

Jeremy  
Chung  
Media Kit

stay hungry.  
#DishCrawlSF





## PREFACE

Hey there. My name is Jer Chung and I'm delighted of your interest in partnerships or sponsorships with me. I manage a portfolio of over 50 brands within food, as well as my own brands within entrepreneurship, food, lifestyle, and travel. Below you can find out how you can get involved with our partnership and sponsorship opportunities. Through working with many top brands in SF Bay Area, I desire to work with those who give back to the community and are hungry for impact. I also only seek to create a win-win scenario for all of us.

Stay hungry,

Jer Chung

Founder at Dish Crawl

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## ABOUT OUR BRANDS

[DISHCRAWL](#)

[JEREMY CHUNG PHOTOGRAPHY](#)

[@JER.CHUNG](#)



### DISHCRAWL | SF, LA, and NYC

Dish Crawl is SF Bay Area's premier consulting agency for food brands to effectively develop their creative side - branding. Millennials love buying brands and memorable experiences. Dish Crawl has partnered with and evolved over 50 top brands including Michael Mina, Crepevine, and GEN Korean BBQ into highly trustable, elite name brands.



### JEREMY CHUNG PHOTOGRAPHY

I've worked with hundreds of restaurants all over the world, including San Francisco, Los Angeles, Orange County, San Diego, Hong Kong, Seattle, Vancouver, Calgary, and Las Vegas. I take great pride in the work I do and ensure that every client receives work that we can both stand behind.

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## PARTNERSHIPS

This section will outline the various packages that would work best for you and the KPIs that we have seen on average from past partnerships. The amount of investment differs based on the amount of locations you have because of the differences that would be allocated to the advertising channels, namely Facebook and Instagram ads.

### **Instagram Growth Hacking Master Package**

We believe that the synergy between growth hacking, email marketing, and Instagram is powerful. This package includes Instagram growth, email marketing, and photoshoots to cover every month. Every package includes 30 days worth of post-processed proofs. All of our leads collected from Instagram are collected and we scrape the emails to use our your emailing list. This is a powerful tool to build the top-of-the-funnel, as well as increase customer retention.

Restaurant locations 1: \$750 every two weeks

Restaurant locations 2-4: \$412 per restaurant every two weeks

Restaurant locations 5-20: \$337 per restaurant every two weeks

These are our prices as of November 2018. Please visit [dishcrawl.co](http://dishcrawl.co) for more details. For a more specific package with email marketing, web design, and more, please contact us at [jer@dishcrawl.co](mailto:jer@dishcrawl.co).

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## SPONSORSHIPS

I manage a portfolio of Instagram accounts with an estimated combined reach of 1 million. If you'd like to be featured on my accounts, please reach out at [jer@dishcrawl.co](mailto:jer@dishcrawl.co).

3 posts each on [jer.chung](#), [dishcrawlco](#), [jeremychungphotography](#) = \$100

6 posts each on [jer.chung](#), [dishcrawlco](#), [jeremychungphotography](#) = \$200

12 posts each on [jer.chung](#), [dishcrawlco](#), [jeremychungphotography](#) = \$300

For an invoice, please email [jer@dishcrawl.co](mailto:jer@dishcrawl.co)

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## FAQ

How do I work?

QUESTION 1: Where do you offer your services?

Every where in the world. Dish Crawl is a consulting brand that can be applied globally. I am based in San Francisco Bay Area and am physically able to go anywhere. I have clients in San Francisco, Sacramento, Los Angeles, New York, and Vancouver. I have had clients in Hong Kong. If you are based in San Francisco Bay Area, I can definitely reach you very quickly. For other clients, you will be serviced by either an account manager or we will set-up a time well in advance to meet. Due to high demand, however, technology has made life more efficient, and we can connect via [Google Hangouts](#). I'm also available via call. [Here is my schedule to chat.](#)

QUESTION 2: What is your workflow like for your photography brand?

We chat over Google Hangouts or [call](#). I help you develop a shot list. From here, I can put together a contract that details what you should expect, how long it should take, and your investment. I execute the photoshoot the day of. After, I post-process all photos in Adobe Lightroom. Photos are delivered within 5 business days. You provide feedback. I provide one revision cycle. [Get started by booking a call.](#)

QUESTION 3: How does Dish Crawl work?

At Dish Crawl, our goal is to help 250 restauranteurs grow their brand. We don't work with everyone at Dish Crawl. Our best partnerships have been with ones where there is a strong business fit. Thus, after we see your intake form, we will invite you to an interview if there's a good fit. After the interview, we will identify whether our service is a good fit for you. If it is a good fit, you

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should hear back within 48 hours.

QUESTION 4: How do I, a restaurateur, get to work with Dish Crawl?

Our vetting process is rigorous. You fill out an [in-take form](#) for us to understand your restaurant. As a founder, I'm value-driven, meaning, I'd like to see if your business and personal values fit in with ours. Brands that align with us tend to have a strong business fit, a deep hunger, but more importantly a belief in the mission of your brand to impact others. Business is about creating a win for everyone. We know that this combination makes success inevitable. Once we've determined a strong fit, we onboard you and set expectations for a mutually beneficial partnership.

QUESTION 5: Can I see your photography work and what others have said about you?

You can check out my work at [jeremychungphotography.com](http://jeremychungphotography.com) and see what others have said [here at my Yelp page](#).

QUESTION 6: How exactly does your Instagram Growth Hacking Master package work?

We use growth hacks that were learned from growth hacking experts, such as Josh Fetcher from BAMF, an online group of elite marketers. From here, we are able to grow Instagrams of very relevant followers by targeting competitor accounts who have huge followings. We're able to automate and optimize your following, and boost your following by engage with relevant audiences. From here, once we develop your following, we scrape the emails from Instagram and dump these into an email automation tool called MailChimp, which is used to create POWERFUL email sequences to share promotions and events happening in your restaurant. This is great for you if you're busy and have no time to create emails daily.

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QUESTION 7: How do you measure results and ROI?

Results are more easily measurable through KPIs that a client and I can mutually agree upon. I understand that at the end of the day, your marketing and sales needs to translate to ROI, and for each campaign we create different measurable results that correspond to ROI. For lead gen campaigns, we'd create bitly links for example, where we can track exactly how many emails we can collect from a group of influencers. The restaurant industry however is mostly based on walk-ins, and a consumer seeing an ad, may not be influenced to click on a link at that time. At the end of the day, our service is extremely brand-centric, and we focus on what we're good at, specifically being creative and marketing your brand as a premium in the eye of the consumers.

QUESTION 8: What are your core offerings at a high-level?

As of November 27, 2018, I offer food photography, consulting, Instagram growth services, Instagram/Facebook paid ads services, and email marketing services. My Instagram growth services have spoken for themselves, as many clients have been extremely pleased with the amount of growth we have provided them. Some have even cited that they would be willing to pay us \$15k - \$20k per month for solely this service. Currently, for social media, we only offer Instagram growth, as this is what Dish Crawl specializes in. We've also identified that Instagram is the most important outlet for restaurateurs to invest in, because of its ease of use in attracting and retaining millennials. It's through Instagram that we can really understand and speak the language of millennials.

QUESTION 9: Where do I start with Dish Crawl?

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You can start [here](#). Scroll down and fill out the contact form on [this](#) page.

QUESTION 10: Where do I start with hiring you for food photography?

You can start [here](#). Scroll down and fill out the contact form on [this](#) page.

QUESTION 11: Can I demo your process?

Sure. For a demo, please visit [this link](#) to set-up a time for a demo. I will set-up a video here soon to show how we boost our Instagram and collect and send emails seamlessly to create customer retention.

QUESTION 12: Are you hiring?

You can send an email to [jer@dishcrawl.co](mailto:jer@dishcrawl.co) entitled “Sales Interns” to see if our sales internship program is still running. You can also check on Angel List to see if we’re hiring for full-time and part-time roles.

I apologize in advance for a lack of response, as I am always inundated with requests. I will get back to you if there is a fit.



*My work has been featured in SFGate, SFChronicle, SFEater, and has been used as hero images for hundreds of restaurants in SF Bay Area.*

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Jeremy's Instagram growth service has launched SAJJ ([@sajjstreeteats](#)) from zero to over 10k followers. We are so thankful for Jer and his team's hard work.

- Zaid A., CEO at SAJJ Mediterranean

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We're thankful for Jer's food photography. It's stunning.

- Marketing Director at Michael Mina

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Thank you Jeremy for your hard work. Our Instagram has grown immensely in such a short time.

- Mazen F., CEO at Crepevine

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