

Experiment No. 8

Title: Facebook marketing plan for your website

Batch: B3 Roll No.: 16010421075 Experiment No.:8

Aim: Facebook marketing plan for your website.

Resources needed: Internet and MSoffice

Theory:

Social media marketing is the practice of using social media channels to sell or promote a brand, product or service. Social media marketing helps businesses:

- Increase brand awareness
- Build engaged communities
- Sell products and services
- Measure how people feel about your business
- Provide customer service on social media platforms
- Advertise their products and services to target audiences
- Track your performance and adjust your strategy accordingly

A social media strategy is a document outlining your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress.

Your social media marketing strategy should also list all of your existing and planned social media accounts along with goals specific to each platform you're active on. These goals should align with your business's larger digital marketing strategy.

Finally, a good social media plan should define the roles and responsibilities within your team and outline your reporting cadence.

Following are the steps to create social media strategy plan

- Choose your marketing goals that align to business objectives
- Learn everything you can about your audience
- Get to know your competition
- Do facebook account audit
- Set up accounts and improve profiles (if require)
- Find inspiration
- Create a social media content calendar
- Create compelling content
- Track performance and adjust your strategy accordingly
- Read on for more detail on each step of the process.

Step 1. Choose facebook marketing goals that align to business objectives

The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and return on investment (ROI). Each of your goals should be:

- Specific
- Measurable
- Attainable

- Relevant
- Timebound

Then next is to Track meaningful metrics. Vanity metrics like number of followers and likes are easy to track, but it's hard to prove their real value. Instead, focus on things like engagement, clickthrough, and conversion rates. You may want to track different goals for different social media networks, or even different uses for each network.

For example, if you use LinkedIn to drive traffic to your website, you would measure clickthroughs. If Instagram is for brand awareness, you might track the number of Instagram Story views. And if you advertise on Facebook, costperclick (CPC) is a common success metric. Social media goals should align with your overall marketing objectives. This makes it easier to show the value of your work and secure buyin from your boss. Start developing a successful social media marketing plan by writing down at least three goals for social media.

Step 2. Learn everything you can about your audience

- Oreate audience personas: Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business. When it comes to your target customer, you should know things like:
 - Age
 - Location
 - average income
 - Typical job title or industry
 - Interests etc.

Get to know your fans, followers, and customers as real people with real wants and needs, and you will know how to target and engage them on social media.

Gather data

Don't make assumptions. Social media analytics can also provide a ton of valuable information about who your followers are, where they live, and how they interact with your brand on social media. These insights allow you to refine your strategy and better target your audience.

Step 3. Get to know your competition

Odds are your competitors are already using social media, and that means you can learn from what they're doing.

Conduct a competitive analysis

A competitive analysis allows you to understand who the competition is and what they're doing well (and not so well). You'll get a good sense of what's expected in your industry, which will help you set social media targets of your own. It will also help you spot opportunities. Maybe one of your competitors is dominant on Facebook, for example, but has put little effort into Twitter or Instagram. You might want to focus on the networks where your audience is underserved, rather than trying to win fans away from a dominant player.

Use social media listening
Social listening is another way to keep an eye on your competitors.

Do searches of the competition's company name, account handles, and other relevant keywords on social media. Find out what they're sharing and what other people are saying about them.

Step 4. Do facebook account audit

If you're already using social media, take stock of your efforts so far. Ask yourself the following questions:

- What's working, and what's not?
- Who is engaging with you?
- Which networks does your target audience use?
- How does your social media presence compare to the competition?

Once you collect that information, you'll be ready to start thinking about ways to improve.

Step 5. Set up accounts and improve profiles

First you need to decide which networks to use. Once you've decided which networks to focus on, it's time to create your profiles. Or improve existing ones so they align with your strategy.

- Make sure you fill out all profile fields
- Include keywords people would use to search for your business
- Use consistent branding (logos, images, etc.) across networks so your profiles are easily recognizable

Step 6. Find inspiration

While it's important that your brand be unique, you can still draw inspiration from other businesses that are great on social.

Step 7. Create a social media content calendar

Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact.

Set your posting schedule

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It's the perfect place to plan all of your social media activities—from images, link sharing, and reshares of user generated content to blog posts and videos. It includes both your daytoday posting and content for social media campaigns.

Determine the right content mix

Make sure your content strategy and calendar reflect the mission statement you've assigned to each social profile, so that everything you post is working to support your business goals.

Step 8. Create compelling content

Keep your content aligned with the purpose of each network. Show other stakeholders (if applicable) what kind of content they can expect to see on each network.

Step 9. Track performance and adjust your strategy accordingly

Your social media strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

Once the analytics data starts coming in, use it to reevaluate your strategy regularly. You can also use this information to test different posts, social marketing campaigns, and strategies against one

another. Constant testing allows you to understand what works and what doesn't, so you can refine your strategy in real time.

You'll want to check the performance of all your channels at least once a week and get to know the basics of social media reporting so you can track your growth over time.

Procedure:

- 1. Student need to document the social media marketing plan for their website with respect to following points:
 - Enlist the pointers to be considered while setting up the facebook acoount/page for your business
 - Choose marketing goals that align to business objectives
 - Mention the audience personas
 - Observations based on competitive analysis
 - Mention the type of content to be posted (audio/video/images/text/live session)

Results:

Social Media Marketing Plan for Restaurant Website

- 1. Pointers to Consider While Setting Up the Facebook Account/Page for the Restaurant Website:
 - **Page Name:** Ensure the restaurant's name is clearly stated, making it easy for people to find.
 - Profile & Cover Photos: Use high quality images, preferably the restaurant logo for the profile picture and an image showcasing the ambiance or popular dishes for the cover photo.
 - **Business Category:** Set the category to "Restaurant" or a relevant subcategory like "Café," "Fine Dining," etc.
 - **About Section:** Write a compelling, keyword-rich description highlighting your cuisine, location, and unique value proposition.
 - Call to Action: Add a "Call Now" or "Book a Table" button for direct customer engagement.
 - **Location & Hours:** Clearly mention the restaurant's address, contact information, and business hours.
 - **Menu:** Upload the restaurant's menu for easy customer access.
 - Link to Website: Include a link to the restaurant's website for ordering, reservations, or more information.
 - **Facebook Messenger:** Enable Messenger to provide customer service or answer queries directly through Facebook.

- **Reviews and Ratings:** Encourage satisfied customers to leave reviews, and respond professionally to both positive and negative feedback.
- Consistent Branding: Ensure that the profile and cover images, logos, and overall messaging align with the brand's identity.

2. Choose Marketing Goals that Align to Business Objectives:

- **Increase Brand Awareness:** Aim to grow the restaurant's following by 20% in the next 6 months.
- **Drive Traffic to Website:** Boost click-throughs to the restaurant's website or online ordering page by 30%.
- **Increase Table Reservations:** Target a 25% increase in table bookings through Facebook in the next quarter.
- **Engage Community:** Foster a 15% increase in engagement (likes, comments, shares) by posting interactive content like polls, contests, and quizzes.
- Advertise Promotions: Run monthly promotions and measure success using metrics like cost-per-click (CPC) and conversion rate (reservations or orders placed).

3. Audience Personas:

Persona 1:

• Name: Sarah

• **Age:** 28

• **Location:** Urban areas, nearby restaurant

• **Income:** Rs. 6,50,000/year

• **Job Title:** Marketing Professional

• **Interests:** Foodie, loves dining out and trying new cuisines, follows food bloggers, interested in healthy dining options.

Persona 2:

Name: Alex

• Age: 35

Location: Suburban areasIncome: Rs. 10,70,000/year

• **Job Title:** IT Specialist

• **Interests:** Family oriented, looking for family friendly dining experiences, enjoys special weekend outings, follows local events and restaurants on social media.

4. Observations Based on Competitive Analysis:

• **Competitor 1:** Large local chain with strong Facebook presence, regularly posting about promotions and offers.

- **Strength:** High engagement with posts and regular interaction with followers.
- Weakness: Not much focus on user generated content (UGC) like customer reviews or photos.
- **Competitor 2:** A smaller, boutique estyle restaurant with an emphasis on gourmet dining.
- **Strength:** High quality images and professional videos showcasing the ambiance and dishes.
- **Weakness:** Inconsistent posting schedule and less frequent use of interactive content like stories or polls.
- **Opportunity:** Leverage consistent content posting, feature UGC, and focus on behind-thes-cenes content, which competitors aren't utilizing.

5. Type of Content to Be Posted:

- **Images:** High quality images of the dishes, restaurant ambiance, and events. Visuals should emphasize freshness, flavor, and the dining experience.
- **Videos:** Short videos showcasing cooking processes, behindthescenes preparation, staff, or customer testimonials.
- **Text Posts:** Announcements about daily specials, promotions, holiday hours, and upcoming events (e.g., live music nights or themed dinners).
- Live Sessions: Host live cooking demonstrations or Q&A sessions with the chef.
- User Generated Content (UGC): Share photos and reviews from happy customers to build community trust and engagement.
- **Polls and Stories:** Create interactive polls or quizzes about favorite dishes or potential new menu items.
- Event Posts: Announce special events, promotions, or collaborations with local businesses.

This social media marketing plan lays the groundwork for effectively promoting the restaurant and engaging with the target audience on Facebook, helping to align social efforts with broader business objectives.

Outcomes: CO4 Apply social media platforms for digital marketing

Conclusion: (Conclusion to be based on the objectives and outcomes achieved)

Hence, I successfully built a Facebook marketing plan for my restaurant website.

Grade: AA / AB / BB / BC / CC / CD /DD

Signature of faculty incharge with date

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