

Social Media Marketing Report



Becky's Mindful Kitchen



Executive Summary

This social media marketing report was created for Becky's Mindful Kitchen, a Solon-based kitchen that focuses on teaching individuals how to cook through sustainable practices. This report examines the current existing social media accounts of the business. Moreover, this plan provides social media strategies for Becky's Mindful Kitchen that can allow the company to achieve their set goals.

Below are the original goals set by Becky's Mindful Kitchen at the beginning of the partnership. Initially, there was much more detail in the goals. However, those ideas will be elaborated throughout this report.

Original Goals:

1. To increase the amount of followers on Facebook and Instagram
2. Generate new and thought-provoking social media content
3. Generate more sales by having more customers schedule a private cooking class

Elaborate Goals:

1. Increase the amount of followers in over the next year
 - a. Facebook
 - i. 3,900 → 6,000
 - b. Instagram
 - i. 623 → 2,000

How to increase the followers:

- Maintain consistent posting
 - Post valuable content
 - Post different content on each platform
 - Ask questions to the followers
 - Engage with the customers feedback, the positive and negative remarks
2. Generate new and thought-provoking social media content
 - a. Follow a content calendar
 - b. Create Evergreen Content
 3. Generate more sales by having more customers schedule a private cooking class
 - a. Use Google Alerts, and social platform searches to research
 - i. Competitors
 - ii. Becky's Mindful Kitchen
 - iii. Customer interests
 - b. Monitor the effectiveness of posts by the increase or decrease of page visits and follows
 - c. Engage with the customers in an authentic manner to build a community

A large portion of this report comes from *Likeable Social Media* by Dave Kerpen and is adjusted to align with the goals of Becky's Mindful Kitchen. Along with this source, I have added additional resources.

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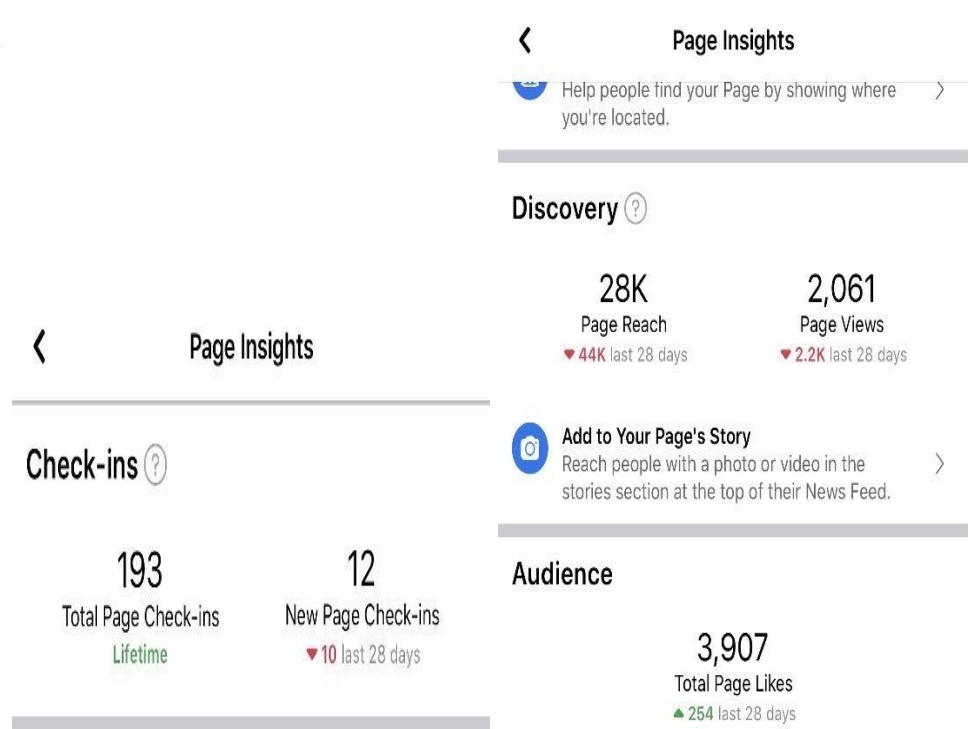
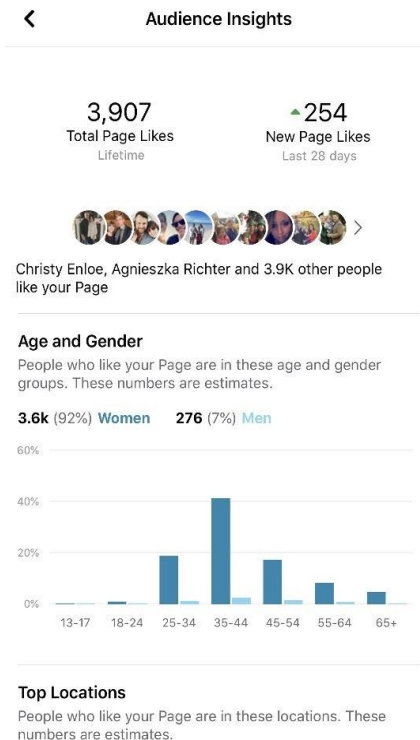
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Social Media Status & Analytics

At this moment, Becky’s Mindful Kitchen uses the social media platforms, Facebook, and Instagram. Considering there is no specific media strategy being used to promote the business online, implementations can be made to enhance the business’s online presence. Increasing your awareness by reviewing the social media analytics and using resources to generate a plan will allow for posts to be created in an easier demeanor.

FACEBOOK

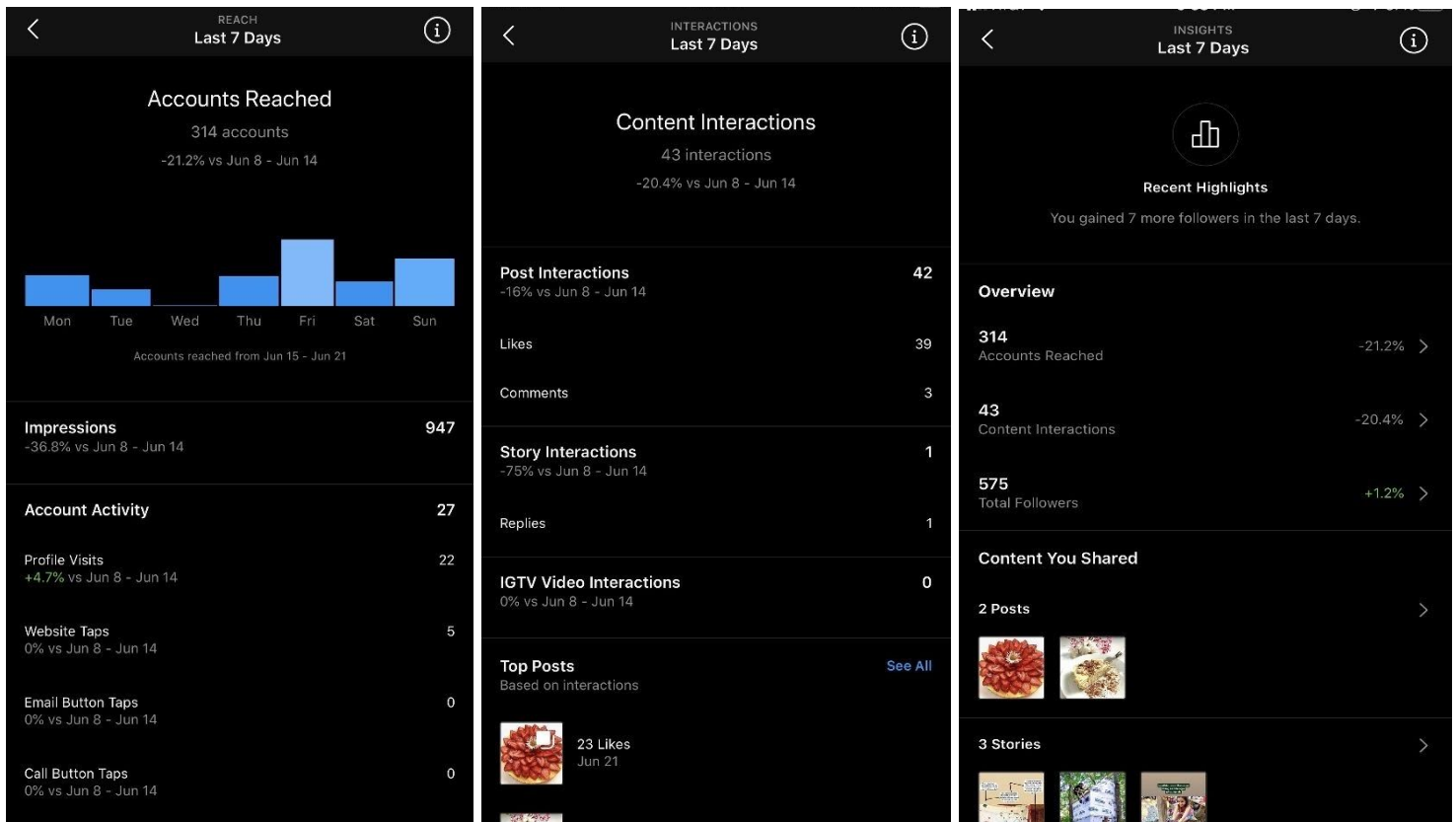
Facebook Insights is a great analytics tool that allows you to understand and visualize what your account is accomplishing. This is exemplified in the images below that detail the activity consumers had with Becky’s Mindful Kitchen on Facebook. Interestingly, when you analyze the data, it demonstrates that the page is reaching less people, however having greater “check-ins” and “new page likes”. Throughout this report, I will provide recommendations that could help boost those figures. By regularly monitoring the Insights, you will gain a greater understanding from pieces of information.



Now, we will review the social media status of your Instagram account.

INSTAGRAM

The platform Instagram also provides analytics for accounts that allow you to explore the results of your content. This insight is very similar to what Facebook offers. Additionally, if you change your Instagram account from the standard style to a business style, your analytics will be more specific. This can be done by altering the settings to a business format. As you can see you had a 4.7% increase in profile visits and a 1.2% increase in followers. But, you are reaching not having as much content interaction, or account reach as anticipated based on the amount of your followers. This generates the question, how can you generate content that reaches the audience you already have, while expanding it at the same time.



Social Media Management

Initially, when you introduced yourself to our class, you informed us that the business does not use other applications to assist with social media presence. While Becky's Mindful Kitchen does post consistently, having extra assistance may help alleviate stress or pressure to post. Using additional social media management tools would allow posts to be shared on a more regular basis.

Hootsuite

An application that seems quite successful to assist with maintaining social media posts consistently is called Hootsuite. This social media management tool is free, but for certain features you do have to pay a monthly fee. Moreover, they have an app so you can utilize its features from a mobile device.

Basically, this service allows you to schedule posts in advance, whether it is for Facebook or Instagram. Not only will this allow you to save time, but you can plan content for the future on days that you may not be sure what to post. Another good way to ensure you reach your goal of sharing the information with a larger audience, you can utilize the analytic tools to find what days and times your followers are the most present online.

In addition to Hootsuite, using the calendar (page 25) with it, will allow you to get ideas for what type of content to generate. As a result, you can maintain your posting consistency while generating inspiration ideas for posts simultaneously.

Hootsuite: <https://hootsuite.com/>

Different Platforms Means Different Content

When posting content on social media, it seems almost instinctive to click the simple buttons, and share that post across all platforms. However, this may lead to less attention to the media Becky's Mindful Kitchen produces because the audience could have already seen it. By utilizing each social platform in a different way, or sharing different information on each, you can demonstrate the depth of your business. From the consumers perspective, one may argue that it demonstrates how much of a variety the brand has to offer. More specifically, since Instagram is dependent on visualization, it is crucial to capture the eye of your followers. In translation, one way to do this may be posting food that is very appealing. As for Facebook, you are allowed to post virtually anything in a single post; this means you can generate more dialogue to give Becky's Mindful Kitchen even more of a voice.

True Listening

In an age of social media, where virtually everyone has some type of presence online, listening has become easier than ever before. Arguably, listening is equally as important as being heard. This is illustrated by the fact that there are so many different places for users to access information. More often than not, companies that fail to listen to their audience decrease their success rate.

However, I did notice that Becky's Mindful Kitchen does a great job on Facebook at responding to comments from customers. By listening to your customers, this creates a connection with them. As a result, you gain more of their trust and loyalty. Moreover, you begin to learn what they want or what they need guidance.

If you are interested in listening to conversations about the brand beyond what is shared on the business's page, you can search Becky's Mindful Kitchen. I think Facebook would be a good start because it is easy to achieve, as you simply type the name in the search bar. Additionally, you can search hashtags on Instagram or look at the posts made using the business's location tag.

Another useful tool outside of the platforms themselves, is Google Alert. This allows you to mark keywords, and alert you when those words are used online. As a result, it will be easier to be a good listener because you will not always have to regularly search.

This same method can be used to search up keywords, or even competitors in or outside the Solon area.

Utilizing the same strategies I shared above, I did some listening to your customers as well on Facebook. I noticed that people are very proud of what they create as they experience Becky's Mindful Kitchen. Thus, they post it, almost as if it was a review. This is great because it essentially free media attention. Additionally, I

noticed that many family-oriented individuals pay you a visit. Lastly, when you have asked questions to your audience, often your feed is flooded with customers comments, which is the perfect opportunity to spark a conversation.

Overall, Becky's Mindful Kitchen does a good job at demonstrating to the audience that the business is listening to the customers. This was exhibited in the consistency of content that is up-to-date, responding to comments, and posing questions to the audience.

Tools to be a good social media listener:

1. Facebook Search
2. Instagram Search
3. Google Search
4. Google Alerts

What to Search:

- Yourself
- Competitors
- Topics related to your customers and the brand itself

Brand Searching Words:

- Cooking
- Recipes
- Cooking school
- Farm to table
- Sustainability

Competitor Searching:

1. *Cooking In The Kitchen With Nina* (Robins, IA)
 - a. Facebook
 - i. Does not respond to customer comments on Facebook
 - ii. Posts are only made a couple times a month
 - iii. Posts photos of customers and their time in her kitchen
 - iv. Shares old posts that were made by their account
 - v. Posts foods sometimes according to the season and holidays
 - vi. No brand advertisement at all or community outreach attempts
 - vii. Fewer people "like" the page (830 likes)
 - viii. Customers:
 1. People are very attracted to her content, that is photos of food she cooks.
 2. A customer review has not been made in over 7 months

- b. Instagram
 - i. Does not have an account
 - ii. But a couple customers have posted using the location tag
- 2. *Wooden Spoons Workshop* (Ankeny, IA)
 - a. Facebook
 - i. Has not been recently posting as much
 - ii. Makes posts using content from other sources (articles)
 - iii. Responds to customers comments in a personalized manner
 - iv. Sometimes reposts the same content more than a couple times
 - v. Fewer people “like” the page (2,374 likes)
 - vi. Customers:
 - 1. Few response to posts
 - 2. A review has not been made in over a year
 - a. Reviews consist of a sentence, but no photos
 - b. Instagram
 - i. They do not have an account
 - ii. A couple customers have used their location tag

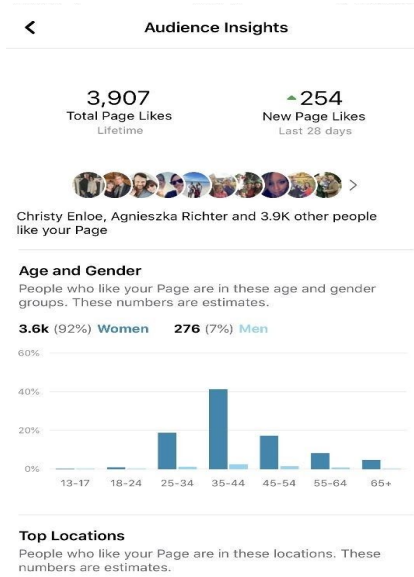
Practicing PR Skills to be a Better Listener

1. Every Friday, use Facebook & Instagram searches to find what customers are saying about your business. It seems that this is necessary since your page has very much customer traffic, which is great!
2. Turn ON your notifications for the applications. This will make it easier to be on top of receiving feedback. This can be done by going to the app settings, or in the notification settings of the mobile device.
3. Sign up for Google Alerts for specific keywords, in case you miss something when doing your searching.
 - a. Google Alert: <https://www.google.com/alerts>
4. Search competitor pages twice a month, or every other Monday because it will allow you to find new niches in the industry. Moreover, you can learn from their achievements or mistakes.

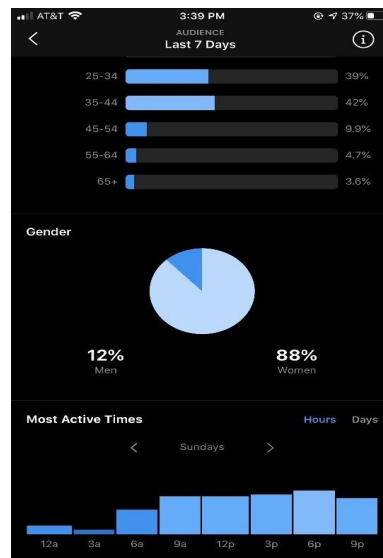
Familiarization with the Target Audience

Listening to your audience will not only teach you about what your customers want, but it allows you to learn about the individuals your business attracts. Utilizing the Facebook and Instagram Insights you can gain an understanding of your business's demographic. As you can see by the graphs below, most often your followers are in the middle-age range, and mostly women. This indicates that your content has the highest success rates with this type of demographic.

Facebook Insight



Instagram Insight



At the beginning of this partnership, you explained that one goal was to expand the business beyond the lowa corridor. A great way to accomplish this is through **hyper-targeting**; when a company does marketing and advertising towards a specific group through what individuals' post on all of their social media networks (Kerpen, 2015).

I believe that this method would be most effective on Facebook because you can appeal and inform potential new clients about what is in it for them. Thus, they will begin following your page for more information. On Facebook, you can make the targeted ad specific by filling in certain criterias. This includes workplaces, interests, locations, AND demographics. Since you have an understanding of their needs, and how you can fulfill them, you will save money by advertising to an audience that wants your precise niches.

Becky's Mindful Kitchen Target Audience:

- Ages 24-55
- Mostly women

- Midwest-based
- Interests in farm-to-table, local production, cooking, hobbies, activities, entertainment, food, health

Audience Engagement

Interaction With The Audience

Before immediately responding to a customer, place yourself into their shoes. How would you want a business to respond to you? Did they answer your question? Would you respond back to their response? This goes beyond just creating a connection with the new or existing customer. Since Facebook works in a manner where posts with lots of interaction are boosted to the top of the “Newsfeed,” your posts will be more visible to users because it will be higher on the feed when scrolling. While new posts will always be at the top, having heavy engagement will make your business’s post come second.

Therefore, interaction within posts is fundamental. This can be achieved by not making posts that are only brand advertisements. Let customers into the lifestyle that Becky’s Mindful Kitchen has to offer. Additionally, get the customers talking by asking questions to them. As more people begin to have conversations in the comment section, Facebook’s algorithm will make the post more visible for other users to get involved in the discussion (Kerpen, 2015). As a result, you have the potential of increasing the follower count, boosting awareness, and demonstrating the brand.

Sharing dialogue with the customers is a crucial component of social media marketing because you gain their support and loyalty. It demonstrates that, as a business owner, you are passionate about your cooking and lifestyle. All together, these interactions create a community of food-lovers, who share what you envision. Personally, you will learn how to enhance the brand through their feedback, and open new doors that are not offered by your competitors.

How to get the targeted audience to engage:

1. Ask them questions: what they like to cook, favorite foods, how do they achieve farm-to-table
2. Post appealing photos of food (“food porn”)
 - a. Who doesn’t love a photo that is so delicious looking it makes you hungry?!
3. Post photos of new additions to the farm: treehouses, animals, what’s growing, new opportunities
4. Post about topics (environmental?) that are rooted in the same missions of Becky’s (sustainability)
5. Create Instagram or Facebook polls to get audience feedback, or quiz them with trivial questions related to the brand.
6. Respond to customer comments in a manner that keeps the conversation flowing.

Showing Your Presence....

Most often when a positive comment is given, companies will simply not respond. Likely, they figure that there is nothing that needs to be resolved. Therefore, the positive remark does not have to be regarded. This ideology is incorrect because it is counterintuitive to being a good listener, since you are not demonstrating that you listened. Thus, even having dialogue with positive comments is important. Replying a form of personalized “thank you,” articulates that you are there and attentive to the customers. Moreover, this can lead to word-of-mouth endorsements and customer satisfaction. (Kerpen, 2015).

Social Media Basic Principles

- Make the assumption that customers categorize your private and professional life together. Hence, you must be your authentic self to demonstrate that those are just sides of you.
- Understand and respect the idea of perspectives, not everyone will share the same opinions. But, addressing these differences in a professional and honorable fashion will allow the continuation of building a connection.
- Make sure that posts shared on social media are factual and accurate. If not, you risk the potential of losing the trust of your customers.
- Keep the customers updated! This means providing information that is accurate, accessible, and exhibits a purpose that is of importance to the customers.

Even During the Ugly

However, it is noteworthy that all comments may not be positive. In fact, since it is so easy to share an opinion over social media, it is very possible to encounter negative feedback. This is an important moment to engage with that audience member because it can solve the issue, and demonstrates to other users that you truly care. An efficient way to address these situations is by apologizing for what happened, thanking them for their feedback, and giving them something as means of redemption. Even though it may be discouraging, facing these remarks still allows you to build a successful relationship with the customer.

More importantly, never delete the negative feedback. Allow other customers to see how you positively responded. By acting like the post never happened, the situation may get worse.

A method that can help these specific methods that may help this situation is “surprise and delight” (Kerpen, 2015). In other words, after reviewing their response, you offer them something that will bring them joy. This may be a coupon, or some type of limited offer that is only for them.

Ways to Respond Negative Feedback:

1. Offer a private cooking class for them
2. Offer a product you have, such as soap, for no or a reduced cost
3. Apologize for their experience, and thank them for their feedback
4. Articulate how you *will* solve the issue they are concerned about

Honesty and Transparency

When reviewing your Facebook and Instagram I noticed you post about your personal life (family, and farm) and updates of the business's progression. This is a great start because you are being fully transparent about what is happening at Becky's Mindful Kitchen.

According to the Association of National Advertisers Ethic's Code, transparency entails meeting three components: honesty of relationship - saying who you are speaking for, honesty of opinion - saying what you believe, and honesty of identity - never falsifying who you are (Kerpen, 2015). Otherwise, you run the risk of damaging your brand's overall reputation. On the other hand, having a clear message in comments and posts will allow you to build a closer relationship with the target audience.

As I expressed prior, this is something your business does exceptionally well. Even in dark times, you have professionally exhibited the brand's perspective. Ultimately, this demonstrates your authenticity and dedication as an owner.

Ways to be Honest and Transparent on Social Media:

1. Provide frequent updates even if it is not always positive.
 - a. Example: Discuss new circumstances at the business due to coronavirus. This will keep the audience in the loop, and understand what new measure must be followed.
2. If you do not know how to respond to a post, let them know that you are unsure and will get back to them.
3. Do not delete negative feedback. Find a solution to fix the problem.

Asking Questions

Another key component of generating engagement, and demonstrating authenticity is by asking questions to your audience. A business can not afford to tell their clients what they want because they will not provide a positive response. However, you can offer chances to those customers where they can explicitly express what they want through questions. Keep in mind that these questions must push the audience to respond beyond the simple “yes or no” (Kerpen, 2015). In conclusion, you will be able to meet their needs because you fully understand what those needs are actually.

Additionally, posing questions to the audience allows for an emotional connection “creates marketing value” (Kerpen, 2015). This is due to the fact that you become a consumer-centric marketer, exhibit care for your customers, demonstrate your values, and create conversation without being pushy. Another way to ask questions, outside of the customers direct wants, is by asking in a manner that allows you to gain insight. This includes questions such as, “what can we do better?” or “what do you hope to see from Becky’s Mindful Kitchen in the future”? From this, you can learn how to make your business better based on direct consumer feedback.

Either Instagram or Facebook are great tools to use to ask questions because you can use different formats. For example, you can simply make a post that asks a question. This is when customers will flood the comments section with their response and conversation can be made between you and amongst themselves. But, remember to join in on the action! Moreover, you can create a “poll” on these platforms. Basically, this where you ask a question and provide them with a list of answers they can select. By the end, you can review the statistics and rankings of each answer, which indicates the audience’s interests. However, while this method can be used as a Facebook or Instagram “story” (24-hour limit post), it does not allow for much conversation. With that being said, making the question as a post would be most successful.

Sample Questions to Ask the Audience:

1. What is your favorite locally produced product?
2. What is your favorite dish during this time of year?
3. When did you first experience Becky’s Mindful Kitchen?
4. How much time do you typically have to cook a meal?
5. What is your favorite type of cuisine?
6. What is your favorite late night snack?
7. What is your most preferred locally produced product?
8. How much of what you eat is something that is freshly grown?

Creating A Brand Voice

By creating a brand voice, you will exhibit how your business is individualistic, or different than your competitors. Instead of customers just enjoying what your business has to offer, they will fall in love with what the brand is essentially. This can be achieved by following a specific aesthetic defined by you, responding to feedback, and avoiding generic tones on social media.

A vocal brand will increase the overall success of the business because it makes customers feel comfortable to interact with you online. This comfortability translates to the same being felt to come and experience a cooking class themselves. In addition, a community will be built around your business that shares the same values and aspirations.

Social Media Personality

After reviewing the types of interactions had on your social media pages, it is apparent that your customers love learning about your business and sharing their experiences. This is a great way to further business-to-customer relationships. Every single one of these interactions reflects the brand's voice, individually or together.

One way to amplify the voice of Becky's Mindful Kitchen is by personalizing responses. By having a default response, like just a "thank you", may appear generic and unauthentic. However, making a response to comments based on each individual comment you can expand on the brand's voice. You can even go out of your way to thank people for supporting your business. This is a way that you can get them to be even more supportive because they appreciate your acknowledgement.

Another way to expand on the brand's voice is by continuing conversations. This means that when a customer comments with positive feedback, you can respond with a question that is in relation to what they mentioned. As a result, a more natural conversation will be exchanged.

Both of these ways to expand the personality of the brand are situational. In other words, responses will be different depending on who you are interacting with. For instance, when talking with someone who is younger you may use a different tone than someone who is older. This completely varies, too, on the type of conversation being shared. As a result, you will increase your audience's support because it demonstrates that you care about the reflection of the brand.

Ways to enhance personality:

1. Responding to feedback with a less generic remark, such as "thank you".

- a. Try something like, “I really appreciate your feedback! Was there anything you were hoping to learn more in depth about during your time at the farm?”
2. Use the user’s name to personalize the message to them.
 - a. Try “thank you, (NAME HERE)! I have always admired your support of Becky’s Mindful Kitchen.”
3. Continue conversations by asking questions in the comments
 - a. Try, “I’m so happy to hear that about your time today at the farm. What was the most challenging aspect for you.”

Storytelling

When you think about it on a large scale, storytelling plays a role in virtually everything. It allows people to learn, and engage with another in a more entertaining fashion and possibly relatability. As a result, connections can be made with those that are listening and willing to embrace the messages of that story.

Storytelling is something that I have noticed Becky’s Mindful Kitchen does a lot of on social media platforms. It has been a way for you to share updates on project progress, obstacles being encountered on the farm, and your experiences inside and outside of the kitchen. Not only is this great for interactions with the customers, but it enhances the brand’s voice, too. Keep up the great work!

Questions that will help generate more story ideas:

1. How did your company get started?
2. How did you survive your toughest times as a business owner?
3. Who are some noteworthy customers you have had?
4. What is something that is interesting or funny that has happened at Becky’s Mindful Kitchen?
5. How has your life changed since becoming the owner/ creator of Becky’s Mindful Kitchen?

Storytelling Ideas to go off of:

- Tasks your family has to do to maintain the farm
 - This is an opportunity to post a photo or video in relation to what you are discussing.
- Put a spotlight on a local product you love
 - For example: your Urban Greens post
- A unique moment that spontaneously occurred at a camp
- Overcoming an obstacle
 - In the kitchen
 - Within yourself
 - Customer feedback

Storytelling is something that can also be done by customers. I saw this exhibited on your social media when people posted about their experience with photos. This is a great time to have a conversation with them, and provide some reflection, too. Moreover, you will get to learn more about your customer, which will help you make the business even better by meeting their wants.

Authenticity

Another key component of building the brand's voice is by always being authentic. I know I discussed this before, but this is crucial to building support and loyalty from customers. They liked your page because they want to get to know you and your business. But, by not being yourself, you are putting up a front for them to have unrealistic expectations of the brand (Kerpen, 2015).

But, if you demonstrate the *real*/you you will gain the audience that you are truly looking for. These customers will relate to you, and find purpose in your words and actions. This is a great way to demonstrate your individuality, which you do such a great job of already! Never hide who you are. By being authentic gaining followers will be easy because people want to like a company beyond what it has to offer. One may argue that this is one of the major components in order to achieve success with social media marketing. Therefore, always be true to who you are. Otherwise, customers will be able to see when the brand is not being authentically itself.

The Creation of Content & Organization

Creating new content or organizing soon-to-be posted content can be stressful. Sometimes it is hard to come up with new ideas to keep customers engaged. By being prepared for what post is coming next, your stress will be lifted.

Valuable Content

While creating a brand voice is dependent on many aspects, it goes beyond simply using your own voice. Trust me, customers love hearing what you have to share or say. However, you can provide them with outside information at no cost. This is referred to as “free value,” when free information from a source is shared on your platform so that your followers can gain something from the content (Kerpen, 2015).

This requires some work as you will have to search for credible sources that you believe will be useful to your demographic. Perhaps it is skills someone needs in a kitchen, or information about something related to growing herbs at home. Since there is so much access to information because of the digital age we are living in, finding resources may appear daunting. But, once you do a little research, you will come to find that topics will be easy to find.

Valuable content is a useful tool because it demonstrates your passion, builds the brand, and exhibits to the customers that care about them outside of the cooking class setting. Based on that, more support can be gained, while generating conversations in the comments based off of the provided resource. Additionally, it is quite ironic because as you provide a credible source, you are becoming a credible source at the same time. This may lead to customers seeking Becky’s Mindful Kitchen for more guidance, as they know you have always been there to help (Kerpen, 2015).

To assist with alleviating some of that stress, below I have shared some “free value” content that you can share to enrich the consumers:

Standard knife skills that are crucial when working in a kitchen; a youtube tutorial. This skill is something that is used everyday in the kitchen. Moreover, these are skills that customers may not have, but are looking to learn as they are on a journey to being better at-home cooks:

<https://www.youtube.com/watch?v=G-Fg7I7G1zw>

The 10 benefits of farm-to-table; an article. This article sends the message of your business and indicates why this topic is important. Also, it gives the reader an opportunity to learn new things that they may have not previously known: <https://hearthstonelv.com/10-benefits-of-farm-to-table-restaurants/>

Evergreen Content

As exhibited, consistency of posts is important to the business as it keeps the audience engaged. However, that is obviously easier said than done. Sometimes you may lack inspiration for what to post and need back up content. This is referred to as, *Evergreen Content*, a stock of images you can resort to if you are unsure of what to post. You can affiliate these images with the idea of something that will add or build your aesthetic. Just keep in mind that these types of posts can be posted at any time and can be anything. In other words, something that your targeted audience will find attractive or interesting. This content can include pretty images of the farm or food you personally cooked, an image with a fun fact about something related to the business; truly anything you desire. But, it is important to always have back-up options, so make sure you do not run out of this type of content.

Say you have a content idea, but you do not want to use it at that exact moment. That is a great moment to create the post and save it as a draft for later, or schedule it to be posted using Hootsuite (page 6).

A good tool that is very user friendly is Canva. This application enables you to create pretty fliers to promote any information. Also, they offer free templates to choose from!

Canva link: <https://www.canva.com/>

I have created some samples of Evergreen Content to help get you started! Feel free to use these at your own leisure, or bounce ideas from with some caption ideas:



Caption:

It's funny that Becky's Mindful Kitchen certainly not kidding about this fact



**Cooking.
Eating.
Learning.**

**For more information
visit,**

www.beckysmindfulkitchen.com

Caption:

**What are some recipes you never have
been able to make quite right?**



Caption:

I assure you that there is definitely more to lemons than just lemonade. For more information, check out our cooking class offers!

Social Media Event Plan Example

Name: Cook-a-Palooza

WHAT

- A virtual cooking event that teaches customers three different courses (breakfast, lunch, dinner, or dessert), all relating to a specific style of cuisine.
- Each round will be judged by customers who follow your social media platforms, as you will ask them who won each round of the event. Or, the participant whose dishes, in total, received the most likes/comments will be the winner
- The final winner will receive some type of special offer, such as a free private cooking class.

WHERE

- This event would likely work most efficiently by using either Facebook or Zoom to host the livestream. However, Zoom is more engaging because you can see your audience.
- In order for customers to cast votes, or likes/comments, Facebook would be the best resource because you have over 3,000 followers.
- Instagram can be utilized to inform people of the event taking place or to document the progress of the event throughout the day.
- As for Becky, her side of the entire event (instructing the classes) will be all done from her personal kitchen. The attendees will cook from their own home, too.

WHY

- Since this will generate a lot of traffic on your social media pages, it will draw more attention to your business.
- It will allow you to build different relationships with your customers.
- Considering the event will be entirely virtual, anyone around the country can join in.
- By making it a competition with a winning reward, people will get passionate about beating each other. Therefore, they will naturally be encouraged to take part in the event for the entire day.

GOALS

1. Increase your amount of followers
 - a. Using Facebook for this event in addition to frequently having people casting their votes, Facebook's algorithm will bump Becky's Mindful Kitchen posts to the top of peoples' newsfeed.
 - b. Finalists will likely share the posts to their friends, family, etc. Due to this, more people will hear about your business. In other words, this is word-of-mouth marketing.
2. Expand customer reach

- a. Since the event will be entirely virtual, it gives out-of-state individuals an opportunity to join the fun. This aligns with your brand, as you have expressed this desire, which will help you build a larger following and customer awareness.
 - b. Covid-19 has forced most people to stay home, due to fear or necessity. Thus, this event would enable more people to be able to participate because they do not have to leave their homes.
 - c. The frequent posting on social media will draw attention in from new clients that may potentially end up following.
3. Increasing engagement
- a. By encouraging customers to vote on posts using likes and comments, and possibly shares, will help generate conversations between the customers.
 - b. This is important because it builds a community within your brand, which is essential to gaining the customers support.

Ways to Measure the Event Final Results:

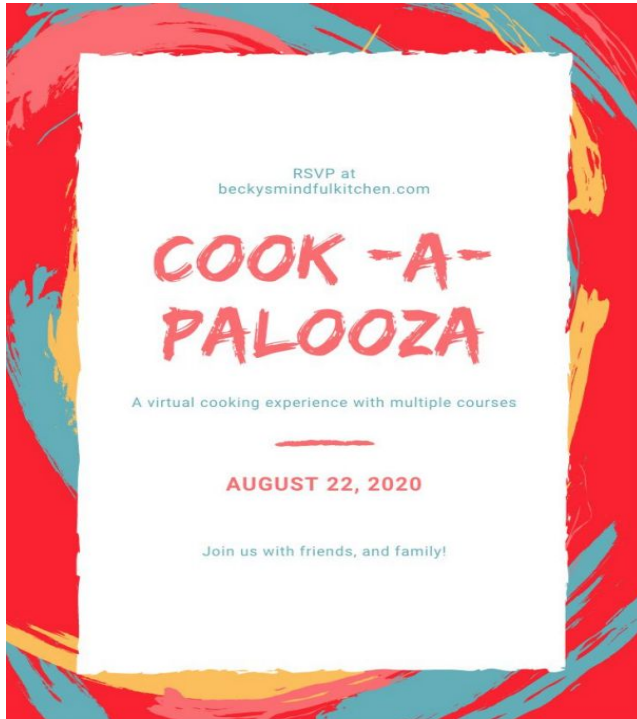
- Increase in followers on Facebook and Instagram
- Increase in the amount of comments
- Increase in the amount of likes
- Increase in class inquiries
- Increase in positive customer feedback

Example Posts:

Facebook

Challenge your inner chef at our virtual #cookapalooza cooking competition! Join me in learning recipes and have a chance at winning a FREE private class and date night at Becky's Mindful Kitchen. Delicious food awaits.





Instagram

Join us online for #cookapalooza for a chance to win a date night and private class at Becky's Mindful Kitchen!



This can be used for either Facebook or Instagram with a description that explains the details of the event. This would include the platform used for the event, date, and times!

Content Calendar

Weekly posts: post according to a theme on a weekly basis to serve as your inspiration for that day and maybe spark inspiration in your customer base.

Weekly Post Ideas:

#MindfulMonday - Being authentic is essentially being mindful, I believe this is the foundation of the entire brand. I think it would be interesting to do **#mindfulmonday** where you would essentially make a post that draws awareness to something. This could be anything from an instance you had to be mindful, or dietary restrictions, anything to draw attention to something to possibly inform the audience and generate discussion.

#FoodieFriday - This weekly hashtag is to allow you to show off your particular skills as a chef. Post the most visually appealing food you cook, otherwise referred to as “food porn”. This will be a great way to capture the eyes of your followers as you trigger their appetite. Moreover, it demonstrates that you possess skills that they can possibly learn. You can even caption it with, “what were your favorite recipes that you cooked this week?” By asking a question to the audience, you essentially invite them to participate with you. Overall, this will increase the engagement.

National... - Every month within the example I have provided below has national food holidays that I thought were of relevance. This may allow you to create content on certain days that you can not think of what to post. Moreover it demonstrates your passion and dedication to the food industry.

2020 - 2021 Example:

July 2020

Becky's Mindful Kitchen Jul 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6 #MindfulMonday	7	8	9	10 #FoodieFriday	11 National Mojito Day
12	13 #MindfulMonday National French	14 National Macaroni	15	16	17 #FoodieFriday National Hot Dog	18
19	20 #MindfulMonday	21	22	23	24 #FoodieFriday	25
26	27 #MindfulMonday	28	29 National Chicken	30 National	31 #FoodieFriday	1

- July 11 - National Mojito Day
- July 13 - National French Fries Day
- July 14 - National Macaroni Day
- July 17 - National Hot Dog Day
- July 29 - National Chicken Day
- July 30 - National Cheesecake Day

August 2020

Becky's Mindful Kitchen

Aug 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29 National Chicken	30 National	31	1 #MindfulMonday
2	3 #MindfulMonday	4 National Chocolate	5	6	7 #FoodieFriday	8
9	10 #MindfulMonday #MindfulMonday	11	12	13	14 #FoodieFriday	15
16	17 #MindfulMonday	18	19 National Potato Day	20 National Bacon	21 #FoodieFriday	22
23	24 #MindfulMonday National Waffle Day	25 National Banana	26	27	28 #FoodieFriday	29
30	31 #MindfulMonday Eat Outside Day	1 National Gyro Day	2	3	4 #FoodieFriday	5 National Cheese

August 4 - National Chocolate Chip Cookie Day

August 19 - National Potato Day

August 20 - National Bacon Day

August 24 - National Waffle Day

August 25 - National Banana Split Day

August 31 - Eat Outside Day

September 2020

Becky's Mindful Kitchen

Sep 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31 #MindfulMonday Eat Outside Day	1 National Gyro Day	2	3	4 #FoodieFriday	5 National Cheese
6	7 #MindfulMonday	8	9	10	11 #FoodieFriday	12
13	14 #MindfulMonday	15	16 National Guacamole	17	18 #FoodieFriday National	19
20	21 #MindfulMonday	22	23 National Key Lime	24	25 #FoodieFriday National Lobster	26 National Pancake
27	28 #MindfulMonday	29 National Coffee Day	30	1 World Vegetarian	2 #FoodieFriday	3

- September 1 - National Gyro Day
- September 5 - National Cheese Pizza Day
- September 16 - National Guacamole Day
- September 18 - National Cheeseburger Day
- September 23 - National Key Lime Pie Day
- September 25 - National Lobster Day
- September 26 - National Pancake Day
- September 29 - National Coffee Day

October 2020

Becky's Mindful Kitchen

Oct 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 #MindfulMonday	29 National Coffee Day	30	1 World Vegetarian	2 #FoodieFriday	3
4 National Taco Day	5 #MindfulMonday	6	7	8	9 #FoodieFriday	10
11	12 #MindfulMonday National Farmers National Gumbo Day	13	14 National Dessert	15	16 #FoodieFriday World Bread Day	17 National Pasta Day
18	19 #MindfulMonday	20	21	22	23 #FoodieFriday	24
25	26 #MindfulMonday	27	28	29	30 #FoodieFriday	31

- October 1 - World Vegetarian Day
- October 4 - National Taco Day
- October 12 - National Farmers Day & National Gumbo Day
- October 14 - National Dessert Day
- October 16 - World Bread Day
- October 17 - National Pasta Day
- October 31 - Halloween

November 2020

Becky's Mindful Kitchen

Nov 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 World Vegan Day	2 #MindfulMonday	3 National Sandwich Day	4	5 National Donut Day	6 #FoodieFriday National Nachos Day	7
8	9 #MindfulMonday	10	11	12	13 #FoodieFriday	14
15	16 #MindfulMonday	17	18	19	20 #FoodieFriday	21
22	23 #MindfulMonday	24	25	26 National Cake Day	27 #FoodieFriday	28
29	30 #MindfulMonday	1 National Pie Day	2	3	4 #FoodieFriday National Cookie Day	5 National Comfort Day

- November 1 - World Vegan Day
- November 3 - National Sandwich Day
- November 5 - National Donut Day
- November 6 - National Nachos Day
- November 26 - National Cake Day

December 2020

Becky's Mindful Kitchen

Dec 2020 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30 #MindfulMonday	1 National Pie Day	2	3	4 #FoodieFriday National Cookie Day	5 National Comfort
6	7 #MindfulMonday	8	9 National Pastry Day	10	11 #FoodieFriday	12
13	14 #MindfulMonday National Biscuits &	15 National Cupcake	16	17	18 #FoodieFriday	19
20	21 #MindfulMonday	22	23	24	25 #FoodieFriday	26
27	28 #MindfulMonday	29	30	31	1 #FoodieFriday Bloody Mary Day	2

December 1 - National Pie Day

December 4 - National Cookie Day

December 5 - National Comfort Food Day

December 9 - National Pastry Day

December 14 - National Biscuits and Gravy Day

December 15 - National Cupcake Day

January 2021

Becky's Mindful Kitchen

Jan 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 #MindfulMonday	29	30	31	1 #FoodieFriday Bloody Mary Day	2
3	4 #MindfulMonday National Spaghetti	5	6	7	8 #FoodieFriday	9
10	11 #MindfulMonday	12	13 National Gluten-	14	15 #FoodieFriday National Bagel Day	16
17	18 #MindfulMonday	19	20 National Cheese	21	22 #FoodieFriday	23 National Pie Day
24	25 #MindfulMonday	26	27	28	29 #FoodieFriday	30 National Croissant
31 National Hot	1 #MindfulMonday	2	3	4	5 #FoodieFriday	6

January 1 - Bloody Mary Day

January 4 - National Spaghetti Day

January 13 - National Gluten-Free Day

January 15 - National Bagel Day

January 20 - National Cheese Lover's Day

January 30 - National Croissant Day

January 31 - National Hot Chocolate Day

February 2021

Becky's Mindful Kitchen

Feb 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31 National Hot	1 #MindfulMonday	2	3	4	5 #FoodieFriday	6
7	8 #MindfulMonday	9	10	11	12 #FoodieFriday	13 National Tortellini
14	15 #MindfulMonday	16	17	18	19 #FoodieFriday	20
21	22 #MindfulMonday National Margarita	23	24	25	26 #FoodieFriday	27 National Strawberry
28 National Chili Day	1 #MindfulMonday National Peanut	2	3	4	5 #FoodieFriday	6

February 13 - Valentine's Day & National Tortellini Day

February 22 - National Margarita Day

February 27 - National Strawberry Day

February 28 - National Chili Day

March 2021

Becky's Mindful Kitchen

Mar 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 National Chili Day	1 #MindfulMonday National Peanut	2	3	4	5 #FoodieFriday	6
7	8 #MindfulMonday	9	10	11	12 #FoodieFriday	13
14	15 #MindfulMonday	16	17	18	19 #FoodieFriday	20
21	22 #MindfulMonday	23 National Chip & Dip	24 National Cocktail	25	26 #FoodieFriday	27
28	29 #MindfulMonday	30	31	1	2 #FoodieFriday	3

March 1 - National Peanut Lovers Day

March 23 - National Chips & Dip Day

March 24 - National Cocktail Day

April 2021

Becky's Mindful Kitchen

Apr 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29 #MindfulMonday	30	31	1	2 #FoodieFriday	3
4	5 #MindfulMonday	6	7 National Beer Day	8	9 #FoodieFriday	10
11	12 #MindfulMonday	13	14	15	16 #FoodieFriday National Eggs and	17
18	19 #MindfulMonday	20	21	22	23 #FoodieFriday	24
25	26 #MindfulMonday	27 National Prime Rib	28	29	30 #FoodieFriday	1

April 7 - National Beer Day

April 16 - National Eggs and Benedict Day

April 27 - National Prime Rib Day

May 2021

Becky's Mindful Kitchen

May 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26 #MindfulMonday	27 National Prime Rib	28	29	30 #FoodieFriday	1
2	3 #MindfulMonday	4 National Orange	5	6	7 #FoodieFriday	8
9	10 #MindfulMonday Mother's Day National Shrimp Day	11 Eat What You Want	12	13	14 #FoodieFriday	15
16	17 #MindfulMonday	18	19	20	21 #FoodieFriday	22
23 National Goat Day	24 #MindfulMonday	25 National Wine Day	26	27	28 #FoodieFriday	29
30 #MindfulMonday National Macaroon	31	1	2	3 National Egg Day	4 #FoodieFriday National Cheese Day	5

- May 4 - National Orange Juice Day
- May 10 - Mother's Day & National Shrimp Day
- May 11 - Eat What You Want Day
- May 23 - National Goat Day
- May 25 - National Wine Day
- May 31 - National Macaroon Day

June 2021

Becky's Mindful Kitchen

Jun 2021 (Central Time - Chicago)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
	#MindfulMonday National Macaroon			National Egg Day	#FoodieFriday National Cheese Day	
6	7	8	9	10	11	12
	#MindfulMonday National Donut Day				#FoodieFriday	
13	14	15	16	17	18	19
	#MindfulMonday				#FoodieFriday National Sushi Day	
20	21	22	23	24	25	26
Father's Day	#MindfulMonday				#FoodieFriday	
27	28	29	30	1	2	3
	#MindfulMonday				#FoodieFriday	

- June 3 - National Egg Day
- June 4 - National Cheese Day
- June 7 - National Donut Day
- June 18 - National Sushi Day
- June 20 - Father's Day

Advertising

Using social media platforms to pay and post advertisements is a great way to share the brand with potential new customers. On Facebook you can boost a post, which significantly increases the amount of viewers, opposed to a non boosted post. Except, overtime, this can end up being quite costly and for a small business that can be an expense that is out of budget.

While posting an advertisement seems like the most efficient way to spread the word fast, nothing is more impactful and influential than generating engagement on your platforms. From there, customers will promote your content possibly without even having to ask them.

Applications, such as Facebook, allow you to make “targeted-ads”. In other words, these advertisements target a specific consumer. It is referred to as “Friends With Connections”. This means that the advertisement goes to people who are friends with someone that likes your page, and the message is personalized to them by showing which of their friends is involved with Becky’s Mindful Kitchen. As a result, your credibility will be boosted because they are influenced by their peers interacting with your business. Utilizing this tool to maximize its capabilities you can input certain interests, ages, genders, and different locations (Kerpen, 2015).

Sales Funnel



Our textbook presented the idea of a sales funnel, which is used to increase audience engagement or interest. This would definitely be useful for your business. The text explained that “the best part of the Facebook sales funnel, as compared to the traditional sales funnel, is that it doesn’t end in one sale. The customer, still a liker, is eternally connected to you, unless he or she unlikes you” (Kepler, 2015). In other words, this strategy allows you to build quick connections with consumers. Through “Facebook Marketing,” you will want to post an advertisement that is captivating to the audience in some way. Perhaps, it is to offer some type of giveaway or an upcoming event. As a result, you will raise “awareness” to the consumer about your business. If they are intrigued by what Becky’s Mindful Kitchen has to offer, they will then be located on your page, where they will gain more “education” of what your business is. Say they visit your page and find the information appealing, they will likely want to stay updated.

As a result, they will like the page, which is the “engagement likability”. In the end, they may soon join for a class or contact you, which is when there will be a “sale”. This method seems very efficient in, not only gaining followers, but increasing the customer flow overall.

Irresistible Content Ad Offers

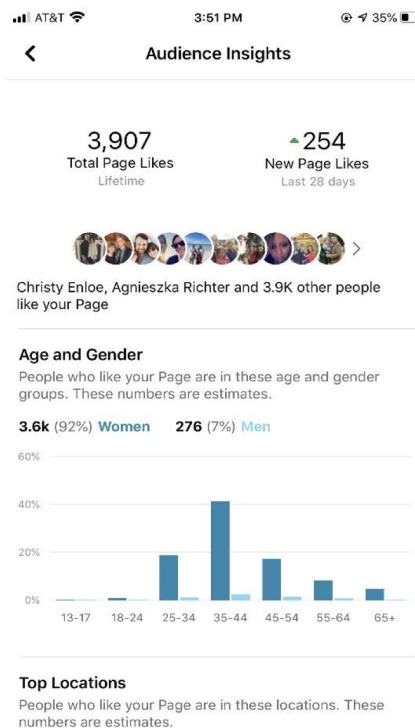
1. Ask the audience in a poll, “what are your favorite types of food during the (Blank) time of year?”
2. Post about new opportunities at the farm
 1. Date night
 2. Treehouse
 3. Goats
 4. Cooking
3. Post about new website updates and providing a link to the site
4. Ask the audience, “post a photo recommendation in the comments of your favorite locally produced product that you think people should try!”
5. Ask followers for their votes for a cooking competition

Advertisement Plan

Below is an example of the advertisement plan I create that you can use

Preferred Platform

The preferred social media platform I chose was Facebook because you have the largest audience with approximately 3,900 followers. With that being said, promoting an advertisement through Facebook would allow you to reach an extensive audience. Moreover, since many of your followers are likely locals, this ad will enable you to reach more into their communities.



Type of Paid Promotion

The type of paid promotion that I selected for this advertisement plan was a “targeted ad”. In other words, this style of advertisement will reach a specific type of demographic based off of the friend’s list of your currently Facebook followers. This will fully be achieved by the feature “Friends of Connections”. By utilizing this style of advertisement, it will be a more natural interaction and established connection with the potential client.

Target Market

The advertisements target market will be achieved using Facebook's advertising categories. Thus, the desired audience can be successfully reached. The location will be from Solon, Iowa with a fifty mile radius (Iowans seem to not mind long driving). The age range will be between 21-50 years old because that is very inclusive; you could even go higher than 50. Moreover, it can be open to all genders. In order for the ad to be more specific, you can mark it as related to "food and drink", and "hobbies and activities". As a result, you can reach the demographic that has shown the most interest in Becky's Mindful Kitchen since we know that is who you appeal to the most.

Goals

I hope that this paid content would place a spotlight on your business and generate more people to come to experience Becky's Mindful Kitchen for themselves. By using Facebook as a social media platform to advertise, you will be able to reach a massive audience. From this, more connections may be built as your business is very humanistic. This trait of the brand makes for a very natural environment. In translation, your business will continue to be approachable for consumers.

Budget

When creating an advertisement using Facebook, it will ask you your estimated budget. This is completely your decision. However, the more money you spend the more interaction you are likely to receive because the ad will reach more people. Due to this, you can measure if it is working by the amount of page visits. But, if your advertisements is really working you can tell by the increase in pages likes/follows.

Ad content

The ad content will consist of a cover photo that is related to the event. Since it will be related to a date night giveaway, at least that was the idea I had; I thought a pretty photo of the firepit or treehouse would be great to fit the aesthetic of the event. I noticed you recently posted that you were having professional photos being taken. Definitely have text saying giveaway because people automatically latch to free things. Moreover, using the cliché phrase "date night" to automatically reach a specific demographic, couples or friends.

Steps:

1. On your Facebook Page click on the arrow in the top right-hand corner. Select "Create Ads".
2. Click the thumbs-up that says "Promote Your Page"
3. On this page, select "Mobile" and "Desktop" News Feed because it will place the ads in a more natural location for the user.

4. Input details for your targeted audience
 - a. I suggest...
 - i. Location: Anywhere in Iowa
 - ii. Ages: 25-55
 - iii. Gender: Female
 - iv. Interests: Food and Drink, Hobbies and Activities, Learning
5. In the connections criteria, click “Facebook Pages” and select “Friends of people who like your page”. This is putting the “Friends with Connections” feature into play.
6. Select an image as the “cover photo,” which will be what the potential new customer will see. This is where I recommend using a photo of the business that is aesthetically satisfying.
 - a. Example:



For more information about how to create Facebook advertisements, check out this step-by-step instructive video: <https://www.youtube.com/watch?v=1iZIObCyDPQ&t=736s>

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Reflection

Becky,

It has been a pleasure working with you to find ways to advance the social media of Becky's Mindful Kitchen. Your company is extremely individualistic, and I believe that most cooking school's do not have a strong passion for farm-to-table practices within their kitchen. You are creating a community outside of the Solon corridor that is inviting and conversational. I am certain that with some of the social media recommendations I have made, this community will grow and have a greater understanding of the business's mission.

This report started by introducing the goals you initially presented, and elaborating on them. You detailed that your main goals for your social media included increasing the following, gaining new ideas to generate content to inspire customers, and increasing the sales of private cooking classes. All the information contained within this report will provide you with the fundamental information to accomplish these goals. I have given you many post examples, methods for engaging with the audience, and a calendar, all to guide you to be inspired and make more useful content. This content will reflect your brand's voice and demonstrate value to the customers to increase your amount of followers. By being engaged with the audience, more people will want to seek out scheduling private classes at Becky's Mindful Kitchen.

While this seems to have too much information to keep track of, I have provided a "Table of Contents" to alleviate that stress. Additionally, this will make finding specific information much easier as everything has a designated page number. However, I hope that my software recommendations, content calendar, tricks, and tutorials, allow you to see that having some type of organizing will save you time overall. Moreover, it will allow you to successfully accomplish your goals.

I am very excited to see your social media transformation following the reports that you receive! I hope the information I have given you is useful, and has a large impact on your social media presence as a business. Thank you for being vulnerable and authentic, and allowing us to work with your business to create a social media report. I am truly fascinated by what Becky's has to offer, and I look forward to seeing the changes. If you ever have any questions, feel free to reach out to me!

Best,

Emma Scintu
emmascintu98@gmail.com