Meeting Minutes

Thursday, July 27th 2017

Attendance: **SD** **MH** **AH**

1. **Post to Social Media Follow-up Tasks:**
   * Add Google+ and Pinterest to Social Media Plan - **MH**
   * Ask Ajay to create dishes to post to social media - **MH** / **AH**
   * Create overlapping texts to post to social media - **SD** / **MH**
     + Open to ideas from **SD**?
   * Cont. posts on FB and increase FB ads - **MH** / **AH**
   * Create list of vendors to follow (identify planners, djs, etc) - **MH** / **AH**
     + Add vendors to list of recurring likes - **SD**
   * Create / upload videos to YouTube, FB, IG - **MH**
2. **Automate Instagram Follow-up Tasks:**
   * Program bots to follow users (3 days max) then unfollow - **SD**
   * Follow current Instagram users who’ve tagged IndAroma - **SD** / **MH**
     + These users will be on list of recurring likes along w/ list of vendors
   * Create hashtag list to find influencers - **SD** / **MH**
3. **Analyzing Other Profiles Follow-up Tasks:**
   * Use hashtags list to search and use for photos - **SD** / **MH**
     + Create sets of hashtags that work together - **SD**
   * Create list of competitors (“opportunities”) in DMV area - **SD**
   * Add additional information to business on Yelp if applicable - **MH** / **AH**
   * Target profiles by location based on hashtags earlier task - **SD**
4. **Analyzing Customers Follow-up Tasks:**
   * Provide data / permissions to view client data on Google sheet - **AH**
   * Create Google Form on tablet for HQ employees - **MH** / **AH**
     + Purchase tablet and set up reminders - **MH**
5. **Analyzing Menu Follow-up Tasks:**
   * N/A...follow goals as listed - **SD**
   * Rearrange menu after analysis (discuss to be a later task) - **AH**
6. **Targeting Customers Follow-up Tasks:** 
   * N/A...follow goals as listed - **SD**
7. **Blog Content Follow-up Tasks:**
   * Update goal instead of writing blogs to post in current blogs - **MH**
     + Create a list of blogs - **MH**
   * Remove “from the blog” on website - **MH** / **AH**
   * Search for awards to apply for - **SD** / **MH**
8. **Website Tracking Follow-up Tasks:**
   * Update task to “YES” in necessary column - **MH**
9. **Miscellaneous Follow-up Tasks:** 
   * Catering employees carry business cards - **AH**
     + Discuss plan of action - **MH / AH**
   * Delete blurry thumbnails from Instagram, WeddingWire, FB, MaharaniWeddings - **MH**
   * If we hire interns (India / US) how much would this cost? - **AH**
     + Follow-up w/ accountant - **AH**
   * Update proposal Google sheet w/ website backend information - **MH**