**Premium food delivery app**

**Step 1: Set Business Objectives**

* What do you want to achieve with social media?
  + Raise awareness for the app, and to maintain a positive image on social media. Appeal to people without transportation or people that are too busy to drive to a location and need an order out, whether it be a car part or fast food.
* Do your social media objectives align with your overall company vision, mission and marketing strategy?
  + They align in that awareness needs to be spread so that the app can get off the ground and have activity. This activity is brought to busy middle class or lower-class people. Our company’s objectives are to create positivity and stand out among people so that they may be interested in the company.
* Are your objectives S.M.A.R.T: specific, measurable, attainable, relevant, and time-bound?
  + Objective is to gain website traffic and app downloads by 33% at the end of the year.

**Step 2: Develop an Audience Persona**

* What would be a broad description of your ideal customer?
  + A customer would be someone that might have a virus that they do not want to spread and still continue with their life. Someone that would need a car part, food, or any miscellaneous item delivered to them, but they are at risk of death/spreading.
* What do they do and what do they care about?
  + They care about fast delivery times and accurate item accountability. If something that they order is expensive they should expect to see their item, or their money returned in some way.
* What is important to them when conducting business with our company?
  + Customers care about company accountability for its delivery drivers and stock workers. They care about safety in the form of virus/disease prevention, and they care about reliable and fast timing.

**Step 3: Conduct a Social Media Audit (Hypothetical)**

* Which accounts are currently attached to my company?
  + Working with FaceBook, Instagram, Snapchat, LinkedIn, WhatsApp, Twitter, Youtube, GooglePlus.
* How are they currently being used?
  + These accounts will be used to send messages updating about current events within the company and the state of the company. This company will also engage in the social media platform similar to how name brand companies interact on social media.
* Have they gone dormant/ are they being used for spam?
  + These social media sites will remain open however if a possible social media platform is getting old or outdated, posting will move towards dormant.
* Are your current messaging and social networks the best possible networks for your intended audience?
  + Our target audience may use Facebook because of the age demographic of at-risk elders that may use the app, snapchat will also be effective at hitting another age demographic of juveniles and college level people.
* How often do you post content to these accounts?
  + Posting will find a medium of not too much and not too little, it will use big brand companies posting amount as a basis to go off of.
* How relevant is the content you are sharing with your audience?
  + The content will be relevant to our target audience, but the use of the app will not be tied to social medias and will be able to function separate.
* What are your engagement rates like?
  + Engagement rates are expected to be low to begin with but should pick up as popularity for the app will rise.
* How does your present social media progress compare to the past?
  + Should go from 0 followers to a number based on how much people will become interested in our app/product. Using the format of 22.6 million users of grubhub, with 13k followers on twitter, it would be expected that PitStop would receive around 1 follower out of 2000 users on average.
* How is your company’s reputation online according to Google or Yelp?
  + We expect to keep a good reputation of google and will actively comment on posts that are claiming bad service and try to make amends with discounts on purchases or refunds of products.
* What are people saying about your competitors?
  + Trustpilot claims grubhub has a 1.8 rating with 9,753 reviews. Using trustpilot again doordash is said to have a 1.2 rating with 5,212 reviews. Using Trustpilot, Shipt has a 2.7 rating with 1,528 reviews.
* What are they doing that is working for them?
  + Not a lot is working for these companies but that may because people only review a company if it preformed poorly. PitStop will make sure to manage missing items and dismiss fees when people begin to write negatively. Negative reviews claim website crash and missing items and money.

**Step 4: Set Social Media Initiatives**

* Which social media networks are my customers more active on?
  + Twitter, Facebook, Snap Chat.
* Which social networks should I focus on based on my audience profile?
  + Facebook, Twitter
* What kind of initiatives can I take based on the findings from my social media audit?
  + Interacting with potential customers, asking for pictures using relatable trends to interact and gather attention.
  + Send possible deals and discounts through tweets or posts
  + Create posts advertising for someone to use our app through contests or celebrity collaborations

**Step 5: Set Tactical Steps**

* What types of content resonates with my customers the most?
  + Deals that allow them things like discounts on items or deliveries or express delivery.
* What types of content will help me drive people to my website?
  + Positive reviews and good deals on delivery fees.

**SWOT Analysis**

* Strengths
  + High probability for money growth
  + Appeal to an untapped audience due to the pandemic
* Weakness
  + Has limits to the items that PitStop can provide
  + Hard to spread awareness unless enough startup funding
* Opportunities
  + Opportunities to lead as a popular app
  + Can take advantage of mobile apps that are related
* Threats
  + Disinterest in the app
  + May get overshadowed by other apps if not done correctly