

Digital Marketing Plan Proposal for Bujo Burgers

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1. Executive Summary

The fast Casual dining industry has taken Dublin and its consumption has increased in the last years. Some of this have been emerging and add their touch and charm in product and service to it, and somehow differentiating from the rest and making more local using produce from around the country. The burger industry, as we would call it, has been the one that has caught the taste of the public in Dublin. As many Chains had opened in the last 5 to 10 years. Many of this expanding their locations around the city.

Bujo Burger has differentiated by being most sustainable of all and being eco-friendly and eco-conscious. Providing product made from fresh produce, grass fed beef burgers and free range chickens, as well as good service orientated to costumer satisfaction.

2. Overview of the business

2.1. Company Introduction

BuJo is a neighborhood burger joint located in Sandymount & Terenure. It Started operation in 2017 specializing in grass fed, chargrilled burgers with a bespoke blend of beef sourced from Irish family farms and led by Culinary Director, Gráinne O'Keefe - Food And Wine Ireland's Best Chef In Ireland Under 30.

2.2. Products and Service

They offer a broad option of burgers from regular two patties burger to vegetarian vegan and chicken, other things in the menu are chicken tenders and wings. These could be accompanied with sides like fries, panko pickles and onion and sweet potato fries. Every two months they launch a new Limited Edition Burger which catches the attention of the customers.

BuJo is the only burger focused restaurant in Ireland & the U.K. to hold a three star rating from the Sustainable Restaurant Association's 'Food Made Good' programme. This initiative directs BuJo's sustainability ethos through a framework concentrating on sourcing, society & the environment. BuJo's Culinary Director Gráinne O'Keefe developed the BuJo sustainability programme which has maintained it's top rated three star rating since October 2017.

2.3. Bujo Terenure Sales Analysis

For this please refer to the Power BI Document Attached. In the last years Bujo Terenure's performance had been weaker than Sandymount, for this now it is

object of analysis in order to see what needs to be done in order to increase sales there, as it is a location that has good potential to grow.

The conclusions of the Sales data Analysis made to the Terenure branch showed some insights.

- 2025 is starting to perform very well needs to keep up.
- Friday to Sunday are the best days of sales reaching up to €4.5K.
- Tuesdays are the lowest days of sales following by Monday it would be advisable to apply an special promotion for these day in this branch to increase sales in death hours.
- Deliveroo Sales amounts are almost equal even surpassing in store sales. Deliveroo customers loyalty should be also awarded.

3. Scope of the project

The Objective of this Plan is to propose a Digital marketing plan, where we could improve the webpage using tools like SEO, display and video ads in Google and Facebook as well as social media and community management strategies, for brand awareness and engagement in the local area, which in this case is Dublin, Ireland. Additionally a Data analysis in Power BI document is attached to this where it Analyses sales in the Terenure branch where there is room for improvement and see what could be done to add to this plan.

4. Situational analysis

4.1. Market Analysis

Fast casual eateries are experiencing a boom in Dublin, particularly within the young professional market segment. Dubliners aged less than 39 years spend more money at fast casual restaurants than on groceries, and the market segment is growing three times faster than other restaurant types (Bord Bia, 2015). As a flourishing category, fast casuals contain a specific set of consumer expectations.

4.2. Competitor analysis

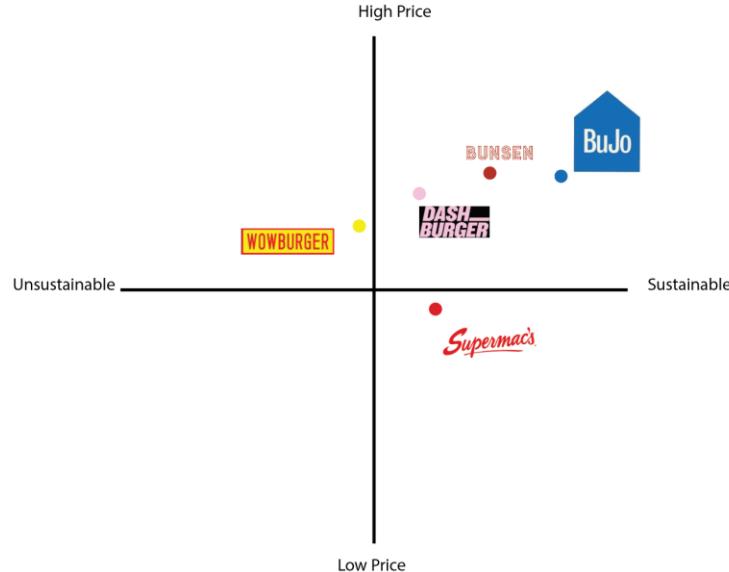
According to an Article posted in the Loving Dublin website in 2024, they ranked the greatest burgers in Dublin where Bujo Burgers was placed in second place among the competitors besides it. This could show us a rough perception of the local burgers restaurant in Dublin (regarding the main product) that it might be competing with. Moreover, when asking the managers, owners and staff of the

restaurant, they would say that their biggest competitors among this list are Bansen Burgers and Dash Burgers. We could add WOW burger and Supermac's which is not in the list but offers similar products but they fall more on the fast food restaurants category.

However, Bujo Burgers have been recognized many times for its sustainability efforts putting it as the most sustainable burger restaurants in Dublin.

A perception of price and sustainability analysis between the direct and indirect competitor has brought up this result:

Product	Bujo	Bansen	Dash	WOW	Supermac	Chimac	Five Guys	Average
Double Cheeseburger	11.95	13.75	9.95	11.50	7.95		12.80	11.32
Fries	4.75	4.55	4.00	4.85	2.95	4.99	4.65	4.39
Chicken Burger	13.45			12.00	8.50	14.95		12.23
Chicken tenders	7.95		9.95	9.50	6.50			8.48
Milkshakes	5.95	6.45		6.45	3.50		6.45	5.76
Soft Drinks	2.95	2.95	2.50	3.55	2.50		2.95	2.90
Limited edition Burgers	14.95							14.95
Vegetarian burger	13.45			11.50	6.75			10.57
Kids meal	9.95			9.50	6.30			8.58
Meal Deal Burger Fries and drink	16.95			17.50				17.23
Wings	8.95				6.50	9.50		8.32
Sustainability Effort from 1 to 5	4.5	4	3.5	3	3	3.5	4	



As it is shown in the perception map despite its almost high price, Bujo is perceived as the most sustainable one. Besides it we can find Bansen Burger which is a bit more expensive but they offer a very small menu mainly focusing on their main product which are their thick patty burgers. Also, Dash burger offers its costumer its own style thin smashed patty burgers and they focus on

this; they also offer some chicken products. Around them we have Wowburger and Supermacs who offers the same variety of products as Bujo. However, They offer lower prices but they are not as sustainable as the rest, and they focus on sale volume rather than the quality of the products as they have many locations around the city, and even around the country, but they offer almost the same range of products as Bujo.

4.3. SWOT Matrix

Strengths <ul style="list-style-type: none"> • Very well recognized as the most Sustainable Burger restaurant in the city • Very Good quality Products with fresh and local source • Good amount of audience in Instagram • Bujo Burgers has inserted positively in the Sandymount Community 	Weakness <ul style="list-style-type: none"> • Not Having Enough engaging with people in social media • Limited or no Marketing budget • Low brand Awareness online • Low sales in the Terenure branch
Opportunities <ul style="list-style-type: none"> • Growing number of eco conscious customers preferring sustainable products. • The Launch of limited edition Burgers Every two months which catches the attention of the local area • Loyal Customers who frequently purchase online or in restaurant • Trending Food in social media that we could apply to the products • Corporate customers who order in large quantity for corporate events • Friends of Bujo app customers data available to be used for Loyalty analysis • New location to be opened in City Center 	Threats <ul style="list-style-type: none"> • Its elevated price perceived by the customers who don't understand why of the price and think we are a fast-food restaurant • Lack of belief in the sustainable product concept • A broad number of options in the hospitality industry

After having a look through the SWOT analysis we could bring out some strategies such as:

- Promote through online ads and social media exposure, the limited edition burger to invite customers to try out the products and bring their friends with them. Targeting the area around the restaurant and the city
- Increase Brand Awareness through online channels such as Google ads Meta and Tik tok if possible.
- Targetted online ads in order to attract people to come to a specific branch for an specific promotion
- Educate through blogs and social media about sustainable consuming.
- Add a page in the website for corporate orders. And reach others with email marketing
- Engage more with loyal customers. Use Friends of bujo app data to reach them through email and sms
- Engage with the local community in Terenure by sponsoring local teams or giving some gifts

4.4. Community Analysis and engagement

The Sandymount Branch has built a community for its location and for its contribution to the community. it should be done the same with the people in Terenure and wherever a branch is opened in order. In order to engage to the local community, Bujo Could sponsor tournaments or offering free meals to the winners. There are sports club like Terenure Rangers (<https://terenurerangers.clubzap.com/>) and Terenure Sport camp (<https://www.terenuresportscamp.ie/>) that could be reached to engage with the community. Additionally, it would be good to engage with the Terenure Community center or the church across the street and ask them if there is a way we could help. We also need to engage to customer who are loyal to the brand and send them benefits and gifts they need to know that they are appreciated.

4.5. Digital Audit

	Bujo	Bunsen	Dash	Wow
Dedicated Website	Yes	Yes	Yes	Yes
Website UX	Fair	Good	Poor	Fair

Responsive website to mobile	Yes	yes	No	Yes
Blog	No	No	No	No
Facebook	306 Followers No engagement	31K Followers low engagement	1.5K Followers low engagement post every 5 days	168 Followers No engagement
Instagram	20.3K Followers Low engagement	34.4K Followers High Engagement High Views count on reels Posts monthly	25.5K Followers low engagement posts every 5 days	12.6KFollowers very low engagement post every week
Tik Tok	1.7K Followers very low Engagement Posts weekly views from 400 to 15K	9.3K Followers high Engagement Posts monthly views from 50K to 4M	45.4KFollowers Low engagement views from 1000 to 26M post weekly	1.4K followers very low engagement views from 400 to 52k post every week
Google Business	4.6 Stars	4.6 Stars	4.5 Stars	3.8Stars

The one performing the best on social media among the competitors is Bunsen Burger as they achieved to engage with people on social media even at some point becoming viral. Meanwhile Wowburger has been putting efforts on building content on social media it hasn't reached high levels of attention. Bunsen and Dash burger display websites that are appealing visually following its art and design concept, however Dash burger doesn't work well on mobile and is very slow when loading the page. Bujo Should put its menu in text mode rather than a picture mode as it would not be able to be SEO optimizable. Also, it should add special page or a section in its landing page for their limited burger and update this every time.

5. Business Objectives and Digital Goals

5.1. RACE Model

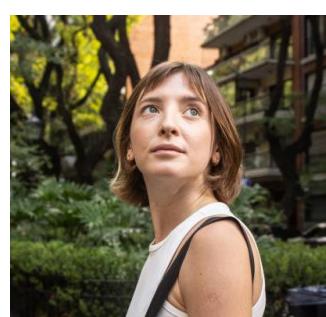
	Objective	Strategy	KPI
Reach	• Brand Awareness in the local area of the restaurant branches and in the city	• Google Search Ads Campaign	• Increased Delivery and online collection Traffic

	<ul style="list-style-type: none"> • Reach Sustainable product consumers • Catch the attention of foodie customers that would try our Limited-edition Products 	<ul style="list-style-type: none"> • Google Display and Video Ads Campaign • Use long tail marketing to reach specific customers • Facebook Instagram and Tik Tok Campaigns 	<ul style="list-style-type: none"> • Increased website traffic • Increased app download and use
Act	<ul style="list-style-type: none"> • Improve Engagement performance on social media • Attract and Maintain customers that are in the loyalty program • Raise awareness about sustainability • Attract other type of customers like corporate 	<ul style="list-style-type: none"> • Create Engaging content • Include a blog section on the website for sustainability articles • Include corporate orders, and meal kit section on the website 	<ul style="list-style-type: none"> • Increased number of likes and comments • Increased traffic to the app
Convert	<ul style="list-style-type: none"> • Increase Sales in branches that have lower sales • Convert fairly loyal customer into very loyal customer 	<ul style="list-style-type: none"> • Route the customers to make a purchase on a specific branch • Create an Email marketing campaign for corporate orders • Improve Google business profile • Upgrade the app UX and improve the loyalty programs on it 	<ul style="list-style-type: none"> • Increased online sales on the branch • Increase orders through the website and in restaurant
Engage	<ul style="list-style-type: none"> • Foster Relationship with loyal customers • Make customers advocate for the brand 	<ul style="list-style-type: none"> • Remarket previous buyers by email or SMS with discount and promo codes • Respond quicker to customers emails 	<ul style="list-style-type: none"> • Increased customer retention rate • Increased repeat conversions (customer lifetime value)

		<p>and comments on social media</p> <ul style="list-style-type: none"> • Increases Net promoted score • Increased positive reviews and feedback
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6. Strategy – Persona Definition and Value Proposition

Hungry Craig "open to new flavours and combinations"		
Profile	Craig 32 years old IT Engeneer Single	
Personality and lifestyle	Decision maker Busy lifestyle Sociable goes out with friends almost every weekend open to new experinces in food	
Attitude	Regularly eats out or orders delivery Doesn't cook much at home Cares a lot about the quality of the food Likes trying burgers and pubs around the city	
Online Behaviour	Heavy internet and social media user Average 14 hours a day Instagram everyday user	
Value proposition	Bujo Burgers offers new limited edition products every two months, come to try them ou with your friends.	

Foodie and eco consious Emma "People should take care more about the enviroment"		
Profile	Emma 26 years old Junior Architect In a relationship	
Personality	Loves to try new food around the city Concerned about sustainability and the current state of the world Busy and balanced lifestyle Very Sociable loves to chat with her friends	
Attitude	Checks label if product is sustainable Suports climate change regulations Courius to know what is new in the city	

Online behaviour	Uses the internet a lot during her rest 10 hours daily	
Value proposition	Bujo Burger brings to you the most sustainable burger in the city contributing to the circular economy	

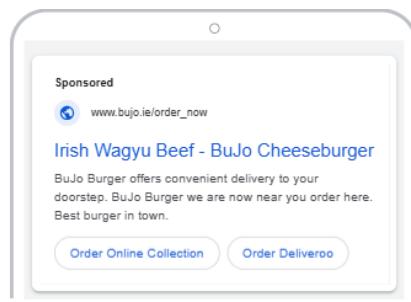
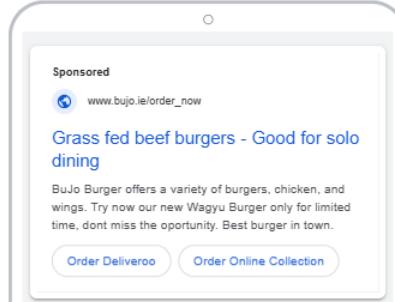
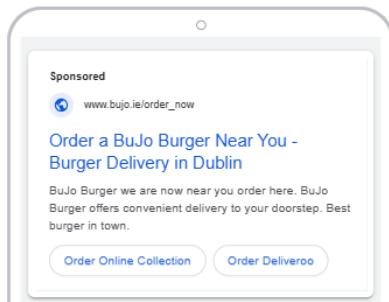
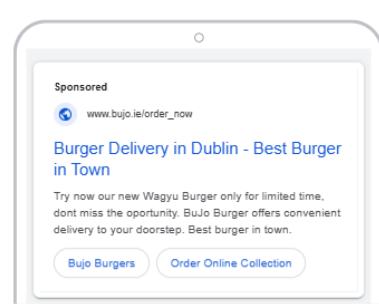
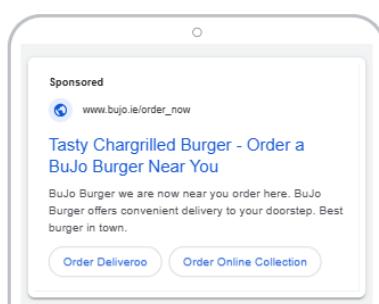
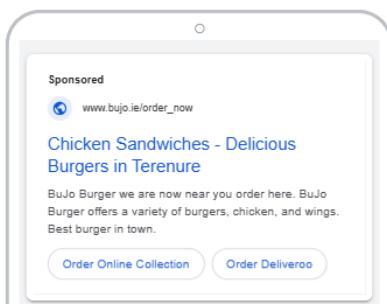
7. Channel Strategy

	Goals of key personas	Brand Value Proposition	Channel strategy
Craig	To find a new option to eat To get delivered good quality food	Bujo burgers fit Craig's Desires Bujo launches new products every two months There is delivery available that could be made through the Deliveroo platform	Google ads search Google ads Display Website Instagram Facebook
Emma	To purchase from brands that are sustainable To find food that can share with friends	Bujo products matches Emma's demand All the process in the product making is done with sustainability in mind such as waste being recycled or used for compost The packaging of the product is 100% recyclable There are online collection option where she could pick up the food	Google ads search Google ads video and display Website Blog

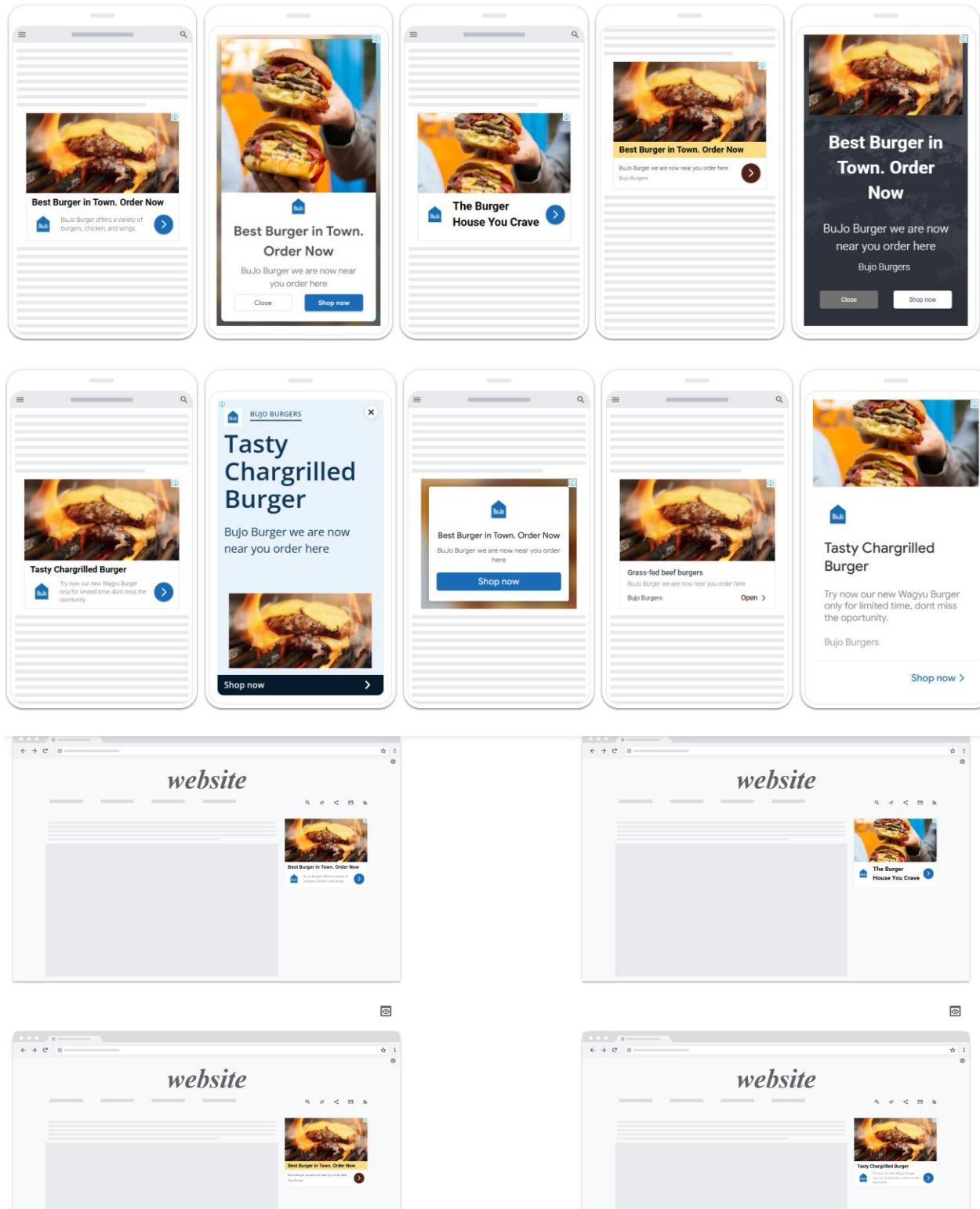
7.1. Google Search Ad Campaign

Campaign	Search for product sales through Delivery and Collection		
AdGroups	Burger	Limited edition Wagyu burger	Chicken Burger
Key Words	best burger in dublin	wagyu burger dublin	chicken burger dublin
	best burger in dublin ireland	wagyu beef dublin	chicken burger
	best burgers in dublin ireland	wagyu steak dublin	chicken burger near me
	best hamburger dublin	wagyu beef	buttermilk chicken burger

	burger place in dublin		chicken fillet burger
	burgers box		chicken hamburger
	burger order online		best chicken burger dublin
	burgers delivered		cajun chicken burger
			chicken bu
			chicken burger chicken burger
			chicken burger fillet
			chicken burger meat
			chicking burger
			k chicken burger
Ad Copy	Best Burger in Town. Order Now	100% Wagyu Beef Patty – Unrivaled juiciness and flavor	Crispy on the outside, juicy on the inside
	Grass fed beef burgers	Treat yourself with a high-quality wagyu burger	Packed with fresh, locally sourced ingredients
	Tasty Chargrilled Burger	Taste our Limited-edition wagyu burger	
	Cozy Burger place to Enjoy With Your Friends and Family		
URL	bujo.ie/ordernow	bujo.ie/limited edition wagyu burger	Bujo.ie/ordernow



7.2. Google Display campaign



7.3. Social Media

Platform	Tactics
Instagram	<ul style="list-style-type: none"> - Carousel Posts: Sustainability journey, eco-friendly practices - Reels & Stories: Making of Wagyu Burger, sustainability tips, customer reactions - Influencer collaborations inviting them to try the new burger
Facebook	<ul style="list-style-type: none"> - Long-form posts & photo albums about sustainability and Wagyu sourcing - Facebook and Instagram Event for Wagyu Burger launch with incentives - Live Q&A with Bujo Staff - Polls & quizzes on sustainability habits
TikTok	<ul style="list-style-type: none"> - Short videos: Day in the life, Wagyu prep, sustainability initiatives - Behind-the-scenes staff stories - Use trending sounds for fun sustainability content

	Instagram	Facebook	TikTok
Monday	Carousel: Sustainability story	Long post: Wagyu sourcing story	Behind the Scenes: Wagyu burger preparation
Tuesday	Reel: Customer reaction to the new burger	Poll: what do you do to contribute to the environment?	
Wednesday	Story: Packaging tips	Album: Local suppliers	Trend: Genz Worklife
Thursday	Influencer feature	Event reminder	Staff Q&A
Friday		Live: Chef Q&A	Reaction: First bite of the new burger
Saturday	Reel: Wagyu burger close-up	Post: Sustainability stats	Quick tips: Eco hacks
Sunday	Story: Limited time alert	Recap: Week's highlights	

7.4. Email Marketing

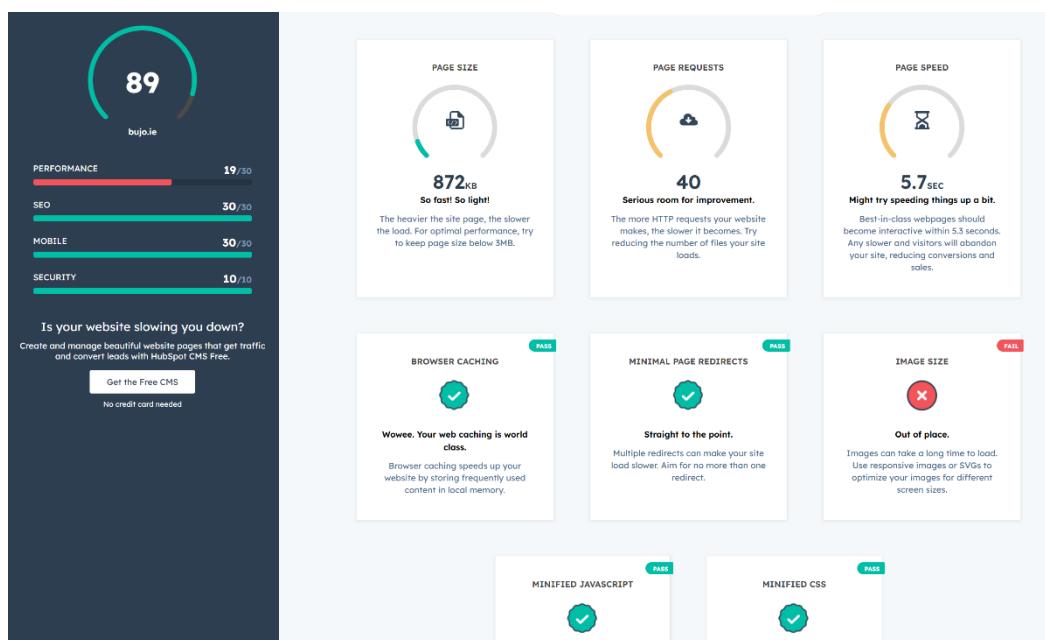
In order to reach the corporate market, we could use email marketing platforms to send them special discount for large quantity orders and show them what is new in our menu.



7.5. SEO and website optimization

Currently the website works well for its purpose intended when it was created but now the layout needs some update in order to be optimized for a search engine and to be able to work well with google ads campaigns.

- It needs a Blog tab to be added where they can upload sustainability articles so they could be a reference on that.
- It needs a page dedicated for the app and clarify the app usage and Rules.
- A tab to “order now” needs to be added And give the option to click either for delivery or Collection
- The Menu should be text instead of a picture
- Needs a Menu button on the main page to see what to order even in restaurant.



According to Website grader it needs to reduce images size to make it faster but after that it has a good grade.

7.5.1. SEO Webpage analysis

▼ H1			
All		10	100%
Missing		1	10%
Duplicate		0	0%
Over 70 Characters		0	0%
Multiple		2	20%
Alt Text in H1		0	0%
Non-Sequential		0	0%
▼ H2			
All		10	100%
Missing		7	70%
Duplicate		0	0%
Over 70 Characters		0	0%
Multiple		0	0%
Non-Sequential		1	10%

Row	Address	Occurrences	Meta Description
1	https://bujo.ie/	1	BuJo serves premium grass-fed Irish beef burgers, sourced sustainably from Bord Bia Quality Assured farms. Enjoy locally cra
2	https://bujo.ie/terms	1	The Terms of Service for BuJo, outlining the terms and conditions for using our website, services, and products. By accessing
3	https://bujo.ie/about	1	At BuJo, better burgers mean better sourcing, sustainability, and community. We work with Ireland's best suppliers and use 10
4	https://bujo.ie/menu	1	Discover BuJo's menu of mouth-watering burgers, sides, and delicious meal deals. Enjoy chargrilled Irish beef, plant-based opt
5	https://bujo.ie/rewards	1	Join Friends of BuJo and enjoy free burgers, cashback, birthday treats, and exclusive rewards. Sign up now for your welcome l
6	https://bujo.ie/locations	1	Visit BuJo in Sandymount or Terenure for the best burgers in Dublin. Check out our opening hours and locations below to find
7	https://bujo.ie/privacy	1	Read BuJo's privacy policy to understand how we collect, use, and protect your personal information when you visit or make a
8	https://bujo.ie/help	1	Got questions? Check out our FAQs for everything you need to know about BuJo, from menu options to ordering and delivery.
9	https://bujo.ie/sustainability	1	BuJo is committed to sustainability, from eco-conscious packaging to ethically sourced meat and renewable energy. Discover
10	https://bujo.ie/careers	1	Join the BuJo Crew! Work in a fun, energetic, and supportive team with great benefits, career growth, and a commitment to su

Using Screaming frog, we were able to see that the webpage has a good keywords and H1 and H2 structure. Despite this it needs some improvement in order to be able to use in Google search and display ads or Facebook campaigns.

8. Measurement

Channel	Key Metrics (KPIs)	Measurement Tools	Frequency	Goal/Target Example
Google Search Ads	- Impressions - Clicks		Weekly/Monthly	3%+ CTR, <€2 CPC, 5%

	<ul style="list-style-type: none"> - CTR (Click-Through Rate) - CPC (Cost per Click) - Conversions - Conversion Rate - Cost per Conversion 	Google Ads, Google Analytics		Conversion Rate
Google Display Ads	<ul style="list-style-type: none"> - Impressions - Clicks - CTR - CPC - Conversions - View-Through Conversions - Cost per Conversion 	Google Ads, Google Analytics	Weekly/Monthly	0.5%+ CTR, <€1.50 CPC, 3% Conversion Rate
Mailchimp (Email)	<ul style="list-style-type: none"> - Open Rate - Click Rate - Unsubscribe Rate - Bounce Rate - Conversions from Email - List Growth 	Mailchimp Analytics	Per Campaign	25%+ Open Rate, 3%+ Click Rate
Meta (Facebook/IG)	<ul style="list-style-type: none"> - Reach - Impressions - Engagement Rate (likes, comments, shares) - Clicks - CTR - Conversions - Cost per Result 	Meta Ads Manager, Facebook Insights, Instagram Insights	Weekly/Monthly	5%+ Engagement Rate, <€1.50 CPC
SEO Optimization	<ul style="list-style-type: none"> - Organic Traffic - Keyword Rankings - Clicks from Search - Impressions - Bounce Rate 	Google Analytics, Google Search Console, SEMrush/Ahrefs	Monthly	+20% Organic Traffic, Top 5 for target keywords

<ul style="list-style-type: none"> - Pages per Session - Goal Completions (e.g., bookings, orders) - Backlinks 			
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9. Estimated budget

Channel	Typical Allocation (%)	Indicative Monthly Spend (€)	Key Activities Covered
Google Search & Display	20–25%	600–750	Paid search ads, display banners, retargeting
Meta (FB/Instagram)	20–25%	600–750	Paid social ads, boosted posts, influencer collaborations
SEO Optimization	15–20%	450–600	On-page SEO, local SEO, content/blog updates, analytics
Mailchimp (Email)	5–10%	150–300	Newsletter design, list management, automation
Content Creation	10–15%	300–450	Photography, video, graphic design for all platforms
Contingency/Experiment	5–10%	150–300	Testing new channels, influencer trials, A/B testing
Total	100%	€ 3,000	

10. Conclusion

This report made an analysis of Bujo burgers efforts in digital marketing which seems to have room for improvement as it is only doing some in social media but it needs to take into account Google ads platforms and use other paid online advertisement. Additionally, its webpage is well built but it needs an update in order to be used for SEO and other Campaign strategies like community engaging. This report could be used as a suggestion to build a campaign and apply to new products or from this start adding strategies that could contribute to the growth of the company.

References

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