

FOSTER MARKETING'S CHRISTMAS COOKBOOK!

RECIPES FOR THE KITCHEN WHILE YOU WHIP UP MARKETING SUCCESS









GARY MEEKS, CONTROLLER

Santa's Slow Cooked Pulled Pork

PULLING TOGETHER THE LOOSE ENDS



YIELDS: 8 SERVINGS



PREP TIME: 15 MINUTES



COOK TIME: 5 HOURS

INGREDIENTS:

- 1 TSP VEGETABLE OIL
- 1 (4LB) PORK SHOULDER ROAST
- 1 CUP BARBEQUE SAUCE
- 1/2 CUP APPLE CIDER VINEGAR
- 1/2 CUP CHICKEN BROTH
- 1/4 CUP LIGHT BROWN SUGAR
- 1 TBSP PREPARED YELLOW

MUSTARD

- 1 TBSP WORCESTERSHIRE SAUCE
- 1 TBSP CHILI POWDER
- 1 EXTRA LARGE ONION, CHOPPED
- 2 LARGE CLOVES GARLIC, CRUSHED

DIRECTIONS:

- POUR THE VEGETABLE OIL INTO BOTTOM OF SLOW COOKER.
- PLACE THE PORK ROAST INTO SLOW COOKER.
- POUR IN BARBECUE SAUCE, APPLE CIDER VINEGAR, AND CHICKEN BROTH.
- STIR IN BROWN SUGAR, YELLOW MUSTARD, WORCESTERSHIRE SAUCE, CHILI POWDER, ONION, GARLIC, AND THYME.
- COVER AND COOK ON HIGH UNTIL ROAST SHREDS EASILY WITH A FORK.
- REMOVE ROAST AND SHRED RETURN SHREDDED PORK TO SLOW COOKER AND MIX WITH JUICES.
- TOAST BUNS UNTIL GOLDEN BROWN AND ADD PORK.

DON'T COOK THE BOOKS

AS WE APPROACH YEAR-END, HAVE A GOOD CLOSING CHECKLIST WHICH SHOULD INCLUDE, AMONG OTHER THINGS, POSTING ALL CASH RECEIPTS AND PERFORMING BANK RECONCILIATIONS, ADJUSTING ACCOUNTS RECEIVABLE FOR UNCOLLECTIBLE ACCOUNTS, POSTING ALL VENDOR INVOICES AND RECORDING ANY NECESSARY ACCRUALS. MOST IMPORTANTLY, MAKE YOUR BOSS HAPPY BY GIVING ACCURATE FINANCIAL STATEMENTS SO THEY WON'T BE A GRINCH.



MACKENZIE LEE, DIGITAL ASSOCIATE

Brilliant Brussels Sprouts

SPROUTING IN THE DIGITAL WORLD



YIELDS: 10-12 SERVINGS



PREP TIME: 20 MINUTES

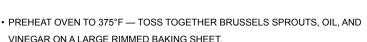


COOK TIME: 20 MINUTES

INGREDIENTS:

- 2 LB. BRUSSELS SPROUTS. HALVED
- 2 TBSP. OLIVE OIL
- 1/4 C. BALSAMIC VINEGAR
- KOSHER SALT
- FRESHLY GROUND BLACK PEPPER

DIRECTIONS:



- · SEASON WITH SALT AND PEPPER.
- ROAST FOR 15 TO 20 MINUTES, STIRRING ONCE IN THE LAST 5 MINUTES, UNTIL TENDER AND LIGHTLY BROWNED.

KNOW YOUR SOCIAL SIZES:

VISUAL CONTENT RULES THE SOCIAL MEDIA LANDSCAPE. TO BECOME EFFECTIVE IN CONVEYING YOUR BRAND ON SOCIAL MEDIA, IT IS IMPERATIVE TO USE IMAGES AND VIDEO.

THROUGH THE QUICK-SCROLL WORLD OF SOCIAL MEDIA, ENSURE THAT THE VISUAL OF YOUR BRAND FITS THE SOCIAL PLATFORM. THE FIRST IMAGE YOUR AUDIENCE SEES MAY BE THE ONE THING THEY REMEMBER.

TOOL: SPROUTSOCIAL.COM



BEAU ROBINSON, EVENT COORDINATOR

Beau's Smokin' Hot Cocoa

WHAT'S HOT IN VIRTUAL EVENTS



YIELDS: 6 SERVINGS



PREP TIME: 5 MINUTES



COOK TIME: 20 MINUTES

INGREDIENTS:

- 3 CANS OF EVAPORATED MILK
- 3 CANS OF WATER (USE MILK CAN)
- 1.5 CUPS OF SUGAR
- 3 TBSP. OF HERSHEY'S COCOA
- HANDFUL OF MARSHMALLOWS
- CRUSHED CANDY CANE
- WHIPPED CREAM

DIRECTIONS:

- MIX MILK AND WATER IN A POT ON MEDIUM, HEAT UNTIL WARM.
- MIX SUGAR AND COCOA IN A BOWL.
- POUR SUGAR AND COCOA INTO MILK MIXTURE.
- BRING TO A BOIL, WHILE STIRRING EVERY FEW MINUTES.
- ADD MARSHMALLOWS, WHIPPED CREAM AND CANDY CANE.

VIRTUAL TRADE SHOW TIPS:

BRAND AND DESIGN YOUR VIRTUAL BOOTH USING ELEMENTS FROM YOUR IN-PERSON BOOTH. IT WILL SET YOU APART FROM OTHER EXHIBITORS AND "WOW" SHOW ATTENDEES. HERE ARE SOME TIPS ON HOW YOU CAN DO IT!

- VIDEO CONTENT IN PLACE OF MONITORS
- A RECEPTION DESK FOR LEAD RETRIEVAL
- TABLETS FOR SCHEDULING MEETINGS
- SEATING AREAS FOR PEOPLE TO MEET WITH YOU
- LITERATURE RACKS FOR YOUR DOWNLOADABLE CONTENT
- SHELVES TO DISPLAY YOUR PRODUCTS (PHOTOS, PRODUCT DEMOS, ETC.)





TIFFANY SOILEAU, ACCOUNT EXECUTIVE

T2's Marvelous Mac and Cheese

SAY CHEESE TO MORE ENGAGEMENT



YIELDS: 2 SERVINGS



PREP TIME: 20 MINUTES



COOK TIME: 60 MINUTES

INGREDIENTS:

- 807 FLBOW MACARONI
- 1 CAN EVAPORATED MILK
- 1 CAN REGULAR MILK
- 2 EGGS
- 80Z CHEDDAR CHEESE
- BUTTER

DIRECTIONS:

- BOIL NOODLES IN SALT AND BUTTER (JUST A LITTLE BUTTER).
- IN BOWL, MIX 2 EGGS, EVAPORATED MILK, REGULAR MILK AND SEASON MIX TO TASTE.
- POUR NOODLES IN A PAN, POUR MIXTURE ON TOP OF NOODLES, TOP WITH CHEESE AND MORE BUTTER.
- COVER AND BAKE AT 350°F...APPROX. 45 MINUTES REMOVE TOP AND COOK FOR 15 MINUTES.

MAKE YOUR AD DOLLARS COUNT!

AS WE FIGHT THROUGH COVID-19 MEETING RESTRICTIONS, THERE ARE MORE EYEBALLS IN FRONT OF THE COMPUTER SCREEN THAN EVER.

NOW IT IS TIME TO INVEST IN ADVERTISING YOUR BRAND OR PRODUCT IN THE DIGITAL FORMAT — REMEMBER VIDEO IS KING AND CONTENT MATTERS! KEEP YOUR MESSAGE CONCISE AND ENGAGING.



DARLENE MILLER, OPERATIONS COORDINATOR

Who Dat Cajun Potatoes

WHIPPIN' THE WORKPLACE INTO SHAPE



YIELDS: 2 SERVINGS



PREP TIME: 20 MINUTES



COOK TIME: 60 MINUTES

INGREDIENTS:

- 3 LB BAG OF SMALL RED POTATOES
- PACKET OF CRAB BOIL
- 1 LB OF COOKED BACON
- GREEN ONIONS
- 80Z SHREDDED CHEESE
- 160Z SOUR CREAM
- 2 TBSP. BUTTER

DIRECTIONS:

- BOIL POTATOES IN CRAB BOIL.
- · ONCE BOILED, MASH POTATOES.
- ADD CRUMBLED BACON, SOUR CREAM, CHEESE, BUTTER, AND GREEN ONIONS.
- · MIX ALL INGREDIENTS WELL.

ALWAYS EXPECT THE UNEXPECTED

BY WORKING FOR A COMPANY IN BUSINESS FOR 40 YEARS, WE HAVE LEARNED TIME AND TIME AGAIN HOW TO ADAPT AND SURVIVE. IT'S IMPORTANT TO REACT QUICKLY AND TO HAVE A PLAN IN PLACE. WHEN COVID-19 LOCKED US DOWN IN MARCH, WE WERE PREPARED TO MAKE SURE EVERYONE HAD WHAT THEY NEEDED TO WORK FROM HOME AND MAINTAIN PRODUCTIVITY. IN MARKETING, YOU MUST ADAPT TO NEW TRENDS IN THE INDUSTRY, AND WE APPLY THAT SKILLSET TO EVERY ASPECT OF OUR BUSINESS.



AMAL ABDALLAH, ACCOUNT EXECUTIVE

Amal's Anything but Corn-y Dip

SOMETHING DIFFERENT TO THE TABLE



YIELDS: 4 SERVINGS



PREP TIME: 15 MINUTES



COOK TIME: 120 MINUTES

INGREDIENTS:

- 1 JAR MILD SALSA VERDE
- 1.5 CUPS FROZEN CORN KERNELS
- 1 SMALL SWEET ONION, CHOPPED
- 2 CLOVES GARLIC, MINCED
- 1 PKG NEUFCHATEL CHEESE, SOFT
- 1 CUP SHREDDED JACK CHEESE
- 1 TOMATO, DICED
- 2 TSP GROUND CUMIN
- .5 CUP CHOPPED CILANTRO

DIRECTIONS:

- COAT SLOW COOKER WITH NONSTICK COOKING SPRAY.
- COMBINE SALSA VERDE, CUMIN, CORN, ONION, GARLIC IN SLOW COOKER.
- · ADD NEUFCHATEL CHEESE AND MIX TO COMBINE.
- STIR MONTEREY JACK CHEESE, TOMATO, AND CILANTRO COOK AND COVER FOR 15 MINUTES LONGER.
- · SERVE IMMEDIATELY WITH TORTILLA CHIPS.

SALT AND PEPPER ALONE IS BORING

WHEN IT COMES TO SOCIAL MEDIA, IT IS CRUCIAL TO KEEP YOUR AUDIENCES INTERESTED. VARIETY IS THE SPICE OF SOCIAL MEDIA LIFE. BY USING A VARIETY OF CONTENT, YOU CAN KEEP YOUR AUDIENCE ENGAGED AND KEEP THEM COMING BACK! PLUS, YOU CAN APPEAL TO DIFFERENT TYPES OF USERS — NO TWO USERS ARE ENTIRELY ALIKE WHEN IT COMES TO SOCIAL.

EMBRACE THE BOLD, VARIED FLAVOR OF CONTENT AND THEY WILL ALWAYS PROVIDE SOMETHING EXTRA!



TIFFANY HARRIS, PRESIDENT

Tiff's Hot 'n Spicy Cauliflower

SPICING UP YOUR MARKETING MIX



YIELDS: 8 SERVINGS



PREP TIME: 10 MINUTES



COOK TIME: 25 MINUTES

INGREDIENTS:

- 1 HEAD OF CAULIFLOWER (FLORETS)
- 1 CUP ALMOND FLOUR
- 1 TSP GARLIC POWDER
- .5 TSP SEA SALT
- 1 LARGE EGG
- .5 CUP BUFFALO SAUCE

DIRECTIONS:

- PREHEAT OVEN TO 400°F.
- LINE A BAKING SHEET WITH PARCHMENT PAPER.
- MIX DRY INGREDIENTS IN A BOWL SET ASIDE.
- WHISK EGG IN LARGE BOWL, ADD CAULIFLOWER, STIR TO COAT.
- ADD COATED CAULIFLOWER TO BAG, SHAKE TO FULLY COAT.
- ARRANGE ON BAKING SHEET BAKE/ROAST FOR 25 MINUTES.
- HEAT BUTTER AND BUFFALO SAUCE AND POUR OVER THE CAULIFLOWER.

THE 5 P'S ARE STILL IN PLAY

IT DOESN'T MATTER IF IT IS 1920 OR 2020, THE 5 P'S OF MARKETING ARE STILL THE STRATEGIC MARKETING MIX TO LIVE BY! YES, I KNOW, YOU LEARNED THERE WERE ONLY 4 P'S — PRODUCT, PRICE, PLACE, AND PROMOTION... BUT THERE IS ONE IMPORTANT "P" THAT WE FELT WAS LEFT OUT, AND THAT IS PEOPLE. WHILE THE PRODUCT IS THE STAR, THE PRICE IS OFTEN THE DETERMINING FACTOR, THE PLACE OFFERS LOGISTICAL ADVANTAGES, AND THE PROMOTION TELLS THE STORY; IT IS THE PEOPLE THAT IMAGINE THE PRODUCT, SET THE PRICE, PICK THE PLACE AND SELL THE STORY. KEEPING THE 5 P'S IN MIND WILL TAKE YOU TO YOUR TARGET AUDIENCE!



MEGAN SCHRECKENBACH, VP ACCOUNT SERVICES

Classic Green Bean Casserole

GOING GREEN IN THE MARKETING WORLD



YIELDS: 2 SERVINGS



PREP TIME: 20 MINUTES



COOK TIME: 60 MINUTES

INGREDIENTS:

- 1 CAN CAMPBELLS CONDENSED CREAM OF MUSHROOM SOUP
- .5 CUP MILK
- 1 TSP SOY SAUCE
- 1 DASH BLACK PEPPER
- 4 CUPS COOKED GREEN BEANS
- 1 1/3 CUPS FRENCH FRIED ONIONS

DIRECTIONS:

- STIR THE SOUP, MILK, SOY SAUCE, BLACK PEPPER, BEANS AND 2/3 CUP ONIONS IN A 1 1/2 QUART CASSEROLE.
- BAKE AT 350°F FOR 25 MINUTES OR UNTIL HOT AND BUBBLING.
- STIR THE BEAN MIXTURE. SPRINKLE WITH THE REMAINING ONIONS.
- BAKE FOR 5 MINUTES OR UNTIL ONIONS ARE GOLDEN BROWN.

WHAT IS GREEN MARKETING?

WHILE DIFFERENT AGENCIES AND ORGANIZATIONS OFFER VARIOUS DEFINITIONS OF GREEN MARKETING (SOMETIMES CALLED ENVIRONMENTAL MARKETING OR ECO-MARKETING), THEY GENERALLY AGREE THAT IS IT THE MARKETING OF PRODUCTS AND COMPANIES THAT PROMOTE THE ENVIRONMENT IN SOME SUBSTANTIAL WAY. SOME DEFINITIONS LOOK FOR ENVIRONMENTALLY "SAFE" OR "SUBSTANTIAL" PRODUCTION, WHILE OTHERS SEEK TO REDUCE A COMPANY'S "CARBON FOOTPRINT."



ANNA SCORDOS-BROOKE, DIRECTOR OF PR

Creamy British Bread Sauce

AMPING UP YOUR BLAND INGREDIENTS



YIELDS: 8 SERVINGS



PREP TIME: 10 MINUTES



COOK TIME: 20 MINUTES

INGREDIENTS:

- 2.5 CUPS MILK
- 1/3 CUP OF BUTTER
- 1 ONION, CHOPPED
- 6 CLOVES
- 6 PEPPERCORNS
- 1 BAY LEAF
- 1/2 CUP SOFT WHITE BREADCRUMBS
- 1/3 CUP SINGLE CREAM OR MASCARPONE
- PINCH NUTMEG, FRESHLY GRATED

DIRECTIONS:

- SIMMER THE MILK, BUTTER, ONION, CLOVES, PEPPERCORNS AND HERBS IN A PAN FOR 20 MINUTES.
- STRAIN AND RETURN THE LIQUID TO THE PAN.
- ADD THE BREADCRUMBS AND SIMMER FOR 3-4 MINUTES.
- · STIR IN THE CREAM OR MASCARPONE.
- ADD NUTMEG, SEASON AND SERVE.

REINVENT BLAND INGREDIENTS

IF YOU'RE TIRED OF EATING BREAD, MAKE IT INTO A SAUCE. IF YOU'RE TIRED OF WRITING ARTICLES, MAKE A VIDEO!

SOMETIMES, YOU HAVE A GREAT STORY TO TELL BUT YOU GET THE FEELING YOU'VE BEEN BROADCASTING IT ON REPEAT FOR A WHILE.BUT BEFORE YOU THINK ABOUT HANGING UP ITS STOCKING FOR GOOD, TRY REINVIGORATING IT BY TURNING IT INTO SOMETHING NEW. THAT 2000 WORD TECHNICAL ARTICLE CAN BE EASILY BE TURNED INTO AN INFORMAL BLOG POST. OR A VIDEO. OR A WEBINAR. THERE'S ALWAYS MORE THAN ONE WAY TO SHARE YOUR LOAF!



KELSEY WHITMEYER, ACCOUNT EXECUTIVE

Spankin' Spinach Artichoke Dip

MIXING IT UP IN THE KITCHEN



YIELDS: 8 SERVINGS



PREP TIME: 10 MINUTES



COOK TIME: 20 MINUTES

INGREDIENTS:

- 8 OZ. CREAM CHEESE, SOFTENED
- 1/4 CUP SOUR CREAM
- 1/4 CUP MAYONNAISE
- 1 GARLIC CLOVE, MINCED (1 TSP)
- 2/3 CUP SHREDDED PARMESAN
- 1/2 CUP SHREDDED MOZZARELLA
- PEPPER, TO TASTE
- 1 (14OZ) CAN QUARTERED ARTICHOKE HEARTS, CHOPPED (DRAIN LIQUID)
- 6 OZ. FROZEN SPINACH, THAWED, DRAINED

DIRECTIONS:

- PREHEAT OVEN TO 350 DEGREES. SPRAY A SMALL BAKING DISH WITH NON-STICK COOKING SPRAY.
- IN MIXING BOWL, STIR TOGETHER CREAM CHEESE, SOUR CREAM, MAYONNAISE, GARLIC, PARMESAN, MOZZARELLA AND PEPPER.
- · STIR IN ARTICHOKES AND SPINACH.
- SPREAD MIXTURE EVENLY INTO PREPARED BAKING DISH. BAKE UNTIL HEATED THROUGH AND MELTY.
- SERVE WARM WITH TORTILLA CHIPS, CRACKERS OR TOASTED BAGUETTE SLICES.

THE BEST VIDEOS FOR SOCIAL MEDIA

CERTAIN TYPES OF VIDEOS PERFORM BETTER ON SOCIAL MEDIA, BUT WHAT ONE AUDIENCE LIKES WON'T WORK FOR EVERYONE, SO WHEN TRYING TO DECIDE WHAT VIDEO IDEAS MIGHT WORK BEST, DON'T BE AFRAID TO MIX IT UP!

(1) INTERVIEW/Q&A, (2) BEHIND-THE-SCENES, (3) FEATURE/PRODUCT VIDEO, (4) LIVE VIDEOS, (5) PROMO AND DEALS, (6) USER-GENERATED CONTENT, (7) GIVEAWAYS AND CONTESTS, (8) ANNOUNCEMENTS/REVEALS, (9) EVENTS, (10) BREAKING NEWS/TRENDING



KRISTY BONNER, VP DIGITAL SERVICES

Savory Shrimp Avocado Dip







YIELDS: THE PERFECT PARTY **BOWI**



PREP TIME: 25 MINUTES

INGREDIENTS:

- ONE BAG OF FROZEN SHRIMP (80-100 COUNT), COOKED, DEVEINED AND WITHOUT HEADS
- ONE JAR OF SALSA
- TWO AVOCADOS
- TWO TOMATOES
- OREGANO
- PARSLEY
- YOUR FAVORITE DIPPING CHIPS (OUR FAVORITE TO USE IS BAKED BLUE CORN. CHIPS)

DIRECTIONS:

- COOK SHRIMP IN PAN ON STOVE AND DRAIN.
- DICE AVOCADOS AND TOMATOES INTO SMALL PIECES.
- COMBINE SHRIMP, DICED AVOCADOS AND TOMATO PIECES INTO BOWL.
- ADD SALSA, APPROX. 1/2 A 16-OZ JAR.
- ADD OREGANO TO TASTE, START WITH 1 TSP.
- ADD A FEW SPRINKLES OF PARSLEY.
- LEFTOVERS: IF YOU HAVE LEFTOVERS. REFRIGERATE AND PUT ON A BAKED POTATO LATER. YOU WON'T REGRET IT!

THERE IS A LOT INVOLVED IN SEO

WE OFTEN ADD A LOT OF INGREDIENTS TO GET THE MIX WE WANT IN OUR FAVORITE RECIPES. SEARCH ENGINE OPTIMIZATION (SEO) IS ALSO A PROCESS THERE ARE MORE THAN 200 RANKING FACTORS IN GOOGLE'S MYSTERY ALGORITHM. THERE A LOT TO CONSIDER IN YOUR QUEST TO RANK NO 1 IN ORGANIC SEARCH

START WITH THIS RECIPE TO WIN: (1) FIGURE OUT WHAT YOUR CUSTOMERS ARE SEARCHING FOR, (2) OPTIMIZE YOUR PAGES FOR KEYWORDS AND PHRASES, (3) MAKE SURE YOUR SITE IS EASY TO USE, (4) SEEK OUT LINKS TO YOUR SITE AND (5) MEASURE, ADD TO YOUR CONTENT MIX AND REPEAT



GEORGE FOSTER, CHIEF EXECUTIVE OFFICER

Hanging of the Greens: Chicken Enchilada Verde

THE RIGHT INGREDIENTS FOR SUCCESS



YIELDS: 4-6 SERVINGS



PREP TIME: 10 MINUTES



COOK TIME: 20 MINUTES

INGREDIENTS:

- 3 C. SHREDDED CHICKEN
- 1 BOTTLE SALSA VERDE (EL PASO, HEREDEZ, HATCH)
- 1 4 oz. CAN DICED GREEN CHILES (DRAINED)
- 2-3 C. SHREDDED CHEDDAR
- 1 TBSP. OIL
- 1 C. DICED ONIONS
- 2 GARLIC CLOVES, MINCED
- -1/4 C. FRESH CILANTRO
- 1/2 C. SOUR CREAM
- -I PKG. OF TORTILLAS
- -SALT AND PEPPER TO TASTE

DIRECTIONS:

- USE 9x 13" BAKING DISH TO HOLD 10 ENCHILADAS. HEAT OVEN TO 350 F.
- HEAT OIL IN SKILLET ON MEDIUM HEAT COOKING HALF THE ONIONS UNTIL CLEAR
 AND THE GARLIC UNTIL FRAGRANT. ADD GREEN CHILIS AND CHICKEN, COOK
 UNTIL HEATED THROUGH.
- STIR IN SOUR CREAM AND CILANTRO. SET ASIDE ONE CUP OF SAUCE.
- FILL TORTILLAS WITH SHREDDED CHICKEN MIXTURE AND TOP WITH CHEESE AND 1 TBSP. OF SALSA VERDE SAUCE. RESERVE HALF THE CHEESE AND ONIONS.
- ROLL TORTILLAS AND PLACE IN BAKING DISH SEAM-SIDE DOWN. TAKE REMAINING SAUCE AND POUR OVER ALL. TOP WITH REMAINING CHEESES AND ONIONS.
- BAKE IN 350 F OVEN FOR 20 MINUTES UNTIL CHEESE HAS MELTED. LET STAND FOR 5 MIN. TOP WITH SOUR CREAM.

LOVE IT WHEN A PLAN COMES TOGETHER

TO PREPARE ANY GOOD DISH, IT TAKES INGREDIENTS (TACTICS) AND DIRECTIONS (A PLAN). FOR 40 YEARS FOSTER MARKETING HAS BEEN UTILIZING THE BEST, MOST EFFICIENT AND NEWEST TACTICS TO PUT TOGETHER SUCCESSFUL MARKETING PLAN FOR OUR CLIENTS. JUST LIKE IN PREPARING A DISH, THE TACTICS HAVE TO BLEND TOGETHER TO ACCOMPLISH THE PLAN OBJECTIVE. AND, THE PLAN HAS TO BE FOLLOWED PRECISELY (ALTHOUGH MAYBE WITH A PINCH OF THIS OR THAT) TO ENSURE A POSITIVE END RESULT. WITH THE CORRECT INGREDIENTS AND PERFECT DIRECTIONS, YOU GET ... A PERFECT CASSEROLE.



HAVE A MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR!

— Foster Marketing Staff







