

Web Design

FoodMaven

magneti
CASE
STUDIES 

EXECUTIVE SUMMARY

FoodMaven is a food-tech startup in Colorado Springs, and came to Magneti for a new name, brand and website. Magneti created a modern and scalable visual identity that was reflected on the FoodMaven website: <http://foodmaven.co/>.

ABOUT THE CLIENT

Founded in 2015 by Chairman / CEO Patrick Bultema and President / Chief Innovator Dan Lewis, FoodMaven aims to end food waste from grocery stores. FoodMaven is the online B2B marketplace for high-quality food, connecting local restaurants to oversupply from grocery stores. The startup benefits suppliers (grocery stores) by recovering revenue that would be lost by throwing food away and benefits restauranteurs by offering discounted food. As FoodMaven says: Good for business. Good for the hungry. Good for the environment.



CHALLENGE

FoodMaven has two different personas — buyers and sellers. This split between personas was a point of tension for the new site. FoodMaven needed separate messages for each audience — selling food that is on the verge of expiration (but is still safe to eat) and buying food at a discount price that would otherwise be thrown away.

There are also many food distribution competitors — Magneti needed to position FoodMaven as the best and obvious choice for local restauranteurs.

SOLUTION

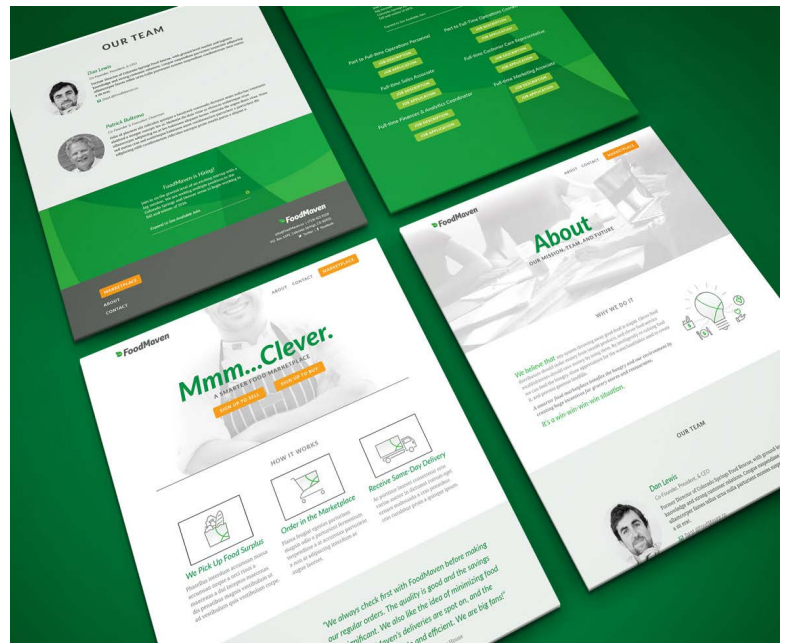
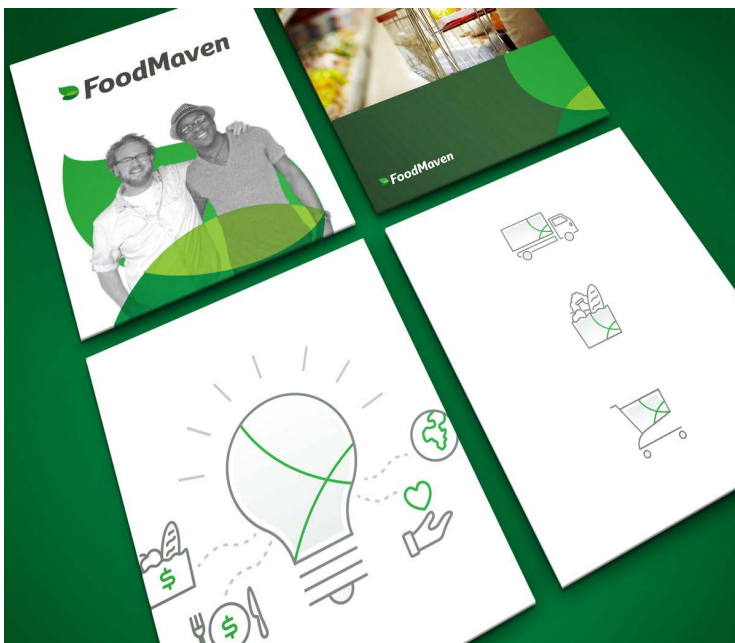
After creating the brand, logo and name, Magneti developed the website strategy. We divided the messaging into two pages – one for buyers and one for sellers. These pages are presented at the beginning of the site so each visitor can choose who they are (a buyer or seller) and what they are looking for, ensuring they receive information relevant to his or her needs.

On the home page, one section describes how FoodMaven works, which includes both the buying and selling components. We chose the wording and messaging for this section carefully – ensuring that FoodMaven provides a quality service to both buyers and sellers.

The site highlights local business owners and stories about their experiences with FoodMaven. It also shares testimonials about why business owners partnered with FoodMaven. These testimonials support the credibility and expertise of FoodMaven, while strengthening their reputation.

RESULTS

Magneti met the quick deadline for this project, and built an editable, mobile-first site that could be expanded and leveraged until web design round two – which we are working on now!



ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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