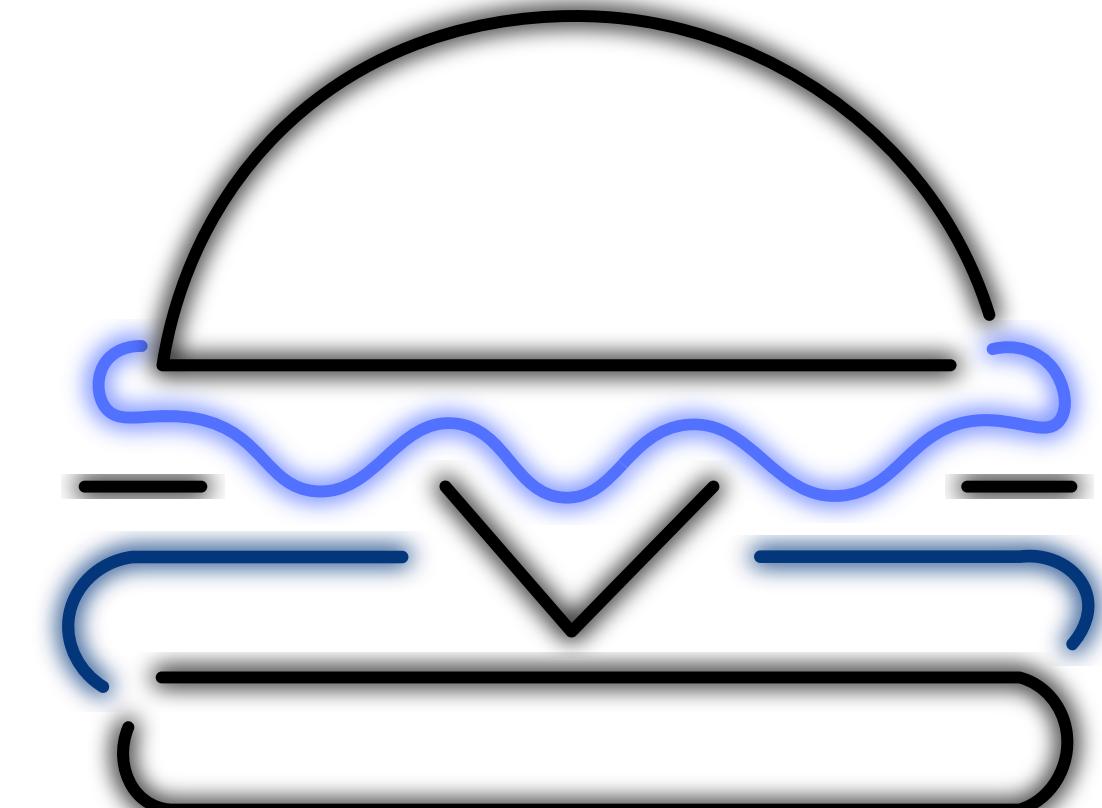
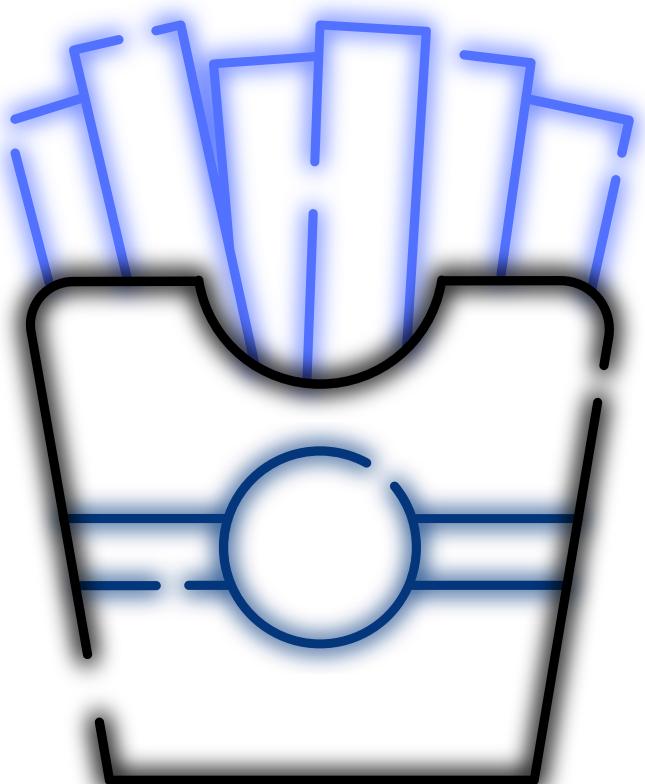
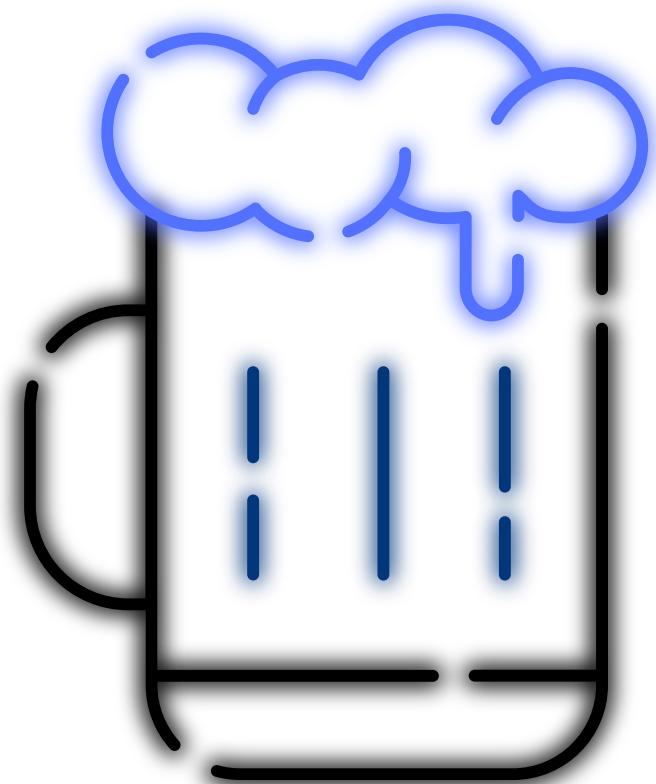




MARKETING PLAN



Strategic Components

- 1 Executive Summary
- 2 Company Overview
- 3 Situational Analysis
- 4 SWOT Analysis
- 5 Competitive Analysis
- 6 Target Market
- 7 Strategy Design
- 8 Implementation Tactics
- 9 Results/Measurables
- 10 Appendix



EXECUTIVE SUMMARY

D.T. Kirby's is a locally owned, Chicago-themed family bar in Downtown Lafayette, Indiana. The owners pride themselves on their philosophy "Great Food First" and dedicate their love for Chicago teams within their establishment from Cub decorations all the way down to their meat suppliers. Being locally owned, D.T. Kirby's is a popular spot among Lafayette townies, however, they do not make their presence as known as they should among Purdue Students.

D.T. Kirby's has their fair share of competitors from the Tap to Buffalo Wild Wings. Due to these being closer to Purdue's campus, they are more popular among the student body than the Downtown Lafayette Chicago-themed restaurant. In order to beat out its competitors and win over Purdue Students (as well as some more townies), D.T. Kirby's needs to develop a solid social media strategy. This includes social media promotions, periodic updates, happy hour events, and the development of a more dietary inclusive menu. All of this will be tracked and recorded using five Key Performance Indicators: (1) Instagram followers, (2) happy hour attendees, (3) positive yelp reviews, (4) social media post reshares, and (5) sales from the new vegetarian menu.





COMPANY OVERVIEW

Bars have been a fundamental aspect of college culture for decades. After a rough exam or week, students flock to bars to hang out with friends. Many students end up with a \$50 burn in their wallets after a night out on the town but leave with happy (and sometimes forgettable) memories.

As a local favorite in downtown Lafayette, Indiana, DT Kirby's is an American restaurant offering a variety of street and bar foods. The restaurant also offers a wide range of beer in tap, cocktails, and other adult beverages. Located in downtown Lafayette, Indiana, the restaurant is popular amongst townies and not so much those studying at Purdue University on the other side of the Wabash River.

DT Kirby's is a Chicago-themed restaurant and bar owned by... well, Chicagoans. The OG restaurant opened in 2008 with the current one opening in 2013. With its unique atmosphere, DT Kirby's owners dedicate their food to the Windy City and its sports teams with the motto "Great Food First." The company has high ratings on both Google reviews and Yelp averaging above 4/5 stars.



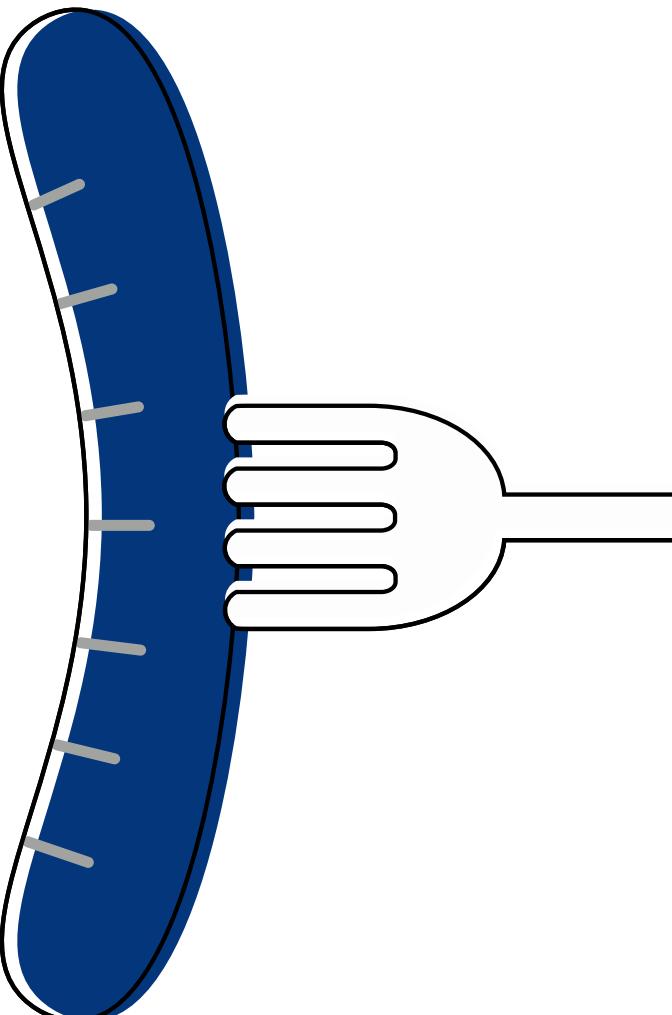
DT KIRBYS STREET FOOD

SITUATIONAL ANALYSIS

DT Kirby's has attracted many Chicagoans and Chicago lovers as well as news sources and YouTube "professional eater" Randy Santel. Santel featured the restaurant during his "Your Recipe Your Disaster" challenge tour. Where he went around the US trying extreme food from different states. Locals and young adults flock to the bar area on the weekends for some exciting sports fun or just to catch up with friends.

DT Kirby's competitors include places like the Tap, Applebee's, and Buffalo Wild Wings, all of which feature some kind of sports bar. Applebee's and Buffalo Wild Wings are both chain restaurants most people are familiar with. Therefore, when seeking a restaurant it is a common choice to go there because it is familiar. The Tap is located close to Purdue's campus which means a younger crowd will visit there due to its location.

All of DT Kirby's meats come straight off a truck from Chicago daily. Bread for hot dogs, sandwiches, and burgers come from local bakeries in the Windy City as well as Great Harvest in the Lafayette area. The beef is made specially for Kirby's that you won't be able to get at any other restaurant.



DT KIRBYS STREET FOOD

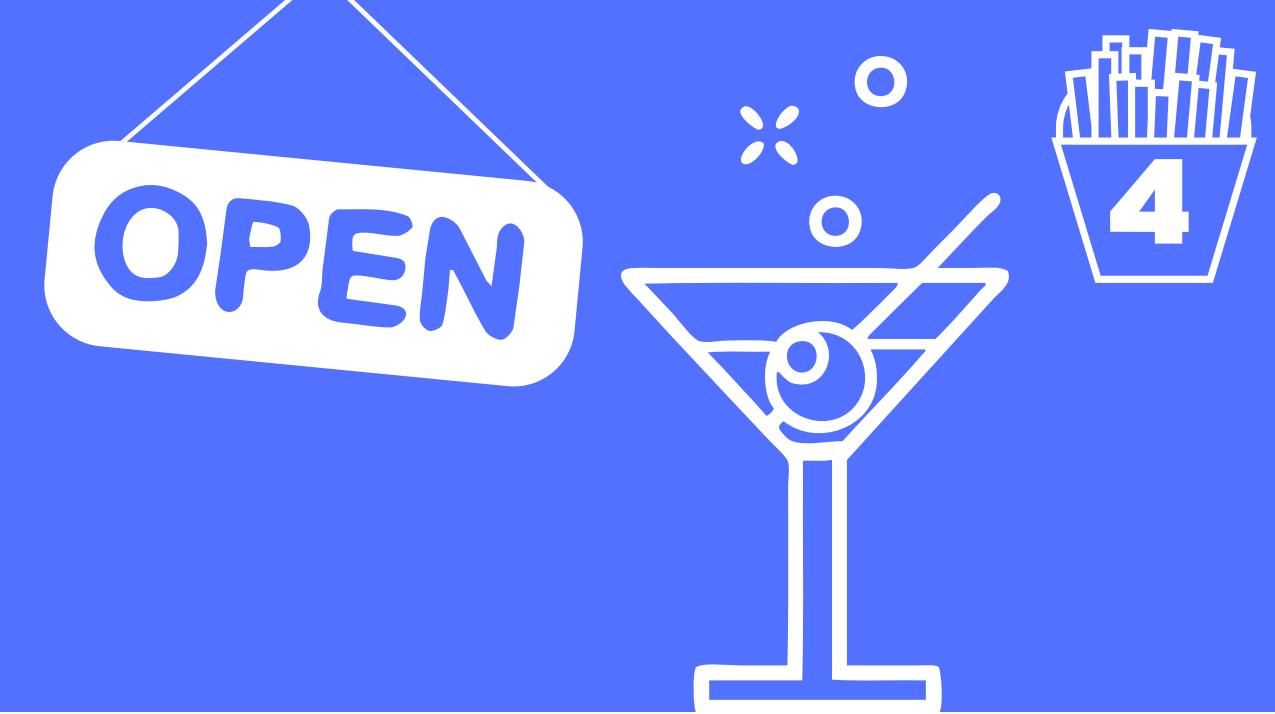
SWOT ANALYSIS

S

O

W

T



- High level of customer satisfaction - based on the yelp reviews, DT Kirby's has a 4.5/5 star rating with a majority of their ratings being above or at 4 stars.
- Unique yet traditional menu- DT Kirby's offers an array of classic American food with an extra twist to their names and some ingredients.
- Located next to a BIG10 college campus - DT Kirby's is on the over side of the river from Purdue University. Traffic within this area may be higher than other cities in Indiana on weekends due to being close to Purdue.

-
- Hone in on being a Chicago-themed bar. Many out-of-state students from the Chicago-land area will find this close to home and want to come to your location more often.
 - Adding in a happy hour time slot every day can lead to an increase in drink sales and drive sales among a younger crowd because they are looking for drinks at a smaller price.
 - Adding other dietary options to the menu such as vegan and other vegetarian options will make DT Kirby's stand out among its competitors creating a more inclusive atmosphere.

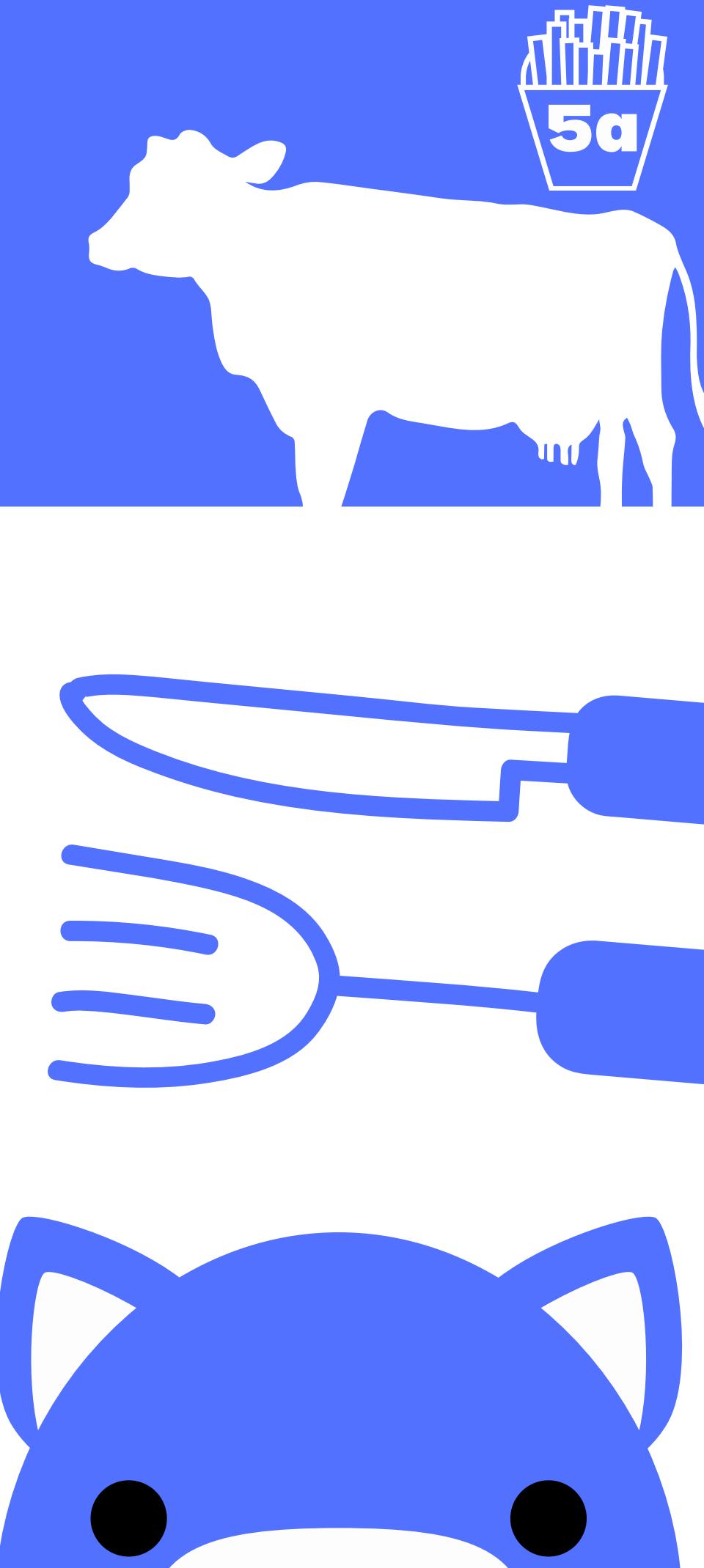
- The geographic location is not the best in comparison to other popular college bars.
- The menu is almost all meat - DT Kirby's menu lacks a vegan/vegetarian menu. Most of what they sell (main dish wise) are burgers, sandwiches, and hotdogs.
- Lack of happy hour pricing - Though they have drink specials everyday, the only drinks that are on the special are hard alcohol or beer. Their cocktails have no specials which are something a younger audience would enjoy.

-
- Restaurant bars do not perform as well in alcohol sales as traditional bars on or near a college campus.
 - Inflation is currently rising in America - people are more likely to spend their money on necessities rather than a fun night out.
 - Low performance in comparison to similar restaurants - DT Kirby's is similar in setup compared to chains such as Applebees, Chili's, and Buffalo Wild wings. Due to these restaurants' success, DT Kirby is seen as the underdog within this category.

COMPETITIVE ANALYSIS

Being a locally-owned restaurant/bar, D.T. Kirby's has its fair share of competition in the Greater Lafayette area. Some of their main competitors are Buffalo Wild Wings, The Tap, and Applebee's. All of them have their upsides and downsides when compared to one another. The next page features a competitive analysis matrix so you are able to visually see all competitors compared to D.T. Kirby's.

Delivery is offered at all four of the restaurants making no room for competition there. D.T. Kirby's and The Tap win at the latest closing times. Due to who D.T. Kirby's target markets are in relation to this marketing plan, being open as late as possible is a plus! The only restaurant that caters to 21+-year-olds is the Tap. Our target markets are looking for somewhere to go and have a fun time and somewhere that allows children is not the way they are going to want to go. None of the restaurants offer a vegan or vegetarian menu. If D.T. Kirby's were to add one, they would have a leg up compared to their competitors. D.T. Kirby's is the only restaurant that does not have a West Lafayette location [see Appendix F-1]. A younger crowd of Purdue students is more likely to go to the other three competitors for convenience reasons because they are closer.





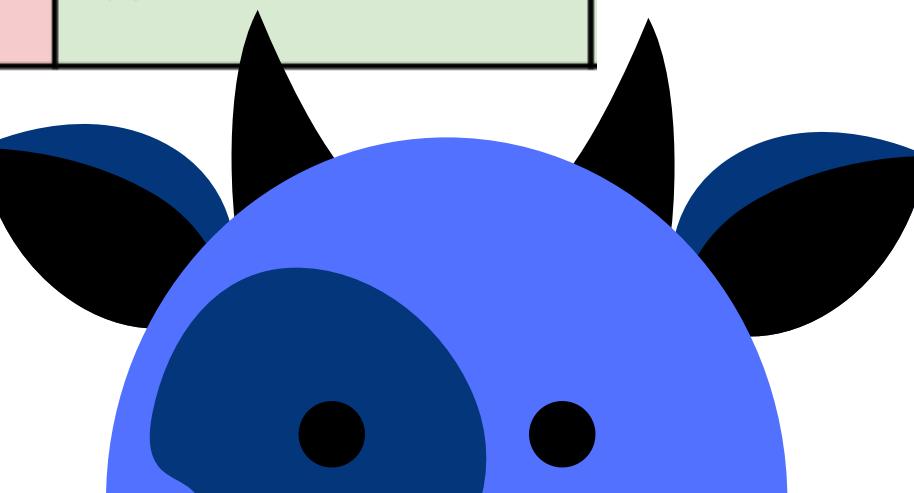
COMPETITIVE ANALYSIS MATRIX

	Delivery	Closing Times	21+ only	Vegetarian Menu	Location(s) in GL
Competitor					
DT Kirbys	Yes	2am	No	No	Lafayette
Applebee's	Yes	12am	No	No	WL and Lafayette
Buffalo Wild Wings	Yes	11pm	No	No	WL and Lafayette
The Tap	Yes	2am	Yes	No	WL

** Closing times are based on weekends

** WL = West Lafayette

** Red= negatives | Green= positives





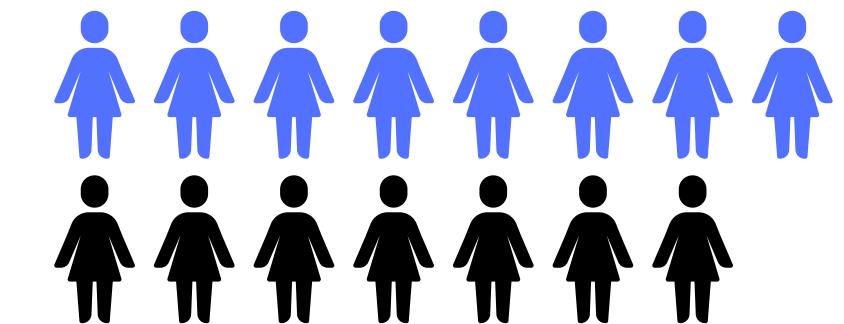
TARGET MARKETS

1

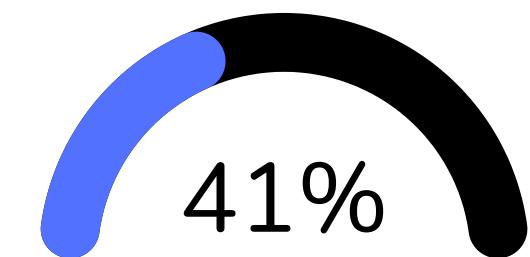
Greater Lafayette female residents

With D.T. Kirby's being located in Downtown Lafayette, targeting residents will not be too difficult. Specifically, we are trying to marketing towards the female residents in the metro area.

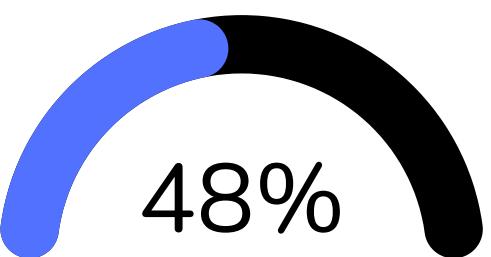
A survey conducted in the Greater Lafayette area shows that females are not as concerned about the availability of alcohol at restaurants compared to men (~30%). However, females are more concerned about healthier food on the menu. Including new menu options, such as low caloric and keto-friendly will attract and score this target market.



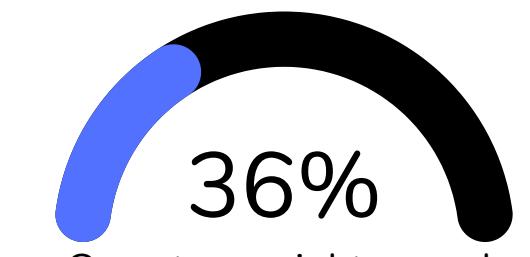
More than half of respondents have eaten at D.T. Kirbys.



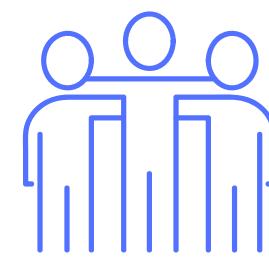
Interested in healthier food options (low calorie being the highest)



Alcohol availability is not at all important at restaurants



Go out one night a week compared to 27% of men.



122,717 Citizens in Greater Lafayette (from census.gov) around 50% are female

DT KIRBYS STREET FOOD

STRATEGY DESIGN



Vegetarian Menu

Facebook post

In close examination of the women in the Greater Lafayette area, attracting this younger crowd will be possible using social media platforms like Facebook. The social media goal is created to accomplish this target market:

- Creating a vegetarian menu to satisfy their dietary interests
- Drive word-of-mouth recommendations
- Increase traffic to D.T. Kirby's through the use of Facebook shares of the new menu post.



NEW

MENU ITEMS!

We are offering three new vegetarian options!

"DON'T WORRY, WE WON'T JUDGE YOU!!"

GUILTYLESS VEGGIES	
FRESH CAPESE SANDWICH fresh mozzarella, fresh tomatoes, all nicely pressed in between two toasted sourdough slices.	\$6.99
CAULIFLOWER PIZZA any of your favorite pizzas made with our very own cauliflower pizza crust.	\$6.99
ZOODLES A flavorful zucchini pasta topped with our fresh tomato sauce.	\$6.99

DON'T WORRY, WE WON'T JUDGE YOU!!

STRATEGY DESIGN

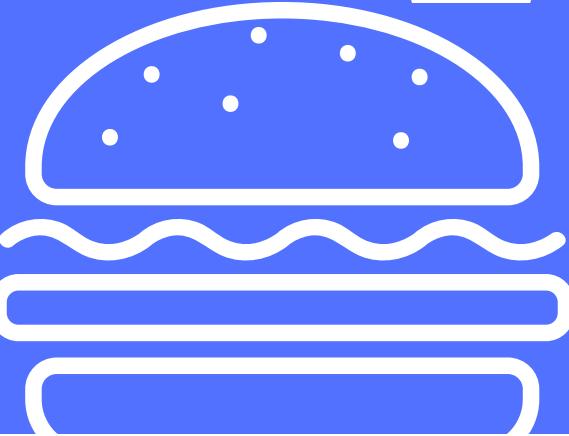


Facebook

Facebook will be utilized because of its popularity among an older audience, reflecting our women in the Greater Lafayette area market segment. Facebook is the largest social media platform overall with 2.91 billion active users (Statista 2021). There is a larger gender gap with Facebook than there is with Instagram; 55% are female and 45% are male. According to Jenn Chen (2021), facebook's largest user base is between the ages of 25-34. More than half of Facebook users share content they find intriguing (Chen, 2021). Therefore, if someone finds D.T. Kirby's new vegetarian menu post intriguing, there is a 57% chance they will share it! Finally, facebook's AD revenue brought in \$27.2 B in Q4 of 2020 (Mohsin, 2021). Though mostly thanks to the pandemic, this clearly defines that it is important for D.T. Kirby's to be utilizing Facebook for advertising purposes.



IMPLEMENTATION TACTICS



Facebook

Due to Facebook being a large hub for ADs, generating over \$2B in revenue from them alone, there is no reason why D.T. Kirby's should not be on the platform. Facebook contains users of all ages and demographics (with the largest being between 25-34 years old). Because you can create groups for people with similar interests and update others, this allows for community engagement with businesses. D.T. Kirby's should launch their new Facebook page on January 1st, 2022, to begin the new year. New Year's resolutions are popular all over so why not start off the new year by trying a new, local restaurant?



The following tactics will be prepared on Facebook to build company awareness and brand recognition with women in the Greater Lafayette area:

1. Post every holiday
2. Every Friday post the free french fry Friday promotion to remind people
3. Share the new vegetarian menu ad every Monday for the first three months of 2022 to remind customers and new entrants
4. Repost positive content from the Cubs Social media page to remind your customers of your Chicago background and love for the Cubs
5. Allow for at least one person to be on the Facebook page at a time in case any customers have questions or concerns.





TARGET MARKETS

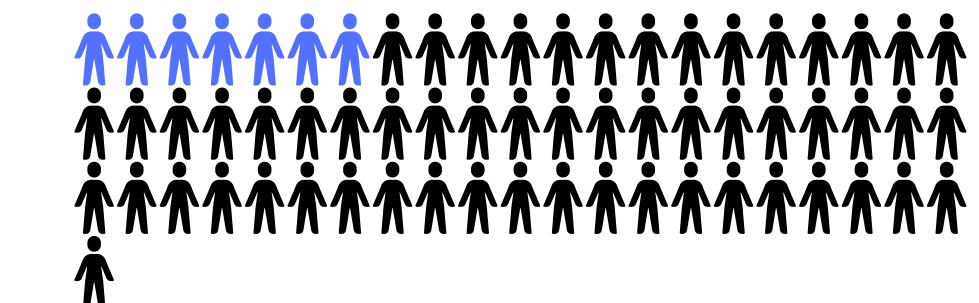
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Purdue students in the Greek System

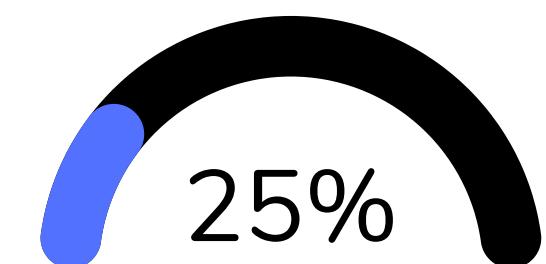
With D.T. Kirby's being located in Downtown Lafayette, targeting Purdue students will be a little tough because they are not as close to D.T. Kirby's as the previous market was. Specifically, we are targeting Purdue students in the greek system.

A survey conducted on the greek community at Purdue University shows that only 11% of the respondents have eaten at D.T. Kirby's. This market prefers to dine in at restaurants and, as well, cares about the alchoal availability.

If we want to attract this target market, D.T. Kirby's should post promotional coupons or deals on their social media accounts enticing those who don't live in Lafayette, like greek life students, to come try D.T. Kirby's.



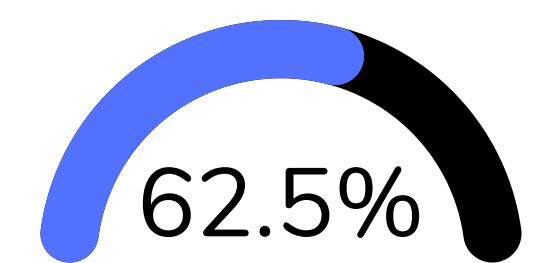
Only 11% of respondents have eaten at D.T. Kirbys



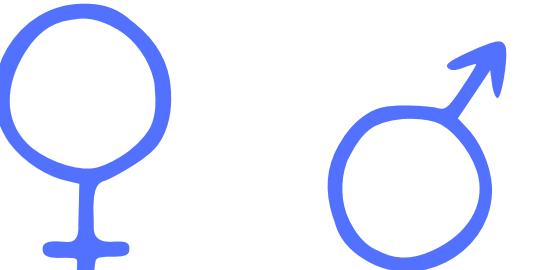
Ordered alcohol



Took out/Deliieverd



Dined in



21 Sororites 41 Fraternities

DT KIRBYS STREET FOOD

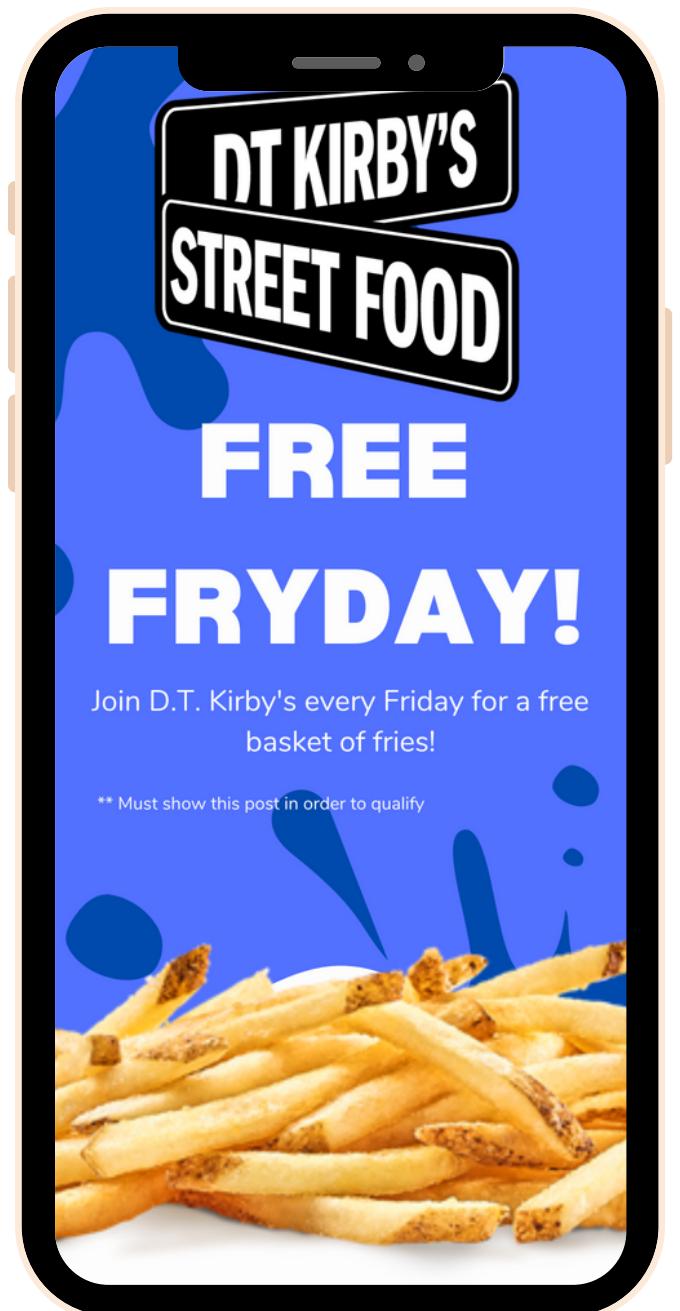
STRATEGY DESIGN

Instagram Promo

In close examination of the Purdue University Greek system, attracting this younger crowd will be possible using social media platforms like Instagram.

The social media goal is created to accomplish this target market:

- Create a happy hour
- Build out different promotional deals, such as free french fries on Fridays.
- Drive word-of-mouth recommendations



STRATEGY DESIGN

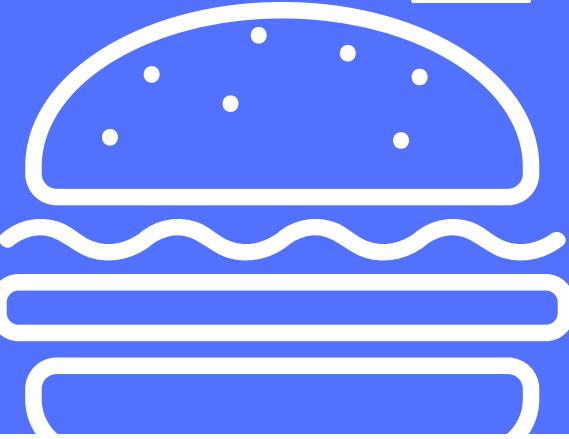


Instagram

Instagram will be utilized because of its popularity among a younger audience, reflecting our Purdue greek community market segment. According to Ryan Robinson from Adobe, Instagram was the number one social media platform in 2020 (Robinson, 2020). Robinson also says that businesses should prioritize Instagram if the target market is under 40, which the greek community is. Currently, there are 1.386 billion active users on Instagram (Dean, 2021). 500 million of which are daily users. Both males and females use Instagram pretty equally with 51% being female and 49% being male. Only 36% of brands are using Instagram (Reed, n.d.). This means that if D.T. Kirby's steps in and starts creating promotional material on the platform, they could be standing out among their competitors.



IMPLEMENTATION TACTICS

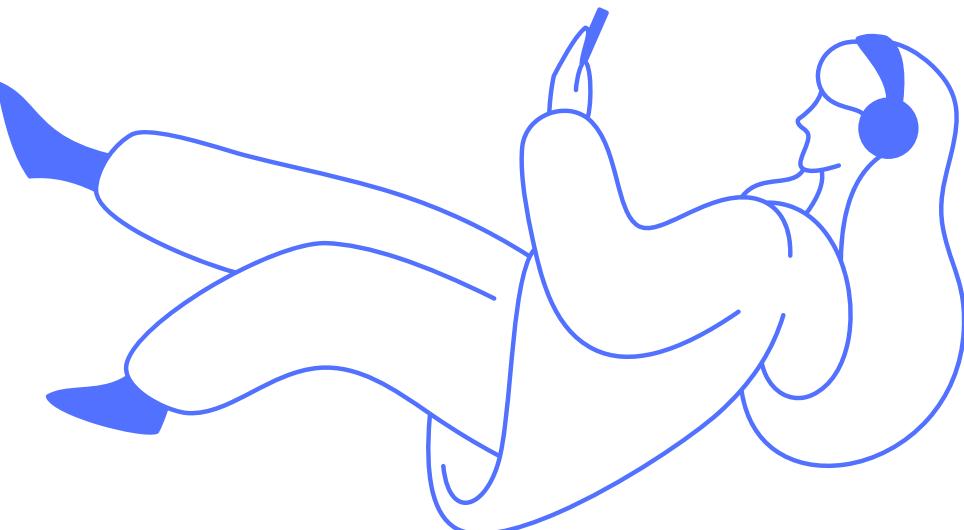
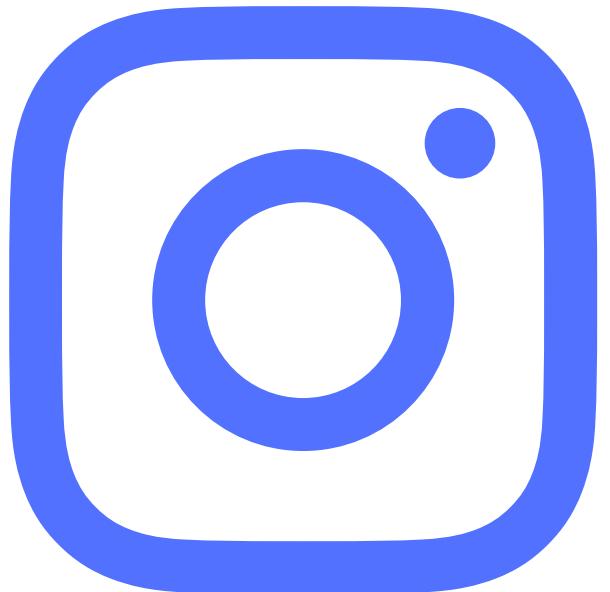


Instagram

Instagram houses our younger target market, the Purdue Greek community. It was also the number one social media platform in 2020 making it very important for businesses to have a space there. Only 36% of brands currently have or utilize an Instagram account which means that if D.T. Kirby's steps in, they could potentially stand out among their competitors. Unlike Facebook, Instagram does not have a hub for different groups of people who share similar interests. This may be harder for us to connect with customers who, say, are Cubs fans or in the Greek community at Purdue.

The following tactics will be prepared on Instagram to build company awareness and brand recognition with Purdue students in the greek community:

1. Post every holiday
2. Tag Purdue greek organizations on special promotion posts
3. Post Happy Hour promotion every Thursday around 12pm to remind customers about it
4. Allow for at least one person to be on the Instagram account at a time in case any customers have questions or concerns.
5. Every Friday post the free french fry Friday promotion to remind customers



RESULTS & MEASURABLES



KPI #1 - Instagram Followers

Currently, D.T. Kirbys has well over 2k Instagram followers. Having a good amount of followers (a) boosts your brand, (b) boosts your sales, and (c) boosts customer engagement (Forman, 2021). Without a solid social media reputation, it will be hard to measure the other KPIs listed. Social media in general allows customers to engage with businesses and the follower count is a measure of how well your content has been received, as well it can determine your success.

KPI #2 - Attendees for Happy Hour

People are more likely to try something new if it is a reduced price or free. Measuring the attendance of a promotional event, such as Happy Hour, will help us understand what customers are interested in from D.T. Kirby's. Effective promotions can help mold new customers into regulars. As well, we can take into account the number of times someone has come to D.T. Kirby's outside of happy hour because of the promotion.





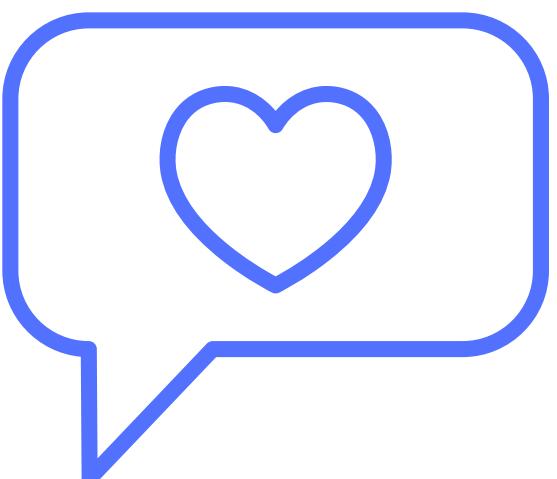
RESULTS & MEASURABLES

KPI #3 - Positive Yelp reviews

Every business wants positive yelp reviews. But, why are yelp reviews so important? Say someone is looking for a new restaurant. They are going to want to try someplace that is highly recommended by others, therefore they will look to yelp for answers. Yelp provides consumers with confidence; consumers look at reviews of businesses with sparkling online reputations to make purchasing decisions (Yuzdepski, 2016). [see Appendix F-2]

KPI #4 - Reshares of coupons on social media

Social shares are an organic form of promotion from customers/social media followers. When a social connection (such as a friend) sees a shared promotion/content, they are more drawn to it than when a business directly shares the same thing. Once a post is shared, it is then seen by an entirely new audience that can further spread it throughout their own network (BigCommerce, n.d.). Posts generated with the idea of gaining popularity through social sharing is defined as viral marketing.



RESULTS & MEASURABLES



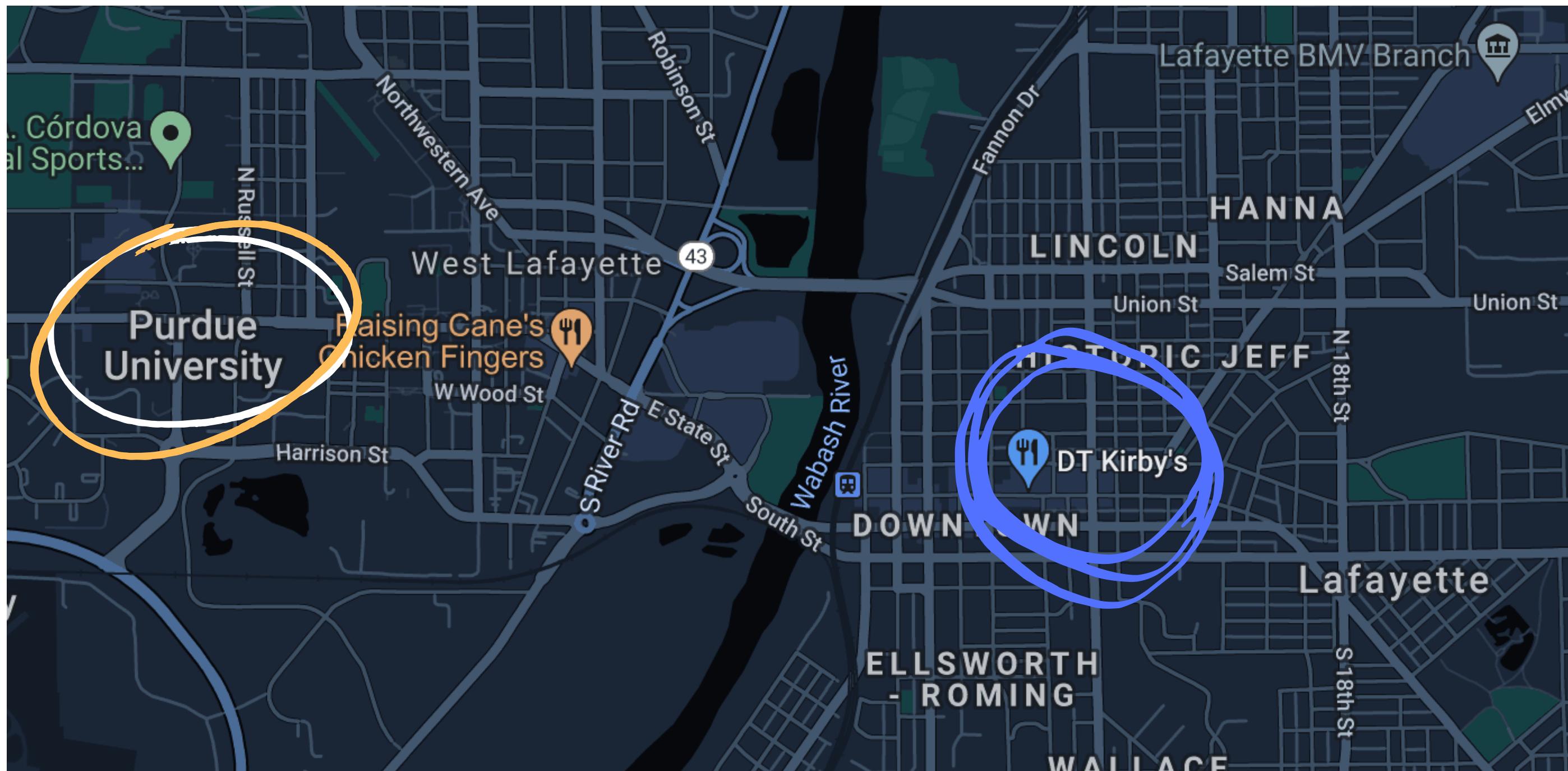
KPI #5 - Sales from the the vegetarian menu

Conducting a menu analysis is essential to creating a strategy for improving your restaurant's sales and success (Pulido, 2019). If the vegetarian menu is increasing in popularity, then maybe it is time to replace older items with new vegetarian items. The vise versa is also true; if enough people are not ordering from the vegetarian menu then maybe it's time to scratch it.

Chili's, one of D.T. Kirby's biggest competitors, has a fair amount of vegetarian options on their menu. Some of these options include black bean & veggie fajitas, fresh mex chipotle bowl vegetarian style, and even a black bean patty! Featured on Instagram from user @ericaeatsplants is Chili's black bean & veggie fajitas. Comments under the post all rave about the dish and even say they will try it next time they visit!

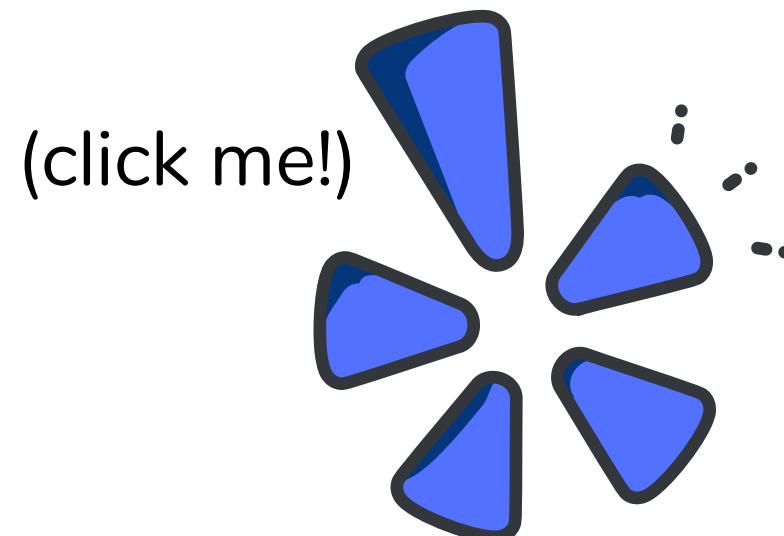
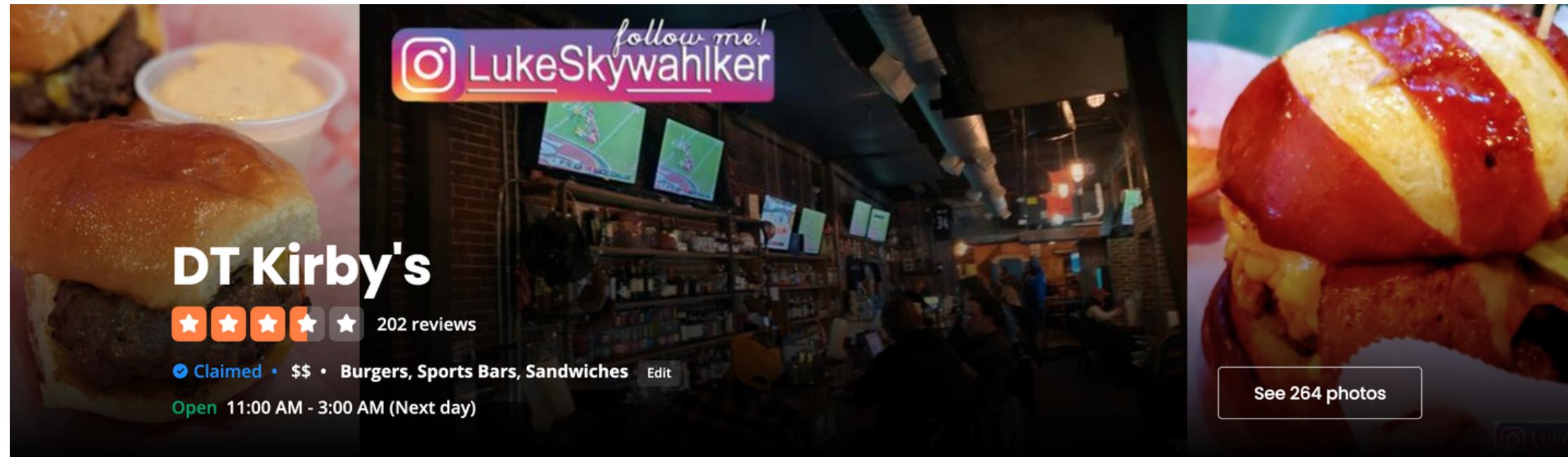
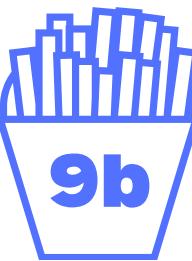


APPENDIX



F-1: D.T Kirby's location in relation to Purdue University

APPENDIX



(click me!)

F-2: D.T Kirby's yelp
page and reviews



Adam T.

Greenwood, IN

10 9 3



6/19/2021

Great spot in downtown Lafayette near campus. Glad we found this spot as it will now be one of our go to spots when we are in town. The Ruben was great. Very cool interior.



Useful



Funny



Cool



F U.

Lafayette, IN

0 18



11/1/2021

This place used to be cool but it has gone way down hill. The kitchen manager Joe M. is always sitting at the bar getting drunk and yelling at the staff. The health department found live roaches in the filthy kitchen. I wish I could write better things, but DTK has bottomed out. If you value your health, go elsewhere. I won't go back until Joe is gone.



Useful 2



Funny



Cool



Designed by: Ava Smith

