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Nate Baldwin, founder
of Stride Strategy, at The
Burgerly in New Hope

A Flavor for Storytelling

With its newly launched **Stride Serves**, Stride Strategy brings its unique brand of content marketing to Bucks County's hospitality industry.

The heart of the hospitality industry has always been human connection. With his newest venture, *Stride Serves*, Nate Baldwin seeks to help local restaurants bolster their ability to connect with current and prospective guests.

"We're helping independent restaurants across Bucks County compete in an evolving industry," says Baldwin, the founder and lead strategist of Doylestown-based Stride Strategy. "A big part of what we do is working alongside restaurant owners to capture authentic stories that showcase the people and personalities behind their business. This gives restaurants an opportunity to connect with customers beyond just the food."

"Restaurant marketing has evolved," he adds. "We believe authentic storytelling has become such an important part of helping independent restaurants compete and differentiate themselves."

Baldwin, who boasts nearly 10 years of experience working with small businesses, says digital marketing is the best answer to the question: *How can we truly connect with an audience?*

"We took some time and we thought: *Where does that resonate best?*" he shares. "And it's actually in the food and beverage hospitality industry."

With such establishments, Baldwin says Stride Serves excels in authentic storytelling and building bridges—vital components of marketing and hospitality alike.

"Authenticity can go so far beyond just another post of a dish," he adds. "It's not just another promotion, and it's not just another menu graphic; it's the owner telling their story and giving customers a reason to be invested in them."

"What we do is we focus on the power of content, and we use content to tell the story of our restaurant owners," he continues. "So many restaurants just say, 'We have great food. Let it speak for itself.' But what we're doing now is miking up the owners, showing the behind-the-scenes. We're letting the story come through, so the

food doesn't have to speak for itself. Now, people can actually tell the story behind it."

Baldwin oversees the content process from step one. Everything is rooted in sound strategy, which is his bailiwick. So, when a restaurateur reaches out to the company for the first time, they connect directly with him. Even before content planning begins, and photographers and videographers' time is booked, the approach starts with establishing a clear understanding of a restaurant owner's goals.

"We make sure that everything is aligned before the execution begins," he says. "Then we map out a comprehensive content guide that gives them the background and all the different content pieces we want to create. All of that is a collaborative process between me, our content creators, and the client."

That team mentality goes to the core of Stride Serves' offerings.

"I always say, 'Collaboration over competition,' and especially within our own team, the way we collaborate is we complement each other's strengths," he says. "So what I can do is come in with a strategic mindset ... and then I can bring in our videographer who might have a better eye for filming and he can understand exactly what needs to be captured."

"From there, Stride Serves puts that content to work across a restaurant's social media channels, managing the ongoing strategy and helping owners consistently connect with their audience," he continues. "Once that's complete, then we can review it with a client. There's a lot of synergy involved."

At the end of the day, Baldwin sees his role, and that of Stride Serves, as that of a storyteller.

"I think what I've learned working closely with owners is that everyone has a unique story to tell," Baldwin says. "You know, when I talk to restaurant owners, they're some of the busiest people I've ever met, and they all have a very interesting perspective into not only the food and the menu, but also their experience. So our role is, how can we bring that story, how can we bring that experience, into the public eye?"

While each restaurateur has their own cupboard of stories, Baldwin says, "The strategy remains consistent across the board: Getting the owners miked up, asking them the right questions, learning about their stories, and sharing that with the world—that's what makes us different." ■



For more information about **Stride Serves**,
visit strideserves.com.