

**Company Name :**  [Tequila Mockingbird]

**Type of Industry :**  [Food Service]

**Department :** [Marketing]

**Prepared By** : [Scout Radley]

**Date :** [January 15, 2019]

**Introduction**

Businesses in this modern landscape use social media to reach a wider audience and create a significant change in their sales and marketing strategies. Whether used for marketing, sales, or customer service, social media can significantly influence customer pattern and behaviors.

Restaurants, in particular, are at the mercy of social media as many individuals tend to check reviews and recommendations before trying out new places to dine in. The better the curated content and ratings, the more likely individuals will try new such places. This is why restaurants around the globe rely on social media not only to gain reviews but also to curate the overall look and ambiance that they want to portray to their customers.

The following action plan addresses the social media gap of [Tequila Mockingbird] and highlights its plan of action to improve customer retention and sales in the next six months.

**Target Audience**

A pub located in the business district, [Tequila Mockingbird] mostly serves millennial professionals between the age of [23-39] and an older audience between [40-50], with the occasional influx of those between the age of [21-23] and [51] onward.

**Primary Audience**

|  |  |
| --- | --- |
| 1 | Millennials [23 to 39] years old |
| 2 | Generation X [40 to 50] years old |

**Audience(s) Profile**

**Primary Audience**

|  |  |  |
| --- | --- | --- |
|  | **Audience Name** | **Audience Description** |
| 1 | Millennials[23-39 years old] | Millennials are a technologically-savvy group that view dining as a social event and likely prefer restaurants that offer good food, great experience, and are socially responsible. They put a lot of weight on word-of-mouth and audience recommendations, which is why digital integration is important. |
| 2 | Generation X[40-50 years old] | Generation X-ers have seen the growth of the Internet. They value good food and good service and, like the Millennials, are encouraged by recommendations from online and offline sources. |

**Goals**

|  |  |
| --- | --- |
| 1 | Curate and streamline social media postings to create an overall look and aesthetic that the business wants to portray to its target market. |
| 2 | Determine the best uses of the different platforms to help increase social media interaction. |

**Social Media Tools**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tool** | **Purpose/Strategy** | **Metrics** | **Rank Priority** |
| Instagram | * Creative visual marketing though photos and Instagram stories
* Utilizing lifestyle influencers
 | Followers, click-through, comments, engagement | 1 |
| Zomato | * Photo posts, menu updates, and customer responses
 | Number of reviews, comments, website traffic | 5 |

[Tequila Mockingbird] will focus its social media efforts on Instagram and Zomato in the year [2019].

|  |  |  |  |
| --- | --- | --- | --- |
| **Tool** | **Purpose/Strategy** | **Metrics** | **Rank Priority**  |
| Instagram | * Archive old posts and curate a more streamlined grid
* Post visual stories about the pub through Instagram stories
* Repost and comment on customer Instagram stories
 | Followers, post likes, story reactions, click-through, engagement, and comments | 1 |
| e34Zomato | * Post business updates including menu and business hours
* Add more photos for visual impact
* Comment on feedback and reviews from the customers
 | Followers, reviews, replies, comments, and website traffic | 2 |

**Action Plan**

Impact and cost are defined as either Low, Medium, or High.

Status can be Ongoing, Completed, or Pending (actions are stalled because of certain issues)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Rank** | **Action** | **Impact** | **Cost** | **Resources** | **Deadline** | **Status** |
| 1 | Review existing content on social media networks and ensure its consistency with the brand | High | Low | Data Analyst, Social Media Manager | January 30, 2019 | Ongoing |
| 2 | Create new content to be used for both Instagram and Zomato. The same content may also be used in other social media networks. | Medium | Low | Social Media ManagerCreative Content WriterGraphic DesignerPhotographer and Videographer | February 15, 2019 | Ongoing |

**Review and Approval**

**Name and Signature** : [Alexandra Ewell]

**Job Title :** [Marketing Director]

**Date :** [January 15, 2019]