

# Social media strategy example



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## **Instagram and Facebook marketing strategy**

A 2017 report by Statista shows that there are over 1.5 billion active users on Facebook. Facebook is ideal for marketing FnH because it has the required features to run a successful media campaign. Like other social media platforms, Facebook utilises client information to aid in the creation of targeted marketing (Baker et al. 2015; Hajli 2014). Targeted marketing will permit FnH to access the right pool of clients. This means that instead of focusing on reach, FnH's social media strategy can focus on the Return on Investments. Targeted marketing means that FnH can seek to attract health conscious people in Preston and the surrounding regions based on their likes and interests. Also, Facebook provides other features such as lead ads which allow customers to subscribe to a brand's platform without ever leaving Facebook. Lead ads are cheap and have a high customer conversion rate (Templeman 2015). Additionally, Facebook allows vendors to set up auto-response messages which can be linked to a company's customer relationship management software.;

This social media platform is well suited for photo sharing. According to Barker et al. (2013), pictures humanise a business since they create an emotional connection between viewers and the entity. Also, meals are easier appreciated in image form rather than in text. As such, pictures of tasty looking and well-arranged meals will be posted. Moreover, Instagram will be used to show the background processes such as product harvesting and employees doing work and non-work activities so as to personalise FnH. The images will also be used to provide customers with detailed specifications on the nutritional content of various meal offerings with an emphasis on how the foods are healthy. Further, Instagram posts will be used with hashtags and emoji so as to generate engagement and viewership. All posts will be cross-linked with other social media platforms such as Facebook and Twitter to maximise followership. Lastly, Instagram will be used to run photo contests where people will post pictures of themselves eating at FnH so that they can win free meals or merchandise. Alternatively, FnH can offer prizes to people can post pictures of themselves working out with the hashtag ;#FnH.;

## **Twitter marketing**

Twitter has the second largest number of social media users after Facebook. Twitter allows a brand to reach a large number of people instantly through the use of short but descriptive messages and hashtags (Baker et al., 2013). Thus, FnH; s marketing strategy on Twitter will seek to promote hashtags that are relevant to FnH. These include #buylocal, #FnH, #eathealthy, and #healthyPreston among many others. Twitter will also be used to provide links to FnH; s website, Facebook, and Instagram as well as to relevant

articles. Linked articles will touch on subjects such as benefits of eating healthy and buying local

## **Photo ads of FnH**

First, the photo ads will be designed as a straight sell. These ads will contain the image of an attractive meal layout with a traffic light label at the bottom. The emphasis will be on the meal which will take up most of the advert; space. Second, fantasy will be used to invoke an imagination in clients. Video campaigns will contain narrations (coupled with background music) which will lead clients to imagine being able to eat without the worry of gaining weight. Third, the social media postings will be used to market healthy eating as a lifestyle trend. They will also promote the idea of buying local so that clients can feel as if they are contributing to the areas; economy by buying food at FnH.; Fourth, posts such as those on Twitter will contain links to scientific information to give the information authority. Lastly, humour will be used in the picture and video advertisements

A 2011 study by Oldroyd, McElheran, and Elkington for the Harvard Business Review shows that companies that reply in less than an hour have a sevenfold chance of creating leads. This highlights the importance of ensuring constant communications with clients. One way of ensuring timely responses is by having one member of staff online at all times when the business is open. Furthermore, FnH will make use of autoreply features on Twitter and Facebook. They ensure that even when the account; s manager is offline, the client still receives leads. Also, the automatic feature allows machines to less urgent inquiries while transferring the difficult tasks to the social media account manager.;

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## **Using of social media management platform**

Walter (2014) states that having a large following is not as important as engagement. She compares the customer engagement rate between the top 25 fast food brands on social media with Wingstop which has slightly over 300, 000 social media followers. Walter finds that Wingstop engages with 30 % of their followers on social media platforms while McDonalds manages to interact with only 2 % of their 70 million social media followers.; The findings show that while McDonalds has a greater following, Wingstop restaurant can easily use social media to convert their followers to sales. Moreover, Walter (2014) finds that location-based social media marketing helps smaller hotel brands to compete with larger ones because they can easily connect with clients.;

Using a social media platform requires timely notifications and response to customers. For FnH to continuously convert followers to sales, they will need to engage with their customers consistently. Also, content posted on the various platforms should be relevant and in line with FnH; s social media strategies. Additionally, social media campaigns can be used alongside other more traditional marketing techniques such as signs and television promotions to reach a wider audience. Social media is a cost-effective marketing tool which can provide FnH with a competitive advantage.;