



FOBESOFT BLOG SERIES

10-Part Content Campaign

Complete Detailed Outlines

For BBQ Restaurant Operators

February 2026



Campaign Overview

This document contains detailed outlines for all 10 blog posts in the FobeSoft content campaign targeting BBQ restaurant operators.

Strategic Arc: Awareness → Education → Solution → Conversion

Blog Series Structure

- ✓ Blog 1: The Anchor Post (Comprehensive Guide) - 2,000-2,500 words
- ✓ Blog 2: Meat Cost Deep Dive - 1,500 words
- ✓ Blog 3: Labor Efficiency - 1,500 words
- ✓ Blog 4: Real-Time Data - 1,500 words
- ✓ Blog 5: Inventory & Waste - 1,500 words
- ✓ Blog 6: Vendor Management - 1,500 words
- ✓ Blog 7: Menu Engineering - 1,500 words
- ✓ Blog 8: Multi-Unit Operations - 1,600 words
- ✓ Blog 9: Seasonal Strategies - 1,500 words
- ✓ Blog 10: Transformation Case Study - 2,000 words



BLOG 1: From Pit to Profit

Title: From Pit to Profit: How Successful Barbecue Restaurants Protect Margins in a High-Cost World

Word Count: 2,000-2,500 words

Keywords: barbecue restaurant profit margins, BBQ restaurant costs, restaurant food cost management

Detailed Outline

HOOK (150-200 words)

Pattern Interrupt: 'Your brisket just became 40% more expensive. Your labor costs jumped 15%. Your rent didn't change, but your profit margin just disappeared—and you won't know until next month's P&L arrives.'

THE PROBLEM (300-400 words)

Cover the brutal economics of barbecue: premium protein investments, long cook times, high trim loss, volatile pricing, labor-intensive processes.

THE 5 HIDDEN PROFIT KILLERS (800-1,000 words)

1. Volatile Protein Costs Without Daily Tracking
2. Trim Loss and Yield Variance You Can't See
3. Labor Inefficiency During Long Smoke Times
4. Delayed Financial Visibility
5. Inventory Shrinkage and Waste Tracking

Complete outlines for all 10 blogs included in full document