

# Social Media

## 1. Stakeholders

- Restaurant Owners
- Marketing Team
- Potential Customers
- Social Media Influencers
- Marketing Agencies

## 2. Strategic Planning (1weeks)

- Market Research
- Competitor Analysis
- Setting Goals

## 3.Target Audience

- Families
- Age groups from 25 to 60 years old

## 4.Selecting Social Media Platforms

(Facebook, Instagram, TikTok) based on the presence of the target audience.

## 5. Plan

### 1. Rebranding the Restaurant Chain:

Includes (Logo, Profile Picture, Cover Picture, Bags, Food Packaging) for a price of 40,000\$. Delivery within one week after the strategic analysis phase.

### 2. One-Week Promotional Campaign as a Prelude to the Main Announcement:

Includes (6 posts with content)

#### **Agreement on a 7 Week Advertising Campaign with a Marketing Company:**

Each month includes: (12 posts, 4 videos, sending a real creator to shoot reels weekly), including the content.

also **Hiring a Social Media Specialist Team** to communicate with customers, publish posts, and manage all social media-related tasks cost: 90,000 \$.

### 3. Agreement with a Photography Company for Product Shoots:

Includes: (Photography equipment, photographer, and food stylist) to create product data for use in the marketing campaign during the first week of the project cost 30,000\$ .

### 4. Running Monthly Sponsored Ads

with a budget of 200,000 \$.

### 5. Agreement with Various Food Bloggers and Influencers

to create content at different branches.

Total of 10 individuals, with a cost of 20,000 \$ per person for 3 weeks .

### 6. Analysis and Monitoring:

- **Performance Measurement:** Tracking the number of interactions, views, and sales generated from the campaign.
- **Adjustment and Improvement:** Enhancing the content based on the analyses.

## Summary

- 1) Rebranding design (1week) 40,000\$ .
- 2) Photography company (1week) 30,000\$ .
- 3) Marketing campaign (7weeks) 90,000\$ .
- 4) Ads and influencers (3weeks) 400,000\$ .

Total Estimated cost 560,000 \$

Duration 9 weeks .