



Heavenly  
Buffaloes

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2019 Nov

# FACTS AND RESEARCH



Tweets with videos get 10x the engagement than other formats.

Videos are the most popular content on FB.



Content shows up on a person's FB based on who and what type of posts they interact with.



Frequency of posting doesn't matter. Consistency does.

Photos of people get more engagement.

## Survey Responses Based on 108 Samples

- **59.62%** of participants heard about Heavenly Buffaloes through word of mouth but only **2.88%** have heard about it through **social media**.
- Out of **108** responses, only **1** person said he or she had an **alcoholic beverage** from Heavenly Buffaloes.
- **41.01%** of participants said that **coupons** would convince them to download an app, followed by **25.28%** of responses preferring the **rewards program**.
- **32.58%** and **31.82%** of people said that **Instagram** and a **website** were the top two ways they kept up with restaurants.

Heavenly Buffaloes' primary threat is the lack of public awareness about the restaurant. We found that consumers avidly use platforms such as Instagram and websites to access restaurant services, but Heavenly Buffaloes lacks in these areas. However, their quality of wings and customer service makes this restaurant one worth campaigning for.

### STRENGTHS

- Local
- Vegan options
- Quality
- Atmosphere
- Alcohol

### WEAKNESSES

- Lack of CH focus
- Lack of delivery
- Website
- Menu has no beer
- Social media

### OPPORTUNITIES

- Events
- Expansion

### THREATS

- Chain competitors
- Delivery popularity



# NOT JUST WINGING IT

Heavenly Buffaloes is a restaurant that has grown and thrived off of word-of-mouth marketing techniques since it was founded. With a new location in Chapel Hill, the goal of this campaign is to attract more customers using a new marketing strategy. We created a campaign called “Not Just Winging It,” which showcases a restaurant that serves quality wings for omnivores and herbivores.

This campaign has three parts: the social media strategy, the re-design of the Heavenly Buffaloes digital and physical content, and the PR strategies aimed towards the Chapel Hill community to increase consumer awareness.

The current Heavenly Buffaloes website is stagnant and does not do the restaurant justice. We have created a mock-up of a new website that Heavenly Buffaloes could implement to generate more online traffic. We also created a mock-up app to demonstrate another platform for community engagement. The third part includes a social media strategy that increases weekly postings as well as introduces a content calendar.

## How to Measure Success

We plan to measure success by tracking impressions through social media analytics as well as traffic the website receives. Additionally, we plan to measure foot traffic the restaurant receives by comparing sales from last quarter to the current one.



### Active Social Media

**Content Calendar**

**Frequent, Promotional Social Media Posts**

**Multimedia Digital Content**



### Improved Digital and Stationary Design

**Modernized Web with New Functionality**

**Mobile App & Reward Program**

**Business Card**



### Community Relations

**Events Planning**

**Student Ambassadors**

**Partnership with Campus Organizations**



# SOCIAL CONTENT CALENDAR

December 2019						
Key:						
Monday Night Football						
#WingWednesday						
UNC Basketball						
Promotions						
1 Sunday	2 Monday	3 Tuesday	4 Wednesday	5 Thursday	6 Friday	7 Saturday
	Monday Night Football	Promotion	#WingWednesday UNC Basketball			UNC Basketball
8 Sunday	9 Monday	10 Tuesday	11 Wednesday	12 Thursday	13 Friday	14 Saturday
	Monday Night Football		#WingWednesday			Promotion
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				

	A	B	C	D
1	Date	Content Title	Copy	
2	Monday, December 2	Monday Night Football	Monday night calls for football and All You Can Eat wings for only \$20 bucks! SeaHawks and Vikings fans, come out and enjoy the game with a cold beer and the best wings in town.	
3	Wednesday, December 4	#WingWednesday, UNC Basketball	#WingWednesday and Carolina basketball? Come cheer on the Tar Heels as they take on Ohio State with wings, beer, and good company.	
4				
5	Monday, December 9	Monday Night Football	Doesn't matter if you're a Giants or an Eagles fan, there is no doubt the best way to spend a Monday night is at #HeavenlyBuffaloes enjoying All You Can Eat wings and football!	
6	Saturday, December 14	Promotional Event	Saturday is here and so are our beers! Come destress with our various draft beers while enjoying some delicious wings and fries.	
7				
8	Sunday, December 15	UNC Basketball	Sunday scares? Wings, waffle fries, and Carolina basketball can help. Come out and support the Tar Heels with us as they take on Wofford.	
9				
10	Tuesday, December 24	Promotional Event	Need a drink to get through the week? Good thing Tuesday's at Heavenly Buffaloes include a \$2 pitcher of beer with your wings.	
11	Wednesday, December 26	#WingWednesday	Happy #WingWednesday! Celebrate hump day with 10% off on any meal.	
12				
13				
14				
15				

Calendar

Instagram

Twitter

Facebook

A well organized document for content calendar and copy writing in various social media platforms





# SOCIAL CONTENT COPY

## ● Monday Football Night

/Sample 1

Monday night calls for football and All You Can Eat wings for only \$20! SeaHawks and Vikings fans, come out and enjoy the game with a cold beer and the best wings in town.

/Sample 2

Doesn't matter if you're a Giants or an Eagles fan, there is no doubt that the best way to spend a Monday night is at #HeavenlyBuffaloes enjoying All You Can Eat wings and football!

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#wings #buffalowings #wafflefries #vegan  
#veganwings #salad #sandwich #franklinstreet  
#chapelhill #downtownchapelhill #carrboro #unc  
#tarheels #localeats #eatlocal #outandabout

## ● Wing Wednesday

/Sample 1

Happy #WingWednesday! Celebrate hump day with 10% off on any meal.

/Sample 2

#WingWednesday and Carolina basketball? Come cheer on the Tarheels as they take on Ohio State with wings, beer, and good company.

- 
- 
- 

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

## ● Promotional Event

/Sample 1

Need a drink to get through the week? Good thing Tuesday's at Heavenly Buffaloes include a \$2 pitcher of beer with your wings.

/Sample 2

Saturday is here and so are our beers! Come destress with our various draft beers while enjoying some delicious wings and fries.

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- 
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#tarheels #localeats #eatlocal #outandabout  
#trianglefoodies #chapelhilleats #919eats

## ● UNC Basketball

/Sample 1

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

/Sample 2

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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- 

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# SOCIAL BANNER REDESIGN



Environment | Food Collections | Bar and Drinks





# SOCIAL MEDIA MOCK POSTS



**Close-up Shot for Foods**



**Drinks & Alcohol Promo**



**Dine-in Atmosphere**



**Events and Deals**





# WEB REDESIGN

[Shop](#)[Events](#)[Locations](#)[Menu](#)[About](#)[Order Now](#)

The Wing Joint  
You've Been  
Looking For

[Menu](#)

## We Offer:



23 flavors of wings



Wing Sauce



A large beer selection



Vegan wings



## Just two guys with beards

7

It all started with a meeting of the minds and beards when in 2011 Dain Phelan and Mark Dundas met - an





Heavenly  
Buffaloes

# WEB REDESIGN

[Shop](#)
[Events](#)
[Locations](#)
[Menu](#)
[About](#)
[Order Now](#)

**Chapel Hill Menu**  
Dine in, Take out, Delivery

**Durham Menu**  
Take out, Delivery

Durham | Chapel Hill | Greensboro  
Contact: (877) - 388 - 9917

Menu ↑

[Shop](#)
[Events](#)
[Locations](#)
[Menu](#)
[About](#)
[Order Now](#)

Chapel Hill

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, AND PLENTY OF SCREENS.

Durham

1807 W MARRHAM AVE, DURHAM, NC 27705  
919.237.2358

Greensboro

Durham | Chapel Hill | Greensboro  
Contact: (877) - 388 - 9917

[Shop](#)
[Events](#)
[Locations](#)
[Menu](#)
[About](#)
[Order Now](#)

About ↓

**About Us**

Just two guys with beards

It all started with a meeting of the minds and beards when in 2011 Dain 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.

That's Us!

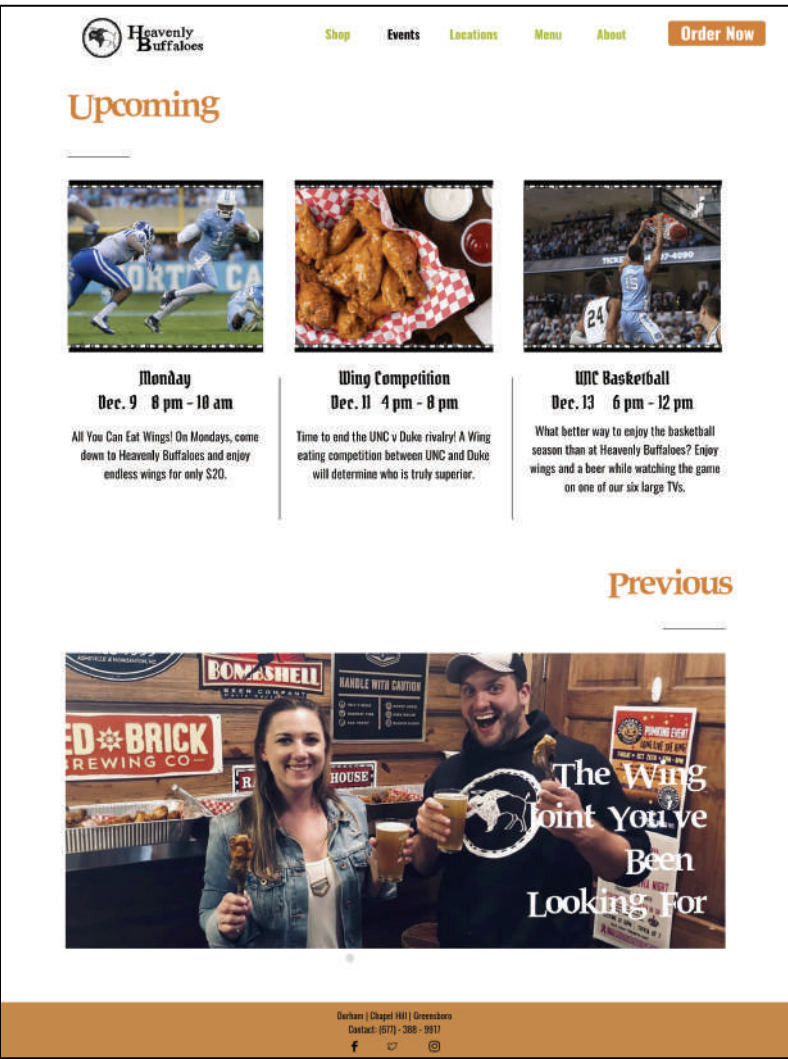
Heavenly Buffaloes is the recipient of the Indy Week's Best of Triangle award for Best Wings in Durham County in 2015, 2016, 2017, 2018, and 2019.

Durham | Chapel Hill | Greensboro  
Contact: (877) - 388 - 9917

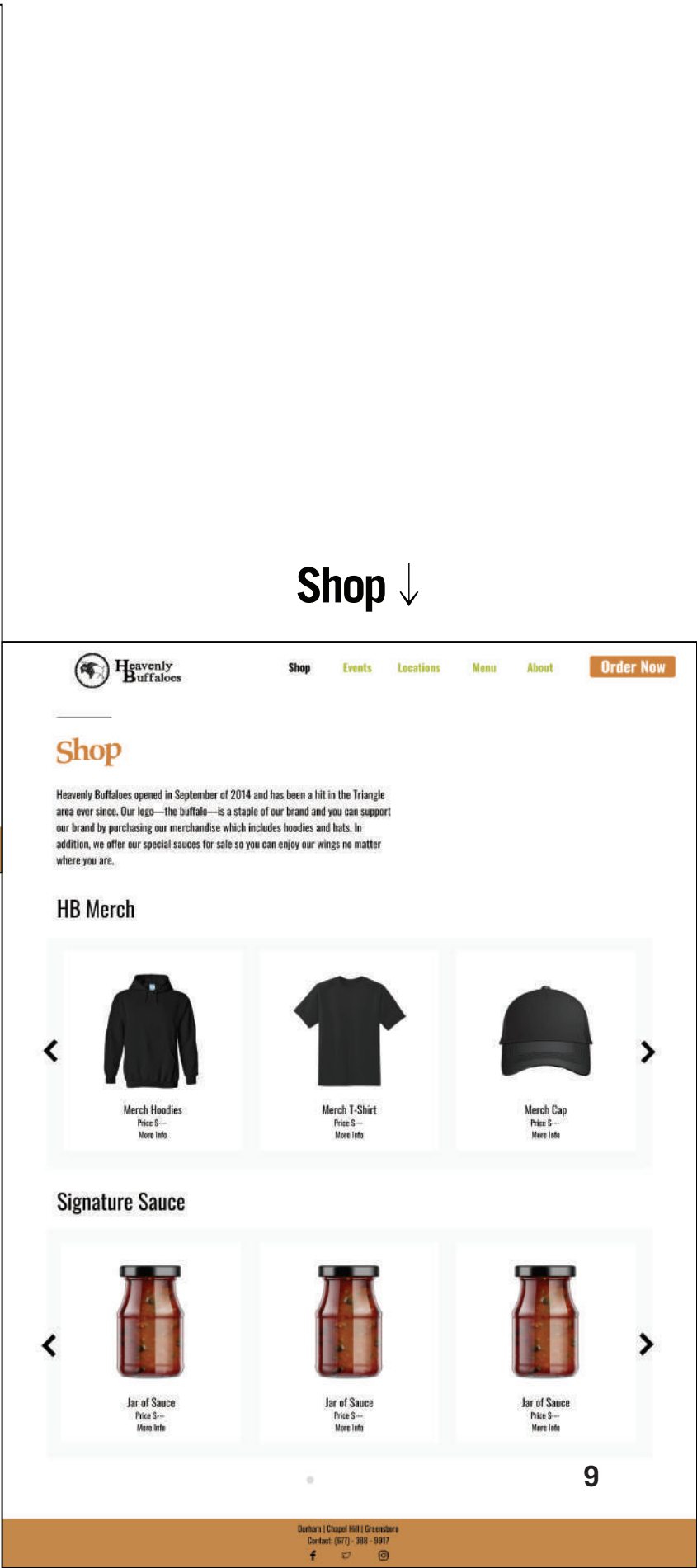
← Locations



# WEB REDESIGN



Events ↑





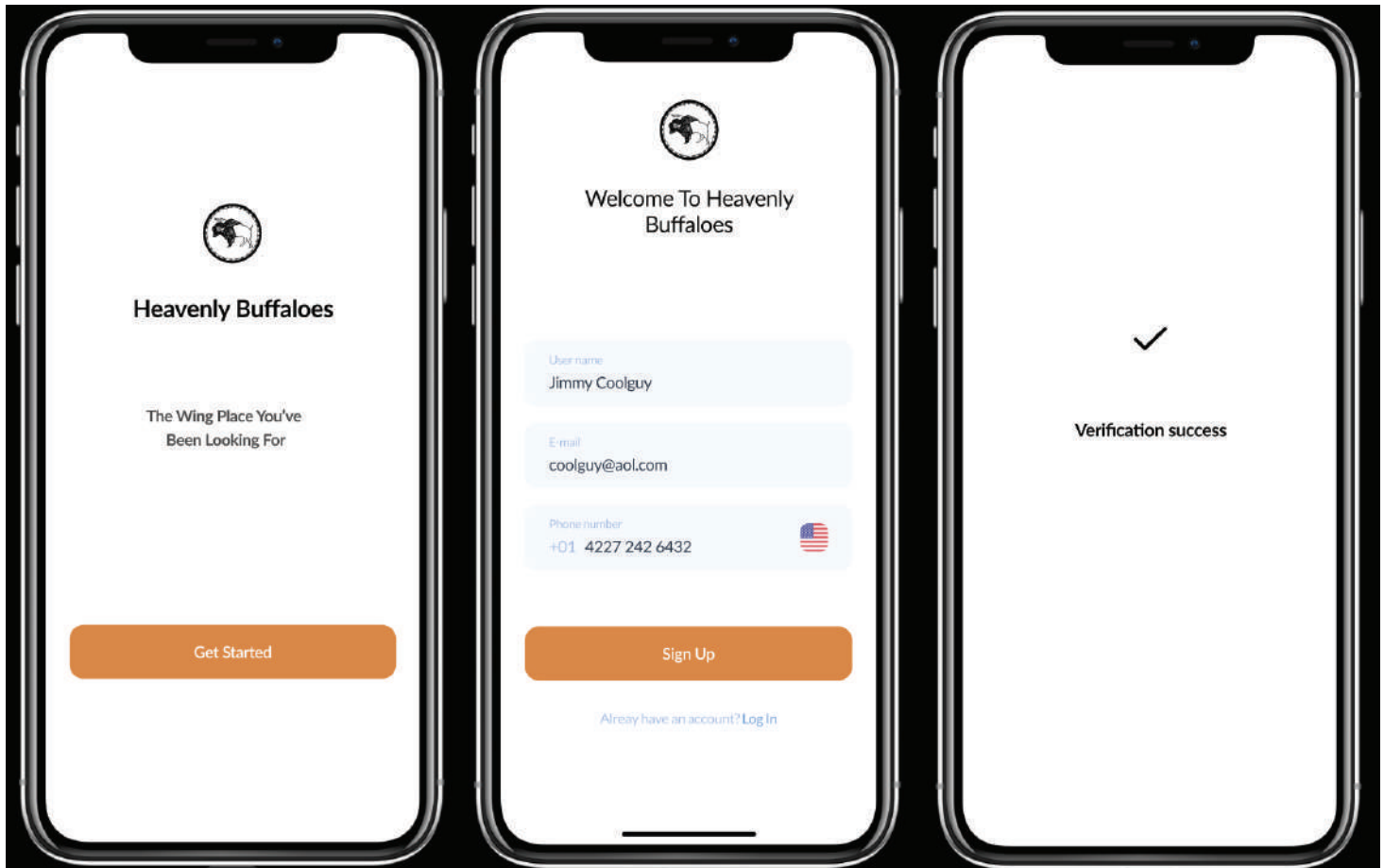


# MOBILE APP PROTO

We created a mock-app as a result of the research we acquired.

**83%** of adults use their electronic devices (such as tablets and smartphones) to search for restaurant locations, directions, and hours of operation. **75%** look up menus, **55%** read reviews, and **50%** use the app for rewards or special deals.

**79%** of diners agree that restaurant technology makes their guests' experience better  
The heavenly buffalo app would aim to get users in the door by offering incentives (such as free food) on signup and then retain these users by rewards programs, and weekly deals through push notifications.



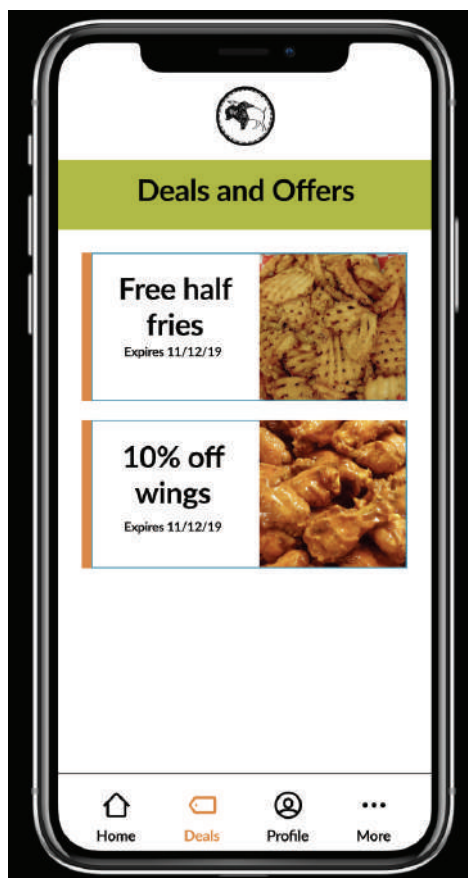
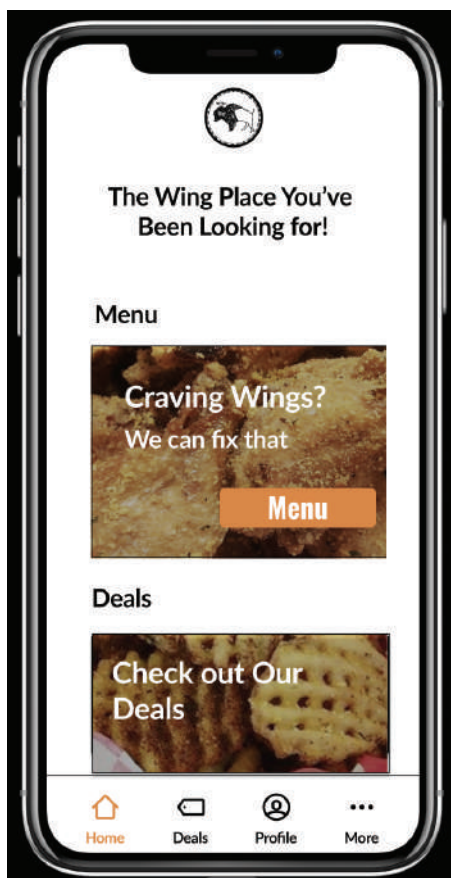
**Initial** ↑

**Log in** ↑

**Confirmation** ↑

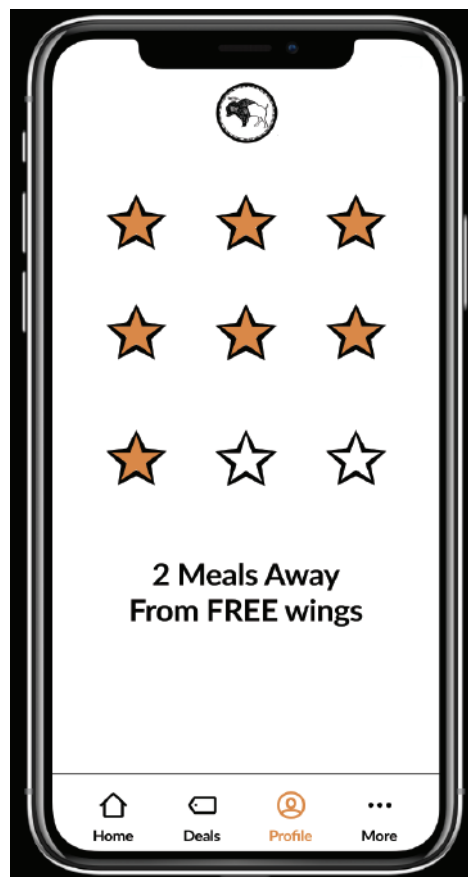
# MOBILE APP PROTO

Home →



← Deals

Menu →



← Rewards





# COMMUNITY RELATIONS



**Business Card**

## Partnering with Campus Organizations

### **Spoon university:**

Partnering with Spoon University will allow for different approaches such as Instagram Giveaways, feature stories, and/or a Benefit Night at Heavenly Buffaloes.

### **UNC Rugby:**

Continue to sponsor them but require them to post on social media with the Heavenly Buffaloes product and/or provide a photo so Heavenly Buffaloes can post.

### **CDS:**

Partner with the dining hall to do a "Heavenly Buffaloes Takeover." This has previously been successful with Med Deli as well as with other organizations such as LatinX Heritage Month.

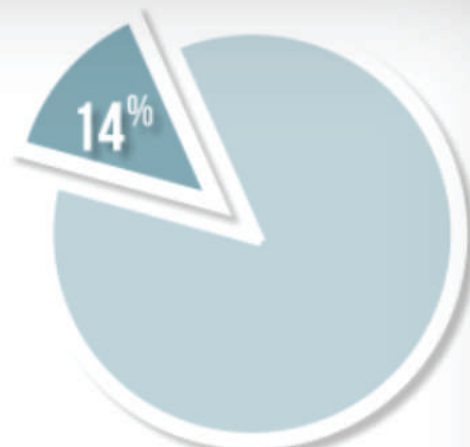
# STUDENT AMBASSADOR



The responsibilities of a student ambassador include promoting the company via their personal social media account, reaching out to their campus organizations to create partnerships, as well as planning and organizing marketing events targeted to attract students. It can be an unpaid internship for skill build up. It's also a mutual beneficial relationship that student ambassadors will benefit through this experience by gaining hands-on experience with marketing for a company as well as using this experience to build their resume. Other benefits include flexible time hours as well as free merchandise.



**78% OF CONSUMERS TRUST  
SOCIAL PEER RECOMMENDATION**



**ONLY 14% OF CONSUMERS TRUST  
ADVERTISEMENTS**

**VS.**

Source: Social Media Revolution, Erik Qualman, May 2010





# NOTES



# NOTES