50 MARKETING

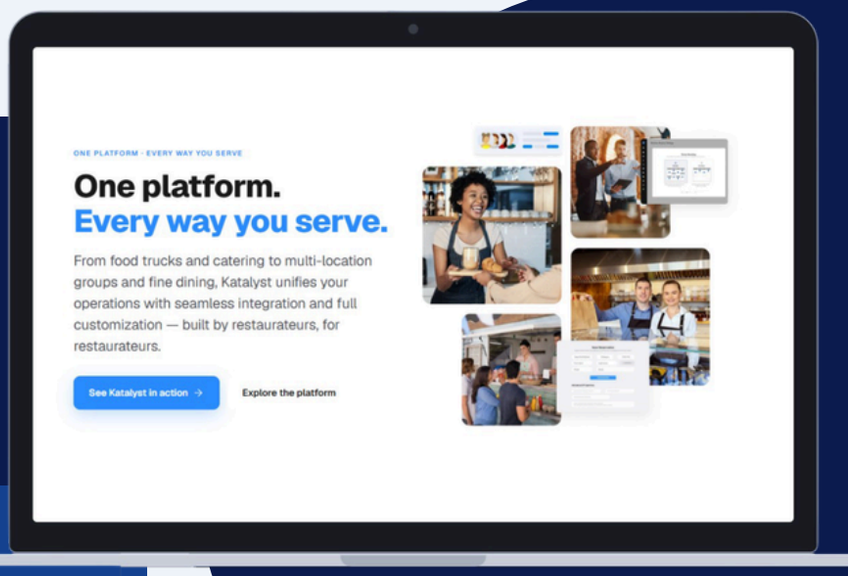
YOUR B2B MARKETING EXECUTION TEAM.

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A Catering Page Rebuilt Around How Buyers Choose Software



Katalyst

A feature-led catering product page rebuilt into a buyer-persona system with 8 content sections and intent-based CTAs.

CHALLENGE

Katalyst OS is a restaurant POS built by restaurateurs, and catering is its main growth focus. Its catering product page described the software feature by feature. The goal of the project was to turn that page into a sales tool for the people who buy catering software.

- **Features without context.** The page explained what the software does, not which catering problems it solves.
- **No clear entry point.** Catering sat in a generic list next to cafes, pizzerias, and fine dining.
- **One heavy CTA.** Most paths led to "Get a Demo," with no next step for buyers still researching.
- **Marketplaces owned the conversation.** Other platforms charge 12 to 30% per order, and Katalyst's zero-commission answer was buried.

OPPORTUNITY

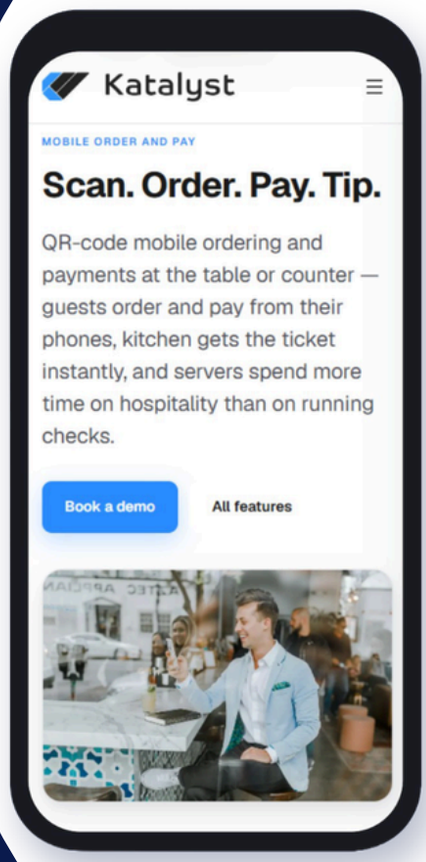
Rebuild the catering page around how catering decision-makers evaluate software, then extend the same model to Katalyst's other priority segments.

- **Capture the buyer's voice.** Interview the Katalyst team to learn what prospects ask, object to, and care about.
- **Segment by persona.** Give catering, multi-location, and food truck buyers their own page and message.
- **Lead with the problem.** Answer each catering pain point with specific Katalyst capabilities.
- **Match CTAs to intent.** Offer a next step for every buying stage, from research to demo.

Katalyst

Katalyst OS Catering Buyer Persona Program

A persona-led catering page that gives catering buyers a clear path from first visit to demo.

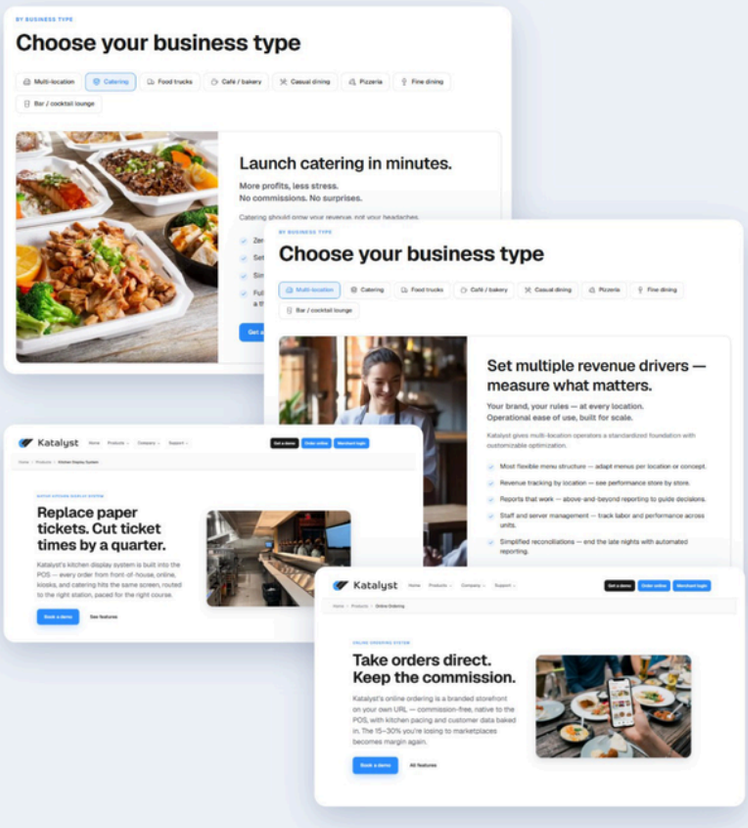


ACTION PLAN

1. **Voice of SME Research:**
50 Marketing interviewed Katalyst team members to capture real prospect questions and objections. The research set three priority segments: catering, multi-location, and food trucks. Those three now lead the homepage business type selector.

2. **Persona-Led Catering Page:**
We rebuilt the catering page around the buyer's pain points. Each section answers one problem with one capability: zero commission, custom order minimums, full control, simple setup, and next-business-day deposits. Real catering photography replaced software screenshots.

3. **Intent-Based Conversion Paths:**
We built separate next steps for each buying stage, plus segment lead magnets such as the Catering Order Process Timeline Comparison. The catering messaging then fed an HTML email campaign with planned outreach to roughly 1,000 hospitality association contacts.



RESULTS

50 Marketing gave Katalyst a catering presence built on real buyer research. Catering buyers now find answers to their actual questions, in their own language, with a clear next step at every stage of the buying process. The same research now drives the homepage selector, three segment landing pages, and a planned catered email campaign, so every channel tells one consistent story.

3	buyer persona landing pages: catering, multi-location, food truck
8	modular content sections on the catering page
11	website components designed and delivered
~1,000	hospitality association contacts in a developed and planned catering email campaign