

Boba+Donuts Social Media Strategy

3/4/2019

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Executive Summary

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- Many of our customers are students, with this project we can expand our social media following and break into markets of consumers before Gen Z.
- At the end of this project, we will have gained 200 followers and increased customers as we have more engagement with customers.
- Budget: 20\$
- Time: one month
- Resources: Instagram, Facebook

Social Media Goals

Key performance indicators

After a month of the campaign, we will:

- 1 We will grow our Instagram following by 200 followers.
- 2 We will interact, whether like or comment, with at least 50 posts every other day.
- 3 We will have curated content to specific demographics, with a minimum of 5 posts within the month.
- 4 Increase average orders per day by 10.

How goals align to business objectives

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.

Target Audience

	Students	Retired Grandparents	Yoga Moms
Example job title(s)	Unemployed, student	Retired	Stay at home mom, PTA mom
Needs(s)	<p>[What would they be looking to do with, or get out of your product/service/business?]</p> <p>Could be looking for a pick me up before school or a place to hangout with their friends.</p>	Looking to get a treat, oftentimes donuts.	Could be looking for a healthy drink or a treat for their child.
Preferred social network(s)	Instagram, Snapchat, Twitter	Facebook	Instagram, Facebook, Pinterest
Unique Characteristic	Cares about the aesthetic, where they can take a picture or fun activity.	Rarely venture to boba, most frequently orders donuts for grandkids.	Very health-conscious, wants the healthiest option.
[Other characteristic, e.g. age, sex, location, etc.]	Travel from Pearson and Reedy most commonly.		Typically ages 25- 35 years old.

Competitive Analysis

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
Kung Fu Tea	Instagram, Facebook	48.1 k	memes, funny content, large following	some of the jokes are kinda cringe, posting in large clumps rather than spreading	relatable memes and cute posts gain more likes than other posts
ViVi Bubble Tea	Instagram, Facebook	3,729	very colorful, includes asian customers	seems very targeted to one type of consumer	most likes on new store opening posts
Fruitealicioius	Instagram, Facebook	2,670	showcases product (artsy pretty drinks),	not much engagement with comments	high quality post with real content