

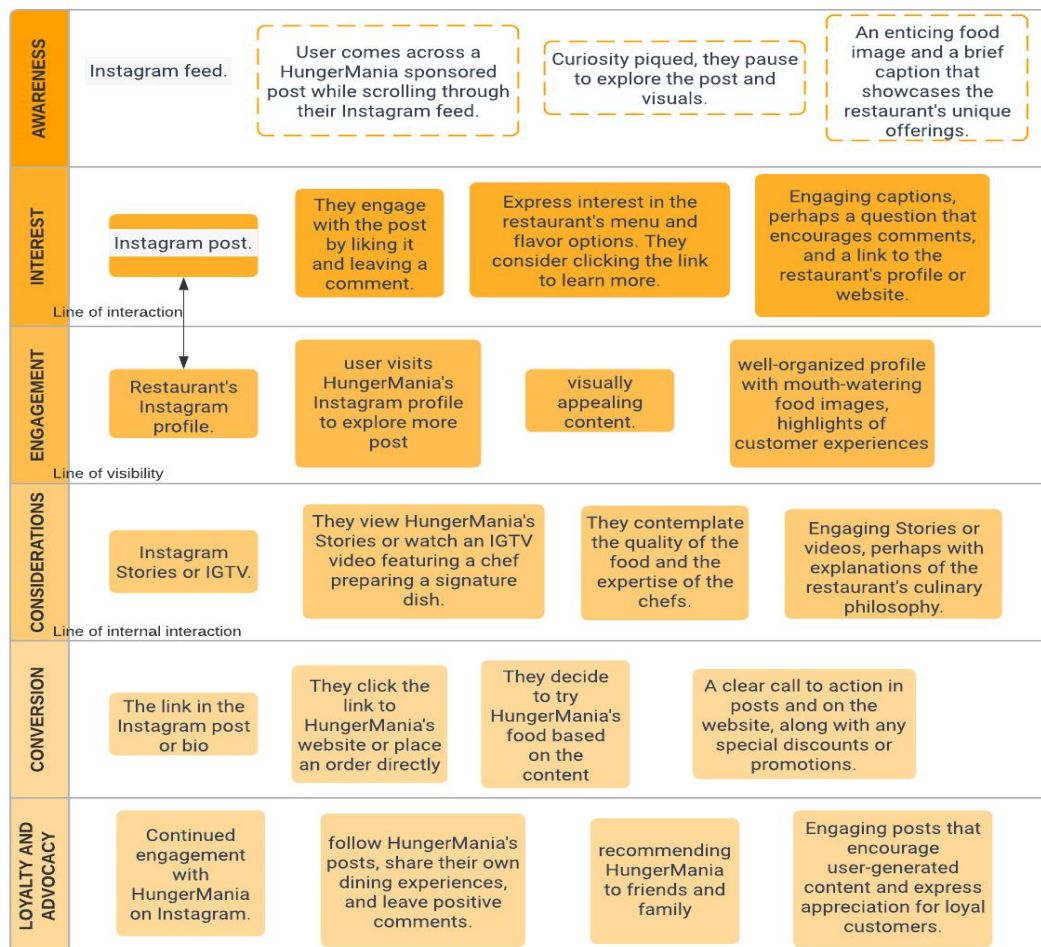
PROJECT DEVELOPMENT PHASE

DETERMINE THE REQUIREMENTS

(CUSTOMER JOURNEY MAP)

Date	06 May 2023
Project Name	Creating an Sponsored Post for Instagram
MEMBER 1:	MAHADEVI (A17D49D63D86565BE654D2154AB88848)
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CUSTOMER JOURNEY MAP:



DETERMINATION OF REQUIREMENTS:

Requirement: Content Calendar

Objective: To ensure a consistent and well-planned posting schedule that aligns with HungerMania Restaurant's goals and engages the target audience on Instagram.

Details:

- **Frequency:** Post a minimum of 4 times a week, including a mix of static posts, Stories, and interactive content.
- **Content Types:** Vary the content types to include food photography, behind-the-scenes moments, chef spotlights, and user-generated content.
- **Special Occasions:** Plan and schedule posts for special occasions like holidays, restaurant anniversaries, or themed cuisine days.
- **Promotions:** Include posts highlighting special offers and promotions, and ensure they are posted ahead of their start date.
- **Caption and Hashtags:** Create engaging captions for each post, and research and include relevant hashtags to boost discoverability.
- **Call to Action (CTA):** Define clear CTAs for each post, whether it's encouraging reservations, orders, or engagement (likes, comments).
- **Visual Branding:** Maintain a consistent visual style, with a focus on vibrant colors, mouthwatering food imagery, and professional photography.
- **Engagement Tactics:** Incorporate interactive elements, such as polls, quizzes, or Q&A sessions, at least once a week.
- **Content Analytics:** Regularly review and analyze post performance using Instagram Insights and adjust the content strategy as needed.
- **Monitoring and Engagement:** Assign a team member to monitor comments and messages daily, responding promptly to customer inquiries and encouraging engagement.
- **Testing and Optimization:** Continuously evaluate post performance and adapt the content calendar based on data, ensuring content remains engaging and relevant.