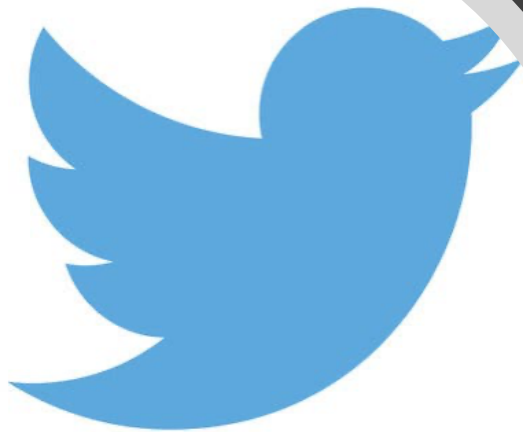


# FoodieX Campaign

An overview of marketing strategies for  
Xtern's new food delivery service



# Marketing Channels

- Instagram
- Twitter
- Email marketing

# Why Instagram?

- Most used social media platform for college demographic
- Best for posting images with captions
- Excellent analytics feature to measure outreach, followers, and interaction



# How to Optimize Business on Instagram



# Success Metrics for Instagram

- Instagram analytics
  - To track outreach, follower growth, and interaction
  - To monitor which posts succeed and which posts don't
  - To decide which stories to save to our "highlights" section based on how many interactions the content received
  - To determine which hashtags work for which goals
  - To recognize where we need to adjust



# Why Twitter?

- Second most used social media among college demographic
- Best for hashtags, quick reminders, and updates
- User-friendly and convenient

# How to Optimize Business on Twitter



# Success Metrics for Twitter

- Twitter analytics
  - To track impressions, clicks, and engagement
  - To track retweets, likes, follows
  - To decide which hashtags are getting the most attention
  - To engage closely with our audience through the ability to see what trends individuals are following
  - To recognize where we need to adjust

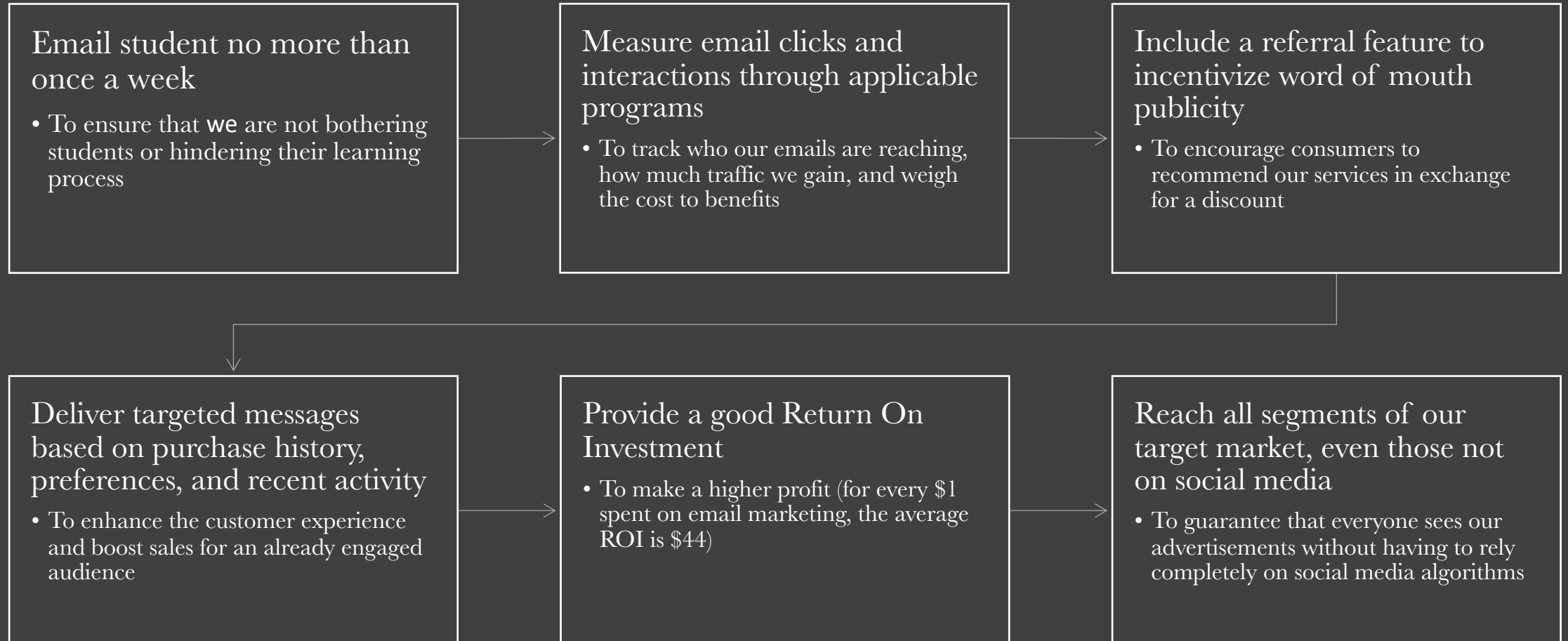


# Why Email?

- College students are active on their student email accounts and check them regularly
- Excellent for measuring outreach through “click-tracking”
- Useful for referral links and direct, personalized contact



# How to Optimize Business through Email Marketing



# Success Metrics for Email Marketing

- Email "click trackers"
  - To follow how many individuals react with targeted emails
  - To decide which customers are most likely to purchase from us again
  - To assess the usefulness of referral links sent through email
- Incentivized "new customer" email survey
  - To find out where customers hear about us, which will help us figure out what is working best
  - To reward customers for taking time to help us better their experience
  - To ask more specific questions about the FoodieX experience and improve all aspects of business

# Timeline Overview

May

- Establish a public brand and a presence on mainstream social media platforms
- Distinguish FoodieX from major competitors such as DoorDash and Uber Eats
- Demonstrate our commitment to social responsibility

June

- Incentivize word of mouth publicity to secure new customers
- Enticingly showcase businesses we are partnering with to get people excited
- Launch #WhyFoodieX campaign and encourage the use of our hashtags

July

- Encourage existing customers (through special offers) to post on social media to build loyalty
- Organize, promote, and execute social media giveaways

August

- Launch #BeyondFoodieX campaign to encourage continued social action after Xterns relocate
- Educate customers about how they can support local restaurants in their hometowns to demonstrate our selfless dedication to social responsibility

# May

- Establish a public brand and a presence on mainstream social media platforms
  - Develop consistent branding, research the best existing hashtags to use, and determine effective social media practices
  - Segment our target market to figure out how to better reach more specific groups of consumers
- Distinguish FoodieX from major competitors such as DoorDash and Uber Eats
  - Highlight our commitment to contact-free delivery, usability, and Xtern compatibility
  - Preview the discounts we offer for dedicated customers
- Demonstrate our commitment to social responsibility
  - Give specific examples of the steps we are taking, who we are helping, and why we are helping them
  - Take steps beyond our own business and encourage consumers to educate themselves by providing resources to learn effective citizenship

# June

- Incentivize word of mouth publicity to secure new customers
  - Advertise refer a friend discounts, free delivery in exchange for social media interaction, and new member perks
  - Reward customers that embrace our business on social media by reposting their content, shouting them out, and sending them small gifts
- Enticingly showcase businesses we are partnering with to get people excited
  - Plan, promote, and execute #FoodieXrestaurants which will showcase our partners to boost their business and ours
  - Interact consistently on social media with partners to prove our dedication to supporting not only ourselves, but local businesses
- Launch #WhyFoodieX campaign and encourage the use of our hashtags
  - The #WhyFoodieX challenge will encourage followers to post content relevant to our brand, tag us, and share their personal experiences with other potential customers
  - Consumers will be “challenged” to post a photo of themselves using our service, with their reasons for choosing FoodieX over other competitors
  - This will build existing customer loyalty by encouraging customers to think about our company’s mission and attract new customers with real testimonials of our demonstrated success

# July

- Encourage existing customers (through special offers) to post on social media to build loyalty
  - Transition to more loyalty-based reward systems
  - FoodieXperks will award customers that regularly use our product by giving them free delivery on their third order every week (order three times in a week, get free delivery)
  - FoodieXperks will also award Xterns on a hierarchy scale to encourage continued dedication to our product
    - *”The more you use FoodieX, the more free stuff you’ll get!”*
- Organize, promote, and execute social media giveaways
  - Everyone loves getting free items, so we should organize social media giveaways to encourage consistent and purposeful social media interaction
    - The items given away will have the added bonus of extra publicity because they will have our logo on them

# August

- Launch #BeyondFoodieX campaign to encourage continued social action after Xterns relocate
  - #BeyondFoodieX will be used by consumers that want to show us what good work they have been doing throughout the year, which will give us content outside of our busy season and keep our social media interaction growing
  - We don't want people to forget about our dedication to being socially responsible, so we will encourage consumers to continue community support and act responsibly on their own
  - Consumers will likely think of us as they continue to grow and become better people in their communities
- Educate customers about how they can support local restaurants in their hometowns to demonstrate our selfless dedication to social responsibility
  - By providing resources such as voting information, where to donate, and volunteer opportunities, we will show our dedication to the community while encouraging our consumers to be the best version of themselves