



PLAiTO

Social Media Marketing Plan

Presented By:

KARL FANEGA – C0863052

MARICAR BONIFACIO – C0865226

MHON LEE LIMUN – C0864757

ROSELLE LORENZO – C0874189

RHEA WATE – C0866612



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MARKETING COMMUNICATION OBJECTIVES & CAMPAIGN GOALS

Establish PLAITO as the smart choice in meal planning and delivery service among students in Toronto, Our Social Media Marketing Campaign will utilize Facebook, Instagram, TikTok, YouTube and X to ensure we reach our target market and achieve the following marketing communication objectives:



Goal 01: Plaito as the Brand of Choice

Recognize Plaito as the preferred smart, meal planning solution for students. Emphasizing Plaito AI as a unique product feature that you can access in the palm of your hand.



Goal 02: Plaito as the Reliable Service

Show Plaito as a credible alternative in the meal-planning delivery industry through collaboration with universities and colleges around Toronto, along with product trial activities at our website and app.



Goal 03: Plaito as the Students' Choice

Drive and grow the student customer base through special promotional packages catered to students through the use of Student Loyalty Programs.



In our Social Media Marketing Strategy we will be focusing on the 3 aspects of Social Media: Owned, Paid, and Earned.

In developing a social media marketing strategy, it is important to establish clear key performance indicators (KPIs) that align with business and marketing communication objectives.

A well-crafted social media marketing strategy serves as a roadmap for businesses to effectively engage with their audience while achieving measurable results in line with their goals.

Social Media Marketing Strategy

Owned

Media and Content that we have complete control over. Plaito's own social media accounts: Facebook, Instagram, Tiktok, etc.

Paid

Media and Content promoted through sponsored posts. Plaito will allocate funds to push traffic to website and app through promotions or discounts.

Earned

Media and Content that is organic and unpaid exposure from other people using the social media platforms. They could be through mentions, reviews, tagged posts, etc.



Social Media Marketing Strategy

Owned



Our owned social media marketing strategy is establishing a consistent brand presence across all owned channels. This involves creating cohesive visuals, messaging, and tone of voice that align with your overall brand identity. By maintaining a unified brand image on owned social media platforms, businesses can establish credibility and build trust among their followers.

What to do:

- Create valuable and relevant content for target audience
- Post about Plaito features, benefits
- Post about Plaito's products, company, workers
- Post regarding information content for the industry leaders
- Establish that Plaito is "smart" by using comedic/funny content

KPIs:

- Audience or Follower Growth
- Reach
- Impressions
- Engagement (Clicks, Likes, Reactions)
- Link Clicks
- Website Visit
- Conversions



Social Media Marketing Strategy



Paid

By leveraging the audience and interests of social media users from the many different platforms, we can allocate budget to run promotions and discounts. Reach potential customers by creating interesting copy, image, and offer that converts viewers to customers. Through better targeting capabilities, we can reach a more specific target audience to our website or app.

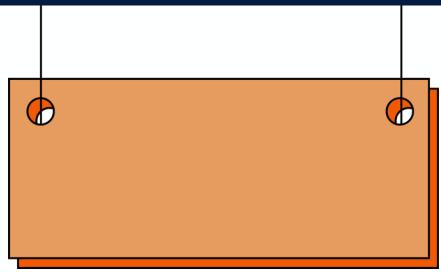
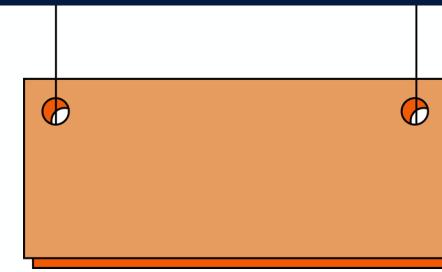
What to do:

- Identify key audience based on location, interest, demographics
- Create Ads relevant to the audiences chosen on each platform
- Run ads on all platforms, but focus on Tiktok on targeting students, and Meta to target older students
- Run Reach or Awareness video ads to get interest of a wider audience
- Experiment on different ad formats
- Run remarketing ads to website visitors and app users
- Do Continuous Optimization

KPIs:

- Reach/Impressions/Frequency
- Engagement
- Link Clicks
- Click-through-rate
- App Downloads
- Website Visits
- Conversions
- ROAS (Return on Ad Spend)
- Budget
- Cost per Click/Conversion
- CPM (Cost per 1,000 Views)
- Cost per 1,000 Reach

Social Media Marketing Strategy



We will develop an effective earned social media strategy, by creating engaging and shareable content that can foster authentic connections. Before getting organic earned content, we might have to initially give incentives to customers who shares or mentions Plaito. Responding and interacting with these shares or mentions will also help with growing our reach in social media platforms.

What to do:

- Entice customers to mention or share about our content through incentives
- Create a contest to garner interactions
- Re-Share brand mentions
- Interact with customers from shared posts or mentions
- Use our in-campus events create social media contests
- Entice customers to give positive review or ratings
- Collaborate with Influencers or Industry experts

KPIs: Use social listening tool

- Brand Mentions
- Hashtags
- Reach from tagged post
- Impressions from tagged post
- Engagement (Clicks, Likes, Reactions)
- Ratings (5 stars?)
- Review Count
- Average Response Time (Messages)



SOCIAL MEDIA PLATFORMS TO USE



Plaito strategically opts for Facebook due to its expansive user base and adaptability. With nearly 30 million users in Canada and a penetration rate of 77%, Facebook proves to be a powerful medium. Canadians aged 25-34, constituting almost a quarter of all users, align perfectly with Plaito's target demographic. Also, the prevalence of 6.4 million active users in Ontario enhances the platform's relevance for Plaito's campaigns. Leveraging Facebook advertising, with the potential to reach over half of Canada's total population, becomes a key asset in Plaito's efforts to connect with and attract Toronto college students.



Plaito will take advantage of the 2nd top Social Media for Canada which 55% of the population are using. Instagram algorithm heavily favors content with a lot of interaction and Plaito believes that this platform encourages a lot of audience engagement. Study shows the revenue in the Online Food Delivery market is forecasted to reach US\$1.04tn in 2023. Instagram offers unparalleled access to a wide range of demographics—especially millennials, who happen to be the highest percentage of online food delivery users worldwide.



Plaito chooses TikTok because of its widespread popularity among the younger demographic. The platform's brief and creative format allows Plaito to share enjoyable content, participate in popular trends, and create a lively presence specifically tailored to Toronto college students. With 3.2 million active users in Canada, 70% of whom are under 40 years old, TikTok serves as an ideal channel to directly reach the student demographic that Plaito is targeting.



Plaito strategically includes Twitter in its social media strategy, leveraging the platform's real-time updates and engagement. With nearly 8 million users in Canada and a notable presence among Canadians with postgraduate degrees and high incomes, Twitter, as the fourth most popular social media platform in the country, aligns well with Plaito's target demographic of Toronto college students. The platform's dynamic nature provides an ideal space for Plaito to share timely announcements, engage in conversations, and drive app downloads among the fast-paced college community.



71 percent of Canadian Internet users, or 17.6 million people, visit YouTube every month. YouTube stands as the premier platform for food-based publishers seeking to leverage its educational content. Having the highest global site traffic, it offers a prime opportunity for Plaito for sharing the latest food hacks, cooking tips, and recipes through easily digestible video content.

Sources:

- 10 key restaurant marketing tactics to attract more customers. Lightspeed. (2023, April 10). <https://www.lightspeedhq.com/blog/restaurant-marketing-how-to-attract-customers>
- Dixon, S. J. (2023, August 31). Topic: Social media usage in Canada. Statista. <https://www.statista.com/topics/2729/social-networking-in-canada/#topicOverview>
- Durkee, H. (2023, October 18). Social media marketing for the Food Industry: Dash Hudson. <https://www.dashhudson.com/blog/social-media-for-food-brands>
- Online food delivery - worldwide: Statista market forecast. Statista. (2023, March). <https://www.statista.com/outlook/dmo/online-food-delivery/worldwide>





SOCIAL MEDIA MARKETING TOOL



Hootsuite will be utilized to manage Plaito's social media posts, calendar and monitor content performance across all chosen platforms. It will serve as a comprehensive plan for all social media activities, encompassing images, link sharing, user-generated content re-shares, blog posts, and videos. It also ensures an optimal posting frequency and timing for maximum impact.

Social accounts

Recently added

plaito71	Plaitomeals
plaitomeals	plaitomeals2023
Plaito Meals	Plaitomeals Facebook Page

Manage accounts





SOCIAL LISTENING TOOL

Plaito will also use Hootsuite's social listening tool to track mentions and hashtags from different social platforms.

The sample below shows how it can be utilized so our Social Media Managers can quickly react and interact with our customers.

This will help us track positive and even negative sentiment about the brand so we can tackle them right away.

The screenshot shows the Hootsuite Streams interface. On the left, a sidebar lists various boards: New Board, Twitter quick search, Saved items (0), MY BOARDS (Facebook Page: Plaitomeals, TikTok Business: plaito71, highlighted), Twitter: plaitomeals, Instagram: plaitomeals, and Instagram Business: plaitomeals. The main area displays three streams:

- My Videos** (TikTok Business: plaito71): Shows a video thumbnail of two people laughing and a post by plaito71 (@plaito71) from 44 mins ago with hashtags #mealdelivery #mealdeliverytoronto #plaitomeals #promo.
- Mentions** (plaitomeals): Displays a message icon and the text "There's nothing to see here, yet". A "Refresh stream" button is present.
- Likes** (plaitomeals): Displays a message icon and the text "There's nothing to see here, yet". A "Refresh stream" button is present.

On the right, a sidebar titled "Add a stream" under "Networks" shows "plaitomeals Twitter" selected. Other options include Home, @ Mentions, Retweets, Followers, Lists, Likes, My Tweets, Search, Advanced Search, and Scheduled.

Key things to Track with Social Listening tools:

- Brand Names
- Product Names
- Branded Hashtags
- UnBranded Hashtags
- Names of Key People
- Industry Buzzwords
- Campaign Names
- Competitors



CONTENT POSTING SUMMARY

					
Captions (characters)	1-80	138-150	300	280	1000
Hashtags (minimum)	1-2	3-5	1-2	1-2	3
Post frequency	1-2 /day	3-7 /week	1-5 /day	2-3 /day	1 /week
Timings	9am, 2pm	9am, 2pm, 8pm	10am, 3pm, 8pm	9am, 8pm	9 am

We understand the need to have a plan, but Social Media needs to be as dynamic and as relevant as possible. Always be ready for changes if needed.

For this summary of posts, these are suggestions on maximum and minimum limits on captions, hashtags, post frequency and timings.

These are a starting point and can change over time based on results from different posts. Our goal is to gather enough data on all our Social Media efforts and make decisions based on those data.

Data will be checked regularly and adjustments will be made as needed.



CONTENT CALENDAR

This is a sample content calendar created with Hootsuite so that our Social Media Specialists and Admins are able to view everything that is happening in all our platforms.

The screenshot shows the Hootsuite Content Calendar for the week of December 17-23, 2023, in GMT -05:00. The sidebar on the left includes icons for Home, Create, Search, Analytics, and Help. The main interface has tabs for 'Calendar' (selected) and 'Content'. It features a date range selector from 'Today' to 'Dec 17 - 23, 2023', and various filters and export options at the top right. The calendar grid shows posts scheduled for each day from Sunday, December 17, to Saturday, December 23. Each post includes a thumbnail, the account name ('plaitomeals'), the scheduled time (e.g., 7:00AM), and a brief description. Some posts are highlighted with a light orange background, such as the ones on Tuesday, Wednesday, and Thursday. A 'Recommended' section is visible for the 9:00 AM slot on both Tuesday and Wednesday.

Platform	Post Type	Scheduled Time	Account	Description
Twitter	Image Post	7:00 AM	plaitomeals	Ditching the struggle...
	Image Post	7:00 AM	plaitomeals	Question of the day...
	Image Post	7:00 AM	plaitomeals	Fast food? How abo...
	Image Post	7:00 AM	plaitomeals	Plaito: Because ma...
	Image Post	7:00 AM	plaitomeals	Ready to party? Pla...
	Image Post	7:00 AM	plaitomeals	Plaito: The smart c...
	Image Post	7:00 AM	plaitomeals	Rushing between cl...
Facebook	Image Post	9:00 AM	Plaitomeals	College survival kit:...
	Image Post	9:00 AM	Plaitomeals	Elevate your colleg...
	Image Post	9:00 AM	Plaitomeals	Plato had theories; ...
	Image Post	9:00 AM	Plaitomeals	Forget about last ni...
	Image Post	9:00 AM	Plaitomeals	Plaito: The only stu...
	Image Post	9:00 AM	Plaitomeals	Navigating college l...
	Image Post	9:00 AM	Plaitomeals	Lightbulb moment:...

The beauty of using tools like Hootsuite is being able to use the Social Media Management app for content ideas and recommended time to post to get the best audience reach.

CAMPAIGN



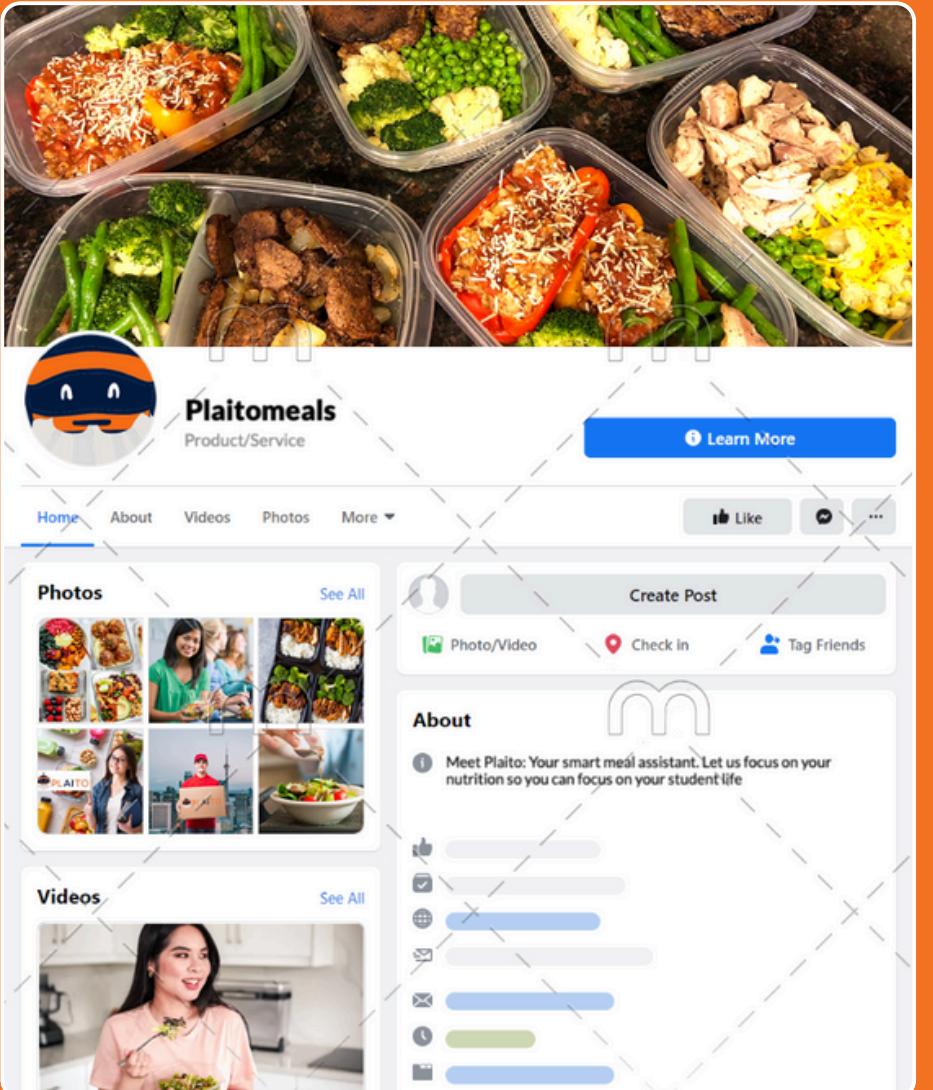
“BECAUSE YOU'RE SMART!”

Brand Voice: Smart and Energetic, Authentic & Welcoming, Witty





FACEBOOK



Owned

Objective:

Engage with the community through interesting and share-worthy posts regarding the brand, products, features, benefits, pain points, and industry-related topics. Increase platform followers and engagement.

Strategy:

Curate engaging content, use interactive features, and leverage targeted promotions. Foster a sense of community through Facebook Groups and maintain a responsive brand persona. Seamlessly integrate into the college student lifestyle for increased app adoption.

Paid

Objective:

Maximize app downloads and engagement among Toronto college students on Facebook through strategic paid media efforts.

Strategy:

Deploy targeted ads with exclusive promotions, utilize precise ad targeting, and optimize ad performance regularly for impactful results.

Earned

Objective:

Secure positive press coverage and genuine reviews on Facebook to enhance Plaito's credibility and drive app downloads among Toronto college students.

Strategy:

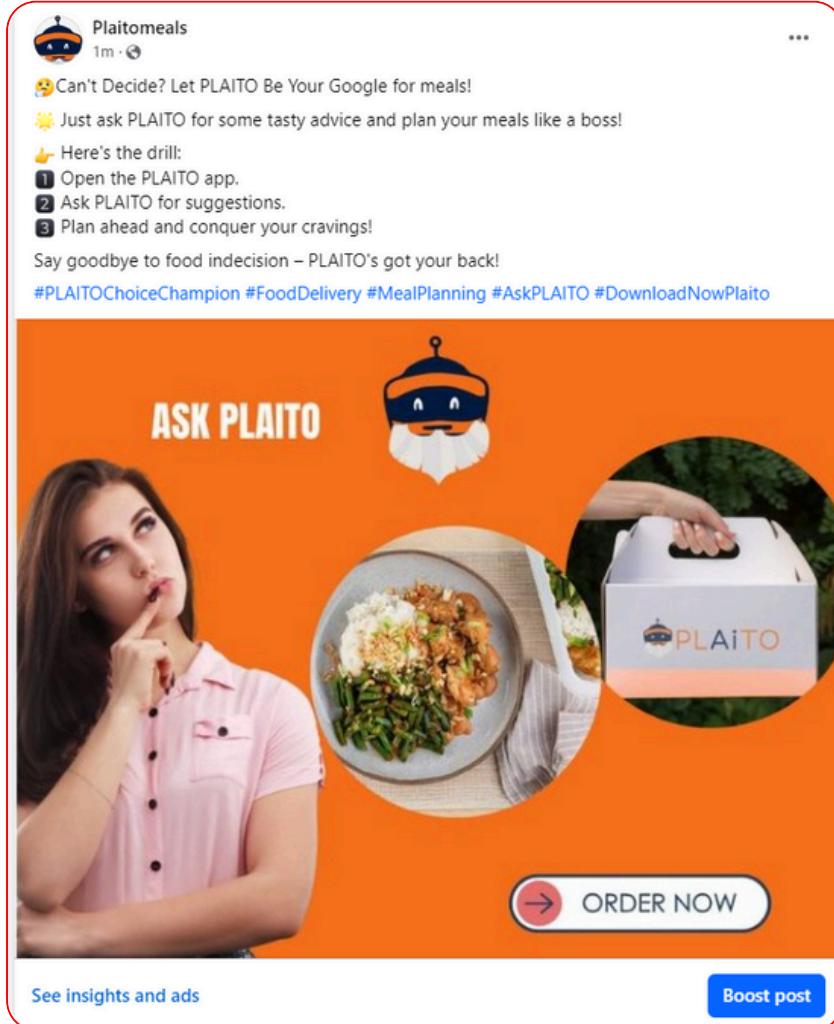
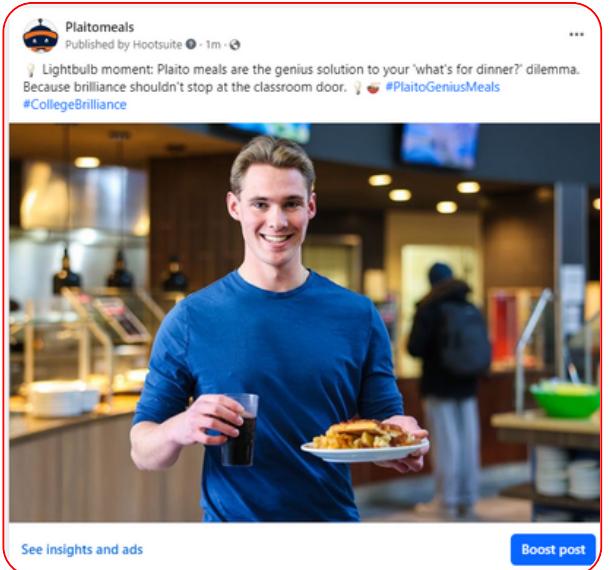
Engage with influencers and local publications for unbiased reviews, share success stories organically, and participate in relevant Facebook discussions. Monitor trends for authentic opportunities, fostering organic brand mentions for increased app adoption.



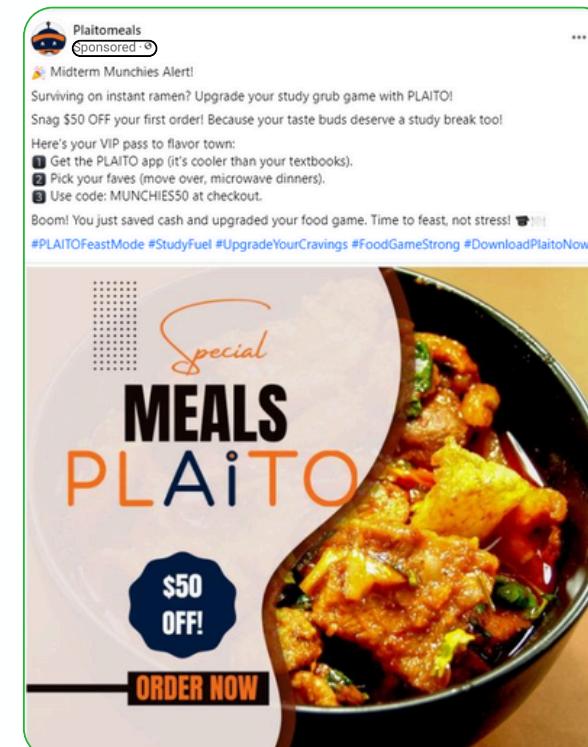


FACEBOOK

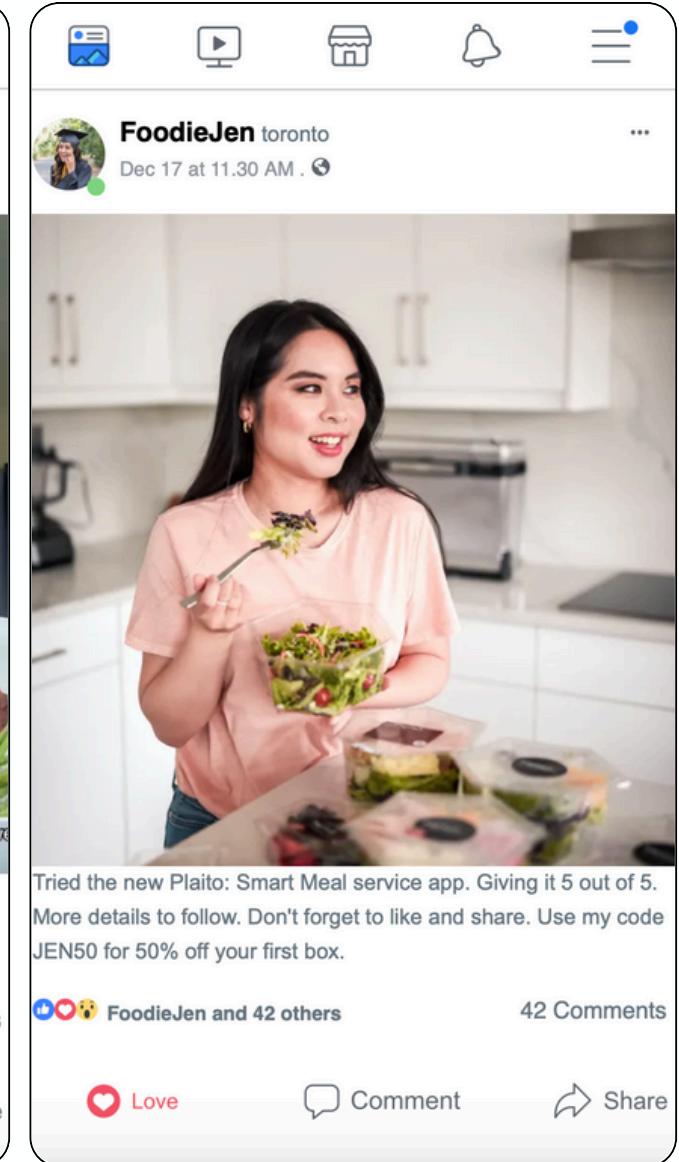
Owned



Paid

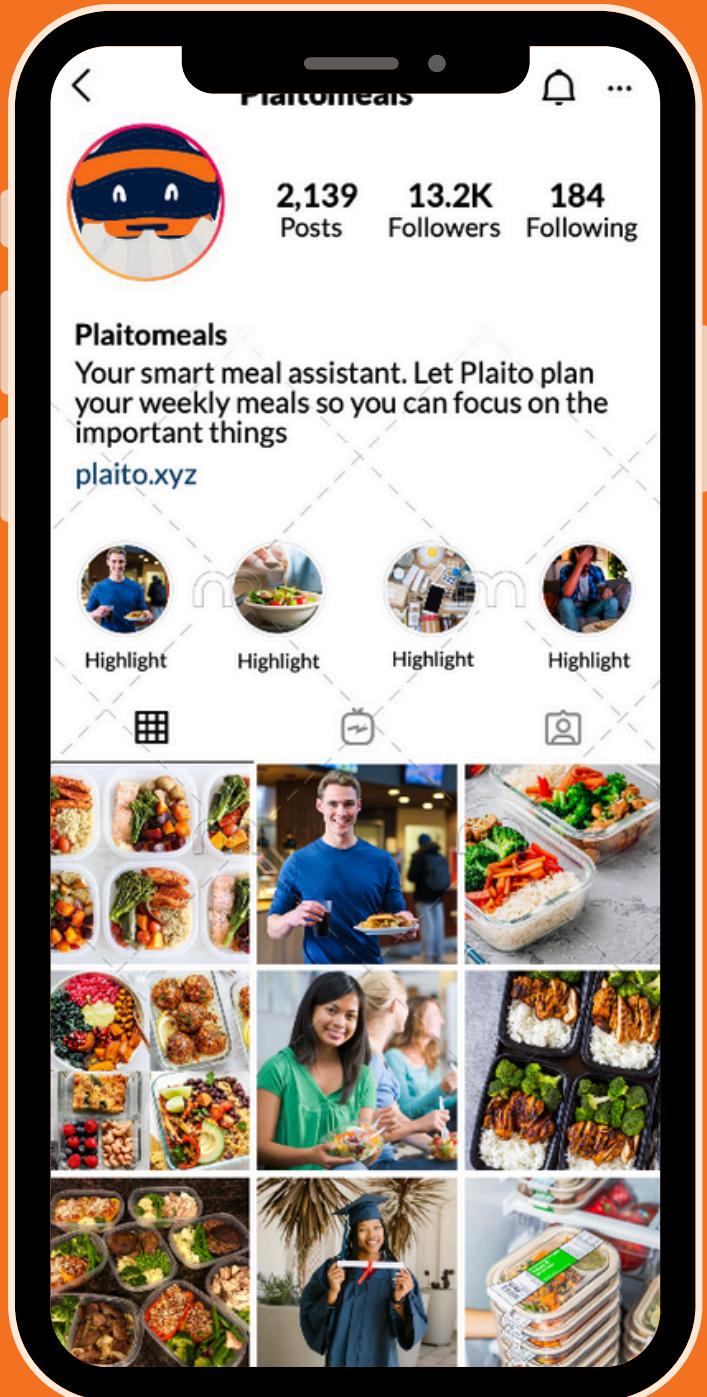


Earned





INSTAGRAM



Owned

Objective:

Instagram is a highly visual and food-based platform, enabling Plaito to showcase its meals through high-quality images and short videos that will reach foodie students.

Strategy:

Plaito's Instagram content strategy focuses on visually showcasing its diverse meal offerings, engaging the audience with educational and interactive content, and fostering a sense of community through customer testimonials and user-generated content. The brand maintains a consistent aesthetic, encourages audience participation, and regularly analyzes metrics to refine its approach.

Paid

Objective:

Plaito aims to increase app downloads by 30% among Toronto college students in the next 3 months.

Strategy:

Utilizing targeted social media ads, exclusive promotions, and influencer collaborations, Plaito seeks to position its app as a must-have for convenient and budget-friendly meal planning. The approach includes interactive campaigns and push notifications. Regular measurement and optimization ensure a dynamic strategy that resonates with the college community.

Earned

Objective:

Plaito seeks to amplify its brand through earned media by securing positive press coverage, reviews, and mentions, ultimately enhancing its reputation and attracting Toronto college students to download the app.

Strategy:

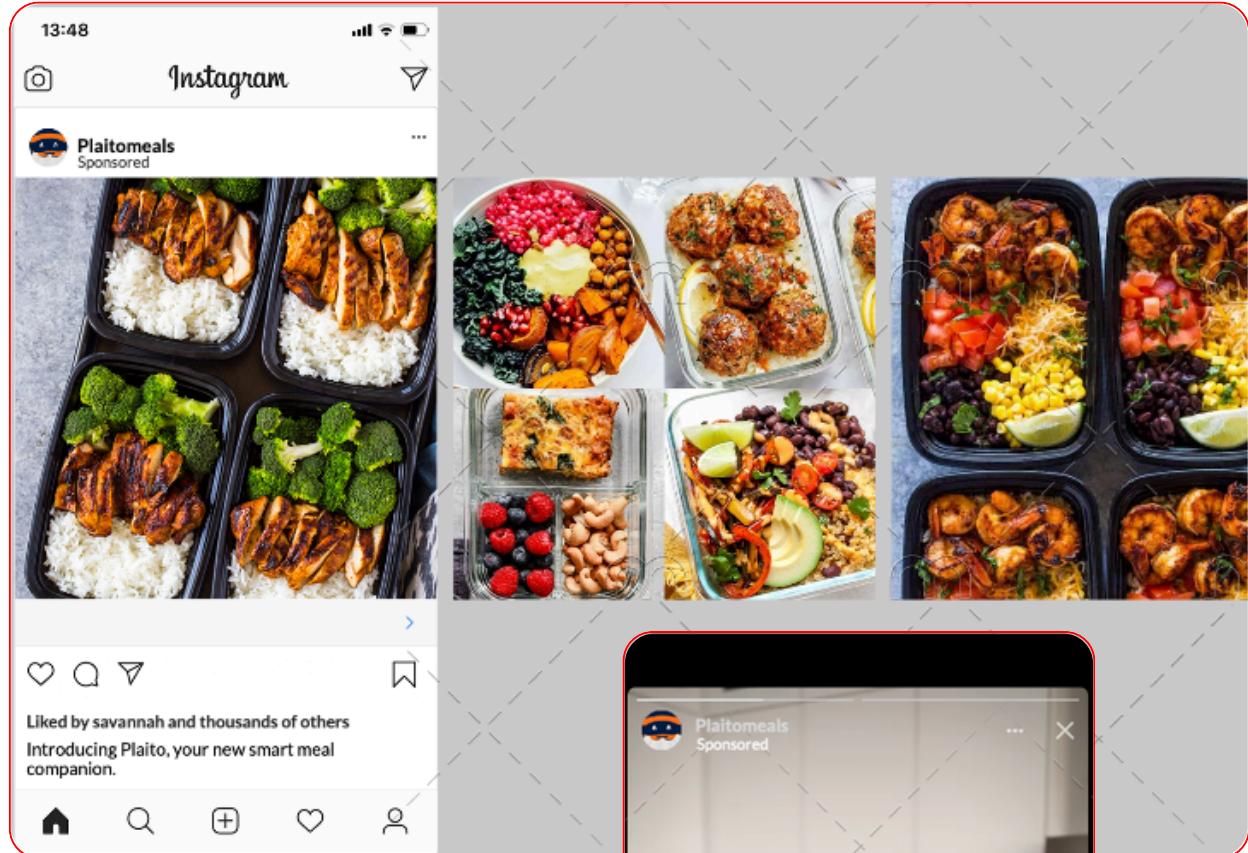
Generate buzz through press releases, engage influencers for reviews, and leverage user-generated content. Partner with local media and monitor online mentions for iterative improvements, fostering positive brand perception.



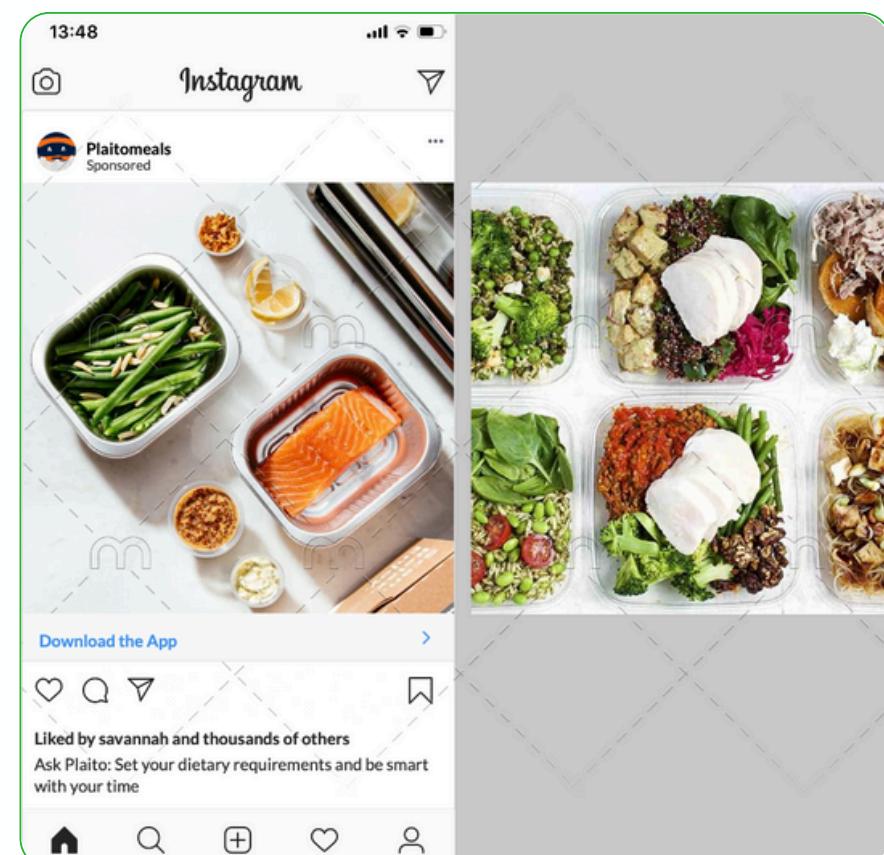
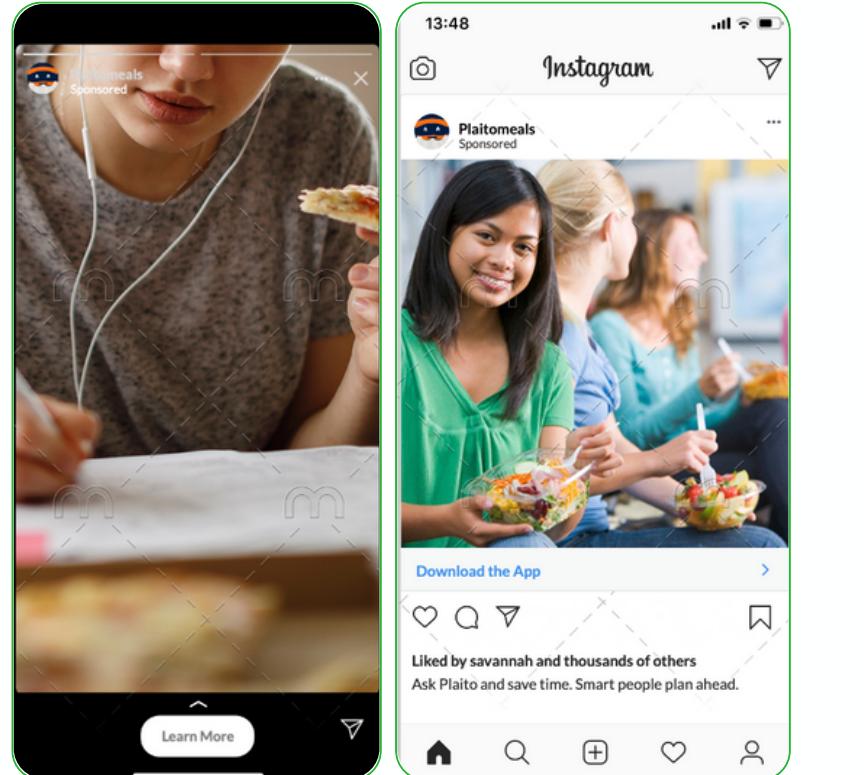


INSTAGRAM

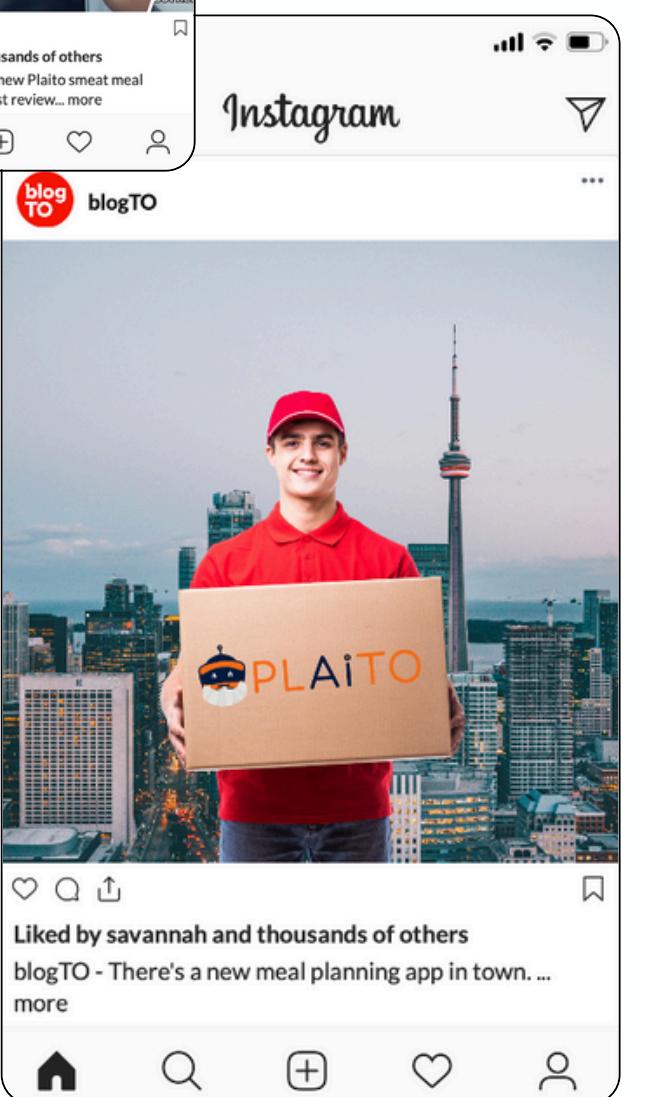
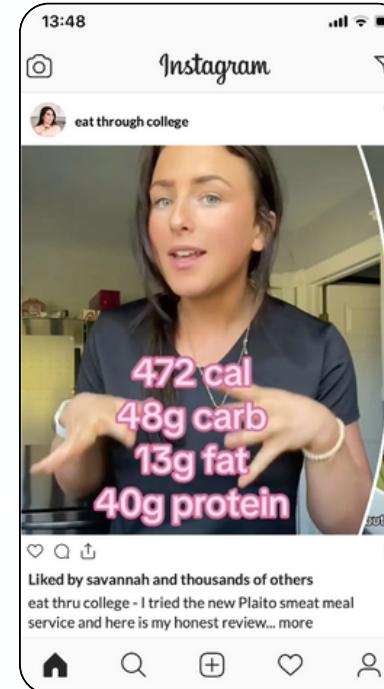
Owned



Paid

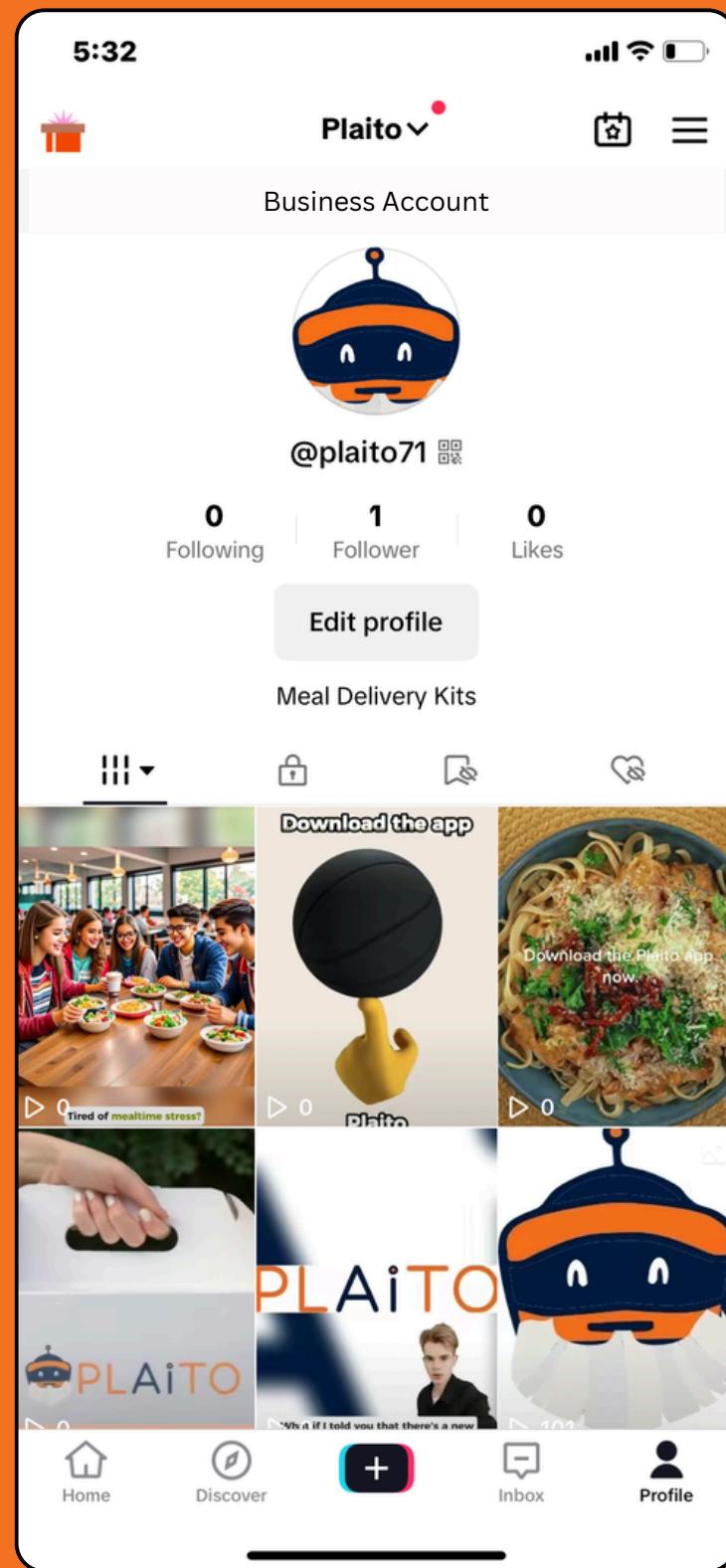


Earned





TIKTOK



Owned

Objective:

Connect with the younger audience, showcasing Plaito as a fun and convenient meal planning solution.

Strategy:

Regularly post short, entertaining videos showcasing Plaito's features, benefits, and highlighting its student-friendly aspects.

Paid

Objective:

Utilize the use of influencers doing “organic” reviews and unboxing to increase Plaito’s social proof.

Strategy:

Collaborate with TikTok influencers to create engaging content featuring Plaito. Run paid challenges to encourage user participation and creativity.

Promote posts for targeted audience based on demographics, interests and location.

Earned

Objective:

Bank on the rapid-growth of TikTok users and target the younger audiences that are interested to Plaito. Gain followers and engaged users to the platform.

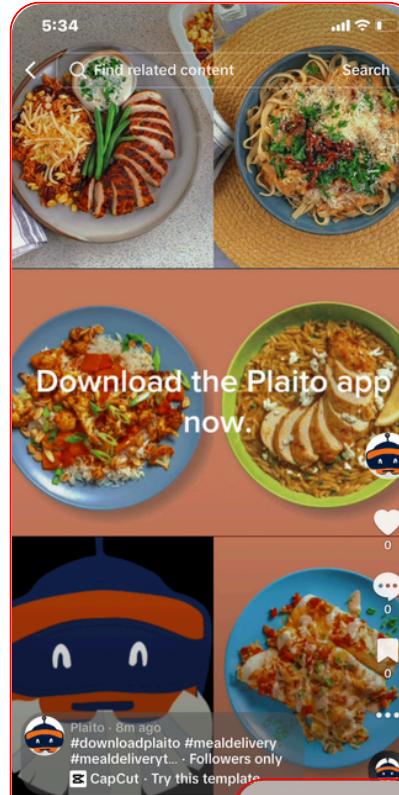




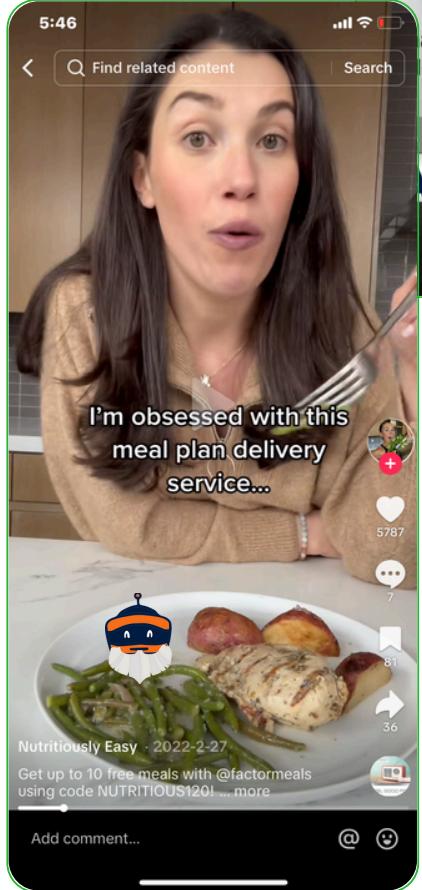
TIKTOK



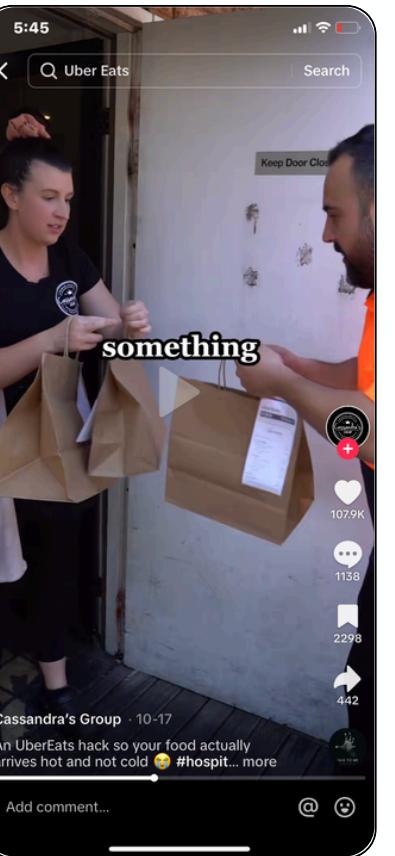
Owned



Paid



Earned





YOUTUBE

The screenshot shows the YouTube channel page for 'Plaito Meals'. The channel has 1 video and no subscribers. It features a profile picture of a cartoon character wearing a blue and orange cap. Below the channel info are buttons for 'Customize channel' and 'Manage videos'. The main content area shows a video thumbnail for 'Plaito Meal Delivery Services' which has 0 views and was uploaded 5 seconds ago. The video description reads: 'Elevate your meal game with Plaito's Smart Meal Delivery Kit – the ultimate solution for smart students! Enjoy convenient, nutritious meals designed to fuel your studies and satisfy...'. The video duration is 0:16.

Owned

Objective:

Provide in-depth content, tutorials, and testimonials to reinforce Plaito's value.

Strategy:

Upload tutorial videos, success stories, and behind-the-scenes content.

Highlight video or text-based testimonials or reviews left by customers from other platforms.

Create a playlist for easy navigation and sharing.

Paid

Objective:

Use the vast network of YouTube to display promotions or video content via reels, unskippable video, or display ads.

Strategy:

Invest in YouTube Ads targeting students interested in meal planning. Sponsor relevant content creators to review and showcase Plaito.

Earned

Objective:

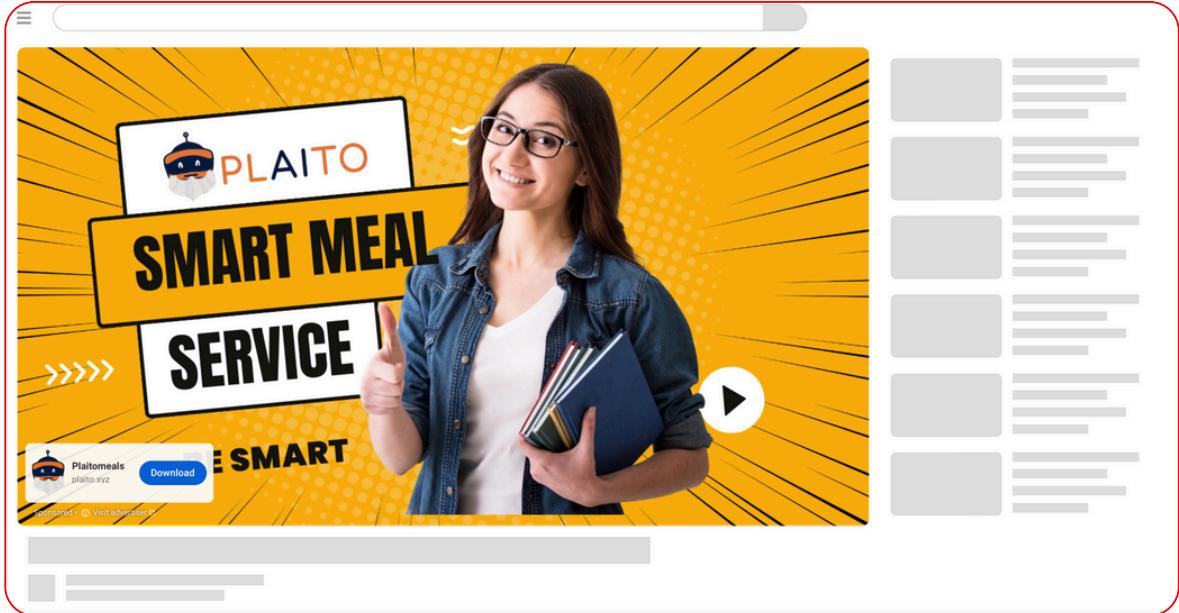
Increase the audience's familiarity and generate more buzz about Plaito through user-generated content, organic engagement, and community building





YOUTUBE

Owned



YouTube CA

Search

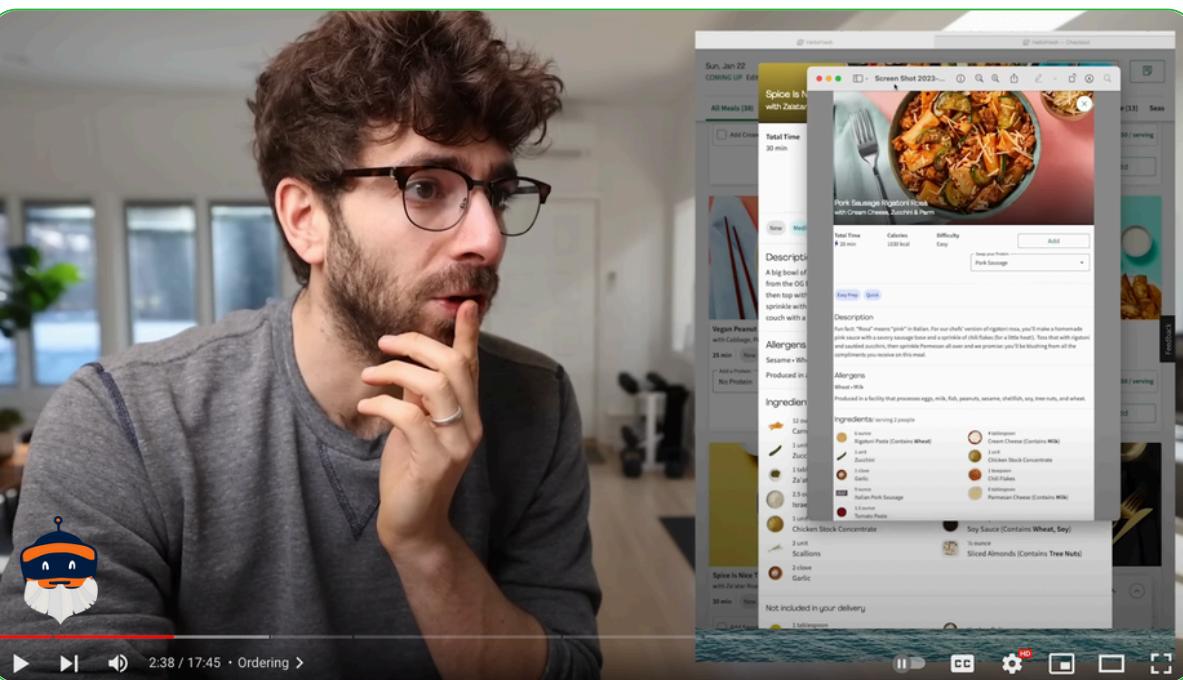
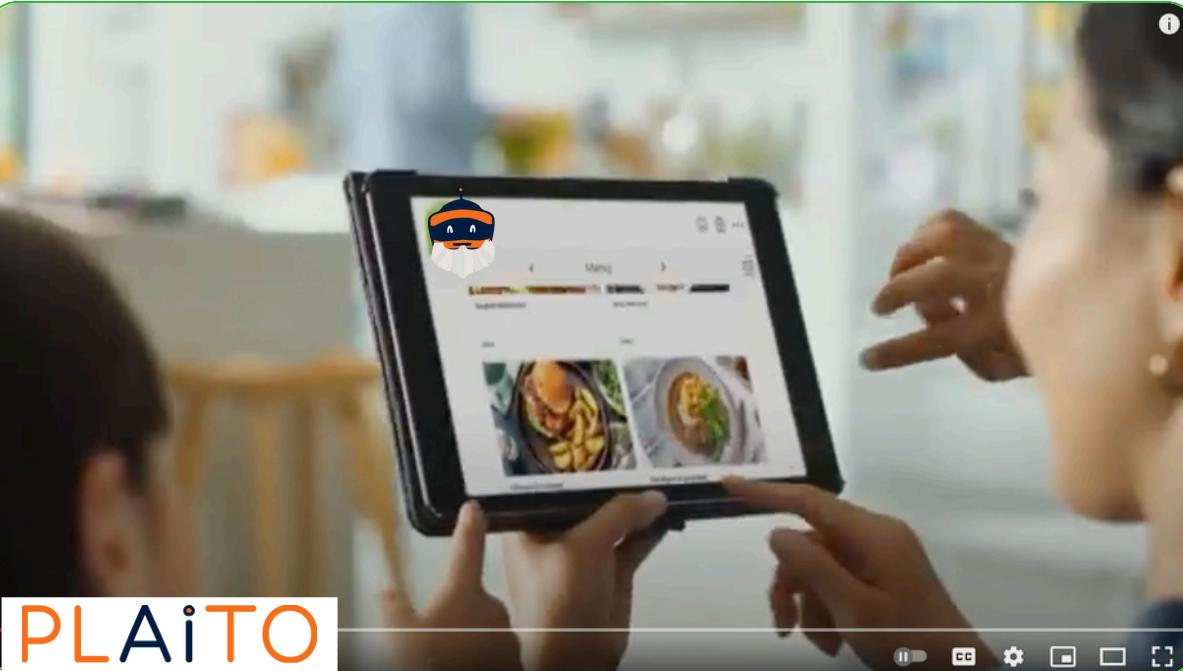
Smart People Plan Ahead

PLAITO

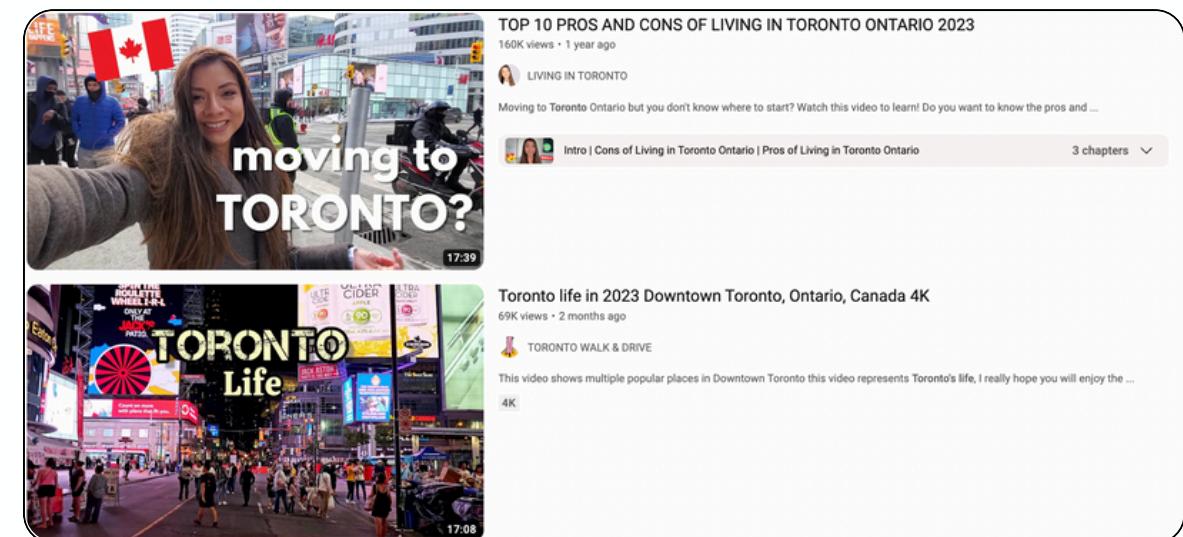
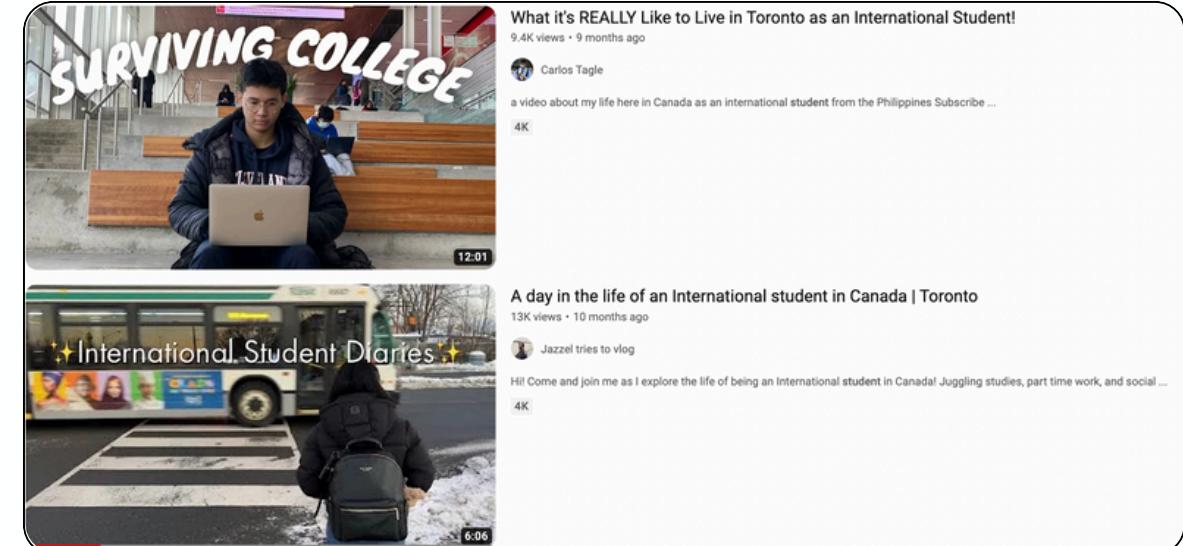
Plaito Meal Delivery Services

Plaito Meals Analytics Edit video

Like 0 Share Download Save



Paid



Earned



TWITTER / X

Owned

Objective:

Plaito aims to boost awareness and drive app downloads among Toronto college students through a vibrant Twitter presence.

Strategy:

Share engaging content, utilize interactive features, leverage relevant hashtags, and promote exclusive app incentives. Monitor and respond to mentions, creating an approachable brand persona for seamless integration into student conversations.

Paid

Objective:

Drive app downloads and engagement among Toronto college students on Twitter through targeted paid media efforts.

Strategy:

Utilize visually appealing Twitter ads with exclusive promotions, optimize targeting precision, and leverage sponsored trends to maximize reach. Regularly analyze and optimize ad performance for impactful results.

Earned

Objective:

Plaito aims to secure positive press coverage and mentions on Twitter to enhance brand reputation and drive app downloads among Toronto college students.

Strategy:

Engage influencers and journalists for reviews, share success stories, and participate in relevant discussions. Monitor trends for timely opportunities, fostering organic brand mentions and increased app adoption.





TWITTER / X



Owned

Plaitomeals @plaitomeals 1 post

Plaitomeals @plaitomeals · 2h

📍 Midterms got you questioning life choices? Plaito's got your back with meals that won't ask you to solve for X! 🍽️💡 Say goodbye to student-budget struggles and hello to a GPA-boosting feast. #TorontoStudentEats #Torontoeats

Plaitomeals @plaitomeals

🎉 Unleash your inner foodie without unlocking your wallet! 🎉 Plaito is here to rescue student taste buds – because instant noodles deserve a vacation. Subscribe now for meals so good, your microwave might get jealous! 🚀 #PlaitoEats #StudentLifeUpgrade

5:03 PM - Dec 15, 2023

7.7K Retweets 43K Likes

Paid

Plaitomeals @plaitomeals

Delivered, packed, cooked. Heat and Enjoy.

Download the App
Save time, nail that exam

Promoted

Plaitomeals @plaitomeals

Let us focus on your meals so you can focus on your academic life.

plaito.xyz
Save time, nail that exam

Promoted

Earned

FeedmeToronto @feedmeToronto

🍔 Adventurous Food Explorer 🌮 | Unofficial Mayor of Toronto's Tastebuds 🇨🇦 | Turning Foodgasms into Tweets 💬 | Bite-sized Bytes of the 6ix's Culinary Chronicles 📸💡 | #TorontoFoodie #EatsInThe6ix 🍔

Toronto

Joined August 2020

feedmetoronto.com

95 Following 14K Followers

Pinned

Just got a hold of the new Plaito Meal Delivery Kit. Let's see what the hype is all about. #studentmeal #foodtoronto #torontofoodie #plaitomeal #feedmeplaito



Thank you.

