

Assignment No. 1

Digital Marketing

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Year/Sem: IV year/VII Sem

College: Prathyusha Engineering College

Create a New Facebook Business Page and Post one social media poster for your brand

1. Introduction

1.1 Overview

This project entails the creation of a Facebook Business Page for "Delicious Delight Restaurant," a fictional restaurant brand. The Facebook page is intended to enhance the brand's online presence, engage with potential customers, and promote the restaurant's offerings and values.

1.2 Purpose

The purpose of this project is to establish an active and attractive online presence for Delicious Delight Restaurant on one of the most popular social media platforms. By doing so, we aim to achieve the following goals:

- ✚ Increase brand visibility and awareness.
- ✚ Connect with a wider audience.
- ✚ Share updates, promotions, and engage with customers.
- ✚ Showcase the restaurant's ambiance, cuisine, and values.
- ✚ Drive customer engagement and potentially increase reservations and footfall.

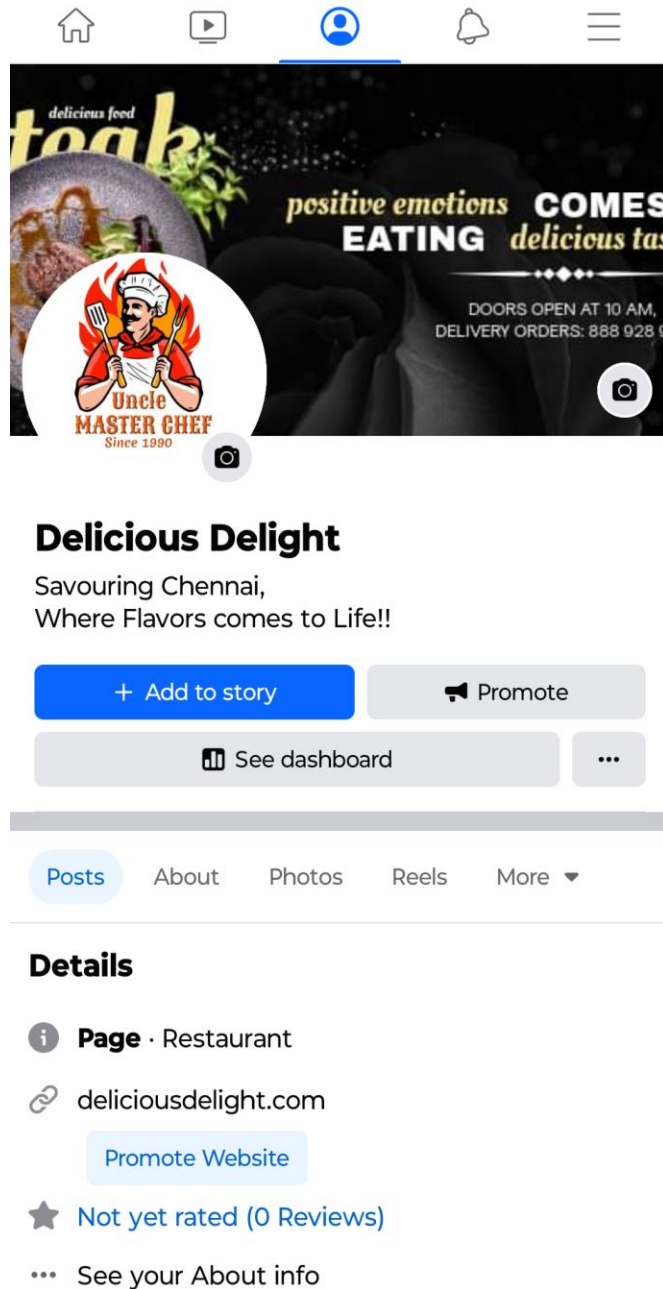
2. Problem Definition and Design Thinking

The problem addressed is the need for a robust online presence for Delicious Delight Restaurant to remain competitive and relevant in the digital age. Design thinking has been applied to understand the audience's expectations and preferences and create an engaging Facebook Business Page that resonates with potential customers.

3. Results

3.1. Final Findings

The project has yielded the following results:



Category

Edit



Restaurant

Public

Contact info

Edit



123, Tasty Avenue, Chennai, India,
600001

Address

Public



+91 98765 43210

Mobile

Public



delightdelicious.info@gmail.com

Email

Public



http://www.deliciousdelight.com/

Website

Public



Poonamallee, Tamil Nadu, India ·
Tambaram, Tamil Nadu, India

Service Area

Public



Work



[Add work experience](#)

Education



[Add College](#)

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 [Add current city](#)

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Basic info




[Edit](#)




 [Add diversity info](#)

 Not yet rated (0 Reviews) 
 Public



 Offers free Wi-Fi
 Public






 Closed now
Hours 
 Public

 Price Range · \$\$
Price 
 Public


 Delivery · Dine-in · Online booking...
Services 
 Public


 Gender


 Chennai Tamil, English, Hindi and French (language)
Languages
 Public




[Posts](#) [About](#) [Photos](#) [Reels](#) [More ▾](#)

 Reel


 Get messages



 Live


 Manage posts

Featured [Manage](#)

People won't see this unless you pin something.

**Delicious Delight** 11m · 🌐 ⋮

 Welcome to Delicious Delight! ... See more

**Special Food For You**
40% Off


Delicious Delight Restaurant Email: deliciousdelight.info@gmail.com
Timing: 9:00 AM to 10:00 PM.


**Savouring Chennai,
Where Flavors comes to Life!!**


Call +987-654-3210

123, Tasty Avenue, Chennai, Tamil Nadu,
600001.

[See insights and ads](#) [Boost post](#)

 Like

 Comment

 Share

**Delicious Delight** updated their profile picture. ⋮

45m · 🌐

- ✓ Successful creation of a Facebook Business Page for Delicious Delight Restaurant.
- ✓ A well-crafted social media poster that visually represents the brand.
- ✓ Increased online visibility and engagement through audience interaction with the page.
- ✓ A platform for sharing updates, promotions, and events.
- ✓ A space to exhibit the restaurant's ambiance, menu items, and values.
- ✓ Initial feedback and responses from the audience.

4. Advantages and Disadvantages

Advantages:

- **Enhanced Online Presence:** The Facebook Business Page establishes a strong online presence, increasing brand visibility and recognition.
- **Engagement and Interaction:** It provides a platform for engaging with the audience, responding to inquiries, and receiving feedback.
- **Promotion and Marketing:** The page enables the promotion of events, special offers, and new menu items to a broad audience.
- **Visual Representation:** The social media poster visually represents the brand, making it more appealing to potential customers.
- **Cost-Efficient:** Social media marketing is a cost-effective way to reach a large audience.

Disadvantages:

- **Time and Resource Intensive:** Managing and updating social media pages can be time-consuming and may require additional resources.
- **Negative Feedback:** Negative comments and reviews may be posted, requiring effective management and response.
- **Algorithm Changes:** Social media platforms frequently change their algorithms, affecting the visibility of posts.
- **Competitive Landscape:** Competing for audience attention in a crowded digital space can be challenging.
- **Privacy and Data Concerns:** Handling customer data and privacy is a critical consideration in social media marketing.

5. Applications

This solution can be applied to various businesses, including:

- Restaurants and eateries.
- Retail stores and shops.
- Service providers.
- Non-profit organizations.

- Event planners.
- Any business seeking to enhance its online presence and engage with its audience effectively.

6. Conclusion

In conclusion, the creation of a Facebook Business Page for Delicious Delight Restaurant has successfully established a digital foothold for the brand. The project has resulted in a well-structured online platform for customer engagement, promotion, and representation. By actively managing the page and responding to customer interactions, the restaurant can further enhance its brand and potentially drive more business.

7. Future Scope

The future scope of this project includes:

- **Content Strategy:** Developing a comprehensive content strategy to ensure regular, engaging posts.
- **Paid Advertising:** Exploring Facebook's paid advertising options to reach a wider audience.
- **Data Analytics:** Implementing data analytics to measure the page's performance and make data-driven decisions.
- **Mobile App Integration:** Integrating the restaurant's offerings with mobile apps for food ordering and reservations.
- **Expanding to Other Platforms:** Expanding the brand's presence to other social media platforms for broader reach.

By implementing these enhancements, Delicious Delight Restaurant can maximize the benefits of its Facebook Business Page and continue to evolve its digital marketing strategy.