

Media Plan for Green Fork

Executive Summary

This media plan outlines a strategic approach to increase foot traffic for Green Fork, a casual restaurant in Albuquerque, NM. By leveraging a balanced mix of billboards and Facebook/Instagram advertising, we aim to capture the attention of local diners and increase visits to the restaurant.

Client Overview

- **Business Name:** Green Fork
- **Industry:** Casual Restaurant
- **Location:** Albuquerque, NM (87106)
- **Goal:** Increase foot traffic to the restaurant
- **Monthly Budget:** \$4,000

Channel Strategy

The proposed strategy utilizes a 50/50 budget allocation between billboards and Facebook/Instagram advertising, maximizing visibility and engagement with potential customers.

Billboard Recommendations

- **Placement Ideas:**
 1. **Central Ave & Carlisle Blvd:** High traffic intersection near shopping areas.
 2. **Montgomery Blvd & San Mateo Blvd:** Close to residential areas with potential diners.
 3. **I-25 North at Exit 225:** Captures commuters heading to downtown.
 4. **Coors Blvd & Ellison Rd:** Near parks and recreational areas, targeting families.
 5. **Lomas Blvd & University Blvd:** Near local universities, attracting students.
- **Estimated Impressions Range:** 200,000 - 300,000 monthly.

Facebook/Instagram Strategy

- **Objectives:** Increase foot traffic, brand awareness, and engagement.
- **Target Audiences:**
 - **Cold Audiences:** - Local Food Lovers (Ages 18-45, interests in dining out and local cuisine) - Health-Conscious Diners (Ages 25-50, interests in healthy eating) - **Retargeting Audience:** - Website Visitors from the last 30 days.
- **Creative:**
 - **Hooks:** "Taste the Freshness!", "Dining Redefined!", "Savor Every Bite!" - **Primary Texts:** "Discover Albuquerque's hidden gem!", "Healthy, delicious meals await you!", "Join us for a delightful dining experience!" - **Headlines:** "Fresh Ingredients, Great Taste!", "Visit Us Today!", "Your New Favorite Spot!" - **Descriptions:** "Join us for locally sourced meals.", "Family-friendly atmosphere with something for everyone.", "Special deals every week!" - **CTAs:** "Visit Us", "Order Now".

Budget Allocation

- **Billboards:** \$2,000
- **Facebook/Instagram:** \$2,000

KPIs & Success Metrics

- **Monthly Foot Traffic Increase:** Target of 15%
- **Social Media Engagement Rate:** Target of 5%
- **Website Click-Through Rate:** Target of 3%

30-Day Test Plan

1. Launch A/B testing on Facebook/Instagram ads for audience response. 2. Monitor billboard locations for traffic impressions and foot traffic. 3. Evaluate ad performance weekly to adjust creative and targeting.

Assumptions

- Target audience is receptive to digital and outdoor advertising.
- Billboard placements are visible and in high-traffic areas.
- Social media engagement translates to physical visits.

Risks & Mitigations

- **High Competition:** Monitor competitors and adjust offers as needed.
- **Traffic Pattern Changes:** Regularly assess billboard locations for effectiveness.
- **Ad Fatigue:** Refresh creatives regularly to maintain audience engagement.