

SOCIAL MEDIA PLAN
-SILVIA PUTHUVA

SNACK STOP

Healthy food at your convenience!





Campaign Umbrella

WHO CARES?

- Today's Millennials do not have the time to invest in simpler things and they don't tend to not care about anything happening in the world. From world ethics to simple grocery shopping they are simply not interested.
- The campaign will revolve around this behavioural aspect of millennials and integrate SNACK STOP as the easy, convenient, 24*7 inexpensive solution for their food needs.
- The motive is to use the common slang "WHO CARES" as a medium of communication to promote a simple message that "SNACK STOP" is the solution to all their problems.

WHO CARES?

if it is 2:00 am in the night

**Get all your foods
from SNACK STOP**

WHO CARES?

if you had a breakup?

**Get your favourite
ice cream from
SNACK STOP**

WHO CARES?

if it's gloomy?

**Get yourself a hot
cup of coffee at
SNACK STOP**

WHO CARES?

if you're on your boss is angry

**Get them their
favourite snack
from SNACK STOP**

Customer Goals

Goal #1

Easy access to healthy food at an inexpensive cost

Goal #2

24-hour availability of food for all their cravings

Goal #3

A stop solution to all their grocery needs



Social Channels

Instagram

- Widely used by Millennials
- It has more than 1 billion users
- A great tool to integrate SNACK STOP's presence
- Has paid and organic forms of marketing
- Highly used to promote products
- It also supports online shopping feature

Facebook

- The Target audience has been shifted to older generations.
- Highly promotes video format of ads
- Facebook ads are correlated with google ads to provide efficient results.
- We can target specific countries, age groups, genres etc.

Tiktok

- The major target would be entertainment than business
- Although, TikTok does have paid ad features
- Widely popular across US and Canada
- Millennial audience and trendy videos go hand in hand




Creative Execution 1

Influencer Campaign Platform

A&M Tourism Foodies @twourism
Instagram Reel

A conversation between a couple in the night. The girlfriend is panicking about the necessities at home and is seen screaming at her boyfriend

- The boyfriend looks at her and says "WHO CARES"
- And immediately runs to the nearest SNACK STOP and gets all the necessary things required



@twourism
A & M - Toronto Foodies
📍 Canada

12.2K
followers

7.2%
engagement

226.6
comments per
1000 likes

Eats 🍔 | Travels ✈️ | Lifestyle 🧑🏻 | Newly weds 💍 | Sharing the best deals 🛍️ | Tiktok: 9.2k 📩 DM/Email to collab or to say hi! #torontofoodie #toronto #halal

Most used hashtags: #torontoeats, #mississaugafood, #pakistanifashion, #torontobride

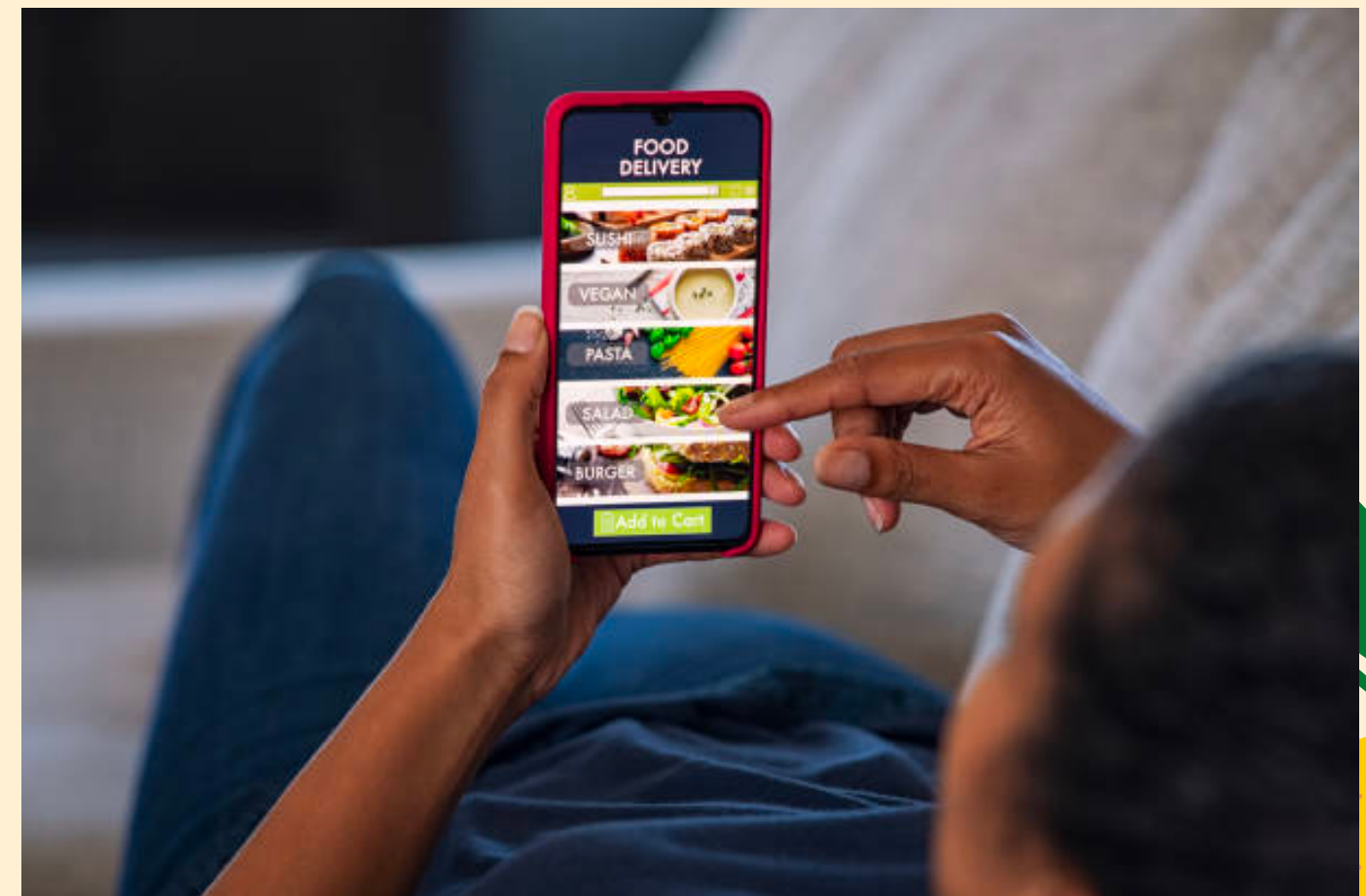


Creative Execution 2

Video Campaign Platform

Promoting the APP
Facebook

- Roommates (students) chilling in their house gets bored and look at each other.
- Says together, "LETS PARTY"
- But one of them says, we are broke, how can we party with no money?
- That's when the other person responds with the rewards app by SNACK STOP and says that we could buy snacks for free and recommends he to download the app and sign up!



Social Media Strategy



Paid Strategy

The initial approach would be using paid strategy to communicate this campaign across platforms and popularize the concept.

Organic Strategy

Once this strategy is run across social channels we then encourage user-generated engagement. This is where we prompt the customers to post their daily nags about WHO CARES?

Paid

- Running Story Ads on Instagram.
- Investing in influencers to create videos/Reels based on the campaign
- Promoting video Ads on Facebook targeting specific regions and age groups.

Organic

- Using the paid content made by influencers to repromoting them organically.
- Building user-generated content by asking consumers to comment on their thoughts.
- Responding to their comments and making them feel heard to increase sales.



Key Messages

Message #1

Snack Stop's 24*7 convenience can make one's life easy without any limitations to any type of need.

Message #2

Making the notion clear that the Millenials still don't need to put an effort to do something

Message #3

A fun campaign that will grab the audience attention to know why a brand is promoting the concept of "Who cares"





KPI and overall budget spilt

Year Year 2023

Instagram: 50K

Facebook: 35K

Tiktok: 15K

Monthly spending of around **6000\$** split among all 3 channels

The campaigns will differ quarterly but the message would stand the same


This a rough umbrella idea without any specific split

KPI's

Increasing the follower base on Instagram & Tiktok at least 50%

Increase in the number of downloads of the app through these campaigns

Tracking the shares, engagement increase, profile reach, region reach, etc



Thank You.

