

FOOD BUDDIES SOCIAL MEDIA COMMUNICATION CAMPAIGN

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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/syrfoodbuddies/>



Instagram

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



Blog

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

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 15:02 · 🌐

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**
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

LACK OF AWARENESS AT THE BEGINNING



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



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

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

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

Recipes

Restaurant...

AboutUs!?

Posts

syrfoodbuddies

Syracuse, New York

Liked by gigichi and 13 others

syrfoodbuddies Heyyyy! Want to eat something SWEET? Woohoo~ Let's try to make some cookies! Easy Recipes for YOU Ingredients: 2 ¾ cups all-purpose flour 1 teaspoon baking soda ½ teaspoon baking powder 1 cup butter, softened

Home

Search

Post

Heart

Profile

Insights

syrfoodbuddies

Content

Activity

Audience

Discovery

35

Accounts reached from Apr 10 - Apr 16

1

4

1

1

2

13

26

Fri

Sat

Sun

Mon

Tue

Wed

Thu

Interactions

31

Actions taken on your account from Apr 10 - Apr 16

1

1

1

2

4

10

8

Fri

Sat

Sun

Mon

Tue

Wed

Thu

Profile Visits

29

-30 vs. Apr 3 - Apr 9

Website Clicks

2

-1 vs. Apr 3 - Apr 9

Reach

35

-59 vs. Apr 3 - Apr 9

Impressions

131

-170 vs. Apr 3 - Apr 9

Home

Search

Post

Heart

Profile

ADJUSTMENT & OUTCOME



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



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

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



MENU ITEMS



NAVIGATION

Website Design

01 HOME

- Our label
- General overview

02 ABOUT

- Objectives
- Main approaches

03 STYLES

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

04 NEARBY

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

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

- Detail-oriented to provide food information for viewers
- Aggressive and focused marketing campaign with clear goals and strategies
- Objectively evaluations for the quality

WEAKNESSES

- Relationships: Lack of sponsors and networkings on market
- Brand perception: Lack of influences of activities
- Location: lack of interaction of brick-and-mortar business

OPPORTUNITIES

- 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

THREATS

- Emerging Competitors
- Lack of promotion, media or press coverage
- Inability to expand resistance with financial help

S	W
O	T



COMPETITION ANALYSIS



27



418

@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



242



2982

@syracusefood

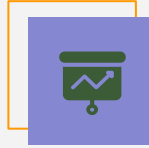
- More Focus on introducing cuisines themselves
- Diverse food content (drinks, snacks, cuisines, etc)
- Actively encourage followers to tag their friends on the comments
- More well-organized Highlight proposition and community classification
 - attract more followers & gain interaction
- Tag corresponding 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



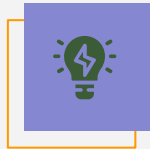
DATA ANALYSIS

Profile visits,
Websites click,
SOWT, Competition
Analysis



ENGAGEMENT

Likes, share, and
comments



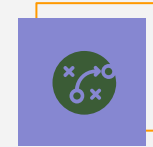
INITIATIVES

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?

