintenance, and provides a professional, customizable platform that helps them stand out in a competitive food industry. Lastly, the strategy would include a user-friendly manual that guides users through each step.

When it comes to introducing Foodsite to this audience, I believe a simple and engaging video commercial would be effective. In a brief 1-2 minute segment, I could cover all the key points mentioned above.

When it comes to reaching this target audience, the answer may be more complex since this is a very diverse group. The main question is where those business owners will see the video commercial.

Some of them may search on Google and AI platforms for cost-effective website solutions. Search results may introduce them to website development platforms, and eventually, they may be directed to digital marketplaces where they can discover Foodsite. Others might be on LinkedIn, where they can connect with similar business owners, seek advice, and discover related tech services. YouTube, Instagram, and Facebook groups are also platforms they use for business development and networking. While targeting the market campaign in all those directions might be an overkill, having all those options available at the starting point would be beneficial for developing the strategy.

Marketing actions for savvy restaurant owners

I created a video commercial tailored for this audience. The script is clear and delivers the main message: "This is a user-friendly, ready-to-use template that requires no coding or significant technical background." This commercial is direct and under 2 minutes long, conveying a message that persuades the audience that Foodsite is a digital solution to their pain points.

Later, I added content to the video, highlighting key features of the template, including the menu page, homepage, and contact page. I emphasized how easy it is to customize it. Additionally, I provided an overview of the user manual designed for an audience that is not very tech-savvy and needs clear guidance.

To establish an emotional connection with the audience's daily routines and challenges, I incorporated visuals of busy, sometimes hectic, lives of restaurant owners. During the editing process, I integrated compelling background music to improve storytelling, increase viewer engagement, and reinforce brand perception.

Finally, I uploaded the video to YouTube and other social media platforms, using targeted keywords in the title and description. Just like Google, YouTube relies on keywords and metadata to determine search rankings. This strategy helps the video appear in Google search results, increasing its visibility. Additionally, it enables Foodsite to organically appear as a digital solution for users searching for a culinary website template. In the YouTube video description, I invite the audience to visit the demo website and the Gumroad sales page. You can watch Foodsite video commercial by clicking on the embedded video clip below.
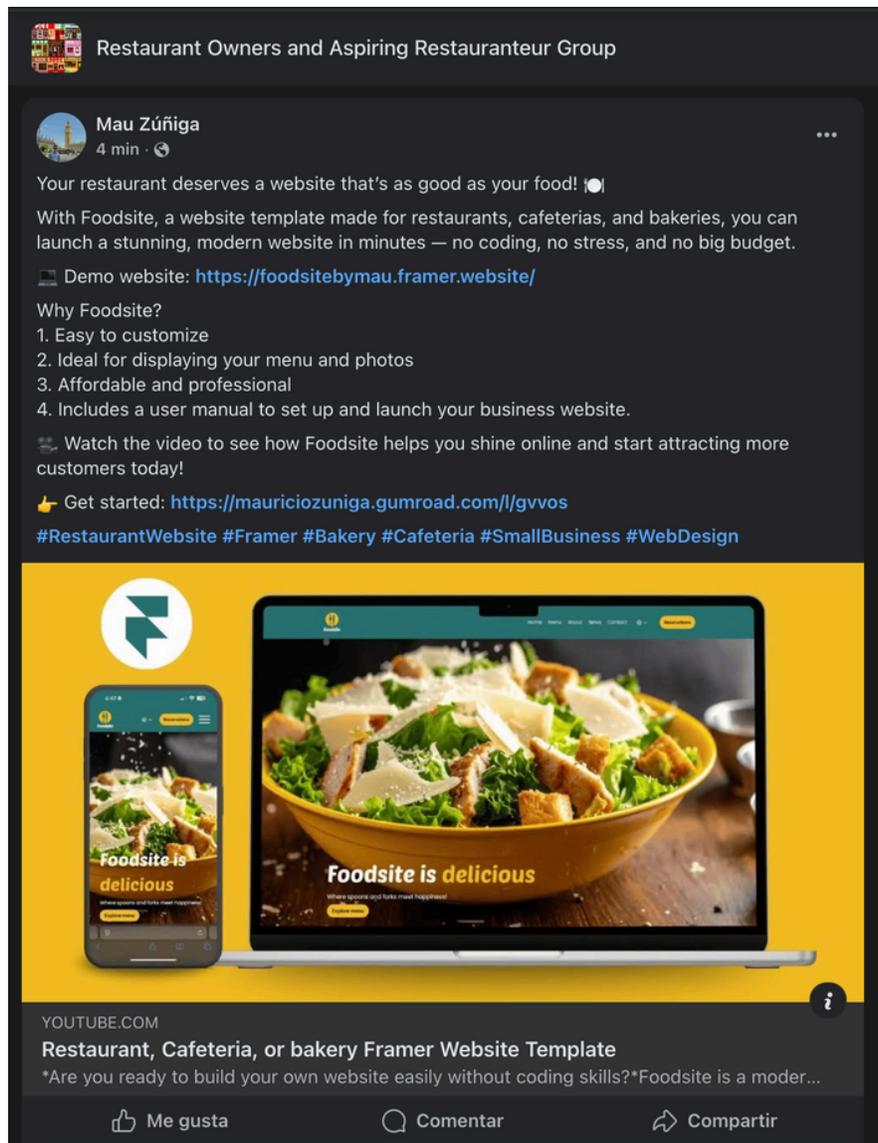

Foodsite video commercial. Videoclip created by the author

Additional sales funnel

1) Facebook

I shared the Foodsite commercial YouTube video in a Facebook group to target independent restaurant owners and aspiring restaurateurs who want to build or improve their online presence with Foodsite.
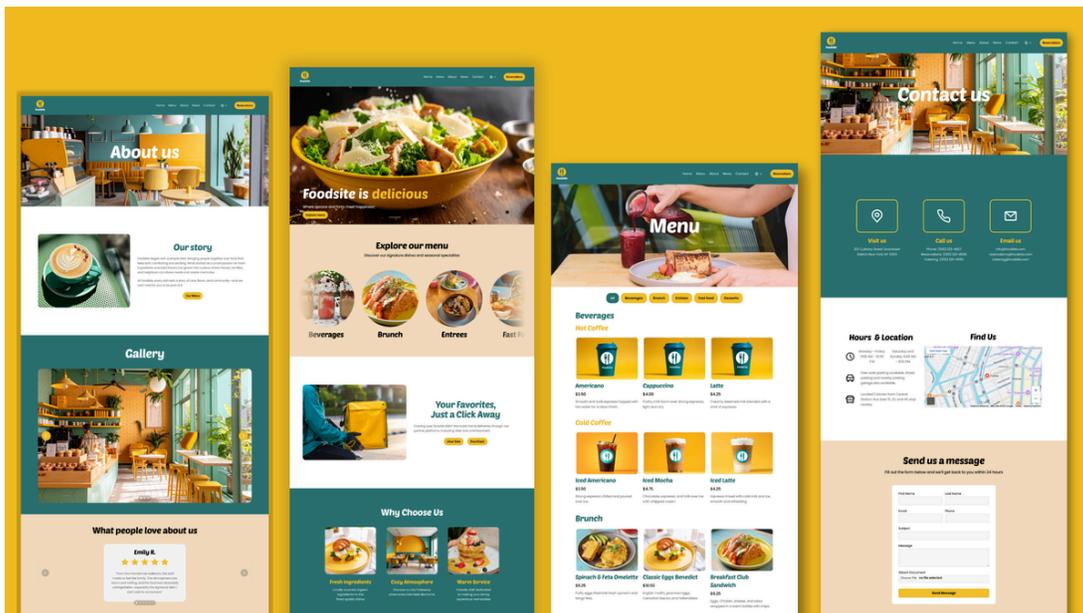

Foodsite Facebook post on the Restaurant Owners and Aspiring Restaurateur group. Image by the author

Reflections

The marketing process for Foodsite strategically bridges two distinct yet complementary audiences: experienced web developers and tech-savvy restaurant owners. By leveraging platforms like Gumroad, LinkedIn, Twitter (X), Facebook, and YouTube, the campaign effectively positions Foodsite within both professional and entrepreneurial digital spaces.

Together, these strategies form a comprehensive marketing framework that strikes a balance between professional credibility and user accessibility. The integration of multimedia assets—such as demo websites, social media campaigns, and a video commercial—ensures consistent brand messaging across all touchpoints. Ultimately, Foodsite's marketing plan not only communicates its functional advantages but also reinforces its mission: to empower culinary businesses and digital professionals to build beautiful, high-performing websites quickly and confidently.

In the future, I plan to expand Foodsite's presence by listing it on additional digital marketplaces such as The Creative Market and Framer Marketplace. These platforms will enhance Foodsite's visibility within the tech community and attract a broader range of potential buyers.

Foodsite