

Royal China
皇朝

Social Media Pitch



Communication Pillars



CUSTOMER CENTRIC

Build **strong customer loyalty** and create a community of repeat patrons. This can be achieved by highlighting customised services, testimonials and reviews, and exclusive events.



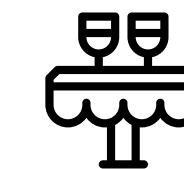
STAFF EXCELLENCE

Position the staff as **industry leaders** and elevate the restaurant's reputation by showcasing the team's expertise, and behind the scenes.



MIXOLOGY MASTERY

Establish Royal China as the go-to destination for innovative and **high-quality food & cocktails** by highlighting signature dishes and cocktails.



AMBIENCE & EXPERIENCE

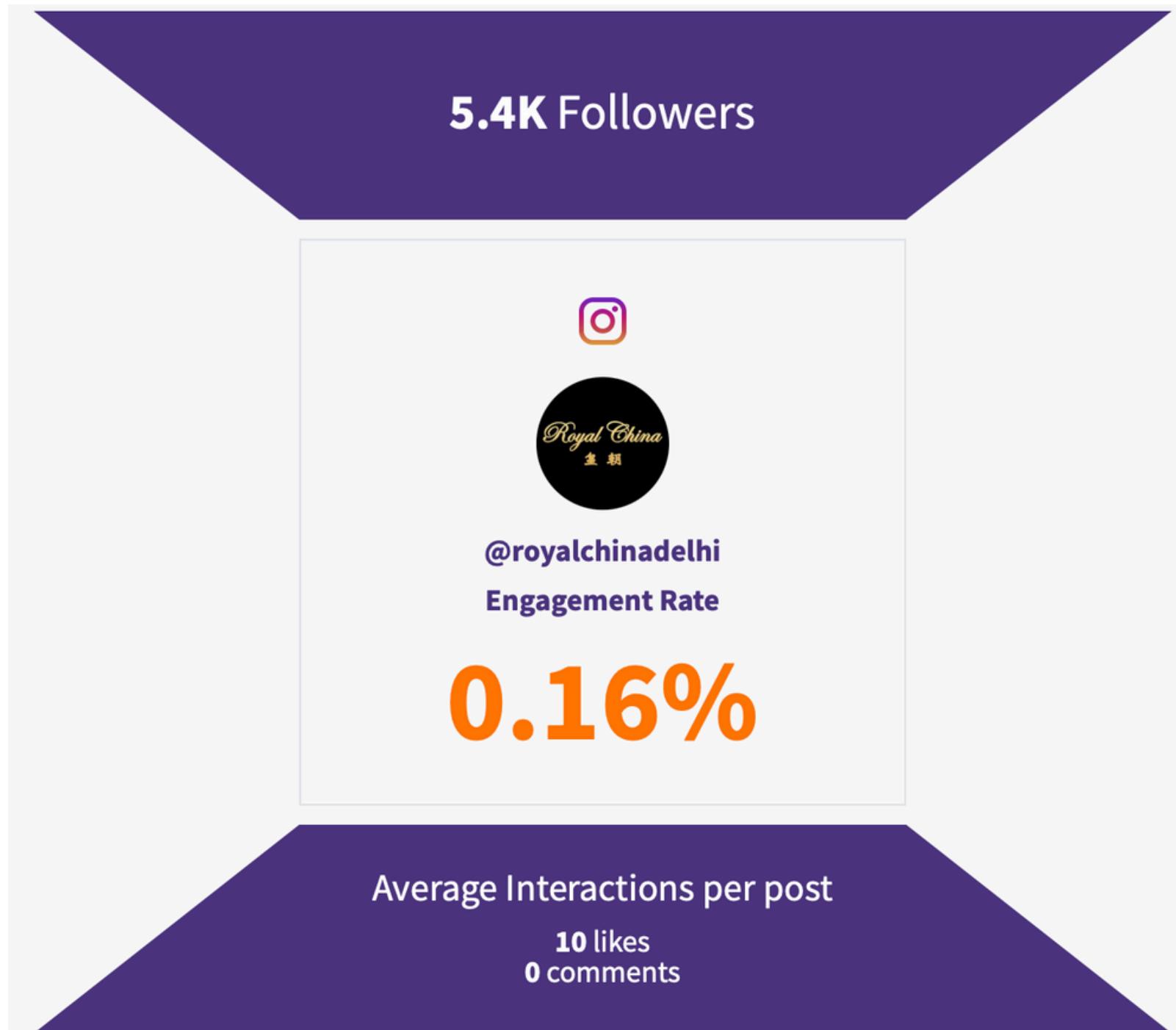
Highlight the luxurious atmosphere and **unique experience** of visiting Royal China. We will focus on the overall experience of the restaurant and show customer interaction with the ambience.



CULINARY MASTERY

Enhance the **perception of the restaurant** as a destination for high-end pan asian cuisine. This will also include chef's special menu.

Social Media Analysis



SOCIAL MEDIA ENGAGEMENT RATE - 0.16%

Social media analysis stands at 0.16%, reflecting an opportunity for growth. The ideal engagement rate for a brand with over 5K followers is on average around 5%, indicating a potential for increased audience interaction and brand visibility.

Our Goals :

- Increase Follower Count
- Enhance Engagement Rate

SOCIAL MEDIA STRATEGY



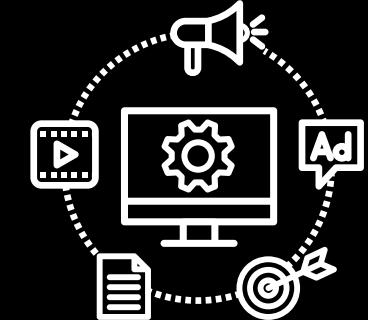
Identity
Enhancement



Build
Connection

- Focus on the restaurant's dedication to Experience and Authenticity. Every aspect of the dining journey should reflect Royal China's commitment to premium, traditional Chinese cuisine with a modern edge.
- Highlight the symbolic connection between the Chinese dragon and fine Chinese dining, crafting a story that reflects the sophisticated ambiance of Royal China.

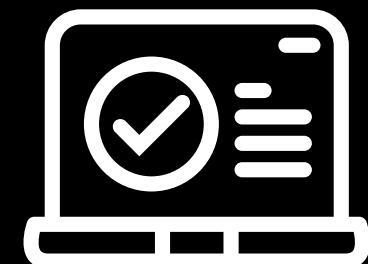
- Share in-depth narratives about the head chef, the culinary journey of Royal China and offer glimpses into kitchen preparations such as sourcing and plating to create a sense of exclusivity.
- Encourage guests to share their own experiences, adding an interactive layer through UGC.



Content
Strategy

- Share stories from patrons and showcase the talent and expertise of the team behind Royal China to build a personal and credible brand presence.
- Establish Royal China's authority by sharing knowledge on Chinese culinary traditions, the significance of certain ingredients, or the cultural origins of popular dishes

- Enhance bio with SEO-rich keywords to increase discoverability, including phrases like "fine Chinese dining," "authentic Chinese cuisine," and "premium dining at Chanakya."
- Update story highlights to capture essential details about the restaurant experience, featured dishes, and the Royal China ethos. Streamline DM responses with pre-set answers to common questions, ensuring a seamless communication flow.



Hygiene
Checks

CONTENT STRATEGY

- **Storytelling for Authenticity & Celebration** - Produce emotionally compelling videos featuring the head chef and their stories, highlighting Royal China as the perfect place for celebrations, whether it's a proposal date or anniversary while emphasizing the authenticity of Chinese food.
- **Video Marketing Strategy** - Utilize various video formats, including behind-the-scenes footage, interactive user-generated content (UGC) videos, and stories to captivate the audience and deepen their connection with the brand.
- **Culinary Experience Series** - Create a series of videos showcasing authenticity & unique culinary experiences at Royal China, such as cooking, chef's specials, signature dishes, and special menu tastings.
- **Virtual Tours** - Tours of the restaurant and kitchen for immersive engagement, allowing viewers to immerse themselves in the ambience and operations of Royal China.
- **Educational Content for Expertise Positioning** - Develop informative videos educating viewers about Chinese cuisine, cooking techniques, ingredients, and cultural significance, positioning Royal China as an authority in authentic Chinese dining.



SOCIAL MEDIA CAMPAIGNS



#DragonTales

The Legend of Royal China

OBJECTIVE :

Take followers on a culinary journey through China's dynastic history, highlighting the evolution of Chinese cuisine.

CONCEPT:

Through a series of carousel posts, short videos, or stories, narrate tales that highlight the dragon as a symbol of strength, prosperity, and culinary excellence. Feature decor elements, the dragon in Royal China's logo, and moments from the restaurant's elegant ambiance.

#TheGreatPlates Of China

Great plates, greater taste.

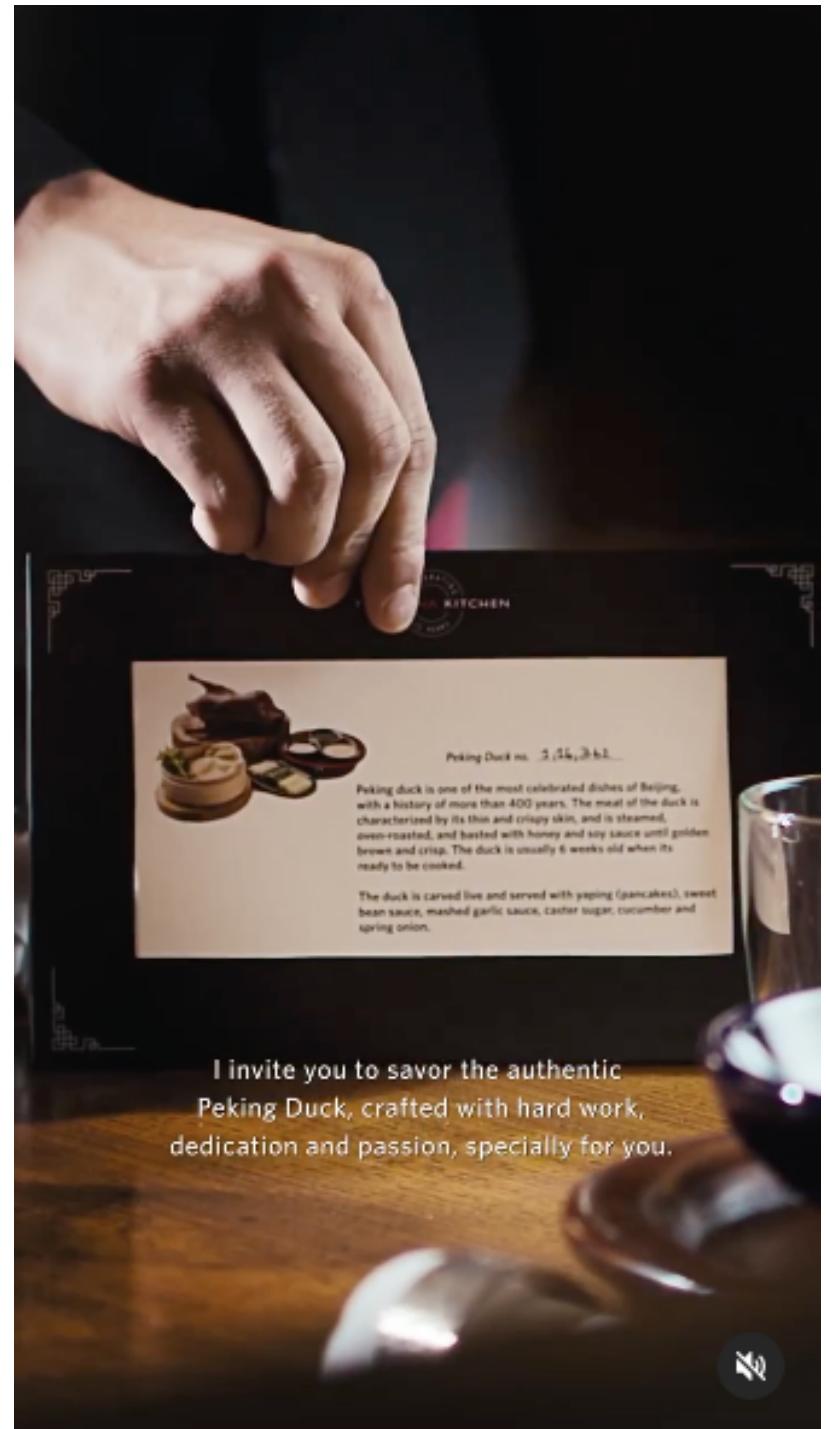
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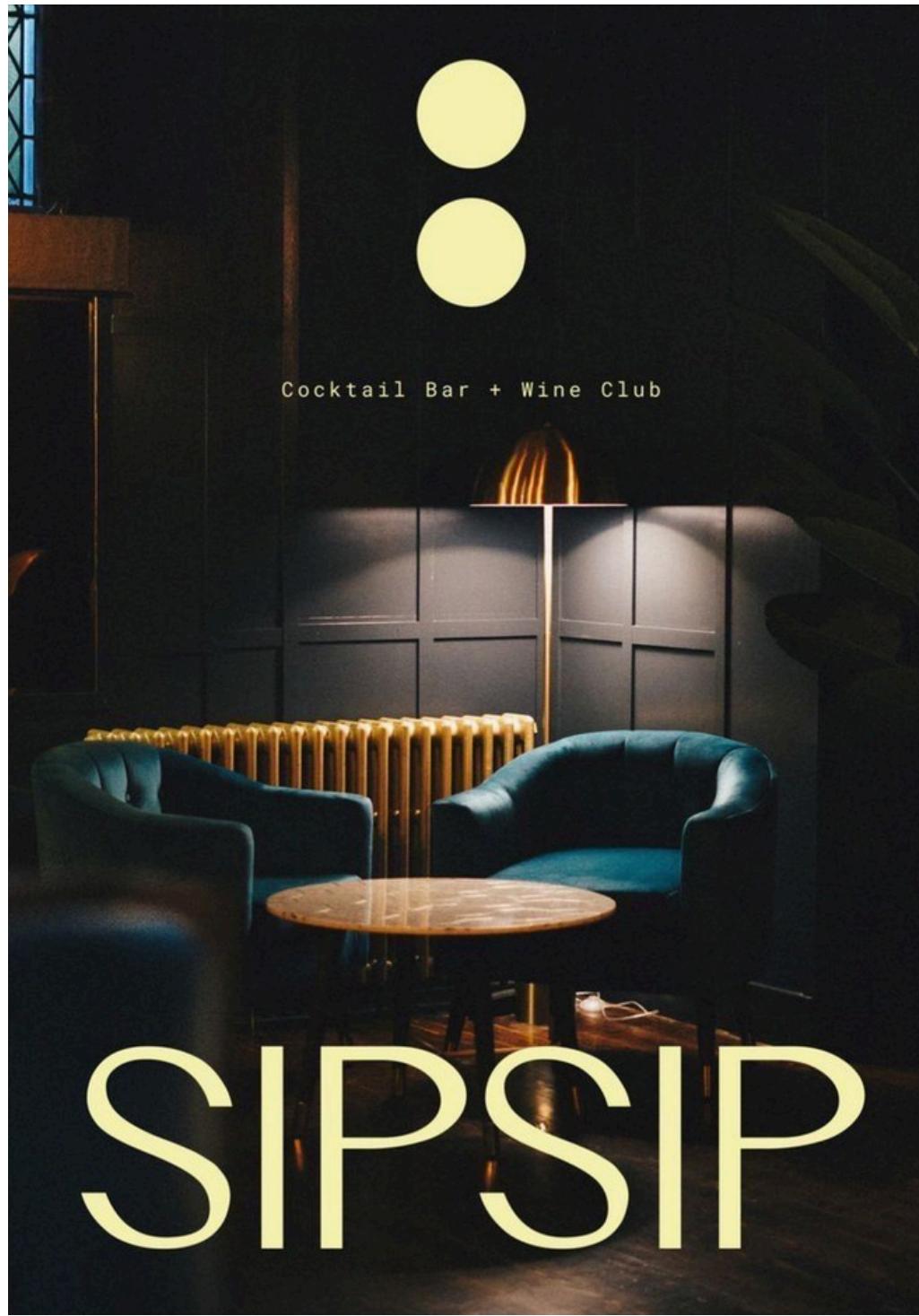
Create a series where each post explores a signature dish from a different Chinese dynasty, such as Tang or Ming, and explain how Royal China preserves or reinterprets these traditional recipes. Each post can be accompanied by visuals of the dish and a story snippet about its origin.

REFERENCE REELS



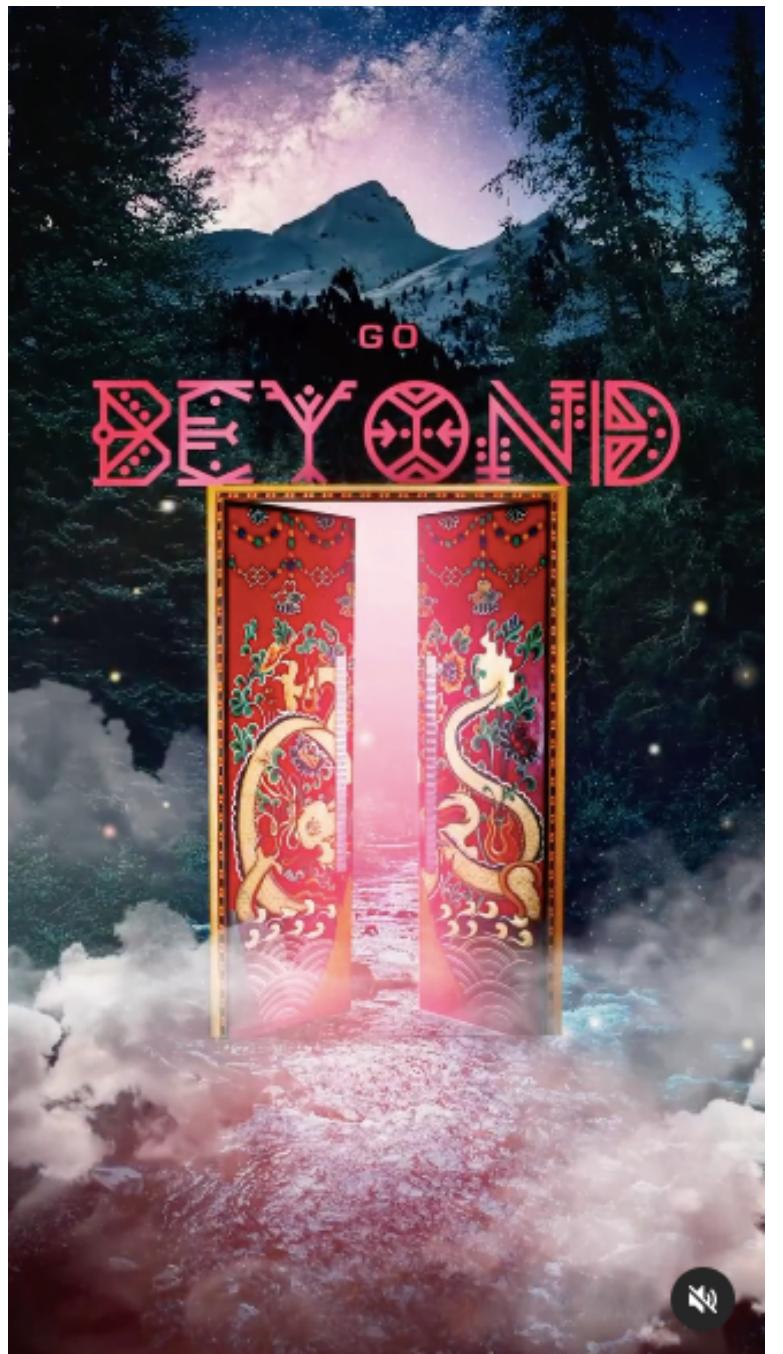
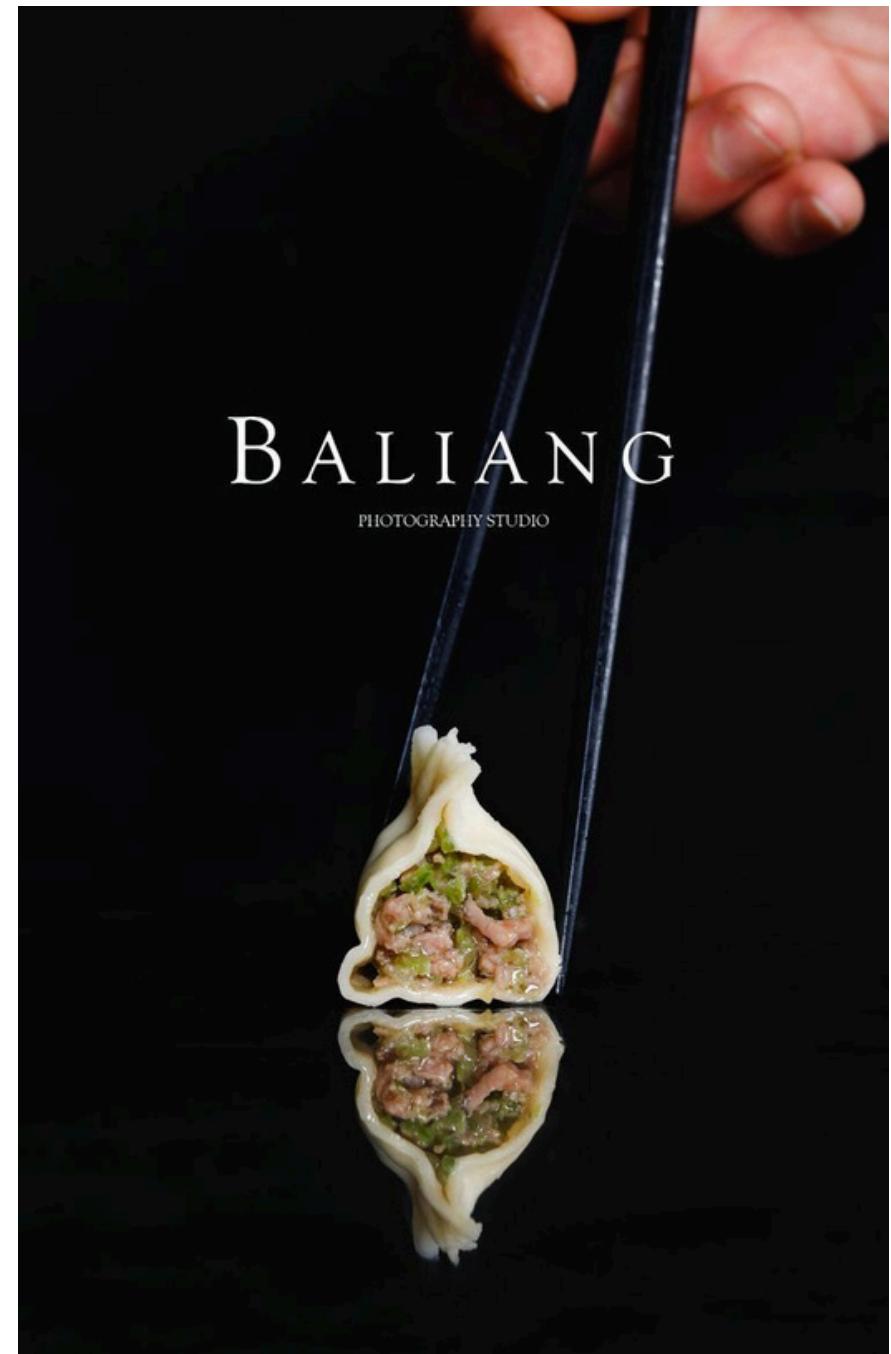
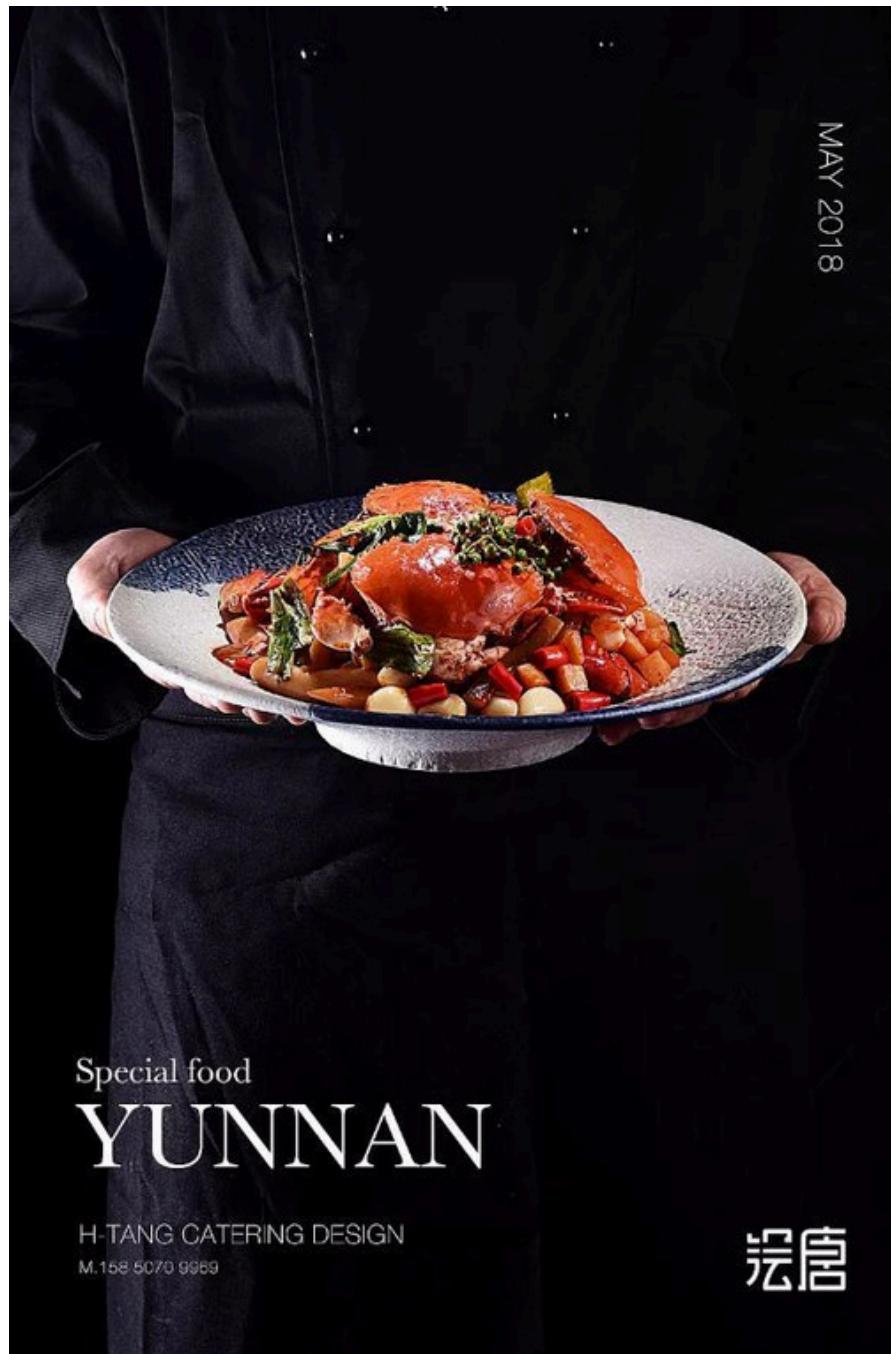
*Please click on the image to view the video.

CREATIVE DIRECTION



*Please click on the image to view the video.

CREATIVE DIRECTION



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Performance Marketing

Objectives

Increase Instagram followers for Royal China Delhi and drive reservations to the restaurant via the website.

Target Audience

Demographics:

- Age: 25-55 years
- Gender: Both male and female
- Location:
 - HNIs within Chanakyapuri, South Delhi, Gurugram, and Noida.
 - People residing near or frequenting The Chanakya Mall & luxury diners in Delhi.
- Income: High-net-worth individuals (HNIs), business professionals, food enthusiasts.

Interests:

- Luxury dining, Cantonese cuisine, fine dining, food lovers, upscale experiences, and travel.
- Interested in restaurants, food critics, food influencers, and lifestyle.

Behavior:

- People who engage with luxury food brands, restaurant pages, or luxury lifestyle content.

Performance Marketing

Campaign Breakdown & Budget Allocation (budget of INR 60,000)

A. Instagram Follower Growth Campaign (INR 30,000)

- **Objective:** Increase followers & engagement on Royal China's Instagram profile
- **Targeting:**
 - **Interests:** Luxury dining, Cantonese food, fine dining, high-end restaurants.
 - **Behaviours:** Frequent travelers, people who dine at premium restaurants.
 - **Geographical targeting:** Chanakyapuri, South Delhi, Lutyens' Delhi, high-end localities.
- **Expected Results:**
 - **Estimated Cost Per Follower (CPF):** INR 25-35
 - **Estimated Followers Gain:** 800-1,200 new followers.

B. Instagram Reservation Campaign (INR 30,000)

- **Objective:** Generate reservations for Royal China through the website link
- **Expected Results:**
 - **Estimated Cost Per Click (CPC):** INR 10-15
 - **Estimated Click-Through Rate (CTR):** 1-3%
 - **Estimated Reservations:** 10-15 reservations (depending on landing page optimization and ad effectiveness).

Performance Marketing

Tracking & Optimisation

- Metrics to Track:

- **Follower Growth:** Track the increase in followers and engagement rate over time.
- **Reservation Tracking:** Use UTM links or conversion pixels to track the number of reservations from Instagram ads.
- **Ad Performance:** Regularly monitor Cost per Click (CPC), Cost per Thousand Impressions (CPM), and overall return on investment (ROI).

- Optimization:

- Adjust targeting based on performance: if a specific age group or location is responding better, refine your targeting to double down on those segments.
- Test different creatives (images vs. videos) to see which drives better



THOUGHTS
&
DISCUSSIONS