

THE BIG STORM

Marketing Cookbook



Elevate your marketing,
and your cooking, with
these tasty recipes from
the Big Storm family.

MARKETING COOKBOOK

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OUR SUCCESSFUL

Marketing Recipes

MARKETING

BIG STORM RECIPES

Welcome to the Big Storm Marketing Cookbook! We wanted to give you a glimpse into what we do to make sure your marketing efforts come out perfect every time, so we put together a collection of our favorite marketing “recipes.” We hope these shed a little light on the ingredients that go into our marketing services, give insight into how we take those ingredients and turn them into results, and help you understand how to use these concepts to grow your business.



PPC

REVENUE & LEADS

PAY PER CLICK CAMPAIGN

BY BIG STORM

406-624-9321

GREATBIGSTORM.COM

NOTE FROM THE COOK

Get more leads, drive more sales, and effectively track the return on every dollar you spend with PPC marketing.

WHAT IS IT?

INTRODUCTION

PPC stands for “Pay Per Click” Marketing, and it’s one of the quickest ways to get your brand to the top of Google’s search results. Essentially, you tell Google what you’re willing to pay to get somebody to your website, select the keywords you want to rank for in search results, and it puts you into an auction with your competitors for those keywords at the top of the search results. PPC ads are great for bringing visitors, who are looking for your specific products or services, to your website.

WHAT YOU NEED

INGREDIENTS

- A Google Analytics account
- A Google Ads account
- Clearly-defined goals for your ads campaigns
- An idea of what you’re willing to pay for a conversion
- An understanding of what your customers need
- A website that sells

STEP-BY-STEP

INSTRUCTIONS

First, make sure you know what your goals are for your Google Ads campaign. Are you trying to drive website visits? Are you trying to drive sales, phone calls, or lead form fills on your website? Do you measure success based on how many impressions your ads get?

Once you have defined your goals, you’ll need to set up a Google Analytics account and make sure you are tracking the goals you defined as conversions.

After that, set up your Google Ads account, link it to your Google Analytics account, and start doing your research and building your campaigns. Make sure your campaign is targeted geographically in the right area and that you’re using the right keywords for your brand. Remember, the closer the keywords you’re targeting are to the copy in your ads, and the copy in the pages your ads are going to, the better your ads will perform. Make sure your ad copy contains a strong call-to-action to entice searchers to click.

When you’re setting up and testing your campaigns, it is crucial to know what you’re willing to pay for a conversion. What margins do you need to make on your products for them to be profitable? How much is a lead worth to you? You must know this before starting your campaigns, so you know your goal when bidding on keywords, creating content, and optimizing your campaigns.

Follow these steps, and before you know it, you’ll be running a successful Google Ads campaign that allows you to effectively track its success!

This recipe is an excellent choice for those who want to be found. If that means pushing your products, building your customer base, or bringing existing customers back for more, PPC is going to be your new go-to recipe!

Better yet get your Pay Per Click delivered by Big Storm.



SOCIAL

COMMUNITY & CONNECTION

ORGANIC SOCIAL MEDIA

BY BIG STORM

406-624-9321

GREATBIGSTORM.COM

NOTE FROM THE COOK

Social media is all about sharing value, and having fun while doing it! Use your creativity and strong sense of brand to convey your message and watch your following grow.

WHAT IS IT? INTRODUCTION

Social media is a fantastic way to know what your audience thinks about your company— as a brand, the quality and satisfaction of your product, and the customer service. Social media is a free, instant feedback tool to learn what you need to know to build a thriving business. In addition to developing new partnerships with influencers, other brands, or industry leaders, you can test new product ideas, new messaging ideas, and updated graphics (among a thousand other things).

WHAT YOU NEED INGREDIENTS

- Social media accounts
- Photos or Videos
- A clear, strong brand voice
- Hashtag strategy
- A target audience you want to reach
- Writing skills
- A sprinkle of creativity

STEP-BY-STEP INSTRUCTIONS

Make sure you have the social media accounts you want set up. The standard accounts for businesses are Facebook, Instagram, Twitter, and LinkedIn. Pick the accounts that fit your business's goals for social media.

Get your images and graphics ready, and make sure they follow your brand's guidelines.

Write a caption in your brand's voice to fit the image / graphic. Add hashtags to the bottom of the caption and / or within the caption. Tag the appropriate companies and / or people.

Post the image / graphic and caption!

Get creative and mix it up once in a while! Try some add-ins like new imagery, fun facts, or how-tos.

Now watch as the engagement with your posts increases while seamlessly growing your customer base and brand recognition!

Kick off your social media strategy today with Big Storm.



SEO

GROWTH & AWARENESS

SEARCH ENGINE OPTIMIZATION

BY BIG STORM

406-624-9321

GREATBIGSTORM.COM

NOTE FROM THE COOK

Using a bit of creativity, knowledge, and your writing skills, you can bring value to your site visitors, rank better on search engines, and thrive as a business.

WHAT IS IT?

INTRODUCTION

SEO helps your business rank on search engines, so your business gets found by people who may not even know it's out there.

WHAT YOU NEED

INGREDIENTS

- Keyword Research tool
- A list of questions your business gets asked a lot
- A well-structured website
- Writing skills
- A little flow
- A dash of creativity and organization
- A heaping spoonful of knowledge

STEP-BY-STEP

INSTRUCTIONS

From the list of questions your business gets asked a lot, do some keyword research using your preferred tool, looking at the specific phrasing people use when searching things around that question or topic.

Make a list of those keywords you find.

Use your creativity and knowledge to organize your information for the person reading it, utilizing the keywords you found.

Make sure to edit, refine, and get the content just right so you can answer their question(s) thoroughly, clearly, and completely.

Publish the post and share it on your blog, social media, or as content on your website. Voilà, build your customer base, and get found on search engines!

Reach out to Big Storm for help with your SEO today.



DESIGN

RECOGNITION & TRUST

WEBSITE DESIGN

BY BIG STORM

406-624-9321

GREATBIGSTORM.COM

NOTE FROM THE COOK

Give your business the website it deserves to build trust with your audience, enhance usability, and serve up some delicious leads.

WHAT IS IT? INTRODUCTION

Statistically speaking, a website accounts for 94% of first impressions for a company. Your website should fit your brand style, tone of voice, and be built with your end-users in mind. In this digital era, having a well designed and functional website is crucial for your business to succeed. Whether you are redesigning an old site or baking a new one from scratch, this recipe is here to help!

WHAT YOU NEED INGREDIENTS

- Professional branding that fits the target audience and content
- A domain
- Colors that are good for viewing on screens
- Web-friendly fonts
- User experience best practices
- A clear goal or call-to-action
- Conversion rate optimization
- Organized sitemap that takes SEO into account

STEP-BY-STEP INSTRUCTIONS

Obtain your domain and choose the platform on which you want to build the website. Create a plan for pages and content by whipping up a sitemap and building your site out using the platform chosen.

Create a base style guide for your website to follow that adheres to any preset design guidelines by mixing up the imagery, colors, fonts, and overall look and feel.

Wireframe the main pages with user experience and conversion optimization in mind. This will act as a skeleton for your pages and as a blueprint for content creation.

Start page building using wireframes, style guides, and the sitemap as road maps. This can be done using many methods, so be sure to choose the most appropriate tool for your budget, skill set, and needs.

Once all content is baked thoroughly, and the website has gone through some quality control checks, it's time to pull it out from the oven and serve it to your consumers.

This website will act as the greeting to most of your new customers and, with careful thought and design, can lead the user right to wherever you want them to go to donate, purchase, or learn more. See? Piece of cake!

Get a professional website delivered with Big Storm.



DATA

INSIGHT & PERFORMANCE

GOOGLE ANALYTICS

BY BIG STORM

406-624-9321

GREATBIGSTORM.COM

NOTE FROM THE COOK

Combine all these great tips and tricks to make yourself one heck of an analytics account that will tell you everything you ever wanted to know (and more) about your website traffic.

WHAT IS IT? INTRODUCTION

An analytics tracking tool is arguably the most essential part of any website. If you can't track how your users interact with your website, you might as well just not even have one! Google Analytics is an amazingly powerful tool that anyone can use for free to track your users' activity on your website to measure your online presence's success.

WHAT YOU NEED INGREDIENTS

- A Google account
- Backend website access
- Super awesome marketing team to add it to your website
- Basic coding experience
- A Google Tag Manager account
- The URL of your website
- Goals or actions you want users to take on your website

STEP-BY-STEP INSTRUCTIONS

Create or sign in to your Analytics account.

Set up a property in your Analytics account. A property represents your website or app and is the collection point in Analytics for the data from your site or app.

Set up a reporting view in your property. Views let you create filtered perspectives of your data; for example, all data excluding anyone that looked at it using your company's internet. This is helpful because you can be skewing the data by visiting your website.

Follow the instructions to add the tracking code to your website so you can collect data in your Analytics property. This is an essential step because if your data isn't tracking correctly, you won't be able to extrapolate anything from it.

Set up goals that you want users of your site to complete.

Test your goals and tracking by going to the Realtime section.

Now, you can learn anything and everything about your website, who your audience is, where they are visiting from, how they found your website, how long they stayed, and so much more.

This opens up opportunities to improve your website (see our web design recipe) and continue to grow based on what's working!

Get your website on track for success with Big Storm.



OUR DELICIOUS

Cooking Recipes

COOKING**BIG STORM RECIPES**

A cookbook wouldn't be complete without some actual recipes, so here's a little gift from our kitchen to yours. We've put together some family favorite recipes from the Big Storm team. Try them out, and let us know how you like them! We hope you enjoy these tasty dishes as much as we do.



DINNER

QUICK & FRESH

FETA TOMATO PINE NUT PASTA


BY EMILY GUNDERSON


NOTE FROM THE COOK

This recipe is a staple for my family during summer. It's good cold or warm— for dinner or a midnight snack.

WHAT YOU NEED INGREDIENTS

- 2 cups Fresh Tomatoes, diced
(Campari or cherry recommended)
- 2 tsp Chopped Fresh Basil *(to taste)*
- 1 Medium Sweet Onion, diced
- ¼ cup Feta Cheese, crumbled
- ¼ cup Goat Cheese, crumbled
- ¼ cup Pine Nuts, toasted
- Salt and Pepper *(to taste)*
- 2 Tbsp Extra Virgin Olive Oil *(to taste)*
- 10 oz Spaghetti *(or preferred pasta)*

 **PREP:**
15-20 mins

 **COOK:**
15-20 mins

 **SERVES:**
5 Plates

STEP-BY-STEP DIRECTIONS

In a large pot, boil those noodles to al dente.
(I break mine in half for easier tossing).

While boiling the noodles, chop up your tomatoes, onions, and basil and place aside.

Toast your pine nuts carefully on a dry pan until golden brown and fragrant or in the microwave stirring every 45 seconds (about 2 to 3 times). Make sure to check on these when stirring, so you do not burn your expensive nuts.

After draining pasta, add back to the pot and toss with Olive Oil. Add tomatoes, basil, cheeses, pine nuts, salt, and pepper. Enjoy!



DINNER

SWEET & SPICY
**GINGER
CHICKEN**
BY KATIE NELL

NOTE FROM THE COOK


Even as a kid, my dad's ginger chicken topped pizza and ice cream in my book. I hope you enjoy!

WHAT YOU NEED
INGREDIENTS**CHICKEN**

- 2 Tbsp Vegetable Oil
- 2 Tbsp Butter
- ⅓ cup Flour
- 1 tsp Ground Ginger
- ½ tsp Pepper
- 2-3 Large Chicken Breasts, diced

SAUCE

- ⅓ cup Honey
- ⅓ cup Soy Sauce
- ⅓ cup Chili or Cocktail Sauce
- 1 tsp Ground Ginger

 **PREP:**
20 mins **COOK:**
30-35 mins **SERVES:**
5 Plates**STEP-BY-STEP**
DIRECTIONS

Heat oven to 425° F. Add oil and butter to a cake pan and melt for 5 minutes in the oven (or until butter is fully melted). Place chicken cubes, ginger, pepper, and flour in a gallon-sized ziplock bag and shake until coated evenly.

Bake in oil/butter for 15 minutes.

Meanwhile, mix honey, cocktail sauce, soy sauce, and ginger in a bowl. Pour over cooked chicken. Bake an additional 15 minutes or until chicken is cooked through.

Serve over rice with your favorite side and enjoy!



DINNER

HEARTY & COMFORTING

FAMOUS PASTIES

BY MATT KONEN

NOTE FROM THE COOK

This is my Aunt Julie's recipe—I only got to eat these a couple times a year as a kid, and I always looked forward to it. Also, it's pronounced “past-ies,” not “paysteez.”

WHAT YOU NEED INGREDIENTS

CRUST

- 2 cups Flour
- 1 Tbsp Salt
- 2 sticks Unsalted Butter
- 8 oz Cream Cheese
- 1 Egg

FILLING

- 1 White Onion, minced
- 1.5 lbs Top Sirloin, cut into ½ inch pieces
- 1 Large Russet Potato, cut into ½ inch pieces
- Salt and Pepper (*to taste*)

GRAVY

- ¼ cup Butter
- ¼ cup Flour
- 16 oz Mushrooms
- 1 quart Beef or Vegetable Stock
- Black Pepper and Salt (*to taste*)

 **PREP:**
2.5 hours

 **COOK:**
1 hour

 **SERVES:**
6 Pasties

STEP-BY-STEP DIRECTIONS

Mix salt and flour in a large bowl. Cut butter and cream cheese into dry ingredients until it forms a coarse mixture, and no big lumps of fat remain. Use your hands to finish mixing the dough. Cut into six equal portions and roll into balls. Chill at least 2 hours.

While your dough is chilling, mix the potatoes, meat, and minced onion in a bowl with salt and pepper.

Line baking sheets with parchment paper and preheat oven to 400° F. Liberally flour your working surface and roll out one portion of the chilled dough to the thickness of a pie crust. I use a pie tin as a guide to cut even circles. Add a liberal helping of meat / potato mixture in the middle. Bring the edges together, so it forms a “D” shape above the filling. Lay it on its side and crimp the edges closed. Cut three slits in the top and put it on your prepared baking sheet.

Beat one egg and brush the tops of the pasties liberally with it just before you put them in the oven. Bake the pasties for 15 minutes at 400° F, then 45 minutes at 350° F.

While they’re baking, make the gravy. In a saucepan, heat the butter until it foams. Add mushrooms and cook them over medium heat until most of the moisture has evaporated. Add the flour and stir to incorporate. Cook for a minute or two, then slowly stir in stock. Reduce heat to simmer and cook for 30 minutes. Add plenty of black pepper. Spoon liberally over pasties and enjoy.



DINNER

NUTTY & DELICIOUS

THAI PEANUT RAMEN


BY WYATT KELLY


NOTE FROM THE COOK

This delicious peanut butter ramen dish is Thai-inspired comfort food that will leave you wanting more.

WHAT YOU NEED INGREDIENTS

- 3 Boneless Chicken Thighs, chopped
- 3 Cloves Garlic, minced
- 1 tsp Ginger, grated
- 2 Limes
- 1 can Full-Fat Coconut Milk
- 1 Tbsp Red Curry Paste
- 4 cups Vegetable Broth
- 2 Tbsp Honey
- 1/2 cup Crunchy Peanut Butter
- 2 Tbsp Soy Sauce
- 12 oz Ramen Noodles
- 2 tsp Olive Oil

 **PREP:**
15-20 mins

 **COOK:**
20-25 mins

 **SERVES:**
5 Plates

STEP-BY-STEP DIRECTIONS

In a large pot, heat the olive oil on medium-high. Then add the minced garlic and grated ginger. Saute, reducing heat as needed for a minute or two to cook the garlic.

Now, add the curry paste, and stir it into the garlic and ginger. Cook for another minute or until curry paste is fragrant.

Then add 3 cups of veggie broth, coconut milk, soy sauce, honey, and lime juice. Stir to combine everything. Reduce heat to low and simmer.

Next, in a medium-sized bowl, whisk together the remaining cup of broth and the peanut butter (*I find this makes it easier to incorporate the peanut butter*). Add the remaining peanut butter and broth to the pan and mix.

Simmer on low for 5-10 minutes to develop the flavors. Taste and adjust seasonings. If needed, add a pinch of salt or more lime juice, honey, or peanut butter.

Right before serving, add the ramen noodles and chicken into the pot. Simmer them, cooking according to package directions. They usually only take a minute or two. Ensure the chicken is cooked all the way through. I like to add the chicken in at the end, so it doesn't get too 'rubbery' boiling in the mix.

Remove from heat for two minutes to allow it to thicken and enjoy! Pairs nicely with naan bread.



DESSERT

SWEET & CRAVEABLE

VEGAN APPLE CAKE WITH CINNAMON STREUSEL

BY ANNA ANDERSON

VEGAN 

NOTE FROM THE COOK

This is a perfect recipe for fall and winter, with warm spices, lots of butter, and delicious, in-season fruit– apples! Get ready to devour a whole loaf.

WHAT YOU NEED INGREDIENTS

WET


- 1 cup (244 g) Non-dairy Milk (*almond or soy*)
- 5 Tbsp Applesauce
- 1 tsp Apple Cider Vinegar
- 1/3 cup (66.67 g) Sugar (*I use coconut*)
- 1 tsp Vanilla Extract
- a few drops Almond Extract, optional


DRY

- 1.5 to 1.75 cups of Flour (*for Gluten Free use GF Oat flour*)
- 2 tsp Baking Powder
- 1/4 tsp Baking Soda
- 1/2 tsp Cinnamon or Pumpkin Pie Spice
- 1/2 tsp Salt
- 1 Apple, chopped small
- 1 Tbsp Maple Syrup

STREUSEL

- 1/2 cup Flour (*for Gluten Free use a mix of rice flour and almond flour*)
- 1/3 cup Brown Sugar
- 1/3 tsp Salt
- 2 tsp Cinnamon
- 2-3 Tbsp Vegan Butter or oil
(*I recommend using melted vegan butter*)

 **PREP:**
20-25 mins

 **COOK:**
45-50 mins

 **SERVES:**
8 Slices

STEP-BY-STEP DIRECTIONS

Line a pan with parchment with the parchment hanging on the sides. Preheat the oven to 350° F.

In a bowl, mix in the wet ingredients for the cake until the sugar is fully combined. Add 1 1/2 cup flour, baking powder, baking soda, cinnamon, and salt.

Fold into the wet until just about combined. Add more flour if needed, 1 Tbsp at a time to make just slightly thick batter.

In another bowl, drizzle maple over chopped apple and toss to coat. Add the apple to the batter and fold in.

Pour into the parchment-lined pan and even it out (*I use a loaf pan*).

In a bowl, add the dry streusel ingredients and mix well. Add the vegan butter (or oil) and mix it in with your fingers until well distributed and crumbly. Spread over the cake batter.

Bake at 350° F for 35 to 45 minutes. Add 5 minutes at a time, if needed, after that. To tell if it's done, stick a toothpick or knife in the center. If the toothpick or knife comes out clean, it's done. If the toothpick or knife isn't clean, add another 5 minutes, and check again after that. Repeat if necessary.

Cool for 10 minutes, then remove from the pan. Cool completely before slicing.

To make cupcakes/muffins: Bake for 22 to 24 minutes for regular size muffins.



DINNER

COMFORTING & FLAVORFUL

VEGAN BAKED MAC'N'CHEESE

BY SEAN WELDER

VEGAN 

NOTE FROM THE COOK

This classic vegan mac 'n' cheese recipe, with an enigmatic aroma of "what's actually in this," will have your guests salivating the minute they dish it up.

WHAT YOU NEED INGREDIENTS

PASTA


- 4 quarts Water
- 1 Tbsp Sea Salt
- 16 oz Macaroni

CRUMBS


- 4 slices Bread, torn into large pieces
- 2 Tbsp Non-hydrogenated Margarine

SAUCE

- 2 Tbsp Shallots, peeled and chopped
- 1 cup Red or Yellow Potatoes, peeled and chopped
- 1/4 cup Carrots, peeled and chopped
- 1/3 cup Onion, peeled and chopped
- 1 cup of water
- 1/3 cup Non-hydrogenated Margarine
- 1/4 cup Raw Cashews
- 2 tsp Sea Salt
- 1/4 tsp Minced Garlic
- 1/4 tsp Dijon Mustard
- 1 tsp Lemon Juice, freshly squeezed
- 1/4 tsp Black Pepper
- 1/8 tsp Cayenne

 **PREP:**
25-30 mins

 **COOK:**
1 hours

 **SERVES:**
6 Plates

STEP-BY-STEP DIRECTIONS

Preheat the oven to 350°F.

Cook macaroni to package instructions cook until al dente. In a colander, drain the pasta and rinse with cold water. Set aside.

In a food processor, make breadcrumbs by pulverizing the bread and 2 tablespoons of margarine until the mixture has a fine texture. Set aside.

In a saucepan, add the shallots, potatoes, carrots, onions, and 1 cup of water and bring to a boil. Cover and simmer for 15 minutes, or until the vegetables are very soft. Add more water as needed.

In a high-speed blender process the cashews garlic, mustard, lemon juice, black pepper, cayenne, 1/3 cup margarine, and 1 teaspoon of sea salt. Add the softened vegetables and cooking water to the blender and process until smooth.

In a large bowl, toss the cooked pasta in the blended sauce until completely coated. Spread the mixture into a (9 in x 12 in) casserole dish, sprinkle with the prepared breadcrumbs, and dust with paprika. Bake for 30 minutes, or until the sauce is bubbling and the top has turned golden brown.



DINNER

FIERY & COLORFUL

BOMB FAJITAS

BY DREW SCHUG

NOTE FROM THE COOK

My wife cooked these for me when we first started dating. Now we're married... I guess the way to a man's heart really is through his stomach.

WHAT YOU NEED INGREDIENTS

FILLING


- 1 lb Boneless Chicken Tenderloins or Top Sirloin Steak
- 3 Peppers of different colors, thinly sliced
- 1 Large Onion, thinly sliced
- 12 Mushrooms, thinly sliced

MARANADE

- ¼ cup Liquid Smoke
- 2 Limes
- 1 tsp Olive Oil
- 1 Clove Garlic, minced
- 2 Tbsp Soy Sauce

SERVING

- Tortillas
- Salsa
- Sour Cream
- Guacamole
- Cilantro
- Shredded Cheese

 **PREP:**
15-20 mins

 **COOK:**
45 mins

 **SERVES:**
4 Plates

STEP-BY-STEP DIRECTIONS

Slice steak or chicken tenderloins into strips.

In a large bowl, whisk liquid smoke, 2 cups of water, two juiced limes, minced garlic, and 2 tablespoons of soy sauce. Add steak or chicken to the bowl and toss to coat. Let marinate in the fridge for at least 30 minutes and up to 2 hours.

When ready to cook, heat olive oil in a large skillet over medium-high heat and add protein until cooked through.

Cook veggies on medium-high until desired consistency (*We like ours a little crunchy*). Combine veggies and chicken in a skillet on low heat and toss until combined.

Serve on tortillas. Add salsa, sour cream, guacamole, cilantro, and shredded cheese as desired.



SIDE

CREAMY & SAVORY

CREAMY SCALLOPED POTATOES


BY TORY KIRKEBY

NOTE FROM THE COOK

This delicious potato recipe from my dad is perfect for any kind of celebration! Enjoy!

WHAT YOU NEED INGREDIENTS

- 3 lbs Yukon Gold or Russet Potatoes
- 1/3 cup Flour
- 1 Clove Garlic, minced
- 2 cups Cheddar Cheese, grated
- 1/4 tsp Salt
- 1/2 tsp Pepper
- 1/2 White Vidalia Onion, thinly sliced
- 1/8 tsp Cayenne Pepper
- 2 cups Whole Milk
- 2 lbs Ham, diced

 **PREP:**
25-30 mins

 **COOK:**
3 hours

 **SERVES:**
6 Plates

STEP-BY-STEP DIRECTIONS

Preheat the oven to 350° F. Dice ham into small cubes and thinly slice half an onion. Grate cheddar cheese. Peel potatoes and thinly slice potatoes into about 1/8 inch rounds.

Grease a 4-quart dish (10 in x 15 in) and lid with cooking spray. Place one layer of thinly sliced potatoes to cover the bottom of the dish. Sprinkle in a third of the onion slices and a third of the minced garlic. Season with salt and pepper. Cover with a third of the 2 cups of shredded cheddar cheese and a third of the cubed ham. Sprinkle all-purpose flour over the top. For a four-quart dish, repeat steps two additional times.

Exclude flour from the top layer and add a dash of cayenne pepper. Pour in approximately 2 cups of whole milk or until milk slightly surfaces.

Bake at 350° F for 3 hours or until the top is golden brown.



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