



Prepared By

Eden Aflalo

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Executive Summary:

IPWC has all the ingredients to be more than a pizza spot - it can be a *community magnet*. By pairing irresistible pies with clever outreach, it can win hearts at launch and build a long-term tribe of “Crust Crusaders.”

Community Focus Strategy

I. What We’ve Already Got Cooking

- **Local buzz:** Socials are playful and showing personality.
- **Food truck roots:** People already associate IPWC with fun, accessible pizza.
- **Grand opening excitement:** Early followers are eager for the permanent spot.
- **Seattle love:** Hometown pride in supporting local eateries.

II. Target Communities

Group	Why They're a Fit	How to Reach
Foodies / Pizza Purists	They'll line up for creative pies.	Instagram reels, foodie blogs, invite to preview night.
Families	Need casual, kid-friendly spots.	Partner with schools, kid's nights, coloring contests.
Young professionals	Lunch & after-work slices.	LinkedIn lunch promos, happy hour collabs with breweries.
Students	Quick meals & study sessions.	Discounts for student IDs, "Study Slice" deals.
Local businesses	Catering & office lunches.	Email outreach, chamber of commerce, LinkedIn.
Event-goers / Festivals	Built-in pizza fans.	Truck at music/art fests, sponsor 5Ks, farmer's markets.

III. Event & Partnership Ideas

Grand Opening Phase

- 🎉 Opening Party: Live DJ, pizza-tossing demos, merch giveaways.
- 📸 Photo Wall: Branded backdrop for IG pics (#InCrustWeTrust).
- 🍕 Golden Slice Contest: Hidden ticket in a pie = free pizza for a month.

Ongoing Engagement

- Pizza & Pints Nights – Partner with nearby breweries.
- Slice for a Cause – Monthly charity pie, % of sales donated.
- Crust Club Workshops – Teach dough-tossing or topping art.
- Neighborhood Hero Boards – Free slice shout-outs for teachers, first responders, etc.
- "Find the Truck Fridays" – Bring back the truck for roaming pop-ups.

Seasonal Specials

- Summer: Patio movie nights with pizza bundles.
- Fall: Pumpkin & sage pizza + cozy cider pairing.
- Winter: Holiday-themed pies, toy drive.
- Spring: “Pizza in the Park” picnic events.

IV. Collaborations & Cross-Promotions

- **Local breweries / coffee roasters** for co-branded flavors.
- **Nearby gyms** (post-workout slice & protein shake deal).
- **Artists & musicians** to design limited-edition boxes or play sets.
- **Seattle nonprofits** for volunteer days or fundraising pizzas.

V. Loyalty & Advocacy

- **Crust Club Membership:** Points per purchase, early menu access, birthday slice.
- **UGC Campaigns:** Encourage guests to post pics; reshare best ones.
- **VIP Tastings:** Invite loyal fans to sample new toppings.

VI. Metrics for Success

- Launch-day attendance goal: 300+ guests.
- Social engagement ↑ 30% month-over-month post-launch.
- Event participation: 2+ events/month after first quarter.
- Repeat business: 40% of customers return within 60 days.
- Catering requests growth: 20% quarterly.

VII. Closing Thoughts

Community isn’t just a side dish - it’s the whole pie. By mixing playful branding, steady outreach, and memorable events, IPWC can become the go-to spot where Seattle gathers for slices, smiles, and good stories.