



Heavenly Buffaloes

**LEAVE A TARHEEL FOOTPRINT IN
THE CHAPEL HILL COMMUNITY AND
ITS DIGITAL SPACES.**



**Heavenly
Buffaloes**



ACTIVE SOCIAL CHANNELS



IMPROVED DESIGN



COMMUNITY RELATIONS



**Heavenly
Buffaloes**



ACTIVE SOCIAL CHANNELS

- Content Calendar
- Frequent, Promotional Social Media Posts
- Multimedia Digital Content



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Buffaloes

December 2019							Key:
1 Sunday	2 Monday	3 Tuesday	4 Wednesday	5 Thursday	6 Friday	7 Saturday	Monday Night Football
	Monday Night Football	Promotion	#WingWednesday UNC Basketball			UNC Basketball	#WingWednesday
8 Sunday	9 Monday	10 Tuesday	11 Wednesday	12 Thursday	13 Friday	14 Saturday	UNC Basketball
	Monday Night Football		#WingWednesday			Promotion	Promotions
15 Sunday	16 Monday	17 Tuesday	18 Wednesday	19 Thursday	20 Friday	21 Saturday	
UNC Basketball	Monday Night Football		#WingWednesday UNC Basketball			UNC Basketball	
22 Sunday	23 Monday	24 Tuesday	25 Wednesday	26 Thursday	27 Friday	28 Saturday	
	Monday Night Football	Promotion	#WingWednesday				
29 Sunday	30 Monday	31 Tuesday					

Key:

Monday Night Football

#WingWednesday

UNC Basketball

Promotions



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Heavenly Buffaloes
HeavenlyBuffalo



Game days and Saturdays call for flowing beer and endless wings. Join us as we cheer on the Heels here at Heavenly Buffaloes!

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. .

#wings #buffalowings #wafflefries #vegan
#veganwings #chapelhill #durham #unc
#duke #localeats #eatlocal #outandabout
#trianglefoodies #chapelhilleats
#durhameats #919eats



4:17 PM · Aug 14, 2019 ·

5 Retweets 20 Likes



Heavenly Buffaloes - Chapel Hill

Yesterday at 4:45pm · 🌐



Sunday scaries? Wings, waffle fries, and Carolina basketball can help. Come out and support the Tar Heels with us as they take on Wofford.

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. .

#wings #buffalowings #wafflefries #vegan #veganwings #salad #sandwich
#franklinstreet #chapelhill #downtownchapelhill #carriboro #unc #tarheels
#localeats #eatlocal #outandabout #trianglefoodies #chapelhilleats #919eats



👍❤️🔥 100k

21 Comments 10 Shares

👍 Like

🔗 Share

View more 16 Comments



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← **Heavenly Buffaloes**
1,233 Tweets



Heavenly Buffaloes
@HeavenlyBuffalo

The Wing Joint You've Been Looking For

📍 Durham, NC [linktr.ee/heavenly_buffa...](https://linktr.ee/heavenly_buffalo) 📅 Joined August 2014

225 Following 970 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

 **Heavenly Buffaloes** @HeavenlyBuffalo · Nov 3
It's a heavenly day. ift.tt/2qjDPeU



Heavenly Buffaloes
- Chapel Hill
@heavenlybuffaloesCH

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IMPROVED DESIGN

- Modernized Web with New Functionality
- App & Reward Program
- Business Card





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[Menu](#)

WE OFFER:



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About Us

Just two guys with beards

It all started with a meeting of the minds and beards when in 2011 Gabe Phelan and Mark Dundas met - an event that would lead to a change in wings forever. They bonded quickly over a love of beer, chicken wings, and hairy faces and so began the long process towards the birth of Heavenly Buffaloes.



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Chapel Hill

Durham

Greensboro



407 W Franklin St, Chapel Hill, NC 27516
(919) 914-6717

Sunday 12-10PM
Monday - Thursday 11AM-12AM
Friday 11AM-3AM
Saturday 11AM-3AM



ALL THE GREATNESS OF THE ORIGINAL SHACK, BUT WITH INDOOR & OUTDOOR SEATING, BEER ON TAP



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Upcoming



Monday
Dec. 9 8 pm - 10 am

All You Can Eat Wings! On Mondays, come down to Heavenly Buffaloes and enjoy endless wings for only \$20.



Wing Competition
Dec. 11 4 pm - 8 pm

Time to end the UNC v Duke rivalry! A Wing eating competition between UNC and Duke will determine who is truly superior.



UNC Basketball
Dec. 13 6 pm - 12 pm

What better way to enjoy the basketball season than at Heavenly Buffaloes? Enjoy wings and a beer while watching the game on one of our six large TVs.



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Shop

Heavenly Buffaloes opened in September of 2014 and has been a hit in the Triangle area ever since. Our logo—the buffalo—is a staple of our brand and you can support our brand by purchasing our merchandise which includes hoodies and hats. In addition, we offer our special sauces for sale so you can enjoy our wings no matter where you are.

HB Merch



Merch Hoodies
Price \$--



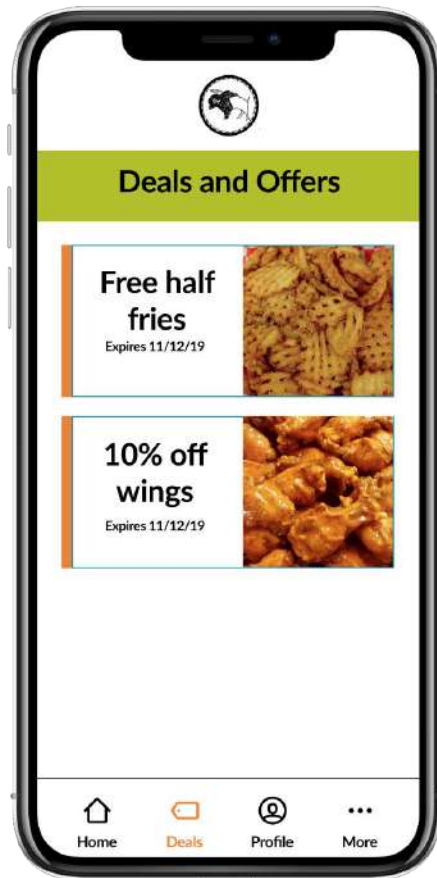
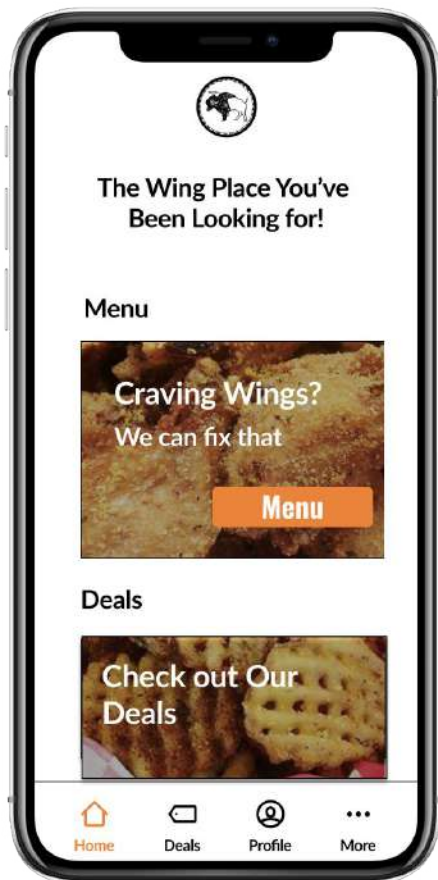
Merch T-Shirt
Price \$--



Merch Cap
Price \$--



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COMMUNITY RELATIONS

- Events
- Student Ambassadors
- Partnership with Campus Organizations



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SPOON
UNIVERSITY



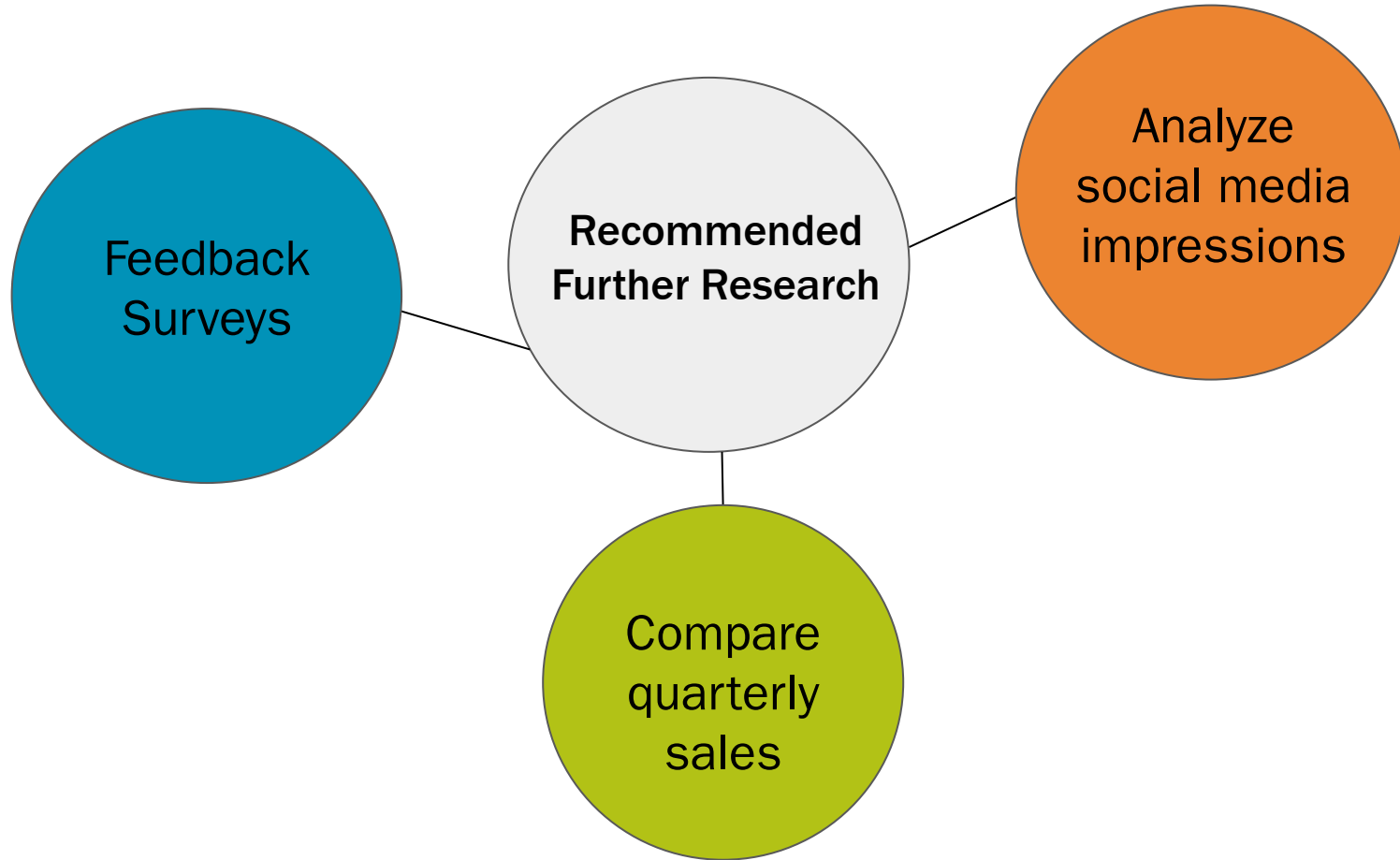
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Budget

ACTIVITY	PRICE	QUANTITY	COST (1Y)
ACTIVE SOCIAL CHANNELS			
Facebook, Twitter, Instagram	\$1,000	N/A	\$1,000
IMPROVED DESIGN			
Website	\$36/hr + \$30/mo	N/A	\$864 + \$360
App (Craver)	\$200/mo	N/A	\$2,400.00
Business cards (Vistaprint)	.05c/each	500	\$27.00
COMMUNITY RELATIONS			
Student ambassadors	N/A	3	N/A
TOTAL COSTS: \$4,651			



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Q&A



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