



Perse

Cuisine. Culture. Hospitality.

×

MarketFTW

Strategy. Creative. Follow-through.

— A HANDS-ON CREATIVE & MARKETING PARTNERSHIP

The story begins *at your table.*

Your vision and hospitality.
Our strategy, creative work and connections.
More reasons for people to choose Perse.

Personally led by Parsa, with MarketFTW organizing the agreed strategy, content and collaborations so your team has less to coordinate and more time for the guest experience.

[Explore the partnership ↗](#)

[Review the monthly scope ↗](#)

[View the investment ↗](#)

THE PARTNERSHIP

Your vision. Our shared work.

Perse brings together regional influences, thoughtful interpretations and a setting above Brentwood. We see an opportunity to make that character more visible, while taking the coordination of the agreed marketing work off your shoulders.

FROM PERSE'S PHILOSOPHY

“We are not here to
reinvent.
We are here to honor.”

That is our starting point. We help the stories, people and hospitality behind Perse reach the right audience without losing the meaning you give them.

Close to your team.
Accountable for the
work.

Parsa stays involved in strategy, creative decisions and the guest experience. MarketFTW turns agreed priorities into briefs, content and coordinated campaigns, bringing specialists into the work when needed.

One lead. Less to coordinate.

One lead contact for planning, creative work, approved collaborator outreach and reporting. Clear next actions rather than a collection of disconnected recommendations.

Your knowledge stays central

You guide the story and give final approval. We work with one decision-maker, accurate service details, available assets and data, and participating staff.

Perse retains day-to-day posting, restaurant operations and guest service. Full social media management is available as an additional service.

WHAT WE'RE BUILDING TOWARD

More guests through the door. *More reasons to return.*

Our goal is to help Perse blossom into a Brentwood favorite: a place people know by name, choose for its character, and return to for the experience.



A name the neighborhood recognizes.

Build a stronger presence online and in the surrounding community. Bring the food, the people and the view above San Vicente into clearer focus, so more people know what awaits them upstairs.



Distinctly Persian. Unmistakably Perse.

Make the difference clear through the regional inspirations, thoughtful interpretations and personal stories behind the menu. Show the depth of Persian culture through the owners' perspective, giving people something to connect with beyond a photograph of a dish.



An experience people return for.

Show Perse as somewhere to discover a new flavor, share drinks, enjoy the view or bring friends together. Communicate the warmth alongside the refinement, with reasons to visit that extend beyond a special occasion.

MarketFTW connects those ambitions to action through clear positioning, compelling content, relevant local collaborations and well-planned events. We identify the most promising opportunities, put agreed priorities into motion, and keep refining the work as we learn what resonates.



The ambition is a fuller restaurant, stronger repeat business, and a growing community of guests who choose Perse for more than a meal.

— MONTHLY SCOPE

The work, clearly defined.

A consistent monthly commitment, led by Parsa. The subjects and campaign priorities are chosen together; the deliverables stay clear.

**Strategic advisory
& owner support**

A weekly planning rhythm, plus consultations around active priorities. Closer collaboration during launch, with decisions and follow-through recorded in a shared action list.

**Monthly plan
& focused audits**

One marketing plan and content calendar. An initial brand and local competitor assessment, then focused reviews of messaging, guest experience, the website and local presence.

**Videos, posts
& branded graphics**

Eight publish-ready pieces: four short-form video edits and four photo posts, carousels or graphics. Each includes a caption and a place in the content calendar.

**Story development
& production brief**

One creative brief each month. Selected story angles, hooks, scripts or talking points, visual references and a shot list guide the planned content.

**Creator & event
coordination**

Up to six hours for one agreed monthly initiative. Research, outreach, negotiation support, scheduling, planning and a status update. Separate from advisory support.

**Performance review
& next actions**

One monthly report and review. Assess delivery and agreed key performance indicators against the available baseline; decide what to continue, improve or test.

Formats & revisions: Standard vertical edits up to 60 seconds; carousels up to five frames. One consolidated revision round per delivery batch. Graphics share the four non-video slots.

Production & availability: Editing uses suitable existing or newly captured material. New filming and work beyond the monthly plan are separately quoted and approved. Consultation timing is arranged around priorities and availability.

Close to the business. Clear on the next move.

Positioning, atmosphere, menu communication, the elevated setting and the path to a visit: our consulting looks beyond the feed. The purpose is to turn observations into practical decisions with your team.

INITIAL ASSESSMENT

Brand, guest journey & local competitors.

Compare an agreed dining set, review Perse's current presentation and identify opportunities across content, occasions, website and local discovery.

WHAT YOU RECEIVE

A comparison brief. A prioritized action list.

Priorities, responsibilities and the first ideas worth testing.

Positioning & guest experience

How the food, atmosphere, menu and arrival experience support the way Perse wants to be understood.

Website & local-search review

Messaging, mobile usability, booking paths and Google Business Profile information, working alongside the owner.

Competitors & local opportunities

Publicly visible offers, content, events and collaborations, with lessons relevant to Perse's own direction.

Ongoing observation & advice

Focused monthly reviews and working conversations. In-person observation can be arranged when Parsa is in California.

Support when a decision needs attention.

Additional consultations are arranged around active priorities, launches and timely opportunities. Dedicated visits or intensive projects are agreed in advance, including any additional fees.

The initial review, focused updates and advisory work are included. Website changes, extended on-site work and larger specialist projects are scoped separately. Ownership retains operational decisions.

STORYTELLING & CONTENT

Honor the dish. Share what makes it matter.

A regional influence, an intentional pairing, a way of preparing or sharing a dish. Your knowledge is the starting point. We help those details of Persian culture reach people through a modern digital lens, without losing your voice.

DETAILS WORTH EXPLORING

The Caspian Olive Medley. Fesenjoon with duck confit. Your menu opens conversations about region, ingredients and interpretation. We work with you to find the detail that gives each story its substance.

Gather the details.

Work with owners and participating staff to understand the story, preparation and terminology. Confirm those details before they become content.

Shape the expression.

Develop natural talking points, strong openings and captions. Give the viewer enough context to be curious, then a clear next step, such as exploring the menu or planning a visit.

Bring the people into view.

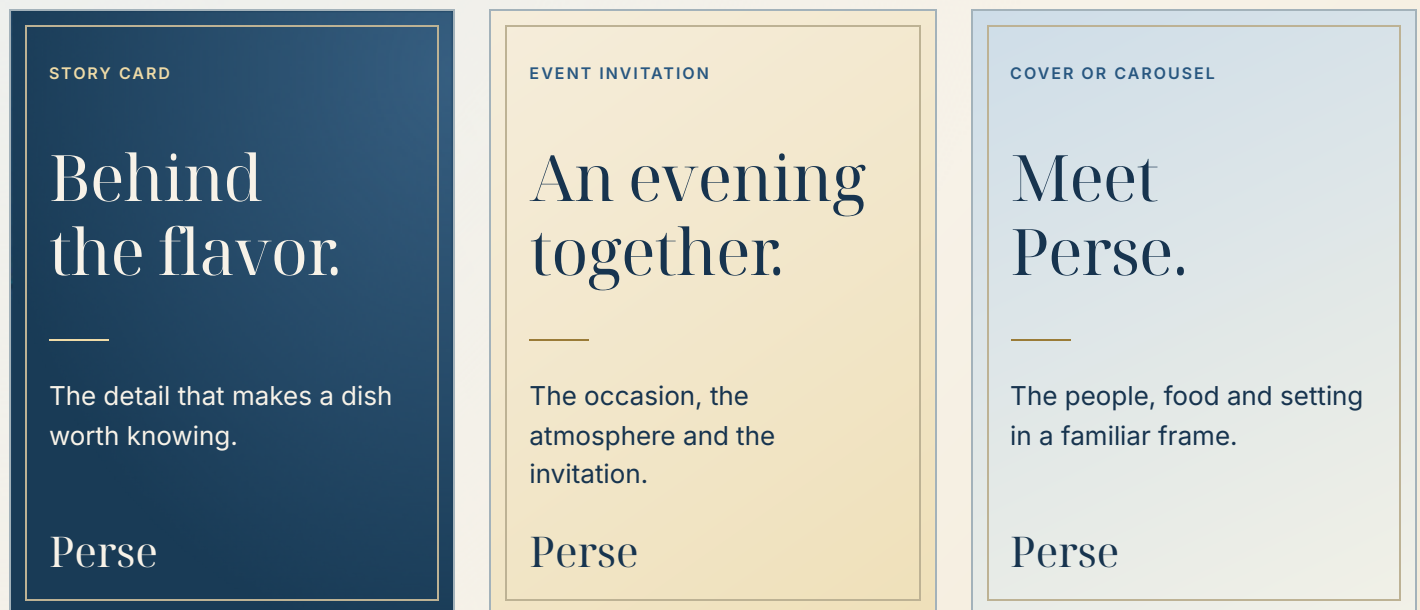
Plan owner or staff-led moments, preparation footage and supporting graphics so the personality behind the food reaches the screen.

Selected story angles, talking points and captions are developed within the monthly brief and content allocation.

— GRAPHICS & VISUAL DIRECTION

Recognizably Perse. Never repetitive.

Photography, video and supporting graphics should feel like parts of the same identity. We shape the visual language around the story, from a dish detail to an invitation or a familiar face.



Illustrative formats, not live campaigns. Final designs follow Perse's approved identity.

A consistent point of view.

A shared treatment for type, color, spacing and detail, adapted to the subject rather than applied as the same template every time.

A clear purpose for each piece.

Use each graphic to explain a detail, introduce an occasion or guide the next action. The story stays more important than the decoration.

Designed within the monthly content allocation.

Simple graphics may replace a photo post or carousel within the four monthly non-video pieces. Additional design assets, menu layouts or full identity work are separately scoped.

CONTENT PRODUCTION

More from every shoot.

Choose the stories before the cameras arrive. Capture several pieces in one coordinated session, then turn the strongest material into the agreed monthly content.

BEFORE FILMING

The creative brief.

Select the dishes, people and formats. Prepare scripts or talking points, a shot list and clear capture priorities.

ON THE DAY

Marketing direction on set.

A marketer directs the session alongside the media professional. MarketFTW coordinates approved crew, equipment, staff and invited guests. A qualified drone operator can be sourced for suitable aerial footage.

AFTER CAPTURE

Content ready to use.

Prepare the agreed edits, captions and graphics, including event recaps when selected. Review the batch together and place approved pieces into the publishing calendar.

The brief is included. The shoot is approved separately.

Creative preparation and agreed editing are included. New shoot packages, including media capture and on-site direction, are quoted with crew, timing and outputs before booking.

Aerial capture depends on operator availability, site permission, airspace, weather and safe conditions. Extra filming and edits follow the approved project budget.

CREATORS & EVENTS

Bring the story into the room.

We connect Perse with relevant creators and help shape occasions people have a reason to attend. You keep approval; we handle the agreed outreach, planning and follow-through.

INFLUENCER COLLABORATIONS

Influencer sourcing & coordination

Identify creators for local audience fit, content quality and alignment with Perse. Handle outreach, discuss fees and deliverables, support negotiations, schedule visits and coordinate the brief. Perse approves commitments before they are made.

Working output: Creator shortlist, outreach status, proposed terms, schedule and approved collaboration brief. Content-use permissions and disclosure responsibilities are documented before publication.

EVENTS & ONGOING CONTENT

Event planning, promotion & recaps

Help shape the occasion, coordinate responsibilities and promotion, then plan capture and a recap. Selected footage and photographs can support later posts, invitations and event inquiries, extending the occasion beyond those who attend.

Working output: Event outline, schedule, responsibilities, promotional plan, capture brief and recap plan. One-off or recurring formats follow the agreed budget.

One initiative uses the six-hour monthly coordination allocation; content uses the monthly output allocation. Additional coordination, creator fees, hosting, new filming and full event operations are approved separately. Availability and terms vary by collaborator.

— OPPORTUNITIES FOR PERSE

A few ways to begin.

Examples of the partnership in practice, shaped around your food, your setting and the people you want to welcome.

AN ILLUSTRATIVE EVENT DIRECTION

An evening *above Brentwood.*

A terrace gathering that brings the food, the people and the view into one experience. A considered invitation begins the story; the content carries it beyond the night.

Before the gathering

The invitation, promotion and selected creator outreach.

During the experience

Food, people and setting, captured to an agreed brief.

After the event

A recap and selected cutdowns for the next reason to visit.

Suitable aerial footage can establish the location, where permissions and conditions allow. Capture, crew and outputs are approved before booking.

A STORY-LED CREATOR VISIT

A dish. A conversation. A new audience.

Pair a relevant creator with an owner or staff member to explore one dish or drink.

Possible outputs: Creator feature, brand edit and story graphics.

LOCAL DISCOVERY & ARRIVAL

From nearby search to the right door.

Connect accurate menu, booking and arrival details with the interest created online.

Possible outputs: Priority fixes, a visit guide or campaign landing page.

Illustrative directions, not additional included campaigns. Selected activity and outputs follow the monthly scope or a separate approved project quote.

THE FIRST 90 DAYS

Start with purpose. Review what matters.

Begin with closer collaboration and early delivery. Review the work and working relationship after month one, then use the response to guide the next stage.

FIRST 30 DAYS

Establish the baseline. Start creating.

Gather stories and assets, complete the initial assessment, agree practical success measures and deliver the first content cycle. Review the working relationship and priorities at month-end.

DAYS 31-60

Test the chosen priorities.

Continue content and the selected creator, partnership or event work. Compare available response with the baseline and adjust the plan.

DAYS 61-90

Decide what comes next.

Review delivery, results, costs and fit. Agree what to continue, refine or pause. The aim is useful progress for Perse, not activity for its own sake.

Progress you can review.

Agree key performance indicators and initial targets from the available baseline. Review the same measures each month, alongside the work delivered.

Delivery & attention

Agreed assets and milestones; reach, viewing response, saves and shares.

Intent to visit

Website and reservation actions, direction requests and qualified event inquiries.

Restaurant outcomes

Available completed bookings, guest counts, event bookings and relevant daypart trends.

Clicks and inquiries are not completed visits. Results depend on data access and are interpreted in context; no fixed increase in traffic or revenue is promised. The 90-day plan is not a minimum contract term.

ADDITIONAL SERVICES

More capability, when the plan calls for it.

Add capacity where it serves the next priority. Each additional service has its own deliverables, timing and approved cost; none is required to begin the monthly partnership.

Social media management	Scheduling, publishing, Stories, comments and messages, with an agreed guest-service handoff. Takes day-to-day account activity off the owner’s list.
Website design & development	Focused fixes, campaign landing pages or a larger build alongside the owner. Makes information and booking actions easier to find.
Google profile & local SEO	Google Business Profile, on-page search improvements and consistent local details. Supports relevant discovery; no search position is guaranteed.
Expanded content & production	Photography, videography, suitable drone capture, additional edits and graphics. Adds the production capacity an approved idea needs.
Creator campaigns & event delivery	Additional creators, recurring events, on-site coordination and larger recaps. Extends delivery beyond the single monthly initiative.
Extended on-site support	Dedicated observation days, intensive workshops or launch-day attendance beyond recurring advisory work. Adds hands-on capacity at the restaurant.
Paid advertising & distribution	Selected campaigns, audience targeting and performance review. Extends distribution beyond the current following. Management fees and ad spend are separate.

Agreed first. Never added by surprise.

Additional MarketFTW services are separately scoped. Third-party quotes reflect rates, availability and production needs. We coordinate options and support negotiations; Perse approves the budget before booking. The monthly fee does not change without agreement.

INVESTMENT

Your monthly investment.

MONTHLY PARTNERSHIP

\$3,500

per month · paid in advance

Strategic advisory, the initial assessment and focused audits, monthly planning, story development, agreed content and graphics, campaign coordination and performance review.

Onboarding and closer launch collaboration are included. No separate setup fee.

Suggested production reserve

For approved shoots or campaign expenses.

\$1,000

planning allocation

Initial monthly budget plan

\$4,500

The reserve is a planning allocation, not an automatic charge or a fixed shoot package. Production, creator and other outside costs follow actual quotes and are approved and funded before booking. Additional services may require a separate budget; no overrun is authorized by this plan.

Payment schedule

First fee due before kickoff; ongoing fees due in advance on the 1st. Any initial partial month is agreed before invoicing.

Continuation

Month-to-month, with 30 days' written notice. The 90-day plan guides the work, not a minimum contract term.

The monthly scope defines the included work. Additional services and larger projects are agreed separately, with any change to fees approved before work begins.

— NEXT STEPS

Let's make the first month count.



Your vision stays at the center. We bring the strategy, creative work and coordination to help more people discover Perse.

Confirm the partnership.

Agree the monthly scope, investment and preferred start date. Select any additional work needed for the first priorities.

Prepare the first month.

Complete the agreement and first payment. Approve outside costs before any creator, crew or other supplier is booked.

Begin with your team.

Share assets and access, arrange the working sessions, and choose the first stories, actions and success measures.

REPLY TO THE ACCOMPANYING EMAIL

Share your preferred start date or the adjustments you would like to discuss. We will confirm the scope, investment and first priorities together.

Parsa MarketFTW

[Review the monthly scope ↗](#)

[View the investment ↗](#)