

The business that I would be choosing is La Marina Seafood & Bar, which is a seafood restaurant in Salina, Ks that makes it where you are eating each to a beach. The platforms that they are using are Facebook and Instagram.

The engagement on Facebook is really good, are people are liking it, commenting, and sharing it. The quality of the posts is fantastic, and there are some of my favorite posts to look at. The quality of the picture is fantastic, and the colors are in line with the brand as well as making a marine theme with their post to match with what they are selling, which is seafood giving a sense of that the restaurant is right next to the coast and forgetting that the restaurant is in Kansas. They are good at posting consistently while also keeping a high engagement on every post that they upload. Everything at La Marina Seafood & Bar is great, but some weaknesses do need to be addressed. On Facebook, they have incredible engagement, but not on Instagram, which is empty, and I do not mean like there is no post, but the engagement is not visible. There are no likes, no comments, and hardly any followers compared to Facebook. One of the reasons is the audience. In the Hispanic community, many of them use Facebook to communicate with families from back home country, which shows in their posts being in Spanish. Which, speaking of their post being in Spanish, which is not a bad thing, it is more consistent. In some of the posts that they have, they would have an infographic in English, but the caption would be in Spanish, which would create a problem for people would only speak English as they would not be able to understand the caption. While Facebook does have translation for the caption, the problem with that is that there could be a mistranslation that could arise for customers reading the caption for reading for something and not being the right thing. For example, the caption in Spanish might say that the store is closed, but Facebook translation would say that the restaurant is open for English and can create a problem for the English-speaking customer, as they would fight that they post said is open when, unfortunately, there was a mistranslation on Facebook's part. Another weakness that they have is that they do not link to their other social media. On their website, they do show what social media they have, but they do not link for people to follow, which makes it harder for customers to support the restaurant because that makes the customer work hard to find the account so they can follow and support the restaurant that they like. Same thing with Facebook and Instagram, they do not show people that they have other social media that the customers can follow and would be to show the customer that they have other social media because if the have another social media and the customer prefer using that social media they would gain more engagement towards that social media. Also, get rid of social media that they do not use anymore. On their website, they show that they have Twitter or X, but when you search them up, they are nowhere to be found, meaning that they do not have an X account.

There are a couple of things I would recommend to them that would enhance their social media strategy. First, post two separate posts, one for Spanish and one for English. If they want to focus on getting the Spanish speaker first, then that's fine, but it seems like they are also trying to get the English speaker at the same time. So they would need to create a second post for the English speaker, so not only would they get high engagement, but they would also get a larger audience for their restaurant. Another thing I would suggest is linking their social media to their about page. This would help out customers and not waste their time finding the account, and it would also help out customers determine which social media they have. As of right now, their Facebook and Instagram do not show that they have other social media where customers

can follow them. Also, I did not know that they have a TikTok page, and they only posted that to their about page and linked it. I would have known, and other customers would have known, but since it was in the previous post, it would be hard to find for a normal consumer to find it.

Rind and Grind is the business I would be evaluating for their social media. They aim to create the finest smoothies, espresso, and fresh-squeezed drinks. Their target is hard to tell who it is for, but I can tell from their website and social media that their target audience is people looking for a healthier smoothie/drink. The platform they use is Facebook and Instagram.

The quality of the content is great, they have amazing photos of the store and the products that they are showcasing for the customers. The captions of the post are very professional and understandable to know what is going on with the company. The use of branding is great, especially on their website, with their consistent color as well as the posts on their social media letting you know what company you are looking at. The views they get for short-form content are fantastic, as they are getting a couple of hundred views, and two of their video got to one thousand views, and both are on Instagram.

There are a lot of weaknesses in their social media. One big mistake they did not make was calls for action. One of the posts there is an anime picture of a girl welcoming you with a smoothie and food in front of her. Also, there is the company's logo in the background and the simplified menu behind her. They could have called the anime community in Salina to come and get a smoothie. Instead of doing that, they said Happy Friday and here are the times that our stores open. By doing this, not only would they gain 20% of followers from both Facebook and Instagram in the next 2 months, but they would also get a 5% chance of a loyal customer from the anime community showing support to the store as they share the store with other parts of the community. On the same post, another thing that is weakness for them is the inconsistency of content. While they do post content consistently, each post does not have a meaningful message, and they use the same photos on other posts. For example, let us look at the anime post. In that post, they have photos of their location, smoothies, and their logo. This post does not have a message to go by. Another thing that is weakness for them is the lack of commenting on other people's comments. On Facebook, they do a good job of commenting comments but on Instagram, they do not comment on the commenters. When commenting on other people in the comment section, they send a message to the people that they would listen to and appreciate the commitment to the customers, which makes the customer engagement go more than 30% in three weeks. Another weakness they have is the lack of a social media presence. They are two big social media platforms that they are missing, which are YouTube and TikTok. While it is great that they have some social media to work with but they are missing the two biggest social media on the planet, which means they are losing a huge audience that could be brought up attention to their restaurant. TikTok is a big audience for young people, and since young people are more health-conscious, it would be great for the company to go ahead and try to get their attention for the brand. YouTube has an audience for everyone, but monetization is where YouTube is at its best. For short-form, the share for the creator is 45% and the long form is 55%, while TikTok gives its creators two cents for every one thousand views. So you would get the attention from TikTok and transfer that attention to YouTube to get extra income. At the beginning, it might be slow to get an audience on those platforms, but once they get going, they will see an increase in followers from 100% to 200% in one month.

There are a couple of things I would suggest for Rind And Grind. The first suggestion I would give is that when they post something, make sure the message is what they want cause as in right now the posts do not have theme or messaging for customer to understand why the posting are being creative and a lot of the post are just the same photos from a different post. So, not having messaging but also having it original and not being the same as before would improve the social media engagement. For example, in the anime post, have the theme be anime and try to get the anime community to come to the store with a call to action. As of right now, the posts are consistent with the location of the store. Another suggestion is to also have short-form content on TikTok and YouTube Shorts to get the younger audience and wider audience. Unfortunately, Facebook is viewed more as an older audience in the social media world, and having a younger audience would grow the business and keep the business longer. What they should do the short form content is show off the product and while keeping the same theme. For example, with the anime post, the video could show the product in an anime style. The final suggestion I would give is on the national fruit day, like National Strawberry Day, advertise your smoothie that has strawberry in it, and give like couple of fun facts about strawberries. With all this in mind, Rind And Grind would still have to keep the messaging clear for the customers to understand why the post was made and why they should go to their store to get a smoothie from them. To track the engagement, they would look at the views, likes, shares, comments, etc, and most social media have tools to show the people the engagement over time. This would give the brand more reach for people who want a healthy smoothie rather than one that can cause health problems in the future.