

TASTE EUROPE ON THE GO SOCIAL MEDIA STRATEGY

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Content

- Social
- Target Audience
- Competitive Analysis
- Content Strategy
- Results
- Reflection
- Aftermovie



Social Media Goals



Setting smart goals

Specific	Measurable	Achievable	Realistic	Timely
S	M	A	R	T
G	O	A	L	S
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?



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.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Goals

Our goals for this week's project are:

- 1** We want to gain 200 followers on Instagram by sunday.
- 2** We want to reach 1500 profiles by the end of sunday.
- 3** We want to have 1000 visits on our social media profiles by monday.

Target Audience



Defining your audience



Carolina Díaz

Gender	Female
Age	26
Occupation	Digital Marketing
Education	Bachelor's Degree

Background

Carolina is a young, digital marketer who likes to try new things in her free time and post about it on social media. She likes to look for a great deal, but is willing to spend a little more money on quality.

Goals

- Trying new food on Palo Alto Market
- Posting pictures of her experience on social media
- Stay on budget
- Get good quality

Needs

- Information about the product to determine the quality
- Short waiting time
- Visually appealing dish

"I love to go out and discover new culinary experiences, a good price-quality ratio is very important to me"



Competitive Analysis



SWOT Analysis

	Positive	Negative
Internal	<h3>Strengths</h3> <ul style="list-style-type: none">• International dishes, many nationalities• Smoked fish, healthy food• Seating area in front of our stand• Position at the end of the market	<h3>Weaknesses</h3> <ul style="list-style-type: none">• No beverages (drinks)• No experience• Position at the end of the market
External	<h3>Opportunities</h3> <ul style="list-style-type: none">• Near the beer stand• Regular customers of Palo Alto market• Social media is familiar to us• Good weather	<h3>Threats</h3> <ul style="list-style-type: none">• Competitors are experienced• There are other international food (mexican, african)• Price

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
[Competitor # 1]	Hula Poke Food	7188 on IG	<ul style="list-style-type: none"> Many followers Many restaurants (Barcelona and Madrid) TripAdvisor Web page Phone number Open 24/7 Food truck 	-	<ul style="list-style-type: none"> They do raffles to interact with people When you start following them, they send you a message thanking you
[Competitor # 2]	Panorama Cooks	788 on IG	<ul style="list-style-type: none"> Experience, professionalism and efficiency Catering service Food truck Web page Phone number 	<ul style="list-style-type: none"> Only IG They have posted only one photo about Palo Market Fest 	
[Competitor # 3]	Yon Wang Xef	1469 on IG	<ul style="list-style-type: none"> At least 4 year experience FB, IG, Twitter, LinkedIn Catering service Events Phone number 	<ul style="list-style-type: none"> They haven't posted anything about Palo Market Fest They haven't posted anything since October They don't have website. 	

Content Strategy



Process and Posting

Content Plan Per Day

Thursday

- Create template for pictures
- Create promotion posts
- Kitchen preparations
- Introduction students

Friday

- Post pictures of preparations
- Introduce Culinary and Business teams
- Previews of the market and our stand

Saturday

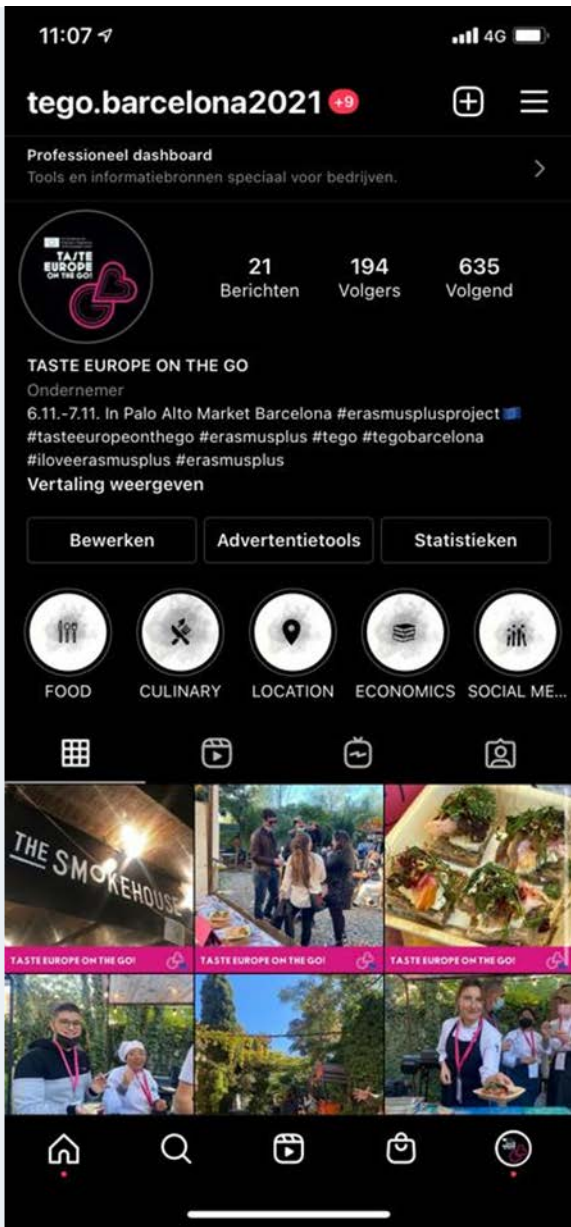
- Post pictures of the market
- Post actively on stories about the market

Sunday

- Post pictures of the market
- Post actively on stories about the market

The type of original content that we will create and post is:

We want to create content that shows our students, the preparations, the food and the market.





Results

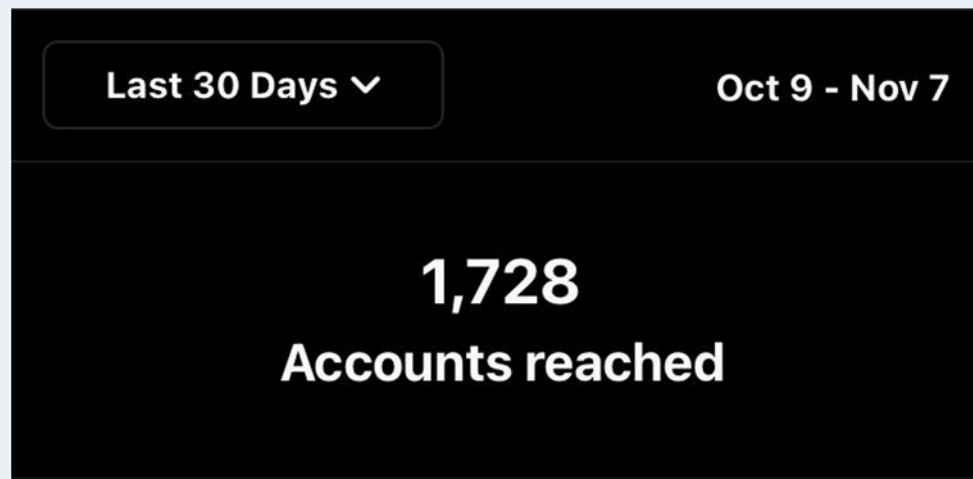
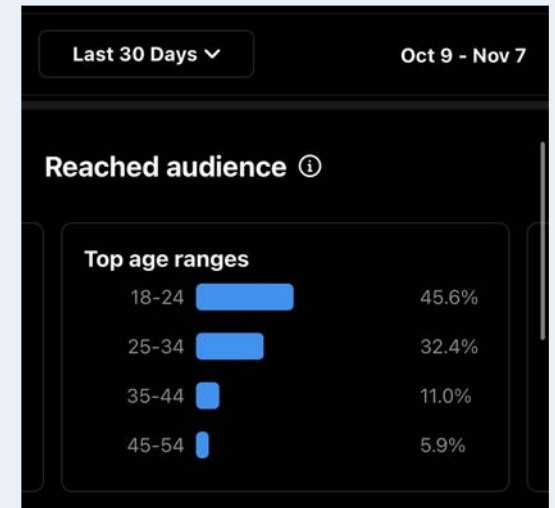
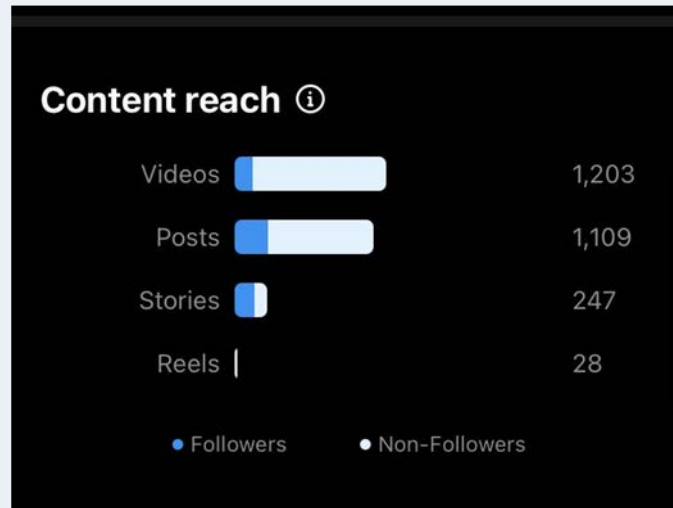
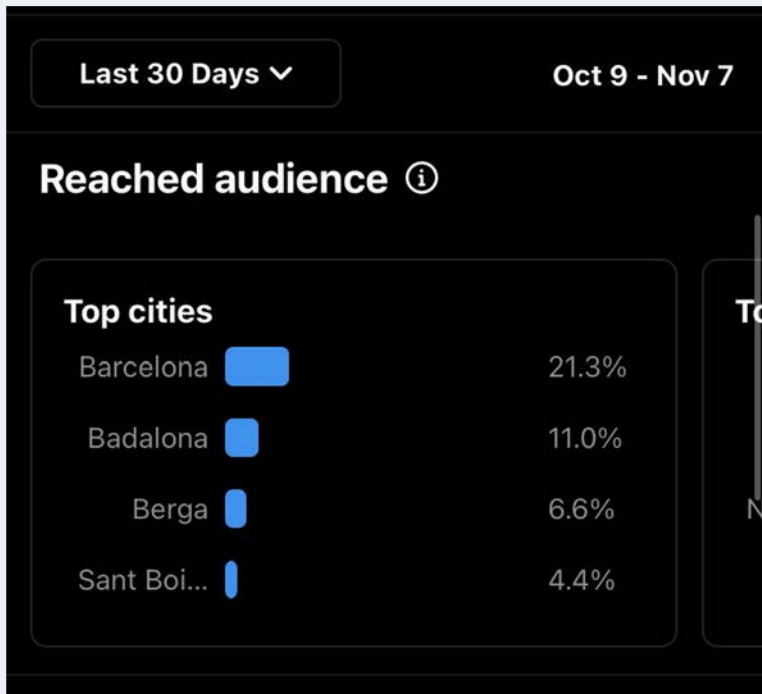


Goal 1: We want to gain 200 followers on Instagram by Sunday.

- Our strategy
- Outcome

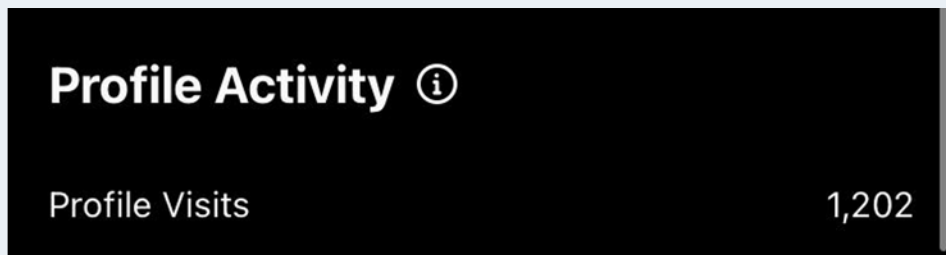


Goal 2: We want to reach 1500 profiles by the end of sunday.



Goal 3: We want to have 1000 visits on our social media

- Total profile visits:
Instagram: 1202
Facebook: 23



What *did not* work?

Instagram

1. The short time limit didn't allow us to reach more people
2. We only managed to reach Palo Market Fest's account on the last day
3. We said we had a Tiktok account, but we didn't post anything

Facebook

1. No original content
 2. Nobody reacted to the event in the Finns living in Catalunya group chat
 3. Facebook is apparently not very common in Spain
 4. Didn't have the correct menu during the last day
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What *did* work?

Instagram

1. Active and diverse posts and stories
2. Nice looking overlays on photos and high quality photos
3. Use of hashtags
4. The marketing

Facebook

1. Page is pleasant on the eyes
 2. Easy to find on Facebook
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After Movie TEGO 2021!



Reflection



Reflection

- Marketing
- Preparation
- How to sell
- Communication

THANKYOU!

