

FOOD BUDDIES SOCIAL MEDIA COMMUNICATION CAMPAIGN

---Hiu Laam Gigi Cheung, Mengyao (Wendy) Wang



TABLE OF CONTENTS



ABOUT US

01

04



SOCIAL MEDIA PLATFORMS

02

05



SWOT ANALYSIS

03

06

COMPETITION ANALYSIS



OVERVIEW/REFLECTION



REFERENCES





OUR COMPANY - About Us

Food Buddies dedicated to providing information pertaining to food

1.
Make a list of recommended restaurants nearby Syracuse
→ A variety of cuisine styles
→ Mexican, Chinese, American, Korean...
2.
Share homemade cuisines with simple recipes
→ Stay home, Stay healthy
→ Make delicious meal at home during quarantine days

WHAT SOCIAL MEDIA PLATFORMS WE SET?



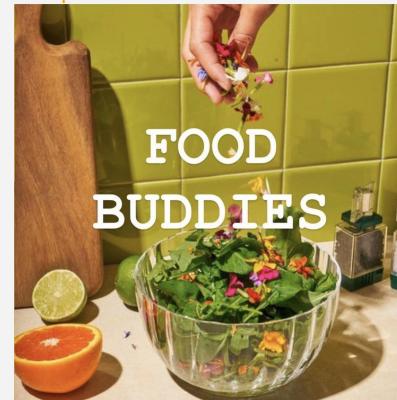
Facebook

<https://www.facebook.com/syfoodbuddies/>



Instagram

<https://www.instagram.com/syfoodbuddies/>



Blog

<https://wendywang625625.wixsite.com/syfoodbuddies>

GOALS ORIGINALLY SET

GOAL #1



Enhance Engagement

(Count for likes, shares and comments)

GOAL #2



Build a close relationship

with followers



Facebook Analysis - @syrfoodbuddies

Foodie Buddies
April 16 at 3:02 PM · 

Heyyy, how's everyone social-distancing days?
Want to try some new recipes today  
Challenging warning lol 
Today we have 
Sliced Pork, Onion, and Wood Ear Mushroom Stir-Fry 
[See More](#)



Get More Likes, Comments and Shares
This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

13 People Reached 13 Engagements [Boost Post](#)

Foodie Buddies
16 April at 15:01 · 

Most relevant ▾

 **Sam Hui**
Seems niceee, planning to try it next time
6 d Like Reply Message  1

 **Foodie Buddies** replied · 1 Reply

 **Mohsin Yasin**
<https://youtu.be/JfIAecr8tiU>

 **Down Special**
How to make turai with minimum spices within few mi...
youtube.com
6 d Like Reply Message  1

[View 1 previous reply...](#)

 **Foodie Buddies**
Author
Sure, we may try it out!  
6 d Like Reply  1

 **Mohsin Yasin**
Thanks 
6 d Like Reply Message

Highest Engagement Post

 **13 People Reached**

 **13 Engagements**



OUTCOMES OF CHANGES



INCREASED ENGAGEMENT & LONG-TERM CONNECTION

- Mentioned that they'd give a try on homemade cuisine
- Sent us links and recommended us to try out some recipes

TWO-WAY COMMUNICATION



- Fun way of communication - GIFs & Memes
- More interactive, Grab more attention instead of words

LACK OF AWARENESS AT THE BEGINNING



- Seldom comment on posts uploaded in March
- Spectators: easier to read than create

GOALS ORIGINALLY SET

GOAL #1



Showcase products through aesthetic
content
(Visual Attraction)

GOAL #2



Leverage the features of amalgamation
and labelling
(Hashtags, Geotagging, fun stickers, etc)
to pitch audiences



Instagram Analysis - @syrfoodbuddies



MOST POPULAR POST

syrfoodbuddies Posts

29 profile visits in the last 7 days

15 Posts 20 Followers 85 Following

Food Buddies Websites & Blogs
Do you want to know!?

Recommended restaurants nearby Syracuse. Homemade cuisines with simple recipes
wendywang625625.wixsite.com/syrfoodbuddies

Edit Profile **Promotions**

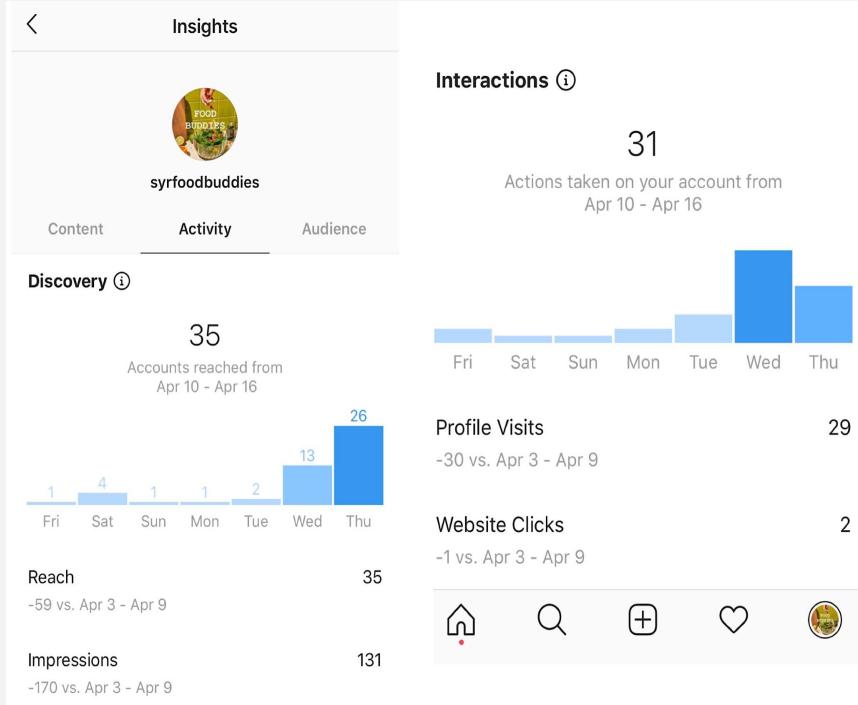
+

New



Liked by gigich1 and 13 others

syrfoodbuddies Heyyyy 😊! Want to eat something SWEET?
Woohoo~ Let's try to make some cookies! 🍪
Easy Recipes for YOU 🙌🙌🙌
Ingredients:
2 3/4 cups all-purpose flour
1 teaspoon baking soda
1/2 teaspoon baking powder
1 cup butter, softened



ADJUSTMENT & OUTCOME

syrfoodbuddies Heyyy, how's everyone social-distancing days?
Want to try some new recipes today! 🍔🍔
Challenging warning lol 😅

Sweet Basil is available for delivery or carry-out now.
No worry! We can still enjoy excellent Thai & Vietnamese cuisine at home! 🏠🍽️

📍 143 Marshall St, Syracuse, New York 13210



ACTIVE INSTAGRAM STORY AND ANNOUNCEMENT

To explain the reasons of temporarily stopping posting pictures and manifest the sincerity & give comforts

STAY-HOME STICKER AND HASHTAGS

To emphasize the importance of #stay-home order and foster social distancing



MORE INFORMATION ADDED

Provide restaurant's takeout infor and more various recipes.

INCREASING ENGAGEMENT



GOALS ORIGINALLY SET

GOAL #1



Enhance the interaction with our
audiences and accessibility
(Log-in page & subscribing)

GOAL #2



Specifically orient them to know about us
(Objectives, Platforms' Presence,
Affordance Setup)



Blog Analysis - SYR Food Buddies

The banner features a collage of various international dishes, including a bowl of yellow curry, a plate of stir-fried vegetables, a bowl of pho, and a plate of tacos. Overlaid on the banner is a large, bold, black text that reads "Welcome to Our Food Buddies!"

We are in Syracuse

The Best Food Explorer

Home About Styles Nearby Homemade Diaries More Log In

SYRFOOD

Welcome to Our Food Buddies!

Homemade | Fun | Local

MENU ITEMS

01 HOME

- Our label
- General overview

04 NEARBY

- restaurants' introduction, address,
- evaluation; price, environment, and overall ratings



NAVIGATION

Website Design

02 ABOUT

- Objectives
- Main approaches

03 STYLES

- Eight different countries' cuisines styles such as American, Mexican, Chinese, Italian, Thai, Vietnamese, Korean, Belgian.

05 HOME DIARIES

- guidance of six different Homemade recipes (step by step)

06 CONTACT US

- Emails, other social media platforms
- Register & subscribe

SWOT ANALYSIS

		STRENGTHS		WEAKNESSES	
		S	W		
		O	T	THREATS	
<ul style="list-style-type: none">- Detail-oriented to provide food information for viewers- Aggressive and focused marketing campaign with clear goals and strategies- Objectively evaluations for the quality			Location: lack of interaction of brick-and-mortar business		
<ul style="list-style-type: none">- Competitive advantage in trend could lead to a large customer base- New generation of customers appreciate high-quality cuisine information provided online- Diversify the marketing campaign			<ul style="list-style-type: none">- Emerging Competitors- Lack of promotion, media or press coverage- Inability to expand resistance with financial help		



COMPETITION ANALYSIS



27



418



242



2982

@syracusecucinas

- Similar goals with our campaign
- Visually appealing content shown on Instagram
 - higher engagement
(number of likes and comments)
- Photo essays and narrative introducing Syracuse restaurants
- More hashtags being used
 - higher reaches and impressions

@syracusefood

- More Focus on introducing cuisines themselves
- Diverse food content (drinks, snacks, cuisines, etc)
- Actively encourage followers to tag their friends on the comments
- More well-organized Highlight proposition and community classification
 - attract more followers & gain interaction
- Tag corresponding restaurants on their posts
 - Have chances to corporate and get post promoted
- Use more than 20 hashtags

OVERVIEW/REFLECTION



OBJECTIVES

Clearly know target audiences

Pitching certain groups who are interested in or have demands



DATA ANALYSIS

Profile visits, Websites click, SOWT, Competition Analysis



ENGAGEMENT

Likes, share, and comments



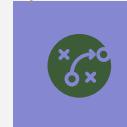
INITIATIVES

Recommendations for further improving the campaign



COLLABORATION

Sponsors, Influencers, Key Opinion Leaders, etc to get promotion "Earned"



STRATEGIES

Problem-solving, Crisis Management Know SM Policies Marketing, advertising

REFERENCE

- Li, C., & Bernoff, J. (2011). *Groundswell: winning in a world transformed by social technologies*. Boston, MA: Harvard Business Review Press.
- Nahon, K., & Hemsley, J. (2013). *Going viral*. Cambridge, UK: Polity.



THANKS



Does anyone have any questions?