Twitter Goals - Conversations & Promotions, through tweets & images

1. Entice interaction with the Chef Community and the Minor’s brand to create brand advocates
2. Promote trial and awareness of Minor’s products & services
3. All communication will come from Minor’s

Targets/Follow Strategy:

* Minor’s brand loyalists – Chefs, Foodies
* Food Professionals & Celebrities
* Trending restaurants – chains and independents
* New potential customers
* Culinary Schools
* Trade publications

Content Opportunities:

* General Communications -
  + Weekly flavor and/or appetizer focus – could do a quick promotion at the end of each month to support
  + Online Promotions – build loyalty with Twitter followers
  + New product sneak peeks – via recipes or product shots
  + Photoshoots – new product and programs, brand photography
  + Regional and/or seasonal discussions
  + General News Response – May not be food focused
  + Industry Trends & News – Retweets
  + Celebrity Chef & On-Trend Restaurants – Retweets
  + Menu Items that are trending or match specific Minor’s product – Retweet
* Event/tradeshow – Incorporated into event communication plan
  + NRA – Report on what we are seeing
  + ACF – Who’s at the booth, what’s going on
  + Flavor Experience – Lunches, speakers & presentations, etc.
  + Restaurant Depot Sampling Events – Special giveaway for Twitter followers who stop by
  + Recipe contests
* Minor’s Chef Activities
  + General Kitchen Development – Product & program specific recipes,
  + Speaking engagements
  + Community outreach
  + Restaurant/Meal Inspiration photos
* Brand communication
  + Promotions
  + Products
  + Communications – New brand campaign, new videos
  + FlavorMeansBusiness.com Updates
  + Culinary School support/activities

Possible Account Name Ideas:

* @MinorsChefs
* @MinorsChefKitchen
* @MinorsKitchen
* @TheFlavorProfessionals
* @TheFlavorGurus

Estimate:

|  |  |  |
| --- | --- | --- |
| **Capability** | **Hours** | **Price** |
| Social Media Audit | 16 hours per audit | $3,000 |
| Social Media Annual Strategy | 25 hours per annual plan | $4,000 |

**$7,000 total**

**Schedule**

11/26 – Send info to Amy

12/15 – Internal review of plan

12/17 – Present plan to client