

# MARKETING PLAN

## THE NIGHT HAWKERS

The all-rounded guide for Asian street food



Kelly Leung

# Introduction

The Night Hawkers is a digital magazine that aims to introduce Asian street food by delivering restaurant recommendations, travel guides, stories of the owners and exclusive recipes. We will be the first magazine that devote fully on Asian street food and traveling in the US. Free articles will be posted every day, and we will publish a themed bi-weekly digital magazine for our subscribers.

Competitors: *Street Food, Food and Travel, Travel Magazine, Lucky Peach, Wok & Kin*



# Target Audience

**Demographic:** Gen Z, millennials

**Psychographic:** Lovers of (Asian) street food, traveling and pop culture; rely on social media/ digital platforms for meal ideas and food travel plans

**Behavioral segmentation:** Prior purchase of Asian cookbooks or travel guides to Asian countries; followers of foodies, liked a post on Asian street food, watched Netflix *Street Food* series; followers of travel influencers and liked a post on traveling in Asia



Shari Shari, Hong Kong

# SMART Goals for first quarter

Build 50K magazine subscribers

Reach 100K followers on social media platforms



# Goal 1: Build 50K magazine subscribers

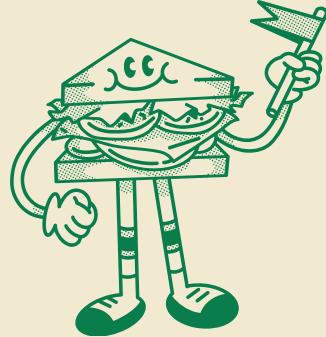
**Strategy:** Launching campaigns to attract subscribers

- **Tactic 1:** Special discounts and gift for subscribers who subscribe for one-year plan since the inaugural issue
- **Tactic 2:** Subscriber receive exclusive recipes from chefs from the featured restaurants and BTS for interviews



Penghu, Taiwan

# Goal 2: Reach 100K social media followers



**Strategy:** Develop social media campaigns to boost followers

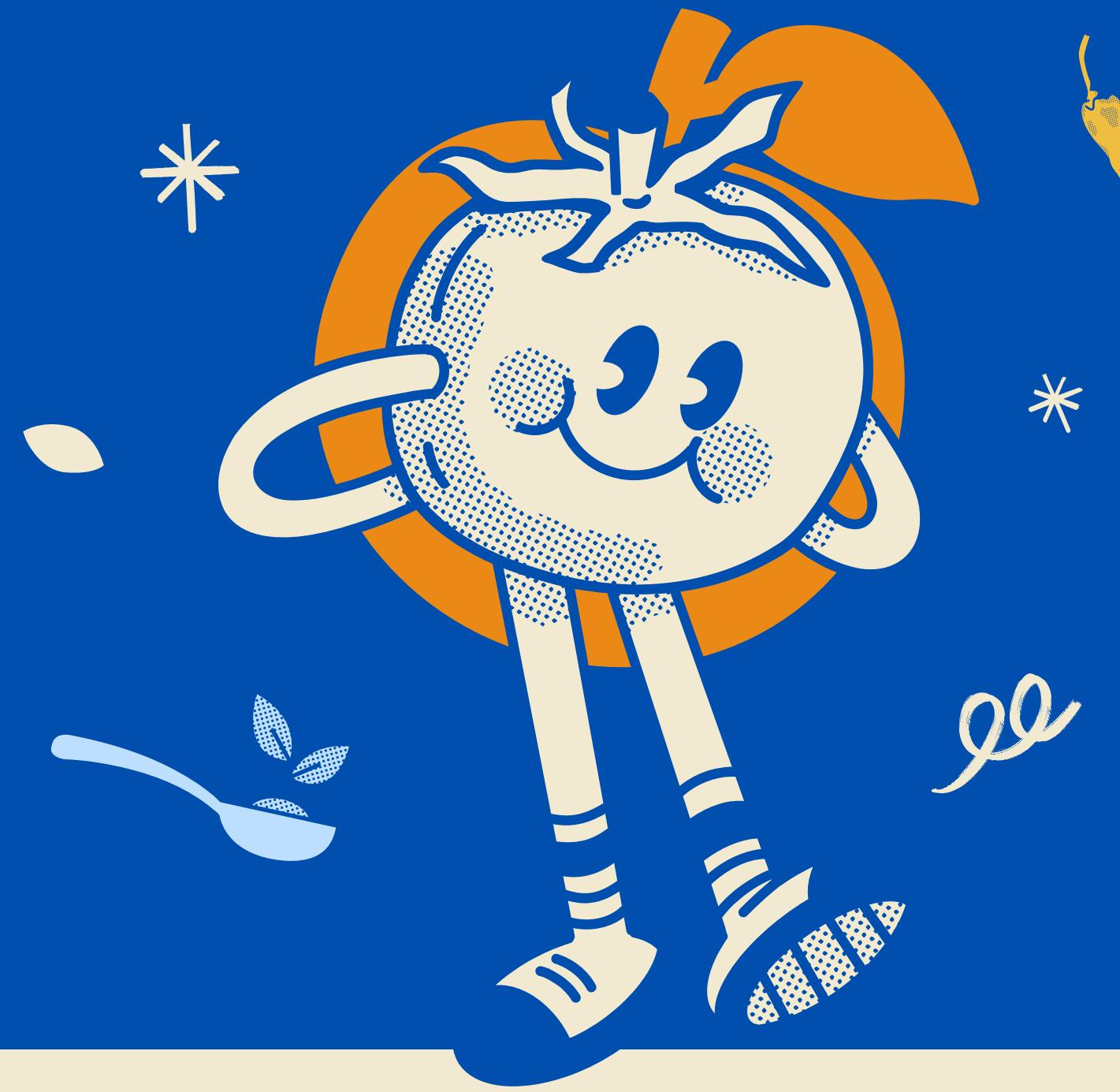
- **Tactic 1:** Launching Instagram Q&A to collect readers' recommendations and cooking tips
- **Tactic 2:** Create short-form videos with influencers like Uncle Roger, Sam Chui and Korean Englishman to review our food and travel recommendations



영국남자  
KOREAN ENGLISHMAN



# Measurements



01

The increase in the number of paid subscribers for the digital magazine after launching campaigns that boost subscribers.

02

The number of followers on social media platforms (X, Instagram and TikTok)

03

The engagements of our social media posts – the like we receive and the number of participants in campaigns.

# Thank you!



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