

Carey's Bar and Grill

— SOCIAL MEDIA PLAN

CAREY'S
BAR & GRILL



Brand Statement

CAREY'S STATEMENT

Carey's Bar and Grill, which is directly across from London's renowned Fanshawe College, is a highly popular hangout spot. Being established in 2011, it appears to have made a positive offline impression on customers because of features like rapid service and delectable meal offerings.

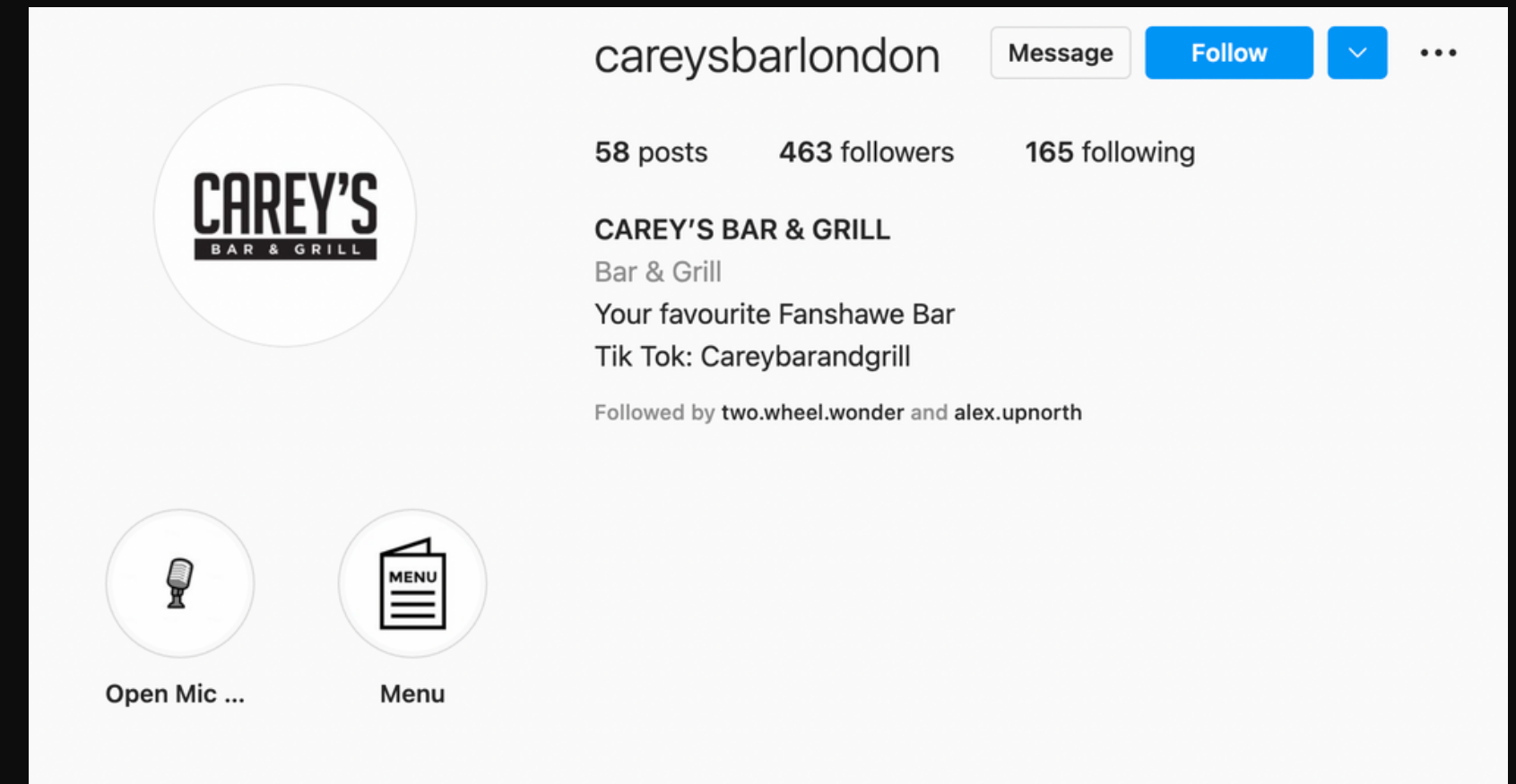
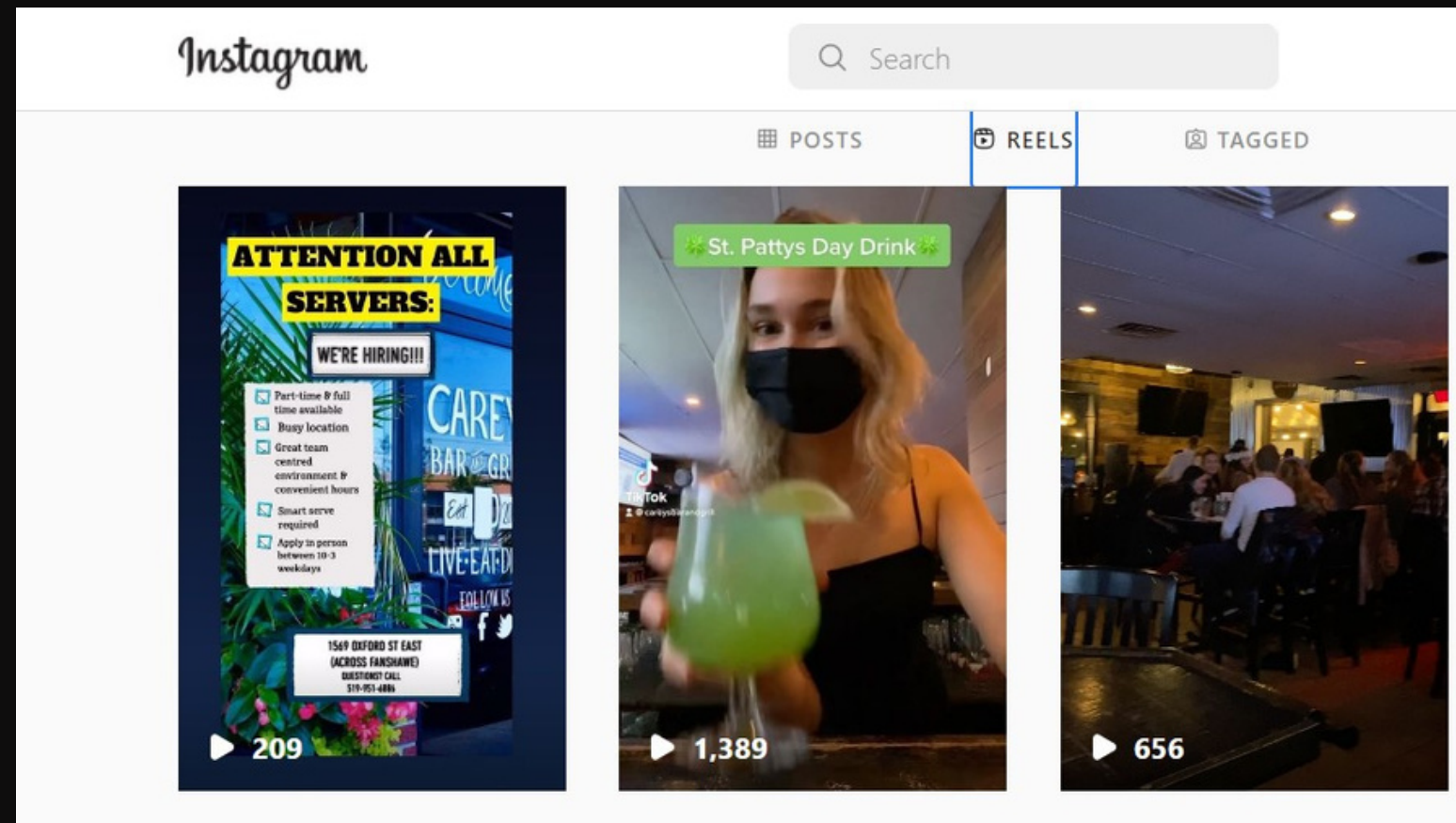
The brand is prominently present on Facebook and Instagram among other social media sites. However, we concluded from our study that the brand must improve its content consistency if they want to guarantee engagement with their social media page followers.

BRAND OPPORTUNITIES



Following certain recommendations after looking at the brand's present digital position can help it perform better. More activity is needed on the Instagram page. The company should come up with original concepts or methods to increase its Instagram page audience. Some of the areas where the brand needs to improve include the highlight section and **color palette**. Similar to this, on Facebook, they should either update their cover photo or profile picture because they don't match. Additionally, the brand's visibility is limited to Facebook, TikTok and Instagram, which is hindering its growth; therefore, being active and creating pages on Youtube would help to attract more customers

INSTAGRAM

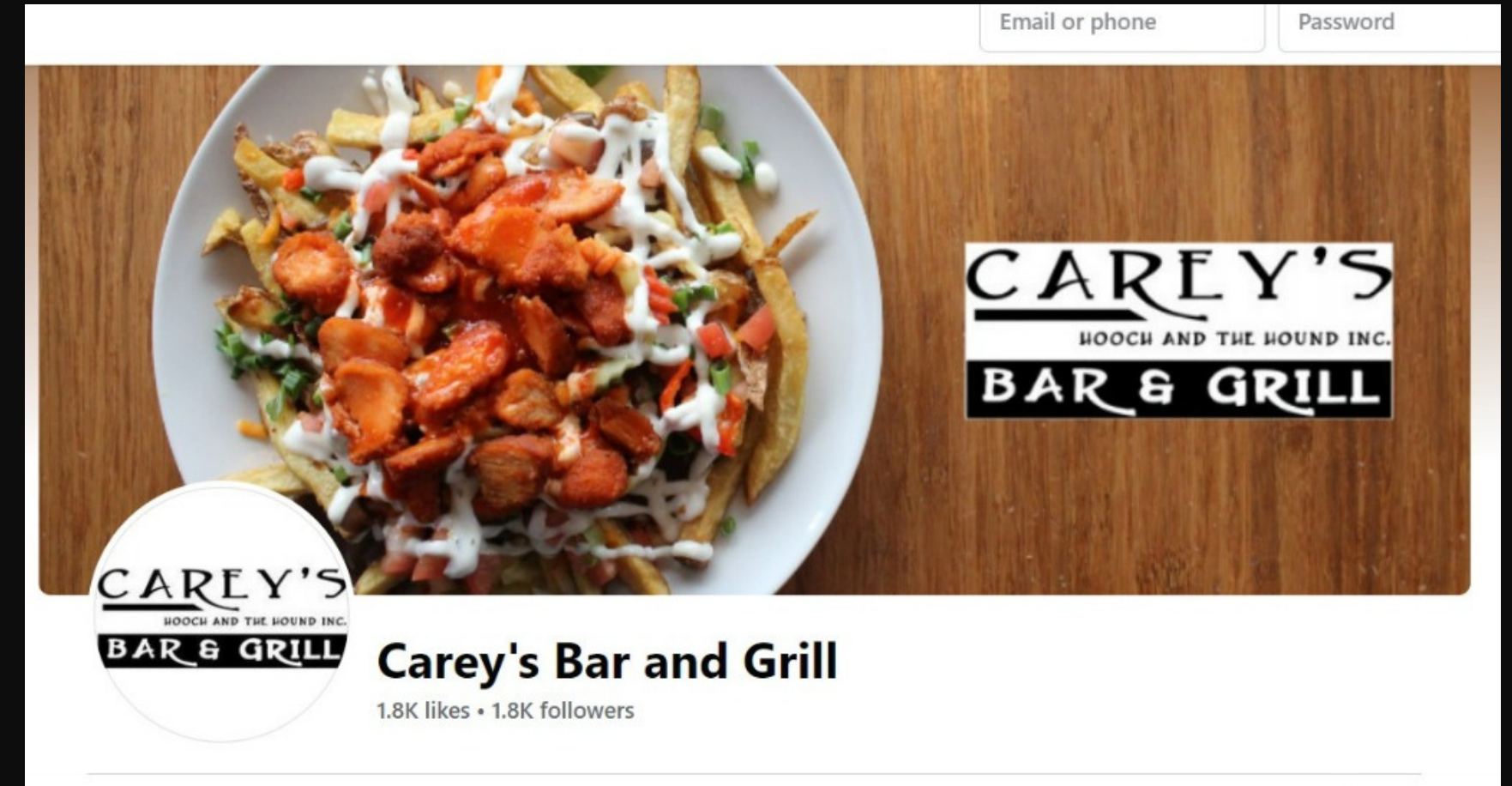
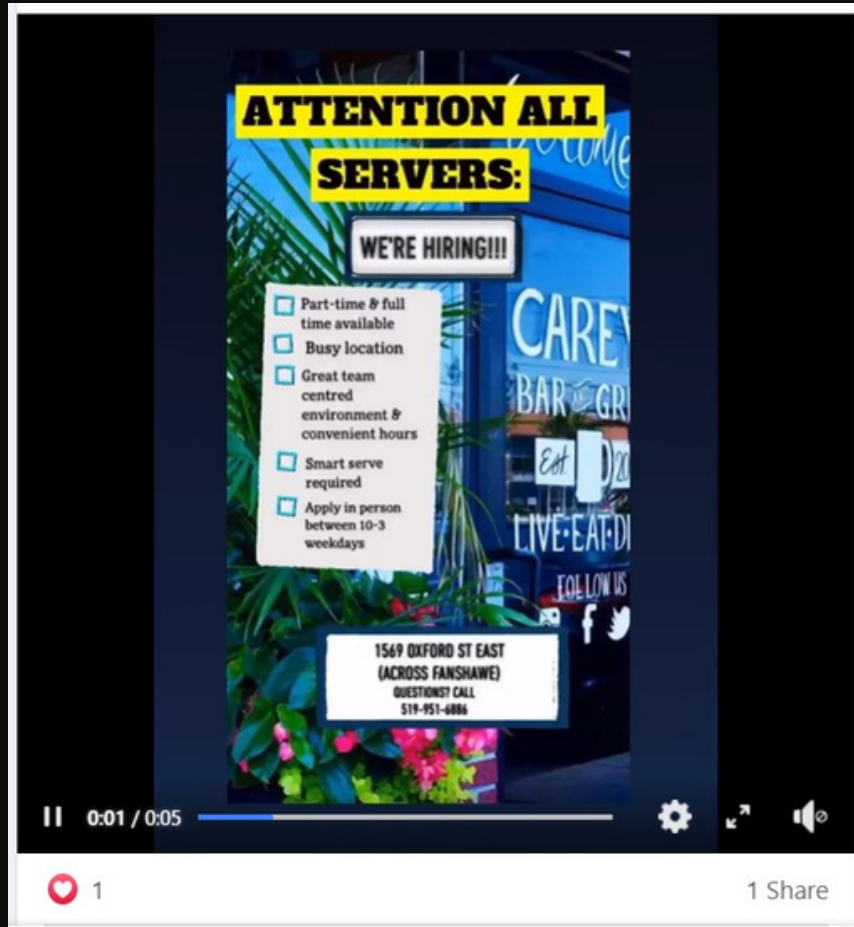


Their Instagram page now shows a rather small number of followers. Their interaction level is minimal, and they have only been able to gather roughly 400+ followers. The amount of engagement is greatly influenced by the content. Therefore, the overall strategy would be to improve the current style of content and incorporate additional postings about their cuisine and culture.

Additional changes recommended would be to add a defined bio to the page and post at least 3 stories per day. The reel content could be improved, and more creative based on current trends to generate more followers and views.

FACEBOOK

CAREY'S
BAR & GRILL

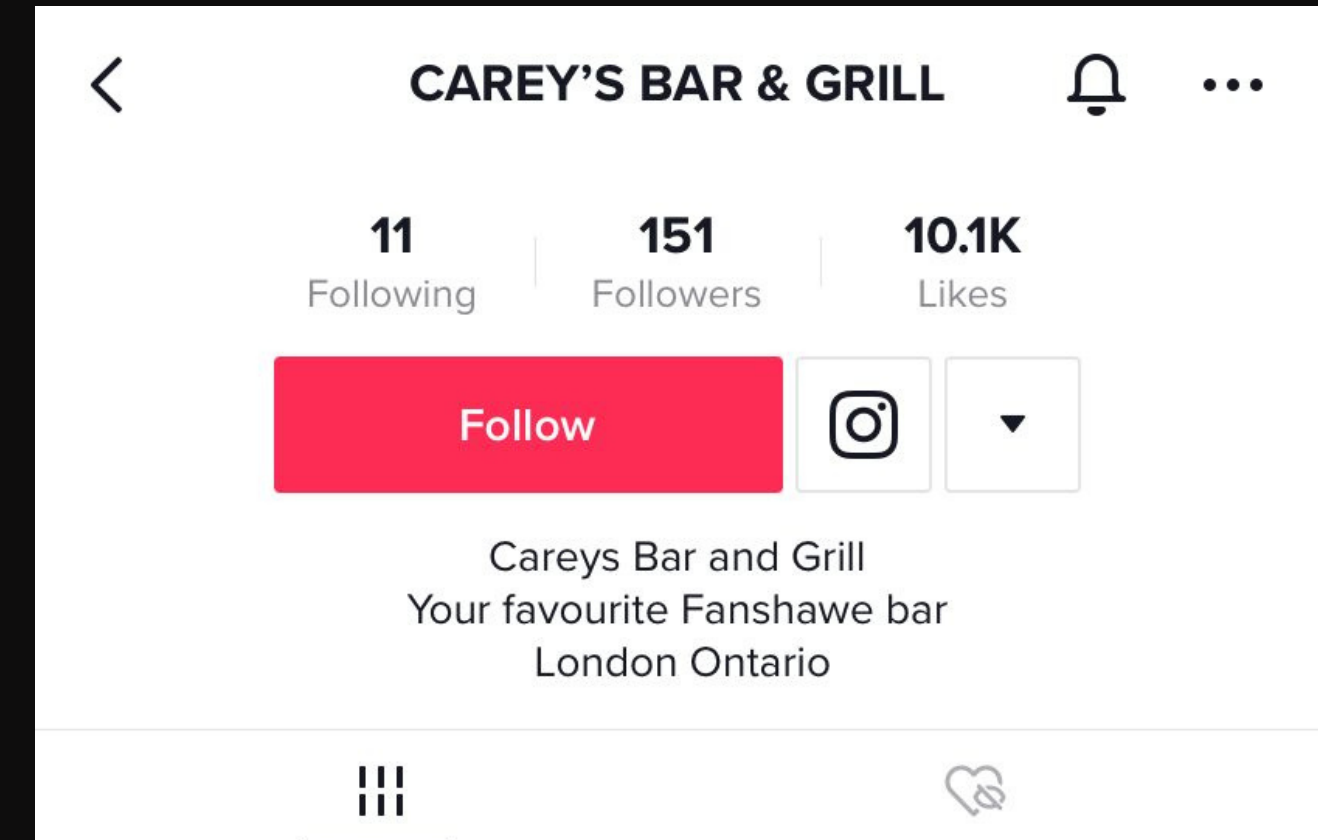


They're Facebook page has 1.8K likes, which is a good result, but on the other hand, they only get 3 likes and no comments on average for each post.

We can work on their coverage page and profile photo to give it an appealing look. The consistency of the posts should also be increased to keep their audience engaged.

We can leverage the reviews tab on Facebook and create a higher amount of reviews and build credibility.

TIKTOK



Tiktok is a well-known platform that we may use to our advantage and draw in more viewers. Their current page has 151 followers and hardly any content. But as you can see, two of their posts received incredible views, which helped them reach approximately 100K views. In essence, this indicates that the videos are having a positive effect on the page.

The only strategy that will work for us would be to post regularly and have constant shares and reshares. Create unique videos that are currently trending so the audience could relate.

Objectives

Increase brand awareness among millennials and Gen Z audience between ages 18 - 35

Establish industry presence by displaying product standards and customer satisfaction

Increase followers to 5-7k by the end of the campaign

Aim of mainting a consistency with 7-8 posts weekly

Strategies

Leverage social media influencer and food bloggers into promoting the brand

Capturing professional shots of exclusive food and incorporating content that show cases offline customer experience

Running creative social media campaigns to attract audience engagement

Ensuring a planned campaign timeline with a mix of professional food shots and exclusive content with the help of collaboration

Tactics

MORE THAN THE
BRAND WE WOULD
LIKE TO FOCUS ON
THEIR DIGITAL
STRATEGY.

The brand has a good scope for its content but isn't leveraging them effectively, hence we would like to use its existing content to generate appealing content.

The primary goal would be to generate engagement on all their existing social media platform and then direct the audience to a landing page for more information.

Our target audiences are Millenials and GenZ primarily and we are aiming to promote Carey's as fun, chill hangout stop for them.



Campaign Ideas

Influencer Marketing

AN ONGOING ACTIVITY

Influencer Marketing on a small scale maximizes the benefits and minimizes the cost.

Here we will collaborate with small-scale influencers in exchange for food/coupons and they will need to physically come to the location and click pictures and post them on their respective pages.

Chef's/Bartender Special

A CAMPAIGN SERIES FOR ATLEAST A MONTH

This series will be a user-generated content where we will ask the audience to guess an ingredient and they chef/bartender will need to make a unique dish.

"On the house" campaign

A DRINKS RELATED CAMPAIGN THAT WILL SPAN OVER A MONTH

This will focus on obtaining user generated content (post/reel) from customers in exchange for one specific free drink (drink of the day)

Influencer Marketing



IDEA:

This tactic is the most interesting one that has a better possibility of attracting attention. The opinion of a third party frequently has a big impact on audiences. People who have more followers tend to trust and listen to them when they offer advice. Naturally when a family member or a friend recommends you a location or product you are more inclined towards purchasing it.

TYPE:

Food Bloggers, Travel Bloggers, Fashion Influencers, Photographers, etc

EXECUTION:

This will be a constant activity that will be running throughout the year. On an average, we will have 3 influencers posting in a week.

DESCRIPTION:

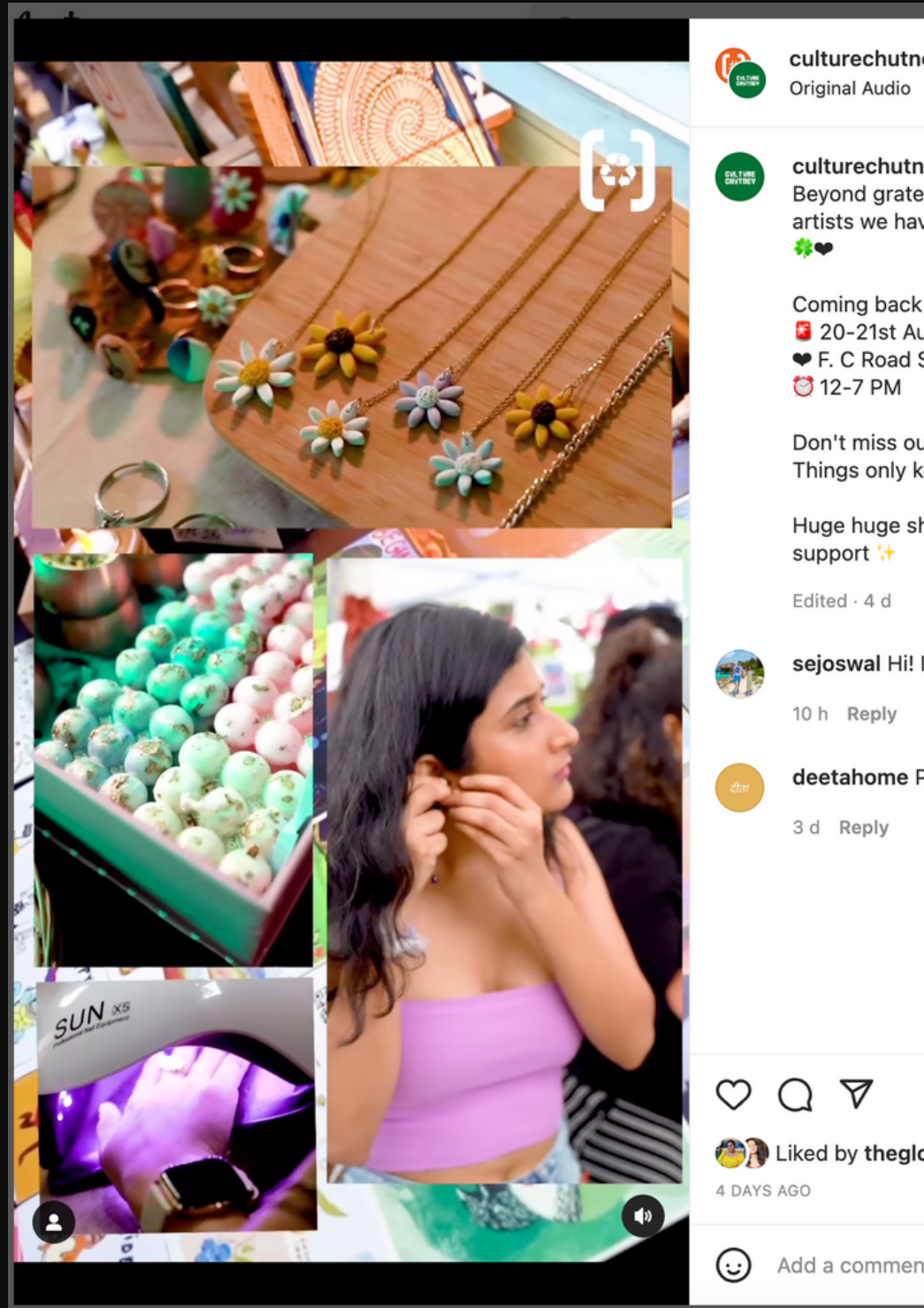
Instead of spending a huge amount on high-end influencers, we will choose small influencers who have a following between 10K to 50K and provide them with a barter exchange offer. The Influencers will receive either free food or drink coupons in exchange. They will need to physically come to Carey's, get an experience, and post about the location, ambiance, and food on their social media platform. This will create a cross-promotion aspect and bring the influencer's followers to our main page.

Influencer Marketing

How will we achieve that?

We will begin by shortlisting the influencers based on our campaign choices after classifying them as High-end, Major, and Minor. We communicate with them via IG DMs (Direct Messaging), asking for a barter engagement with the brand and initiating the necessary agreements. We will ask them to curate material for the brand based on our campaign requirements after the agreement is closed.

Content References



EVENTS POSTS



INFLUENCER POSTS



DAILY PARTY PHOTOS/VIDEOS

Chef's/Bartender Special



IDEA: We will leverage our chefs and bartenders to our benefit. This will save us a lot of time and money as we will be utilizing our resources. The second advantage of this campaign would be that we will be involving the audience and responding based on what they are expecting to receive.

TYPE: Chef's and Bartenders

EXECUTION: We will run this activity for a month and post about 2 videos in a week and re-post this content to all the other social pages.

DESCRIPTION: We'll ask for one ingredient from the audience in an open-ended question on the stories, and then we'll have to make a dish or drink utilizing that item. This might be a unique cuisine that is surprising and intriguing. The more comments we receive, the more traction the page will gain, which will boost our following as well.

"On the house" campaign



IDEA:

This campaign will focus on obtaining user generated content that will help boost trust in potential customers, increase social media buzz and make customers experience even more memorable.

"Drink of the day" with 7 different drinks for the 7 days of the week. Customer needs to click a shot and post as a reel or a post. They get a free drink of the house that is "predetermined as the drink of the day."

TYPE OF CONTENT: User generated content in the form of stories, reels, posts etc.

PERIOD: One month

Additional Ideas for Stories

- FAQ, (Ask me anything) followed by a live session to answer all those questions
- Quiz.
- This/That
- Chef Takeover for a day
- Small Contest
- Polls
- Template Answers
- Confessions
- Countdowns for Challenges/Events
- Victory Stories
- #BTS stories
- Everyday party stories
- Any Offers

Additional Ideas for Posts

- High-quality images
- Partner with other brands.
- Creative timelapse of food
- Behind the scenes
- Taking the food to other locations.
- Countdowns for Challenges/Events
- Any Offers
- Funny Memes

UNIQUE IDEA

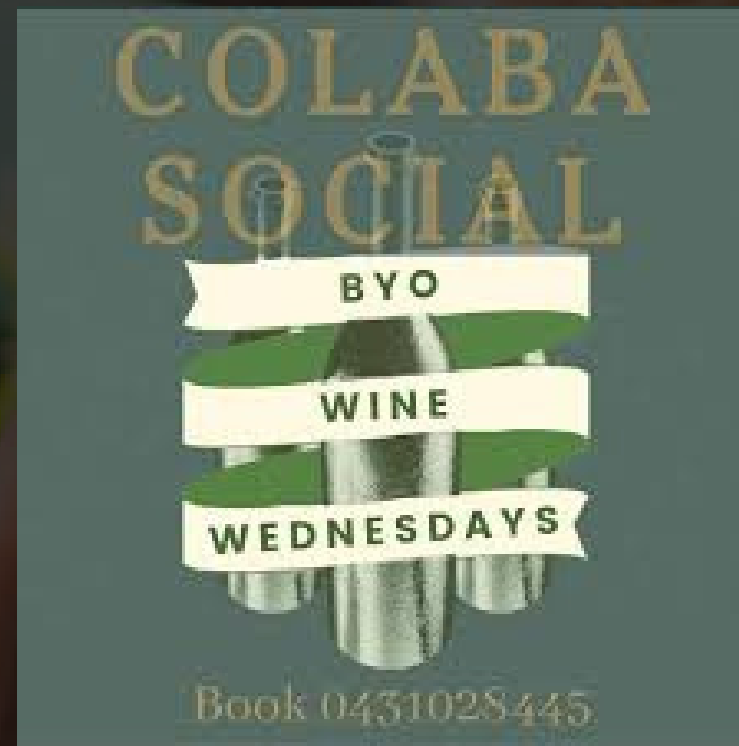
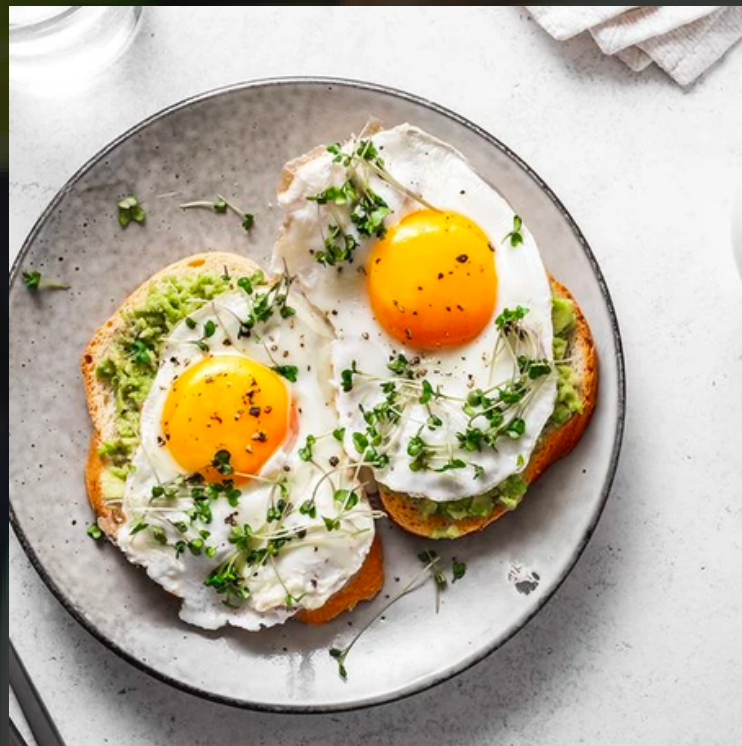
We should incorporate memes and take a different route from the regular content.

Content Calendar



CAREY'S Social Media Calendar						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		High quality image		New Offer Alert		
Event Posts				Drink Reels		Event Posts
	Food Blogger Shoot_BTS		Food Blogger Reel		Customer reviews	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Timelapse Video				
Event Posts		Social Media Blog Post		Behind the Scenes		Event Posts
	Meme		Holiday Post		Influencer Posts	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Video timelapse		Event Posts
Event Posts			Influencer Post			
	Food on different location					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Event Posts
Event Posts						
		Funny Memes	Offers	High Quality Food		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Influencer Repost				Event Posts
Event Posts						

Creative Referecnes



*Final deliverables will be submitted on Aug 11th

Conclusion

In conclusion, we would like to immediately incorporate these new actions to receive more engagement. The whole idea would be to promote the physical location using social media as their main channel and gradually move to developing sales.

This entire process would take a minimum of 3-4 months approximately to start building since the algorithm isn't helping us much. We need to change the whole ecosystem and change the algorithm in a way the new content creates traction.

The final goal would be to generate about 5-7K followers on Instagram, a minimum of 10K of likes on Facebook, and 15K on Tiktok with this strategy.



Thank you

WE'D LOVE TO
HEAR FROM YOU!