



# Poppin Joe's™ Content Strategy

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## **Introduction:**

The purpose of this report is to develop a content strategy for our website and social media accounts through examination of our business' audience, competitors, content, and social media. By implementing a content strategy, we can improve our content consistency, build our credibility, and strengthen our brand (Redish, 2012). The included sections are below:

- [Key Messages and Purpose](#)
- [Intended Audience](#)
- [Competition](#)
- [Page Content](#)
- [Social Media](#)
- [Next Steps](#)

## **Key Messages and Purpose:**

Since 2005, Poppin Joe's has made and sold Gourmet Kettle Korn for the general public.

The purpose of this website is threefold:

- Selling kettle corn (e-commerce)
- Sharing Joe's story
- Raising awareness for various causes

Poppin Joe's preaches empowerment and acceptance. We encourage our customers to approach life with love and sweetness, the same way we approach our kettle corn.

## **Intended Audience:**

Properly understanding the group(s) we are trying to serve will influence everything about the website, especially its content (Carroll, 2020). The intended audience for the Poppin Joe's website includes kettle corn **enthusiasts**, those interested in **raising awareness** for folks with Down Syndrome and other developmental disabilities, and **community organizations** that aim to promote small businesses and/or Poppin Joe's key messages. Based on these general groups, we can make assumptions about what needs motivate our customers or users to visit our website.

**Kettle Corn Enthusiasts:** The Enthusiasts will mainly visit Poppin Joe's website to shop for kettle corn and learn about the products and services we offer. It is important to include a page on the website for shopping, as well as a page dedicated to sharing our story and process.

**Awareness-Raisers:** The Awareness-Raisers will primarily visit Poppin Joe's website to learn about how supporting our business contributes to creating opportunities for folks with Down Syndrome or other developmental disabilities. These users will desire a site page dedicated to Poppin Joe's history and a page dedicated to the causes and fundraisers Poppin Joe's promotes and supports.

**Community Organizations:** The Community Organizations are a mix of the Enthusiasts and Awareness-Raisers, in a way. They will visit the website to learn about Poppin Joe's products and services, history, and humanitarian mission, which the Enthusiasts and Awareness-Raisers also seek, respectively. However, they will also want to learn more about how to get in contact with Poppin Joe's to involve us in various events. The pages that must be included for this group are:

- Shop
- Business History/Story
- Mission
- Contact
- Event Calendar

These clearly sectioned pages, with added detailed information, will help Poppin Joe's stand out against our competitors because we will lay out everything each of these groups might want or need from our website. An easily navigable website increases credibility for our business, which will increase engagement and, in turn, sales.

## **Competition:**

While Poppin Joe's kettle corn is exceptionally delicious and supports important causes, it is not unique. Many other kettle corn small businesses exist. To understand how we can make Poppin Joe's Gourmet Kettle Korn stand out against our competitors, we must understand our competitors themselves. Analyzing their websites and taking inspiration from the most successful aspects of their sites will help us figure out and fix problems with our own site (Osborn, 2017). The three kettle corn small businesses that we will be focusing on are:

- Colonial Kettle Corn
- Marigold Gourmet Popcorn
- Jeff's Kettle Corn



**Colonial Kettle Corn:** Located in Virginia, Colonial Kettle Corn advertises itself as “The World’s Finest” kettle corn. That claim is heavy, bold, and enticing.

Their website’s site menu contains four sections:

**Home      Order Online      Farmer’s Market Schedule      Contact Us**

This selection is sparse but straightforward. It includes a place to shop, a calendar, and a contact page. For basic customers only looking to purchase kettle corn, this selection is adequate, but for the rest of their audience, it is lacking. The closest aspect of their site to an “About Us” page is a very short blurb on their homepage entitled “Our Promise,” which only talks about the ingredients they use in their kettle corn. There is no statement of a message or history anywhere on the site. Furthermore, when a user clicks on their “Farmer’s Market Schedule” tab, the page is completely empty.

Their social media strategy is also sparse. They have an [Instagram](#) account and a [Facebook](#) page. Their Instagram account was last updated June 16, 2018; it is no longer current or relevant, making it basically negligible. Their Facebook page has been updated more recently, but their posts are very occasional without a common theme.

We aim for the Poppin Joe’s website to be much more detailed and informative than the Colonial Kettle Corn website, but there is one aspect of their site from which we can take inspiration: their “Contact Us” tab leads to a contact form, which is clear, easy to use and understand, and lists many different forms of contact.



**Marigold Gourmet Popcorn:** This company was founded in 2019, much more recently than Poppin Joe's. Their website and its content are sleek and welcoming, and their social media approach is more well-rounded than Colonial Kettle Corn's.

The Marigold Gourmet Popcorn website contains lots of helpful information. Their site menu includes the following main sections: Home, Popcorn, Gifts, Candy, Special Orders, About, and Contact Us. They also have an option to create an account, which would make it easier for repeat customers to shop online.

A screenshot of the Marigold Gourmet Popcorn website's navigation bar. It includes links for Home, Popcorn (with a plus sign indicating a dropdown menu), Gifts, Candy, Special Orders, About, Contact Us (with a plus sign), Log In, and Create Account. Below the navigation is a decorative banner with the text "Popped with Love at" and the address "3820 Charlotte Avenue Nashville, TN 37209".

- Home
- Popcorn +
- Gifts
- Candy
- Special Orders
- About
- Contact Us +
- Log In
- Create Account

Popped with Love at  
3820 Charlotte Avenue  
Nashville, TN 37209

One aspect of their site that stood out to me was the fact that they include a customer review quote on their “About” page. This addition increases credibility. The Poppin Joe’s Story page contains a link to a review, but including the review (or a quote from the review) itself ensures that every user who visits the page will read the review.

Marigold Gourmet Popcorn has an [Instagram](#) account, a [Facebook](#) page, and a [Twitter](#) account. Their Instagram and Facebook pages are updated frequently and include information about popcorn and candy flavors, the way their business works, and posts that advertise their business’ unique aspects (like their monthly flavor updates). Their Twitter account, on the other hand, hasn’t been updated since 2022.

We can take a great deal of inspiration from Marigold Gourmet Popcorn’s updated and relevant social media, extensive and credible site content, and aspects that increase ease of site use, like creating an account for repeat customers.



**Jeff's Kettle Corn:** This kettle corn business' website is simple and informative, but it is confusing to navigate, and some parts of the website are not where the user might expect them to be. Furthermore, their social media presence is extremely limited.

The site navigation menu contains nine sections, but only three of them are visible at a time at the top of the page. The nine sections are Home, Favors, Our Flavors, Popcorn Bar, Contact Us, About Us, Fundraising, Wholesale, and Gifts & Seasonal. There is an “Order Now” button at the top right of the page, next to the search and shopping cart. However, I would expect an average user to first look for a “Shop” page in the navigation menu; their first thought would not be to look in the top right of the page.



The only social media that Jeff's Kettle Corn uses is [Facebook](#). In the past three months, fewer and fewer posts have been shared, and their last update was August 31, 2024. That date is nearly a month away, making their page appear outdated. When they do post on their Facebook, they post holiday wishes, event announcements, and product advertisements. Their social media content is strong, but their presence is lacking.

Jeff's Kettle Corn's website and social media both have strengths and room for improvement. We could take inspiration from the simplicity of their layout, but our content is already more effective than theirs. The different kinds of posts they make on their social media are effective in advertising their products and connecting with their customers; we would benefit from using a similar strategy.

## Page Content:

Now that we have determined the key messages, purpose, and audience of our website and analyzed a few of our competitors, we can examine our site and determine what content and information should be included. We will complete this examination page-by-page.

**Homepage:** A homepage should state the site's purpose and indicate where to begin when browsing (Carroll, 2020). As we observed when we examined our competitors' websites, simple homepages are much easier to navigate than cluttered pages with too much information.

Currently, the Poppin Joe's homepage contains the following:

- Logo & title
- Navigation bar
- Link to Birthday Cake Kettle Korn
- News clip about Joe's story
- Video about new production site
- Invitation to subscribe to email newsletter

This information is relatively simple, but the user has to scroll lots to reach the bottom of the page. The video about the production site could be removed, and the news clip about Joe's story could be moved to the "Joe's Story" tab. Otherwise, the homepage is strong.

**Shop:** Below the Poppin Joe's logo and the navigation bar, the "Shop" tab contains the kettle corn flavors made and sold by Poppin Joe's. This simplicity is extremely effective at encouraging users to find what items they want without digging through useless content. The "Shop" tab is also first in the navigation bar, which means it is the first word many users will read when exploring the site. This page could be combined with the "Products" page, which is discussed in the [Products subsection](#) below.

**Joe's Story:** The “Joe’s Story” tab in the navigation bar contains the history of Poppin Joe’s in the form of text, contact and location information, an image of Joe, a mission statement, and a link to a customer review. This information could be simplified and condensed.

As stated in the [Homepage subsection](#) above, the news clip about Joe’s story could be moved to this page. It would accompany and reinforce the textual history nicely. The mission statement and image of Joe, on the other hand, could be moved to the homepage.

Lastly, as stated in the [Marigold Gourmet Popcorn subsection](#) of our competitor examination, replacing or accompanying the link to the customer review with a direct quote from the review will ensure that all visitors to this page read it. Otherwise, the information included on this page is necessary and effective.

**Products:** The “Products” page contains a statement of their flavors, a link to their Etsy shop, a list of retail outlets that sell Poppin Joe’s, contact information, and links to their flavors.

This page feels redundant; with a “Shop” page already included to the site, users might get confused about where to go to purchase products. Furthermore, the links to the flavors at the bottom of this page lead to different pages than the links to the flavors on the “Shop” page.



Where the “Shop” page link leads

This Original Kettle Korn is the flavor that started it all for Joe. When making kettle korn, the popcorn pops up through a very light coat of sugar and is then salted with sea salt, creating a sweet and salty combination that can be addicting!

Add To Cart (small)

Add To Cart (medium)

Looking for a bulk order, snack size, large, or have a special occasion? Special requests are always welcome! You can place your special order by contacting us at 912-230-4662 or by email at [poppinjoeskk@gmail.com](mailto:poppinjoeskk@gmail.com)

Where the “Products” page link leads

This link difference will be even more confusing for users, as they may not know if these two separate purchasing pages do the same thing. To solve this issue, it would be effective to combine the “Products” and “Shop” pages to improve the ease of site navigation.

While the “Shop” page benefits from its simplicity, the information included on the “Products” page could be placed below the products we are selling. This change combines similar information, making site navigation clearer.

**Photos:** The “Photos” page contains a plethora of photos of Joe, Poppin Joe’s events, the Poppin Joe’s production site, kettle corn production itself, and so much more. There are too many photos to be simply placed on the webpage; it would be much less overwhelming for the user if the photos were in a slideshow format, allowing the user to click between photos instead of having to scroll all the way down the page.

**Contact:** The “Contact” page of the Poppin Joe’s website contains the following contact information:

- Phone number
- Email address
- Facebook account name
- Twitter account handle
- Instagram account name
- Etsy store link

All of this included information is helpful and effective. However, as stated in the [Colonial Kettle Corn subsection](#) above, this page could benefit from a contact form the user could fill out to contact the Poppin Joe’s team directly.

The page would also benefit from adding hyperlinks to the business’ social media accounts to encourage more site users to follow these accounts. The space to sign up for the Poppin Joe’s email newsletter would make more sense on this page, though it could also be included on the homepage to encourage more subscribers.

## **Social Media:**

Currently, Poppin Joe's mentions three social media accounts on our website:

- Facebook ([business](#) and [personal](#))
- [Twitter](#)
- [Instagram](#)

Our business Facebook page is updated often, at least weekly, and its posts are mostly life updates and event announcements. Joe's personal page has not been updated since February; these accounts can be merged. The Facebook page would benefit from additional product advertisements and links to the website. With that addition, the social media content would mirror the content praised in the [Jeff's Kettle Corn subsection](#).

The Poppin Joe's Twitter account has not been updated since 2021, and it was used sporadically before that. It would benefit from the same types of content listed above, as well as interactions with Poppin Joe's fans and customers.

The Poppin Joe's Instagram account is Joe's personal account. Seeing Joe's personal life connects the site's users with the business, but a business account that posts all the above types of content on Instagram would also be helpful.

## **Next Steps:**

In this content strategy report, we have determined the key messages and purpose of Poppin Joe's Gourmet Kettle Korn, as well as its intended audience, successful aspects of competing kettle corn companies, effective reorganization of site content on each page, and more engaging social media strategies.

Our next steps are to employ the strategies and changes determined in this document to decrease site and social media inconsistencies, increase our credibility, and overall strengthen the Poppin Joe's Gourmet Kettle Korn brand. Let's get to work!

## **References:**

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