

Media Plan for The Le Bakery

Executive Summary

This media plan outlines a comprehensive advertising strategy for The Le Bakery, focusing on driving foot traffic to the café. A balanced approach between billboard placements and targeted social media advertising on Facebook and Instagram will maximize visibility and engagement within the local community of Albuquerque, NM.

Client Overview

- **Business Name:** The Le Bakery
- **Industry:** Bakery Cafe
- **Location:** Albuquerque, NM
- **Goal:** Increase foot traffic
- **Monthly Budget:** \$3,000

Channel Strategy

A dual-channel strategy utilizing billboards and Facebook/Instagram ads has been recommended. This approach is designed to reach potential customers through high-traffic visibility and targeted digital engagement.

Billboard Recommendations

1. **Intersection of Central Ave & Juan Tabo Blvd - Why:** A high-traffic area that ensures visibility to local shoppers. 2. **Near ABQ Uptown Shopping Center - Why:** Attracts foot traffic from shoppers and visitors to the area.

Estimated Impressions: 10,000 - 15,000

Facebook/Instagram Strategy

- **Objectives:** Drive foot traffic and increase brand awareness.
- **Cold Audiences:**

- Local Food Enthusiasts (18-45) interested in baking and local cuisine. - Families and Parents (25-50) engaged in family activities and local events.

- **Retargeting Audience:** Website visitors from the last 30 days.

Creative Components:

- **Hooks:** "Start Your Day with Freshly Baked Goods!", "Taste the Best Pastries in Albuquerque!", "Local Ingredients, Amazing Flavors!"
- **Primary Texts:** Engaging lines to entice visits.
- **Headlines:** Catchy phrases emphasizing freshness and local quality.
- **Descriptions:** Highlighting the unique offerings and local ingredient sourcing.
- **CTAs:** "Visit Us Today!" and "Order Now for Pickup!"

Google Search Strategy

- **When to Use:** Targeting local searches for bakeries and coffee shops.
- **Core Keywords:** A list of 10 relevant keywords to capture search demand.

Budget Allocation

- **Total Monthly Budget:** \$3,000
 - **Billboards:** \$1,800 (60%) - **Facebook/Instagram:** \$1,200 (40%)

KPIs & Success Metrics

1. **Foot Traffic Increase:** Aim for a 20% increase in customer visits. 2. **Social Media Engagement:** Target 500 new followers. 3. **Website Visits:** Goal of 300 unique visits from ads.

30-Day Test Plan

1. Launch ads targeting cold audiences and monitor engagement. 2. Test different billboard designs to evaluate which drives more traffic. 3. Analyze weekly foot traffic data to adjust ad spend as necessary.

Assumptions

- Billboards will effectively reach a significant number of potential customers.

- Facebook and Instagram ads will effectively engage the target audiences.

Risks & Mitigations

- **Risk:** Billboard locations may not generate the expected foot traffic.
 - **Mitigation:** Choose locations with proven traffic patterns and adjust placements if necessary.
- **Risk:** Ad fatigue may occur with repeated exposure on social media.
 - **Mitigation:** Regularly refresh ad creative and messages to maintain engagement.