QUISINE ANALYTICS

Digital Marketing Strategy: Boosting Lunchtime Engagement

OBJECTIVE

Reignite digital presence during lunch hours by increasing:

- Social media check-ins
- Hashtag mentions
- Overall lunchtime engagement and brand visibility

1. Lunchtime Social Campaigns

Lunch With Quisine Challenge

- Encourage customers to post lunch photos using the hashtag.
- Weekly winners get a free lunch or drink voucher.
- Bonus: Feature top posts on Quisine's Instagram and digital menu boards Instagram

Reels & TikTok Content

- Short videos showcasing:
  1. Behind-the-scenes food prep
  2. "Chef's Pick of the Day"
  3. Quick customer reviews
- Add trending audio to improve visibility.

2. Real-Time Engagement Tactics

Geo-Targeted Ads

- Run paid ads between 11:00 AM – 2:00 PM targeting:
  - Office districts
  - University campuses
- Focus on proximity-based promotions: "Show this ad for 10% off!"

In-Store Check-In Rewards

- Offer instant discounts or free add-ons (e.g., cookie, drink) for:
  - Facebook/Instagram check-ins
  - Use of campaign hashtag

3. Influencer & Micro-Creator Collaboration

Local Influencer Lunch Takeovers

- Partner with local food bloggers to:
  - Review new lunch items live
  - Share their visit stories with lunch crowd followers

Micro-Influencer Sampling

- Invite local creators for exclusive lunch tasting events
- Encourage authentic posting during peak hours

4. Timed Promotions via SMS & Email

"Lunch Hour Alert" Campaign

- Send messages daily at 10:30 AM:
  - Highlighting lunch specials
  - Including QR codes and social handles

- Example: "Hungry? Today's lunch special: Spicy Korean Wrap + iced tea. Tag us & save 15%!"

5. Loyalty Program with Social Hooks

Lunch Points Program

- Earn points by:
  - Checking in
  - Tagging posts
  - Referring friends

- Redeem for exclusive items (e.g., secret menu access)
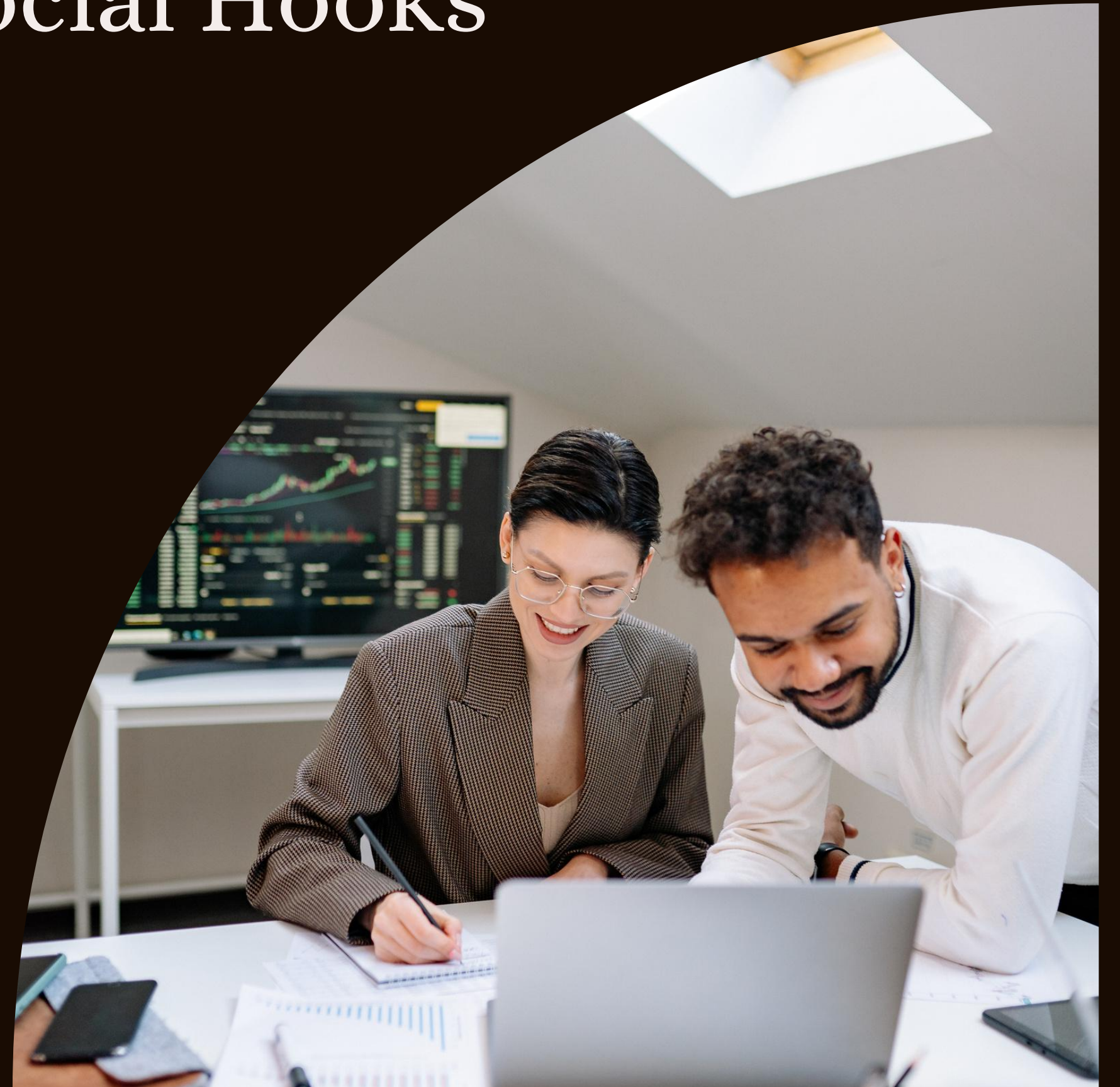
Success Metrics To Track

- % increase in lunchtime check-ins (goal: +20% in 4 weeks)

- Weekly hashtag usage (goal: +15% mentions)

- Engagement on Reels/short videos (goal: +25% views)

- Return visits via loyalty program (goal: 10% uplift

Thank you for your attention