



La Juiceria Superfoods Cafe Social Media and Digital Marketing Strategy

Social Media and Digital Marketing Strategies suggested for La Juiceria Superfoods to sustain customer traffic.

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1.0 Introduction to the company

Service Industry Type: Restaurant

- La Juiceria Superfoods was founded by Anabelle Co-Martinent in November 2013.
- Its initial offering was juices and smoothies.
- The mother of two started selling cold pressed juices in online stores in 2013 when she realized there was a clear gap in the Malaysian market.
- 8 months later into the operation Berjaya Group's Chryseis Tan came on board as a partner and shareholder. After that physical stores came into existence.
- La Juiceria now has 6 juice bars and 15 stockists in Klang Valley and one in Penang. Also spin off brands like, The Honest Treat, Super Saigon and Hawker Hall.
- They now also have 8 healthy cafes in KL. A way of providing healthy food options to Malaysians who eat out (La Juiceria Superfoods, 2019)
- Beautiful, affordable and comfortable. The brand is synonymous with healthy eating.
- They are currently an SME, with 100 employees working at La Juiceria Superfoods cafes and juice bars.
- La Juiceria Group of companies is recognized as one of the key players in the "healthy and natural" segment in the food and beverage industry in Kuala Lumpur.

In recent years, consumers are increasingly seeking healthier foods and dining options (National Restaurant Association, 2017). Research demonstrates that consumers' health values positively affect their intention to choose healthy foods (Liu, Choi and Mattila, 2018), and marketing communications have a positive influence on consumers' perceptions of the restaurant (Berry, Burton, & Howlett, 2018; Chrysochou & Grunert, 2014). Prior research suggests that restaurants can use nutrition and health claims (e.g., organic ingredients, heart healthy, low saturated fat or sodium) to generate favorable consumer attitudes toward menu items (Lu & Gursoy, 2017).

1.1 Mission and vision of company

Mission: To make Malaysians healthier and happier. To create quality handmade food & beverages, at the right locations to delight our customers. Deliciously healthy. Prepared fresh.

Vision : To give better options to people.

Products and Services: Healthy salads made with superfoods, warm bowls, wraps, organic and gourmet coffee with a shot of chlorophyll, smoothies and other cold pressed fruit and vegetable juices.

1.2 Target Market: Vegans, vegetarians, health conscious individuals or occasional healthy eaters who also consume meat.

1.3 Products: Healthy salads made with superfoods, warm bowls, wraps, organic and gourmet coffee with a shot of chlorophyll, smoothies and other cold pressed fruit and vegetable juices

1.4 Place: Meals at the cafes, Online platform ordering, other delivery platform partners. The Bangsar branch is located right below a gym to attract gym goers and health freaks.

La Juiceria Restaurants and Cafés	La Juiceria Superfoods - Goodness Greens Café Taman Tun Dr Ismail (TTDI), Kuala Lumpur
	La Juiceria Superfoods Signature Atria Shopping Gallery, PJ
	La Juiceria Superfoods Signature Nadi Bangsar, Bangsar, Kuala Lumpur
	La Juiceria Superfoods Express Avenue-K, Kuala Lumpur
	La Juiceria Superfoods Verve Shops, Mont Kiara
	La Juiceria Superfoods Subang Jaya SS18
	La Juiceria Superfoods Menara Hap Seng 2
	La Juiceria Superfoods PRO Babel Fit KLCC
Juice Bars and Super Juice Bars	La Juiceria Juice Bar Mid Valley Megamall
	La Juiceria Juice Bar Pavilion Shopping Mall
	La Juiceria Juice Bar 1utama Shopping Mall
	La Juiceria Juice Bar Sri Hartamas
Stockists for Juices	Super Market Ben's Independent Grocer (BIG) Village Grocer Jaya Grocer

1.5 Layout : Attractive price point is a beautiful place to dine in – decorated in blue and white hues and potted plants, the interior of the brightly-lit space and greenery adorning the walls which was inspired by Greece's Mykonos and Santorini islands.

There is natural light flowing in through the ceiling to floor windows. The cafes can house up to 100 guests, and has a private room (that can seat up to 12 pax) as well as a children's play area. Feature walls designed for photo sessions and marble tables with accompanying high chairs.

Premium, casual and affordable. Large bright space with plants everywhere and a variety of comfortable seating.

Families can sit near a playhouse for their kids.

Work groups can reserve an oval table with a projectable screen at one end.

Couples can find cozy tables to share a coffee.



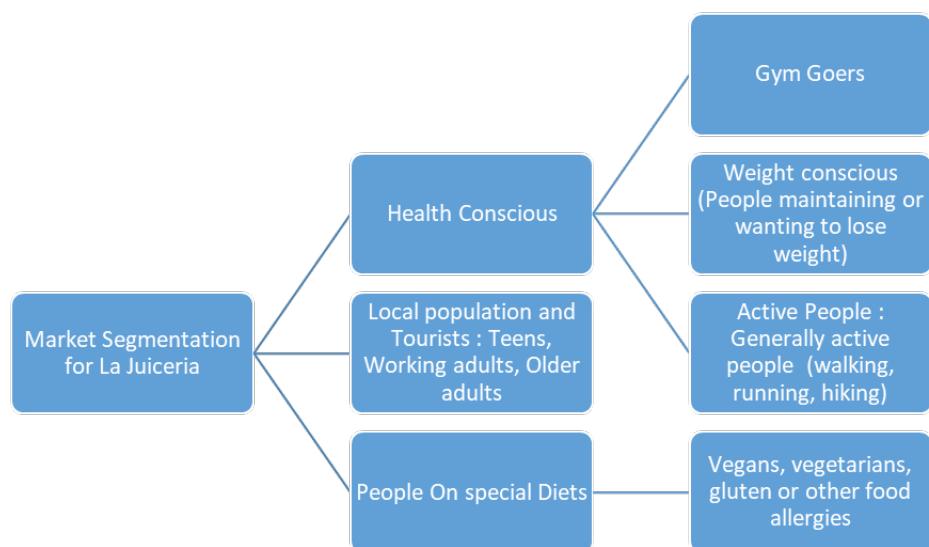
2.0 Discussion

Based on PR Smith's **SOSTAC®** Planning model

SOSTAC is a marketing model developed by PR Smith in the 1990s (Wilson, 2016). It is an acronym for Smith's six fundamental facets of marketing: **Situation, Objectives, Strategy, Tactics, Action and Control** (Mullin, 2002). The rationale of using this model is because marketing experts have adapted SOSTAC to a number of specific situations, including digital marketing (Baker and Hart, 2008).

2.1 Situational Analysis : *Assessing where a business is presently*

a. Customer base for La Juiceria



b. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Locally sourced and organic produce: Fair Trade practices • Unique concept of café • Great Customer service • Popular Locations in KL with great visibility and parking spaces • Gourmet coffee • Handcrafted Juices • Meals laden with superfood, healthy and instagrammable • Quick Simple meals • GrabFood and Online App ordering systems • Attractive ambience and seating • Diversified growth strategies: Vietnamese food, juice bars, Ad agencies (soxcial) • Expand to more locations in and around KL • Vegan and Vegetarian friendly options • Developed a menu based on local suggestions • Catering for local businesses and promotional events • Good online and Social Media presence • Inviting and cosy appearance • Nutritional value • Strong relationships with vendors that offer high-quality ingredients and fast/frequent delivery schedules 	<ul style="list-style-type: none"> • Competition - number of surrounding cafes: Location of LJ in prime spots of KL is also surrounded by various other cafes and fast food chain restaurants • Selected seasonal produce for food to be served, hence some food items may not be available all year round. • Perceptions of healthy and organic foods being expensive may deter regular restaurant goers to cheaper fast food restaurants • Waiting times between breakfast and lunch (foot traffic) • Western and Asian flavours, may not be suitable for every palette. • Waste of food stock at end of day- could potentially be donated to improve CSR • Locally sourced, Organic foods may be on the pricier side • Misconception about healthy food not associating with good taste
Opportunities	Threats
<ul style="list-style-type: none"> • High foot traffic at prime locations • Ad agency reducing promotional and advertising costs • Wide target market within areas around location of restaurants. Malls, gyms and food court locations. • Rise in suppliers of local produce • Redevelopment and local expansions around prime areas • Linking with other non-direct businesses for joint venture: GrabPay, TGV, Miss Malaysia • Expansion to more locations • Increase operational hours • Developing the menu for other variety of cuisines • Catering for local businesses • Increasing health conscious attitude • Increasing sales opportunities in delivery business • Increase in Online to Offline delivery modes • They need to promote and build brand identity with organic foods eventually leading to the idea that when people think "organic" they will think healthy and La Juiceria 	<ul style="list-style-type: none"> • Rival Café imitations: Rapid rise of healthy lifestyle has lead to growth of numerous cafes with the same ideas and offerings. • Major competitors with similar product and service offerings include: The Raw Power House , Epic Fit Meals Co., BMS Organics, Goodness Greens Cafe, Simple Life • Increased competition: Availability of major fast food chains , cheaper alternatives and restaurants that people might prefer over healthy food options • Council restrictions- rezoned areas for commercial and retail use • Weather factors could affect suppliers produce • Change in food inspection regulations • Economic downturn could cause customers to become reluctant towards eating out and also towards expensive foods. • Parking availability in prime spots.

c. Current Social Media and Digital Marketing practices

i. Current Website : <https://lajuiceria.com.my/>

The screenshot shows the homepage of lajuiceria.com.my. The main visual is a photograph of a healthy meal spread on a wooden table, featuring various fruits (oranges, lemons), vegetables (kale, ginger, radishes, cranberries, cashews), and a bowl of olives and basil. Overlaid on the image is the slogan "La Juiceria Healthy is Sexy". The top navigation bar includes links for About, Order Now, Loyalty App, News, Inquiries, and a search icon. Below the main image, there's a smaller image of the same meal spread, followed by the tagline "La Juiceria Superfoods ... Deliciously Healthy Eat Good. Feel Good." and a brief company history.

lajuiceria.com.my

About Order Now Loyalty App News Inquiries

La Juiceria Healthy is Sexy

La Juiceria Superfoods ... Deliciously Healthy
Eat Good. Feel Good.

Our passion for healthy living started in 2012, delivering quality cold-pressed juices via online store to deliver juice here. Today, La Juiceria Superfoods & Goodness Cafe are trusted brands for healthy options, feeding people with real food and natural ingredients, making well more accessible for everyone.

Online Superfoods
Pre-Order Juices
Order a Smoothie
Corporate Events / Parties Inquiry

Events and Promotions

Stay in touch with the latest happenings with La Juiceria Group of Companies through this page. Events, special promotions, launch of new items, special menus, collaborations and more. Collaborations, parties & catering, events, pop-up juice bars and other inquiries: info@lajuiceria.com

2019 2018 2017 2016 Pre 2016	 <p>COFFEE TREAT ON US!</p> <p>INTERNATIONAL COFFEE MONTH 2019</p> <p>MEMBER EXCLUSIVE DEALS</p> <p>DOWNLOAD LA JUICERIA APP FOR MORE EXCLUSIVE DEALS! LEARN MORE ▶</p>	 <p>Aktifkan Negaraku bersama Milo</p> <p>12 September 2019 Aktifkan Negaraku bersama Milo! La Juiceria Superfoods fueled up Milo</p>	 <p>HSE event by Petronas Petroleum Engineering</p> <p>10 September 2019 HSE (Health, Safety & Environment) event by Petronas PE - health talk and juicing</p>
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→ ↗ 🔒 lajuiceria.com.my/our-nutritionists/



About	Order Now	Loyalty App	News	Inquiries	
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Today's consumers are becoming increasingly health-conscious. They look for healthier and higher-quality foods when eating out, are drawn by descriptions such as "locally grown" "seasonal" and

“superfood”, and show a greater demand for menus with fresh, nutritious, and sustainable options (The Hartman Group, 2015; The Mintel Group, 2016). As a result, the restaurant industry has witnessed an unprecedented rise of healthy restaurant brands (Garfield, 2018; Gasparro, 2017; Olayanju, 2018)

Based on Sitecheck Data for SEO performance of La Juiceria Website

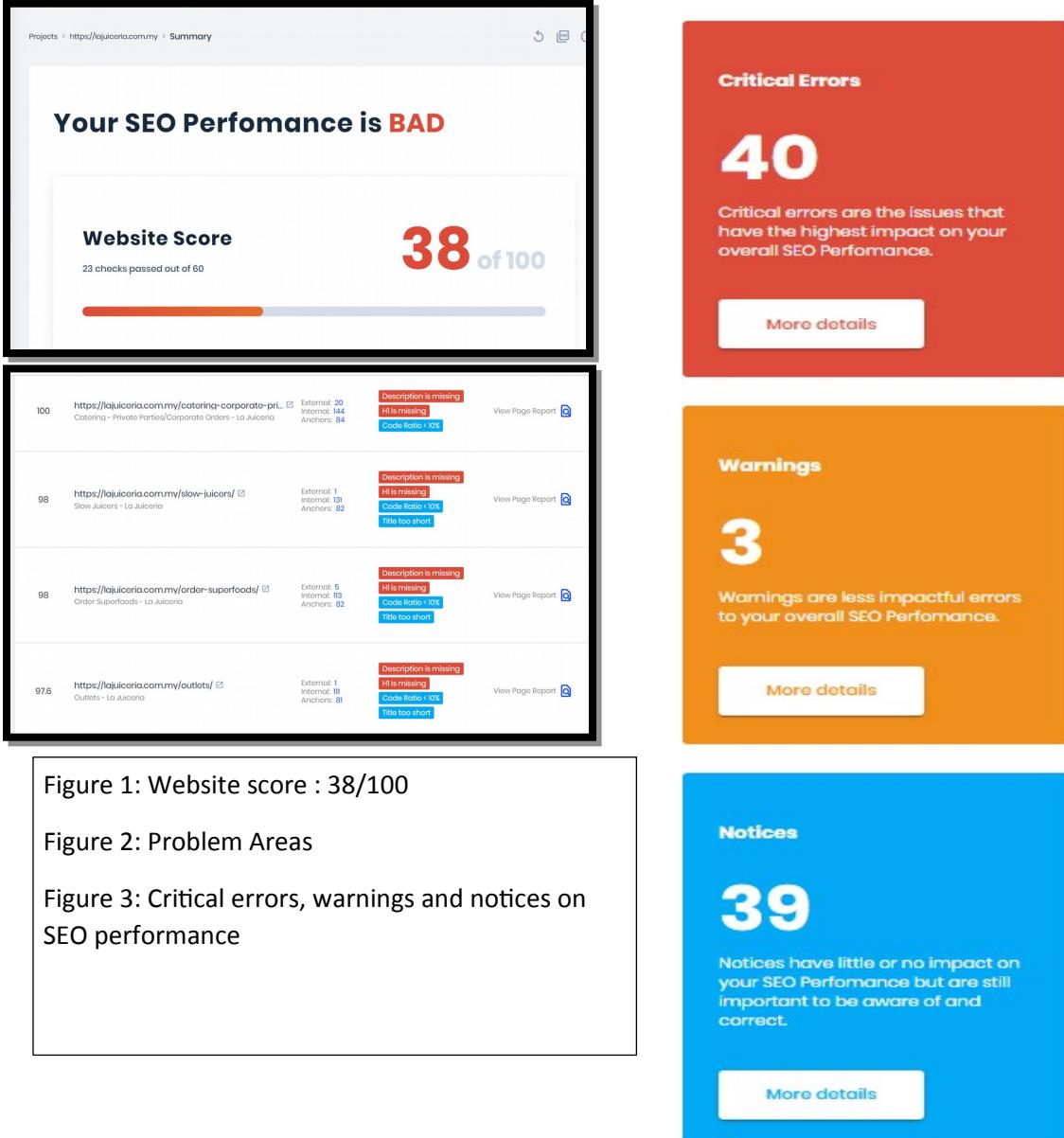
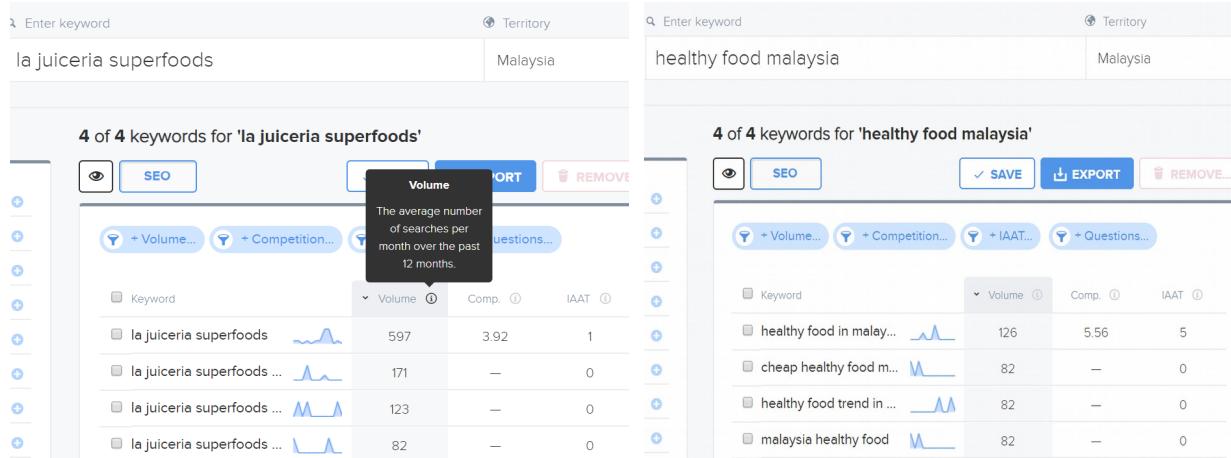


Figure 1: Website score : 38/100

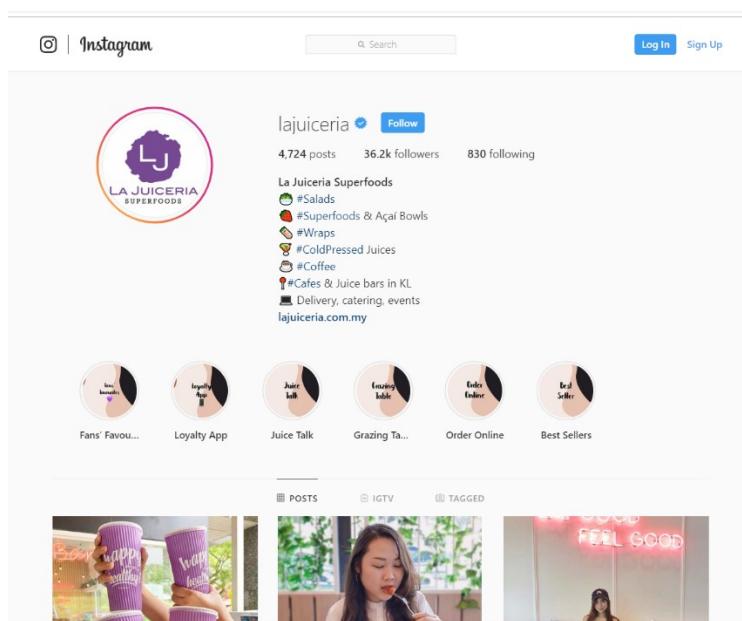
Figure 2: Problem Areas

Figure 3: Critical errors, warnings and notices on SEO performance



WEBSITE ELEMENT	STATUS	COMMENT
TITLE TAG	✓	10 characters, whereas 50-60 would be better, including main keywords
META DESCRIPTION	✗	66 characters, whereas 70-160 is the ideal, this is key for search engines on which page to display the website in search results, include keywords
KEYWORD CONSISTENCY	✗	it looks quite fine, but not consistent enough, should be used more times
ALT TEXT	✓	it is the description of images, 4 out of 6 images have ALT texts, whereas all need it
LINKS	✓	good use of both internal and external links, no broken links
URL	✓	URL parameters are clean, no duplication found, BUT there are underscores in some URLs, which is very bad for search engines – use hyphens instead
BLOG	✗	there is no blog ☺ keep in mind that Content Is King which means that written content on a website enhances search engines favorability
MOBILE-FRIENDLINESS	✓	the website is extremely well-optimized for mobile users in layout and compatibility
MOBILE SPEED	✗	slow
PAGE SIZE	✓	under 2 MB which is great
LOADING TIME	✓	loading is fast (0.76 seconds) that serves search engines well
ANALYTICS	✗	There are no analytics tool linked to La Juiceria Superfoods website
BACKLINKS	✗	this score is bad, there are not enough other quality sites linking back healthinki.fi (48)
SOCIAL MEDIA ENGAGEMENT	✗	La Juiceria Superfoods is sometimes shared on social media but they needs to be increased
WEBSITE TRAFFIC	✗	estimated as very low, so with a good strategy this can be easily improved

ii. Instagram



Current
Followers:
36.2K

iii. Facebook

Rating : 2.7 out of 5
(Based on 110 people ratings)

20,130 people like and follow this page

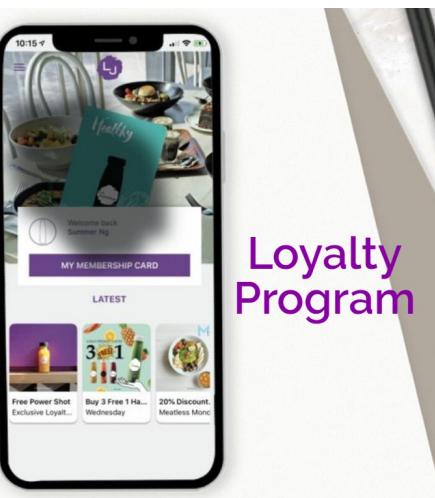
iv. Twitter

Twitter followers :259
Followers

Tweets : 1,663

v. Pinterest

vi. Loyalty Program and Mobile Phone App : Available on Google Play and App Store

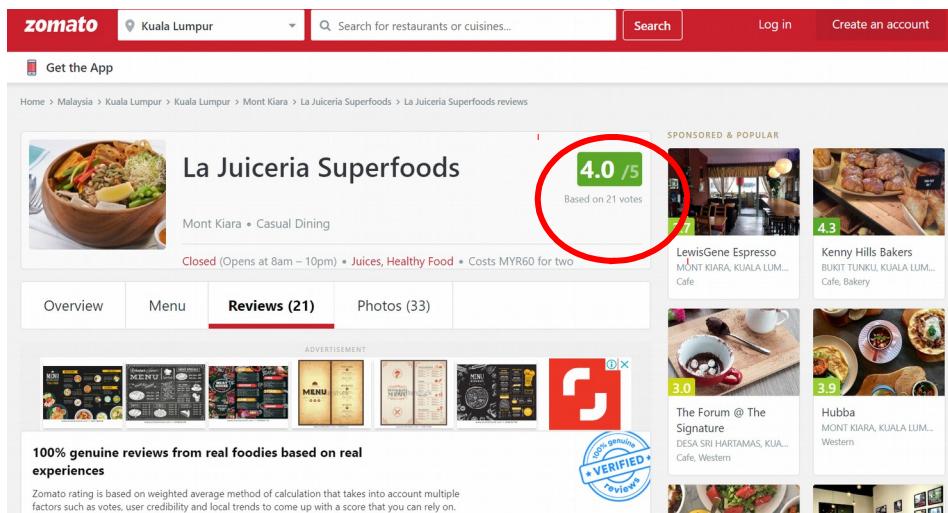



Loyalty Program

The Loyalty Program offers various benefits to registered members:

- Exclusive Privileges as a Registered Member:** Register your card to enjoy more privileges such as making redemption and cash rebate.
- Make purchase and earn points:** For all purchases made at La Juiceria Detox Bars, Super Juice Bars and La Juiceria Superfoods Signature, you will be awarded with 1 point with every RM1 spent. Not including purchases from Honestbee, GrabFood, Favepay and Foodpanda.
- Birthday week privilege:** 10% discount on all La Juiceria's cold-pressed juice, smoothies and merchandises on your birthday week.
- Monthly Exclusive Promotion:** Receive latest updates on member-only promotions, giveaways and contests.

vii. Zomato and Trip Advisor



La Juiceria Superfoods

Mont Kiara • Casual Dining

Closed (Opens at 8am - 10pm) • Juices, Healthy Food • Costs MYR60 for two

Overview Menu **Reviews (21)** Photos (33)

ADVERTISEMENT

100% genuine reviews from real foodies based on real experiences

Zomato rating is based on weighted average method of calculation that takes into account multiple factors such as votes, user credibility and local trends to come up with a score that you can rely on.

La Juiceria Superfoods  Claimed

★★★★★ 27 reviews #746 of 4,571 Restaurants in Kuala Lumpur | \$\$ - \$\$\$, Contemporary, Fusion, Healthy

📍 8 Jalan Kiara 5 | Verve Shops Mont Kiara, Kuala Lumpur 50480, Malaysia | ☎ +60 3-6206 5955 | 🌐 Website | ⏳ Closed Now: See all hours

[Order Online](#)  [Order Online](#)

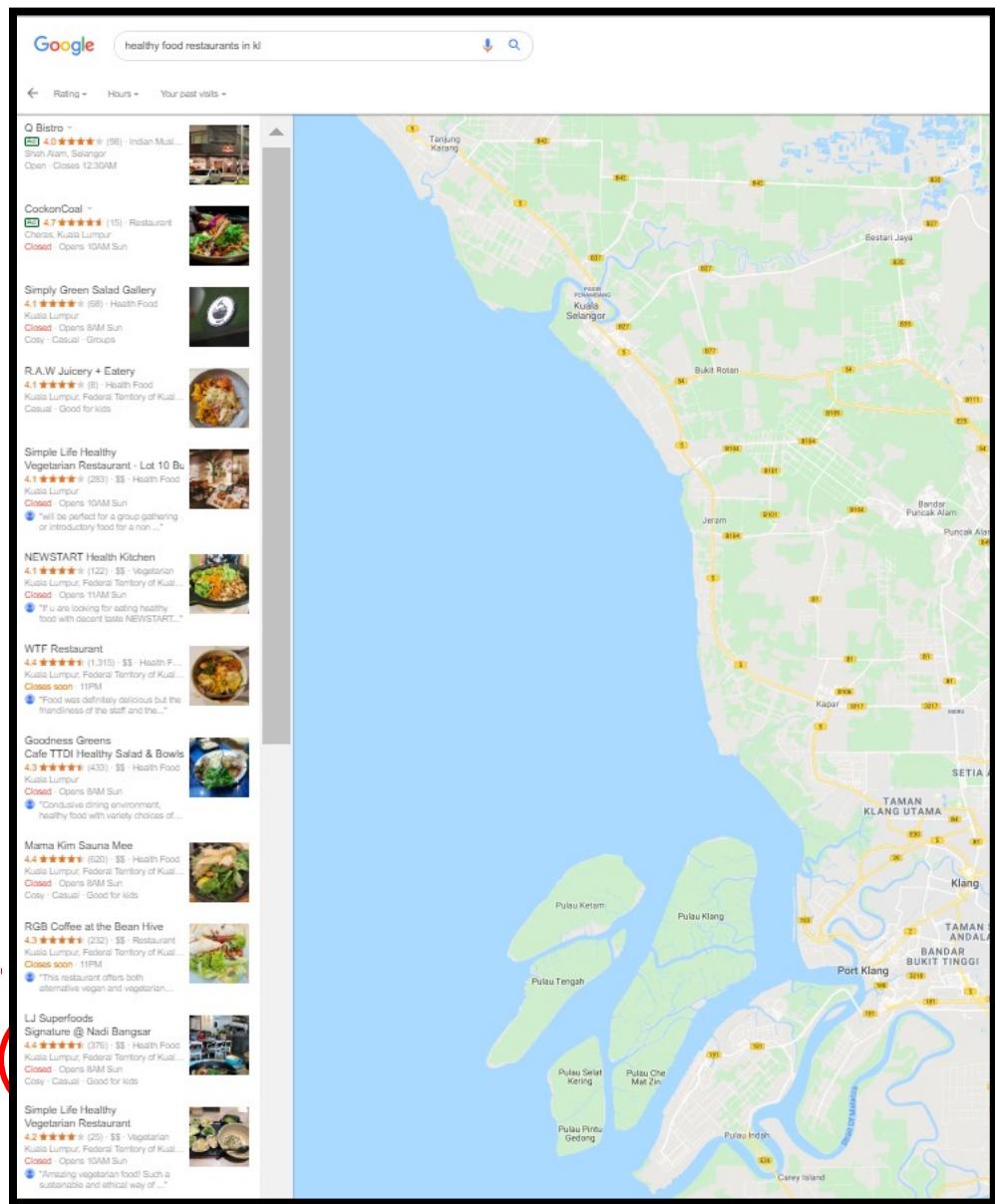


[All photos \(52\)](#)

Ratings and reviews 4.0  27 reviews #19 of 154 Contemporary in Kuala Lumpur #746 of 3,990 Restaurants in Kuala Lumpur	Details PRICE RANGE RM 8 - RM 25 CUISINES	Location and contact 
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- viii. **Google search for key words : Healthy food restaurants in KL
11th Position from the top**



2.2 Objectives : Setting the mission or goals for the business

- To reach both locals and tourists online.
- To build powerful brand online by raising brand awareness.
- To improve social media performance : Increase in User generated Content and increase influencer marketing on the platforms
- To Build Instagram, Facebook and Twitter community : Increase in number of followers
- To create quality content on social media: Value addition
- To increase the quality and quantity of TripAdvisor and Zomato reviews
- To increase traffic to the website.
- To be visible on search engines.
- To stand out from the competitors.
- To enhance customers' experience and increase customer loyalty.
- To increase download of the Loyalty App and build the referral system.
- To appear on Google's first search page
- To build an online community from website visitors : Database for E-mail marketing
- To increase the time spent on the website : Blogs, Influencer content

Objectives : Estimated Projections

- **Objective 1. Engagement:** Achieve 50% of existing customers to service their online account by June 2020.
- **Objective 2. Acquisition:** Increase brand visibility from January 2020 through to June 2020. To be measured through Google analytics.
- **Objective 3. Engagement:** Increase email frequency from one email per quarter to one email per week from May 2020 through to July 2020.

2.3 Strategies : *Overview of how to achieve the objectives*

Proposal Of 15 Strategies

1. Trip Advisor and Zomato : Have tremendous power in the Malaysian restaurant industry, and having a strong backing of positive reviews is important.

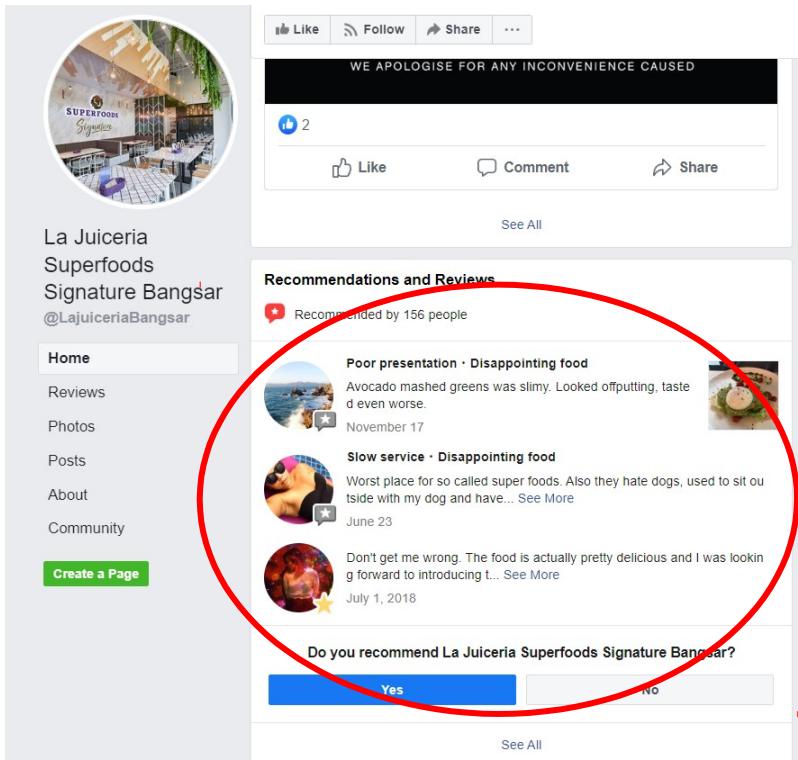
So La Juiceria can be proactive and add in their own information. This means adding as many details as possible, such as:

- Photos : Food, restaurant, patrons, employees
- Store hours
- Location
- Menu
- Price Range
- Wi-Fi/Outdoor Seating/Parking/etc.

Service recovery team set up: To handle feedback in a timely manner. In a polite, professional manner.

Online Consumer reviews (OCR) normally comprises a numerical star rating and open-ended contents (Cheng and Ho, 2015). On the one hand, the review rating manifests the attitude of consumers on the product and service consumed and affects OCR helpfulness and business performance (Mudambi and Schuff, 2010; Pan and Zhang, 2011).

The review rating and open-ended contents of OCRs are valuable to consumers and sellers (Kim et al., 2016; Zhang et al., 2010; Zhu et al., 2017).



No response to disappointed customers as observed.

Online restaurant reviews leave digital footprints that provide an unambiguous recording (Golder & Macy, 2014) and restrain the potential for observer effects (Zizzo, 2010). A one-star increase led to 5-9% increase in revenue of independent restaurants (Luca, 2011). Parikh, Behnke, Vorvoreanu, Almanza, and Nelson's (2014) study found socializing (community membership) along with information-seeking (finding good restaurants) as main reasons for engaging with Yelp.com (Ariyasriwatana & Quiroga, 2016).

2. Geo-targeted Ads : Best Ads for Best Customers

To attract Locals and Tourists in the general vicinity of the restaurant. Geo-targeting ads can help La Juiceria Superfoods save money, ensuring that only users in KL or within a specific radius of the cafes see the ads (this eliminates non-relevant clicks, which saves money).

Many online advertising services, from Google Ads (formerly known as Google AdWords) to Facebook and Twitter, offer geo-targeting ad options (at no extra cost).

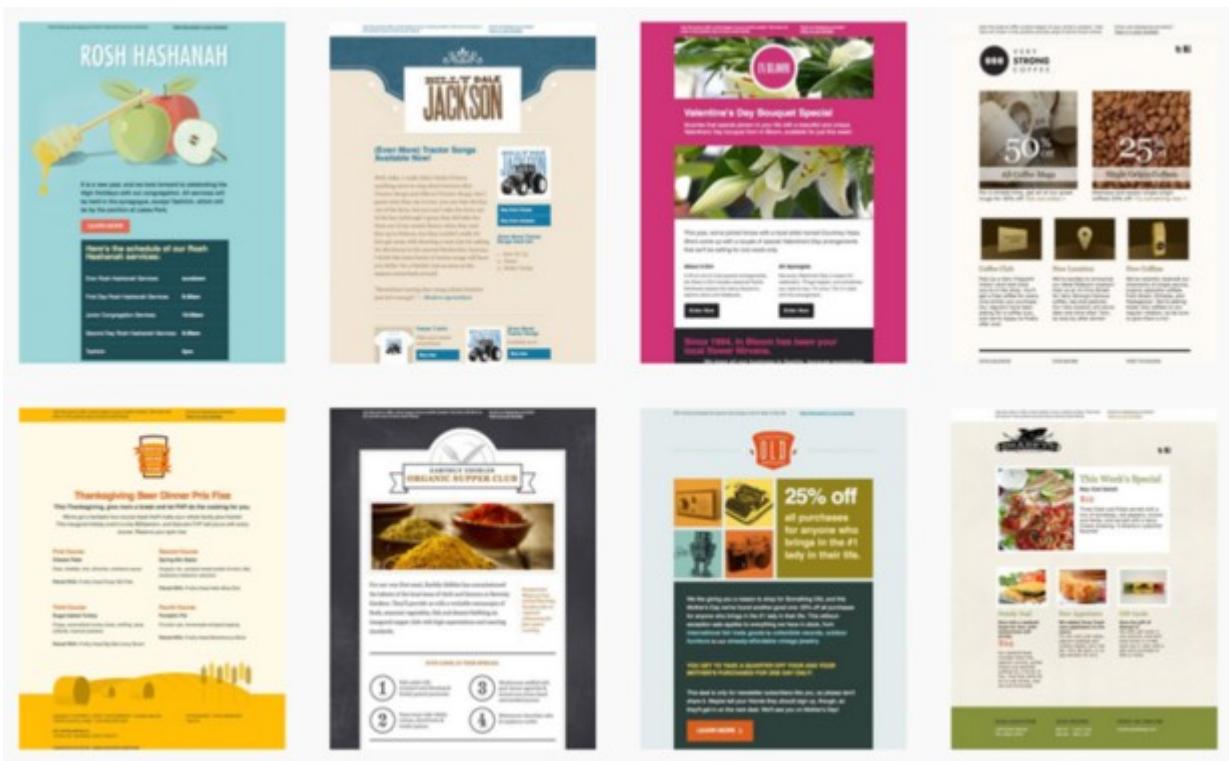
3. Sending Out an Email Newsletter: Monthly Newsletter

Discussing new menu items

Sharing special discounts.

Healthy food recipes

Keto and Vegan Diet grocery lists



4. Promotion of User-Generated Content

To develop personal and intimate engagement with users. Increase brand awareness and Facebook followers with Facebook page like ads.

Hosting a photo contest by asking customers to share their favorite meal at La Juiceria Superfoods
Awarding random lucky contestants with a free appetizer or other prize

5. Show Off their Staff, Humanize the business : Happy, smiling employees, say a lot about a business. Attracts more customers

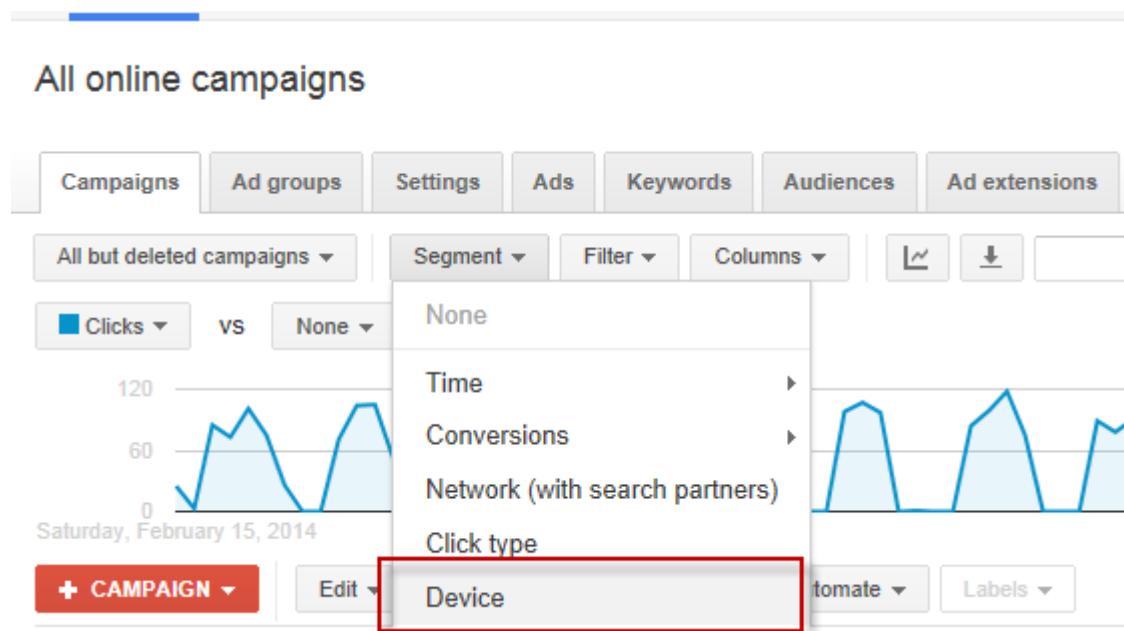


6. Monitoring Social Media Presence: Use of social media management tools – recommended for La Juiceria:

- [HootSuite](#): A one-stop dashboard for keeping tabs on all social media networks. Create custom streams, schedule posts, and more.
- [Buffer](#): Buffer makes it easy to find, schedule, and share articles across all social networks. Staying active and posting valuable articles (that the fan base will enjoy) is key for social success.

7. Use of Mobile Ads

Restaurants are one the best candidates for mobile ads, as users are often looking for nearby dining options while on the move. Mobile ads tend to be cheaper than desktop ads, and **mobile boasts impressive conversion rates.**



Google Ads allows for all kinds of **mobile customization and targeting options.**

So bids can be increased around dinner time on the weekdays and Lunch time on the weekends, when users are often looking for eateries on their mobile phones.

The rapid development of information technology has been dramatically changing consumer behavior and how companies do business. In the restaurant industry, because of the ubiquitous internet and prevalent mobile devices, online-to-offline (O2O) food delivery has become increasingly popular (Cho et al., 2018; He et al., 2018)

In 2018, the number of O2O food delivery users was estimated to be one billion and expected to grow to 1.2 billion by 2023 (Statista, 2018). This huge market of O2O food delivery generated over \$82 billion USD with an annual growth rate of 17.1% in 2018 (Statista, 2018). In a global comparison, China, United States, and India rank as the top three largest markets for O2O food delivery.

From the restaurants' perspective, the O2O food delivery market provides a new revenue growth opportunity without expanding seating capacity. However, attracting diners is getting more competitive, as diners can easily search and access an array of food offers through mobile apps (Kapoor and Vij, 2018).

First, mobile apps are more likely to be used when people are on the road (e.g., waiting for a bus or walking on the street), so that people usually devote less attention to processing information compared to using personal computers (Ghose et al., 2013). Second, the smaller screen size of mobile devices constrains the amount of information that can be presented at one time. Therefore, marketers must be more selective and effective in presenting their mobile marketing messages to attract customers (Xu and Huang, 2019).

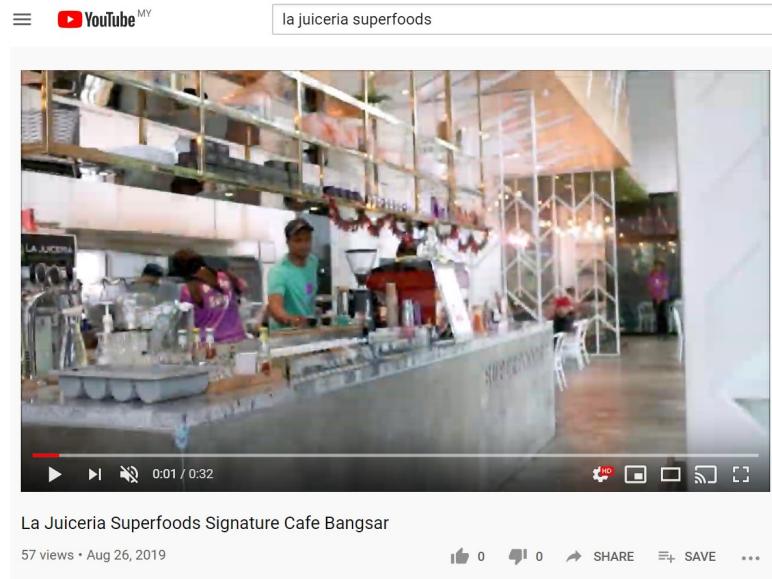
8. Offer Exclusive Coupons to Social Followers

How: When La Juiceria Superfoods fans share a photo of their juices and dishes on social media with the hashtag #HealthyisSexy, they will be sent a coupon for free gourmet coffee. This social media engagement allows for exclusive deals for customers who share online, shared amongst friends and family can increase the size of restaurant's overall network.

74% of active coupon users indicated that they would be likely to try a new brand if they received a coupon or promotion code

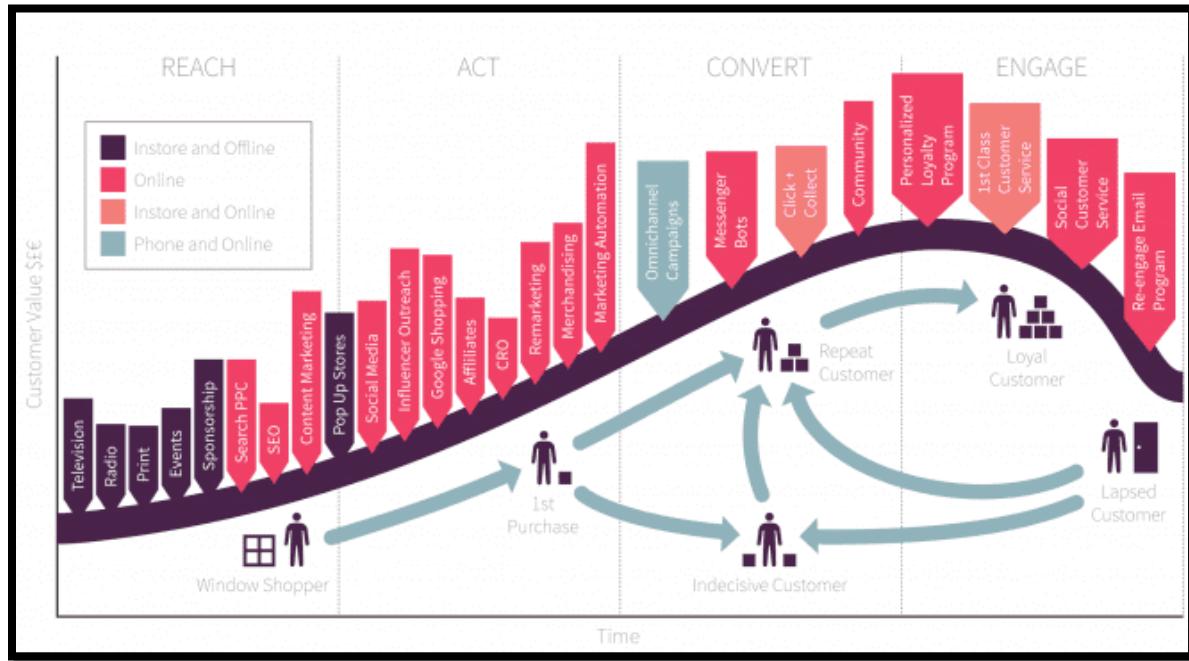
9. Using Video to Bring the Brand to Life :

How: La Juiceria can post a video about once per week to promote new specials, a local inspired healthy dish, or an upcoming fundraiser. They use video to show what's life is like "behind the scenes" and build a fun, family-friendly brand.



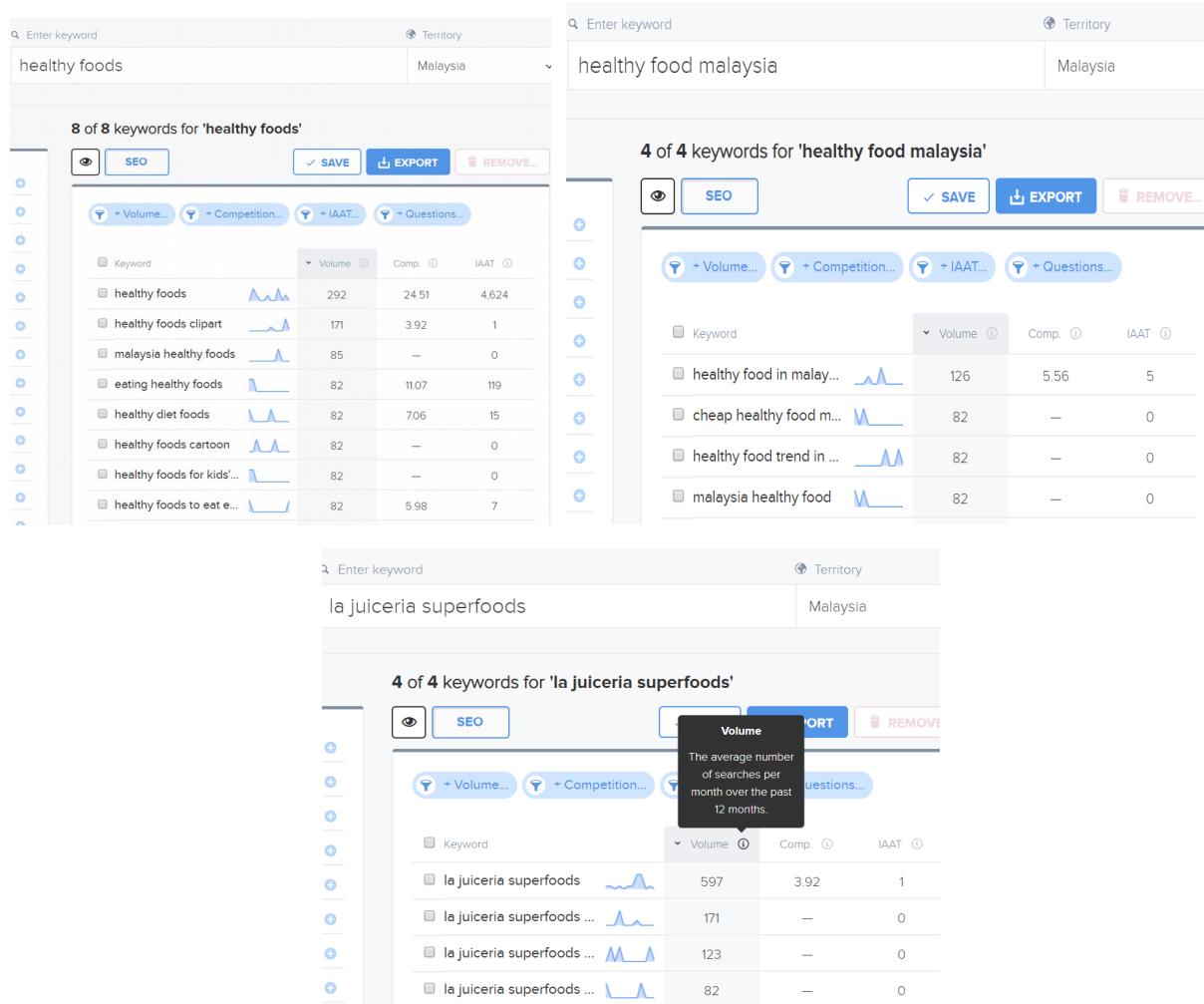
10. Defined and targeted Search Engine Optimization (SEO) strategy:

SEO is integrated with online channels, across the customer lifecycle. Smart Insights' Customer Lifecycle model shows a visual representation of what a fully integrated marketing strategy should include, using the RACE framework:



SEO efforts such as competitive keyword research, on-page optimization, landing pages, site structure and backlinks provide more fruitful results when combined with social media platforms and Pay Per Click efforts

11. Use AdWords to find better keywords and optimize for them



To leverage Pay per click Ads : Google Adwords Search results for Healthy foods and Healthy food Malaysia and La Juiceria Superfoods.

12. Use paid social ads to measure performance

Paid social ads include Facebook ads, sponsored tweets, Instagram ads and Facebook retargeting

1. La Juiceria can get to know which demographic group their posts resonate with the most
2. Also used to test headline ideas

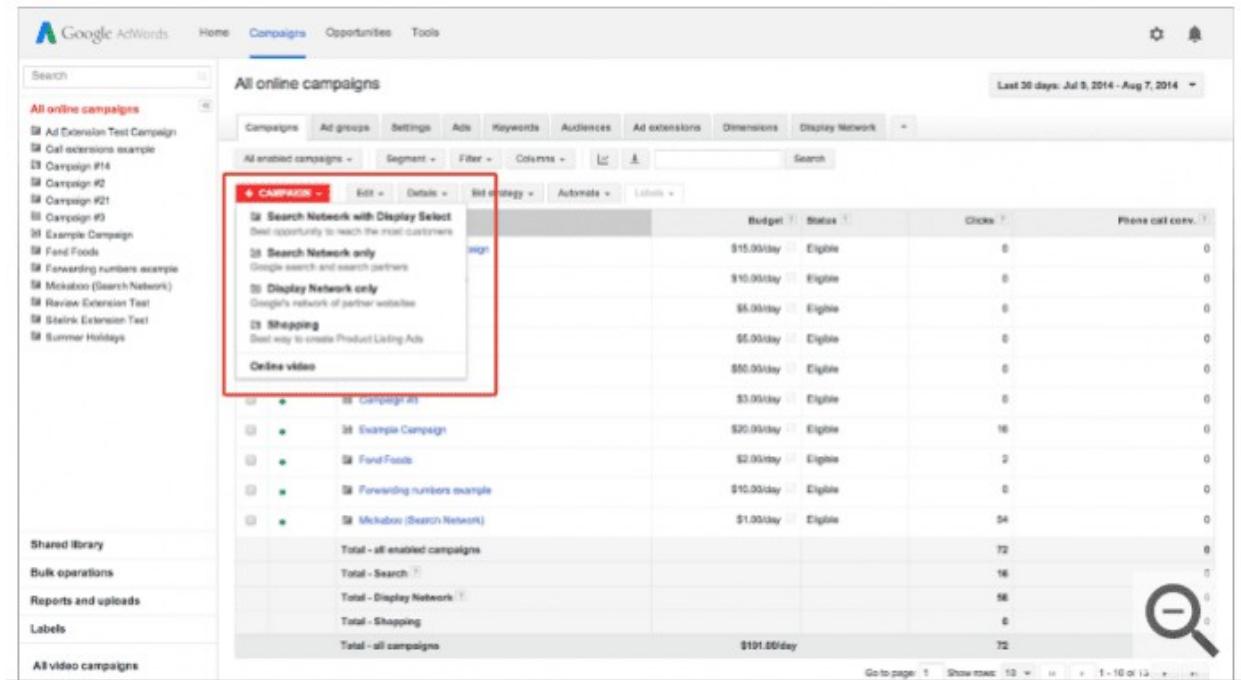
The first goal will help find craft a persona for users that loved the social media content. By creating such a persona, they tweaked their language to match that of the persona. For example, 3 Personas for La Juiceria Superfoods customer base.

Emma Jane	Francesco Bonito	Regina Phalange
 <p>Emma is a college student; she is not vegetarian nor vegan. She watched some videos about the subject for a group presentation and she is now intrigued by this diet and try to incorporate this lifestyle more in her daily routine.</p>	 <p>Francesco is your typical hipster. He has been vegetarian for 10 years and started a vegan diet 3 years ago when he moved in with his girlfriend. He only buys organic food and consumes fair trade anytime he has the possibility.</p>	 <p>Regina is a young grandmother. She recently got divorced and is alone at home most of the time. On weekends, she likes to meet with her girlfriends, they go out and are trying different healthy restaurant options. She basically started a new life.</p>
Demographics <ul style="list-style-type: none"> 19 years Female College Student/Part-time cashier at Indigo store Location: Suburban Education: College Family: mother, father, little brother of 8 years 	Demographics <ul style="list-style-type: none"> 33 years Male Community Manager/Musician Location: Downtown Education: University Family: lives with his girlfriend for 3 years 	Demographics <ul style="list-style-type: none"> 65 years Female Retired, high school teacher (English literature) Location: Suburban Education: College Family: Divorced, 3 children, 5 grandchildren

Source: Author's creation

13. Google and Facebook remarketing: Remarketing can help La Juiceria reach people who have visited their website in the past.

They can run remarketing campaigns both via Adwords and Facebook. Remarketing campaigns in AdWords provides them with access to users through the Adsense network.



The screenshot shows the Google AdWords interface with the following details:

- Left Sidebar:**
 - All online campaigns** (highlighted in red box):
 - Ad Extension Test Campaign
 - Call extensions example
 - Campaign #14
 - Campaign #2
 - Campaign #21
 - Campaign #3
 - Example Campaign
 - Fond Foods
 - Forwarding numbers example
 - Mekatoo (Search Network)
 - Review Extension Test
 - Stalelink Extension Test
 - Summer Holidays
 - Shared library
 - Bulk operations
 - Reports and uploads
 - Labels
 - All video campaigns
- Top Navigation:** Home, Campaigns, Opportunities, Tools
- Main Content Area:**

All online campaigns

Last 28 days: Jul 9, 2014 - Aug 7, 2014

Campaign	Advertiser	Budget	Status	Clicks	Phone call conv.
Search Network with Display Select	sign	\$15.00/day	Eligible	0	0
Search Network only	Google search and search partners	\$10.00/day	Eligible	0	0
Display Network only	Google's network of partner websites	\$5.00/day	Eligible	0	0
Shopping	Best way to create Product Listing Ads	\$5.00/day	Eligible	0	0
Criteria viewer		\$10.00/day	Eligible	0	0
Campaign #1		\$3.00/day	Eligible	0	0
Example Campaign		\$20.00/day	Eligible	16	0
Fond Foods		\$2.00/day	Eligible	2	0
Forwarding numbers example		\$10.00/day	Eligible	0	0
Mekatoo (Search Network)		\$1.00/day	Eligible	54	0
Total - all enabled campaigns				72	0
Total - Search				16	0
Total - Display Network				56	0
Total - Shopping				0	0
Total - all campaigns		\$191.00/day		72	0

14. Social Media Advertising : Paid Social Media Advertising

Increase reach and engagement by boosting posts

Boosting posts requires a designated ad budget

Running monthly contests and giveaways: Once a month posts requires a budget of RM 200-500

A new special or limited-time promotion, boosting this type of post is also very beneficial and will increase their reach significantly :

For these shorter promotions - Boosting for 5-7 days with a RM 100- 150 budget.

Running traffic ads on Facebook and Instagram can direct people to the website with a strong **Call to Action** of “Visit our website to see our full menu and weekly specials” or “Visit our website to book your next event today!”

Minimum budget of RM500 per month to run the traffic ads

Goal : *Increase call-in reservations, menu views, and overall brand awareness with a reach or brand awareness campaign*

Another type of paid promotion to increase overall reach or brand awareness for the restaurant is, simply put, a reach or brand awareness campaign.

As easily assumed, a reach campaign simply shows your ad to the maximum number of people.

What's your marketing objective? [Help: Choosing an Objective](#)

Auction Reach and Frequency

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
<input checked="" type="checkbox"/> Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Reach

Show your ad to the maximum number of people.

Reach ads are best for calls to action such as:

- “**Get Directions**” to your location
- “**Call Now**” to get in contact with your restaurant, for questions or reservations
- “**View Menu**” to see what food items and drinks your restaurant has to offer

Use retargeting to tie all advertising efforts together

Facebook’s Ads Manager can install the Facebook tracking pixel onto the website. This is crucial to tracking the website visitors and eventually retargeting them.

Goal: Retargeting is sending ads to people who may have visited the website and were tracked with that tracking pixel. So Facebook can take that data and build a custom audience to show the retargeting ads to.

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

	Customer File
	Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	Website Traffic
	Create a list of people who visited your website or took specific actions using Facebook Pixel.
	App Activity
	Create a list of people who launched your app or game, or took specific actions.
	Offline Activity UPDATED
	Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
	Engagement UPDATED
	Create a list of people who engaged with your content on Facebook or Instagram.

Facebook can also create a custom audience of people who have engaged with any of La Juiceria posts, ads, or business page in general. This includes people who have liked, commented, or shared their posts, ads, or page.

The purpose of retargeting is to show these previous visitors a new, fresh ad they haven't seen before. Although they are now familiar with their brand, retargeting helps to convert them into customers.

15. Blogging

Another important portion of our digital marketing for restaurants strategy breakdown is blogging. When it comes to blogging, it's best practice to create **weekly or bi-monthly blogs** on their website that provide value to La Juiceria audience.

Creating a blog for the website is a great way to entice new customers.

Topics to include: Exclusive peek at La Juiceria kitchen, money saving tips on their next visit at the restaurant, great new food combos to try or even some simple recipes.

For La Juiceria restaurant's website, here are some more blog topics could include:

- a healthy variety of recipes
- featured dishes from the menu
- tips & tricks in the kitchen
- updates on recent happenings in the restaurant
- customer stories when they visited the restaurant
- frequently asked questions of the customers
- employee feature stories
- top (number) lists of anything related to restaurant/food industry

Rationale : When people take time to stop and read the blog, they are spending more time than they typically would on the website. This tells search engines that the website is relevant and useful. Which leads to La Juiceria's restaurant ranking higher in search results.

16. Email Marketing

Sending email subscribers weekly emails such as contests, giveaways, weekly specials, discounts, upcoming events, and exclusive updates can greatly benefit La Juiceria Superfoods restaurant

Goal: Obtain customer emails by incentivizing them with deals and special offers.

Loyalty programs encourage customers to keep coming back to get that free dessert or coupon. Once they build up an email list, they can begin crafting an email marketing campaign to include:

- *Current specials* – whether these change daily or weekly, let customers know of a different special in each email sent, so they can capture their attention and draw them back in!
- *Upcoming events* – if they're planning on doing a special menu or open event for a holiday or the restaurant's anniversary, let the most loyal customers know first!
- *Important updates* – if they plan on launching a seasonal menu item or having a special guest in the restaurant, tell the customers who signed up for their email list first.
- *Exclusive discounts and rewards* – let these loyal customers know how much they are appreciated by offering a discount, such as 10% off their next bill or a free dessert/appetizer with their next purchase of an entrée.
- *Latest blog posts* – send email subscribers a snippet of their latest blog posts that provides value to them, such as recipes, tips & tricks in the kitchen, and more.

2.4 Tactics : *Details of strategy*

2.4.1 Facebook Marketing

Tactics	
FACEBOOK	<p>1) Run promotional campaigns targeting potential customers.</p> <p>2) Reply to post comments on a regular basis to make the customers feel valued.</p> <p>3) Encourage online word-of-mouth marketing with the help of likes, comments, shares and surveys.</p> <p>4) Create fun contents such as quiz and games and enhance audience participation.</p> <p>5) Encourage the use of hashtags on Facebook. Some possible hashtags could be : #healthyfood #food #healthy #LaJuiceria #HealthyisSexy</p> <p>6) Enhance customer loyalty by starting loyalty schemes and discount codes.</p> <p>7) Share discounts and offers with people who have liked the page by creating offer ad</p> <p>8) Take advantage of Facebook promotions by promoting the FB page, promoting the business locally, boosting post and setting up ongoing promotion.</p> <p>9) Keep track of performances such as new page likes, page followers, post engagements and post reach.</p> <p>10) Share user generated content mentioning #LaJuiceria</p> <p>11) Post pictures of restaurant dishes and front end staff</p>
Targeting by Age, Gender and Location	Targeting by interests and workplaces
<ul style="list-style-type: none"> • By feeding FB the exact attributes of customer. 	<ul style="list-style-type: none"> • By entering relevant keywords in the 'Interests' category.

2.4.2 Instagram Marketing

	Tactics
INSTAGRAM	<p>1) Optimize Instagram Bio (150 characters maximum) by using direct and concise message and by featuring clickable website and Facebook URLs.</p> <p>2) Post a variety of photos depicting the culture of La Juiceria's brand.</p> <p>3) Upload behind the scenes posts and videos and influencer posts.</p> <p>4) Share educational posts and videos. For instance: Live video demonstrating how superfood dishes and cold pressed juices are made</p> <p>5) Include call-to-action in caption and encourage audience to like, comment and share photos.</p> <p>6) Make the account public and use hashtags to connect to more audience: #healthylifestyle #foodporn #foodie #instafood #fitness #vegan #healthyeating #health #foodphotography #yummy #foodblogger #diet #nutrition #weightloss #foodlover #breakfast #delicious #foodstagram #eatclean #healthyrecipes #fit #veganfood #cleaneating #healthylife #homemade #plantbased</p> <p>7) Build consistent brand on Instagram because random contents might confuse the audience. For instance, Upload posts related to the brand, use colour palette that matches the brand.</p> <p>8) Be customer-centric and create posts that attract the target audience.</p>
Influencer Marketing	<ul style="list-style-type: none"> • La Juiceria can make promotions successful with the help of influencer marketing. • Influencer marketing is one of the most efficient ways to reach out to the Malaysian Millenial health conscious consumer base. • The local customers of La Juiceria have the tendency to listen to influencers such as bloggers and food critics. • It has been proven successful in the past for Malaysian customers. • Malaysian customers are easily persuaded by messages conveyed by influencers. • So, it is an efficient medium to speak to locals. • This method of marketing is a perfect way to deliver authentic and honest messages. <p>Hence, it is also vital in reaching out to customers globally. With influencer marketing approach, La Juiceria has the potential to be highly profitable while creating a brand identity.</p> <p>Using top malaysian influencers like</p> <ul style="list-style-type: none"> • @mfmirafilzah. MIRA FILZAH. • @bujibuchempel. Bujibu Chempel. • @imantrye. IMAN ALYSSA SAHABUDIN <p>And also leveraging Malaysia's top food bloggers and influencers like:</p> <ul style="list-style-type: none"> • @syasyarushdiena.  Syasharushdiena  • @asyraffmazlan. Asyraff Mazlan. • @nabilazirus. Nabila Tarmuzi Alaydrus  • @syafkun. Syaf Kun.

2.4.3 Food review websites and SEO : Meta descriptions, ALT texts, additional links, quality images, blogs

	Tactics																																																																																
TRIPADVISOR and Zomato	<p>1) Respond to TripAdvisor and Zomato reviews frequently.</p> <p>2) Acknowledge negative reviews by addressing at right time in right way.</p> <p>3) Thank the reviewers personally and encourage them to tell others and bring friends and family on their next visit.</p> <p>4) Use 'Review' tab in the menu to manage, measure and respond to new reviews.</p>																																																																																
SEO	<p>TACTICS</p> <p>1) Use SEO to generate traffic to the website.</p> <p>2) Use catchy keywords for SEO.</p> <p>3) Display physical address on the website so that customers can track the location.</p> <p>4) Register on Restaurant Directories such as Yelp, MyBizLink, Malaysian Franchise Association, OneStopMalaysia and MalaysiaServiceCenter.com</p> <p>5) Integrate influencer marketing in SEO. This will bring traffic to the website while creating brand awareness and customer loyalty</p> <p>6) Produce quality content to create positive user experiences.</p>																																																																																
Possible Key Words	<table border="1"> <tbody> <tr> <td>healthy food</td> <td>Healthy Food KL</td> <td>healthy food near me</td> <td>eat clean</td> <td>wellness meal</td> </tr> <tr> <td>breakfast</td> <td>Lunch La Juiceria</td> <td>breakfast near me</td> <td>breakfast recipes</td> <td>healthy breakfast</td> </tr> <tr> <td>brunch</td> <td>Brunch KL</td> <td>healthy brunch</td> <td>brunch menu</td> <td>Brunch Malaysia</td> </tr> <tr> <td>lunch</td> <td>Lunch KL</td> <td>lunch bowl</td> <td>healthy lunch</td> <td>lunch menu</td> </tr> <tr> <td>vegan food</td> <td>vegan breakfast</td> <td>vegan brunch</td> <td>Vegan Food KL</td> <td></td> </tr> <tr> <td>superfood</td> <td>superfood smoothies</td> <td>superfood recipes</td> <td>Malaysian Superfoods</td> <td></td> </tr> <tr> <td>avocado toast</td> <td>avocado toast recipe</td> <td>avocado toast near me</td> <td></td> <td></td> </tr> <tr> <td>berry bowl</td> <td>berry bowl recipe</td> <td>finnish berry bowl</td> <td>super berry bowl</td> <td></td> </tr> <tr> <td>quinoa bowl</td> <td>quinoa salad</td> <td>quinoa recipe</td> <td></td> <td></td> </tr> <tr> <td>raw bites</td> <td>vegan bites</td> <td>healthy cake</td> <td>raw bite protein</td> <td>raw bite bars</td> </tr> <tr> <td>plant based food</td> <td>vegetarian food</td> <td>Vegetarian Menu KL</td> <td></td> <td></td> </tr> <tr> <td>healthy meals</td> <td>gluten free food</td> <td>Gluten Free Malaysia</td> <td></td> <td></td> </tr> <tr> <td>smoothie</td> <td>green smoothie</td> <td>fresh smoothie</td> <td>smoothie recipe</td> <td></td> </tr> <tr> <td>organic food</td> <td>natural ingredients</td> <td>sustainable food</td> <td>fresh juice</td> <td></td> </tr> <tr> <td>local food</td> <td>Healthy Malaysian Food</td> <td>Kuala Lumpur restaurants</td> <td>La Juiceria Cafe</td> <td></td> </tr> <tr> <td>kuuma</td> <td>date and kale</td> <td>roots helsinki</td> <td>healthinki</td> <td></td> </tr> </tbody> </table>	healthy food	Healthy Food KL	healthy food near me	eat clean	wellness meal	breakfast	Lunch La Juiceria	breakfast near me	breakfast recipes	healthy breakfast	brunch	Brunch KL	healthy brunch	brunch menu	Brunch Malaysia	lunch	Lunch KL	lunch bowl	healthy lunch	lunch menu	vegan food	vegan breakfast	vegan brunch	Vegan Food KL		superfood	superfood smoothies	superfood recipes	Malaysian Superfoods		avocado toast	avocado toast recipe	avocado toast near me			berry bowl	berry bowl recipe	finnish berry bowl	super berry bowl		quinoa bowl	quinoa salad	quinoa recipe			raw bites	vegan bites	healthy cake	raw bite protein	raw bite bars	plant based food	vegetarian food	Vegetarian Menu KL			healthy meals	gluten free food	Gluten Free Malaysia			smoothie	green smoothie	fresh smoothie	smoothie recipe		organic food	natural ingredients	sustainable food	fresh juice		local food	Healthy Malaysian Food	Kuala Lumpur restaurants	La Juiceria Cafe		kuuma	date and kale	roots helsinki	healthinki	
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2.5 Action : Ensuring excellent execution of the plan

La Juiceria Superfoods is a small medium enterprise consisting of a humble 100 workers. There is a clear lack of manpower and expertise for marketing.

Step one: Appointment of marketing expert to achieve marketing objectives

Step two : As time progresses, the marketing plan might need updates.

All the necessary resources required to achieve the marketing goal should be managed carefully.

Manpower, expertise, financial resources and technical resources need to be utilized properly.

Time management is also crucial in this stage.

It is recommended that La Juiceria create a time-based action plan keeping in consideration their available manpower, financial resources and other capabilities.

Gantt's chart can be an easy tool to manage a project or a task. It is recommended that La Juiceria use Gantt chart to execute their action and manage the project.

8 weeks implementation plan for a New Health Blog and Social Media Management : **Gantt Chart**

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Define target visitors								
Developing home page content as well translation								
Developing the design of the page								
Launching new e-channels								
Developing the existing channel-Facebook								
Writing articles and updating information (constantly)								
Start up a blog and give lead to the person who will be responsible for it								
	Marketing team							
	Programmers							

Step Three : Creating a brand book, content map and calendar for the blog, a keyword usage guide

A brand book is designed to showcase a set of colors and fonts to be used online.

Creating a content map helps the blog author choosing from different topics that are relevant to the business. Four main types of content: 1) Entertaining, 2) Inspiring, 3) Convincing and 4) Educating.

A content calendar is a timetable that includes which blog posts are in the pipeline to publish and when to publish them by day, date and time. It requires consistent updating in order to keep it easy to follow and check up.

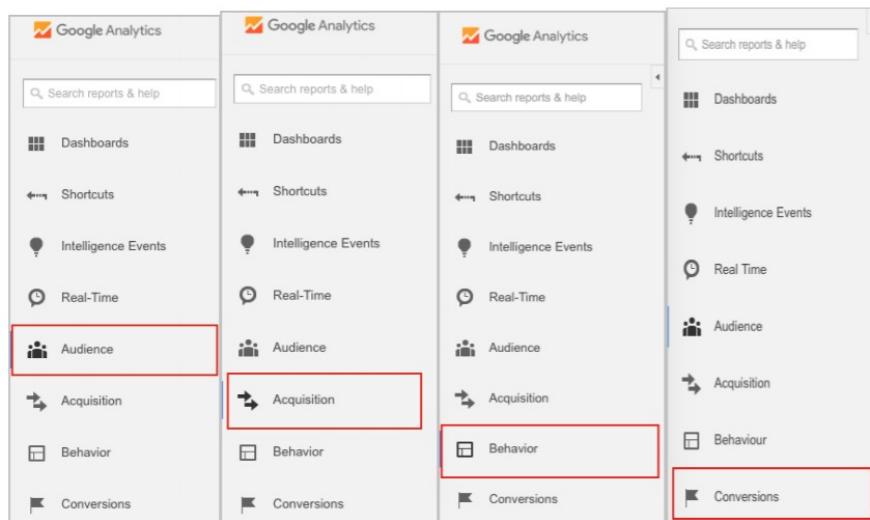
2.6 Control : Monitoring the Activities

Google analytics is the recommended tool for La Juiceria to ensure that the tactics are under control.

Google analytics is easy to integrate in social media platforms as well as website.

As depicted in the figure below, the online performance can be measured on Google Analytics using different categories such as audience, acquisition, behavior, and conversion (Hey, 2018).

La Juiceria can keep track of their progress under each category with the help Google Analytics tool.



3.0 Critical analysis

3.1 Potential problems and limitations with the proposed Digital Media Strategies

1.Limitations of Internet accessibility:	The Digital marketing mostly is based upon the world wide web. Even as most of Malaysia has internet accessibility, there are still a few places where the online connection is quite poor. So it's quite tricky to target those clients who reside in these areas. Because with no net, Digital marketing is only a puppet. This is a significant issue of Digital advertising.
2. High Contest of Brands:	Too many new healthy food restaurants and cafes with the same value proposition have cropped up. They also use similar social media and digital marketing strategies and platforms like Google Adword and Facebook advertising. Too many similar ads are competing for the short attention span of customers.
3. Piracy:	Through increased used of digital marketing platforms, several hackers could potentially monitor or replicate the precious advertising and marketing approaches La Juiceria has. Piracy manufacturers are constantly there to replicate enterprise plans. So that is a potential risk to them.
4. Consumers not on the internet or less interested about the Web	La Juiceria in their aggressive digital marketing and social media approach may be losing out on a target market that is not on the internet, especially Baby Boomers and Gen X, a great market to advertise healthy foods and diabetic friendly meals to, but they aren't on the internet so their Ads aren't reaching them. There are a number of clients that aren't as interested in web. They just avoid Internet advertising. Even they don't trust the online advertisement. This makes a loss of beneficial traffic. Because Digital marketing wholly depends upon internet. Without net, it doesn't work.
5. Plan proposed needs investment, commitment and manpower for implementation	For Digital advertising, La Juiceria will need to cover advertising such as AdWords, Social Media Marketing, Search Engines, Search engine Marketing. These are extremely pricey for those individuals that take part in small medium business.
6. Negative publicity is not good publicity	In regard to social networking, one article, tweet or remark or any other claim or any negative comments about their products or services can ruin their internet standing for quite a while. To earn standing, it requires much time, yet to break it doesn't take a lot of time. Some negative feedback may ruin the odds of expansion of their business.
7. Anti-Brand Behaviour	Some competitors may pose as disgruntled customers and ruin the reputation of the brand on purpose on various social media and digital marketing platforms. The company will have to be on the lookout for these problems.

3.2 Future recommendations

Examine the past to predict the future	Look at data points, often provided by the online ordering or POS vendor, from last year's sales to determine what menu items were popular, when they were ordered, as well as sales volumes. These numbers can help determine future promotional marketing tactics.
Develop a loyal consumer base	La Juiceria should continue working to build a database of customers through loyalty programs, alluring social media content, email promotional offerings and by providing access to an online forum where feedback is welcome. This data can help build loyalty base and assist them to reach smaller, targeted audiences with specific promotions.
Offer catering and promote it	As the holidays approach, office parties and large family gatherings ramp up. Catering is big-business and if marketed well, this can increase profits exponentially. La Juiceria can make sure to target granular local audiences such as local businesses through social media ads, eye-catching e-mails promoting the new catering holiday menu and enticing and well-timed promotional offers.
Explore what's new in the digital marketing realm	Consider newer digital marketing techniques that are gaining traction, like geo-fencing . La Juiceria can target audiences within proximity to their restaurant and serve them ads on social media or promotional offers to entice them to dine-in or order online. This is also a wonderful way to reach new potential customers to add to their growing database of loyal patrons.
Tap a digital marketing vendor for support	La Juiceria can also select a digital marketing vendor that has access to a double opt-in database of potential consumers and make sure that they offer more than just email marketing and list building. They will be able to educate and help expand their marketing plan into a cutting-edge tool that will produce substantial returns.
Scheduling an annual review of what worked this season and plan better for next year. So, if certain aspects of La Juiceria Cafes aren't up to speed, focus on those that are.	

4.0 Conclusion

The rise of digital era places new challenges to the marketers. The digital age demands innovative and practical marketing solutions so that the business can reach out to its potential customers and remain competitive. To cope with ever-growing marketing challenges, it is a rational move for a company to articulate digital marketing plan that is best-suited for their target market. This paper was initiated with the aim of finding suitable marketing plan for La Juiceria Superfoods Restaurant. After carefully investigating various models to create marketing plans, a practical and convenient marketing model was chosen. The chosen model was well renowned SOSTAC model. The fundamental concepts of digital marketing were the basics of this research. To accomplish the research aim, Social media marketing, Social Media Optimization, Search Engine Optimization, Influencer Marketing and SOSTAC marketing planning method were used as the conceptual framework in designing a digital marketing plan for the chosen company. SWOT analysis, market segmentation, target marketing and google analytics were also discussed.

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