

SOCIAL MEDIA PROGRAM EXAMPLES



We believe the following are the keys to developing a successful Social Media Program:

# I) Strategy & Goals

We'll collaborate with your food company to determine what your goals are (such as brand awareness, pushing to retail stores, online sales, reservations, etc.) and develop a written plan for achieving those goals. With this foundation, we can determine messaging and build the outreach program.

# 2) Consistent Activity

We'll develop a schedule that builds off existing elements in your marketing calender (events, trade shows, key time pegs, etc.) and may also suggest additional activities (partnerships, sponsorships, blogger campaigns, etc.) that could further improve results. Leading up to any given month, we'll plan, write and program the specific posts, ensuring your company's accounts are actively working toward your goals and keeping you top of mind with your target.

# 3) Good Content

Using our creativity and marketing skills as well as our knowledge of what's trending in food and social media, we'll create engaging content with on-brand messaging. We can use existing assets (photos, videos, illustrations, etc.) or help develop new ones.

# 4) Ad Promotions

We'll evaluate your marketing and sales goals and translate those into social media objectives (reach/impressions, follower growth, engagement, link clicks to make a purchase or reservation) and then develop an ad program that naturally integrates into your regular posting plans. More than just clicking the "Boost" button on a post, we'll determine budget allocation, campaign goals, scheduling, targeting (by location, demographics, interests or previous interactions with your brand) and ad content with the goal of achieving a low cost per result.

# 5) Monitor Results

We continuously monitor the resulting data to determine what's yielding the greatest impact and then act on that data to continue to improve upon those results.

Take a look at the work we've done for other food companies... ENJOY!



# MENU OF SERVICES

Our list of services includes (but is not limited to):

# STRATEGY

- Research
- Guidelines & Action Plan
- Marketing Plan/Calendar

# CHANNELS

- Facebook
- Instagram
- Twitter
- LinkedIn
- Snapchat Filters
- Pinterest
- Whatever's Next...

# CONTENT CREATION

- Food Photography
- Videos (Demos, Interviews)
- Blog Content

# DIGITAL MARKETING

- Websites/eCommerce Sites
- Email Marketing
- Search Engine Marketing
- Search Engine Optimization
- Banner Ads

# PUBLIC RELATIONS

- Plan Development
- Media Outreach
- Influencer Outreach
- Trade Show Press Coordination
- Blogger Outreach Campaigns
- Sponsorships
- Promotions/Contests
- Events

Savor helps food companies like yours develop effective social media programs to tell their story, and, in so doing, build their brands, increase awareness and, ultimately, drive sales.





# About Savor

For over 14 years, we've been partnering with food companies like yours to develop fresh and effective marketing solutions. In that time, we've had the privilege of collaborating with the above brands.



## Social Media Influencer Outreach

thelagirl • Following Pink Taco helagirl Happy #NationalTacoDay! Our avorite places to get tacos in LA is up on he blog, check out the link in our bio. @pinktaco #thelagiri overheard ubernw Yaaaaaas!! hisisfabchs Looks delicious mblinrose\_ca Yum gotta try this raibrownlow Aaahh Im about to have tacos right now!! ographr I would love to eat those pretty tacos! erikalucia Yum!! These look super delicious 😡 brittanykrystle Mmm need all the • Q 🗘 Solution Liked by abc7vista and 3,891 others





Pink Taco (Chicago)

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We're HERE!!! #RiverNorth II 431 N Wells

Pink Taco

People Reached

0=0 100

n Like

1,624

Comment

Engagements

hicagofoodauthority • Follow

unch @pinktacochicago today!!! Our fave hings were the elote, mushroom & veggie

tacos and the chicken taco bowill! So Freaking. Delicious. Still dreaming about their elote 😡

frangelika\_@susiethefoodie\_chi

neliseweiss @thinkuniquechicago marilyn.damato @colombro we should add this to our Chicago food

Liked by pinktacochicago and 1.448 others

em\_and\_emm @paigekrueger chicagofoodauthority @dfelix08 hahah not at all. Super chill

sofskok @haleuwolande elisegillespie @oliviaiohnson37

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A Share

15,509

People Reached

127.405



Pink Taco

May 5, 2018 · 🕲

H Like Page

See Menu

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Engagements



# Pink Taco Restaurants - Engage Audience + Launch New Location

Savor took over day-to-day management of this restaurant group's social media channels for its LA location and launched accounts for its new Chicago spot. Collaborating closely with the management and marketing teams, we built a strategy and action plan that detailed goals, target and messaging as well as how to respond to queries. Snapchat filters for in-restaurant and local events gave big brand awareness boosts as did managing interactions with social media influencers (online engagement, invitations to dine, partnerships) who then posted about the restaurants. All told, we were able to effectively promote the restaurant's fun food and atmosphere to its target, netting over 11 million impressions for the year.



# Ravenswood on Tap Beer Festival - Drive Pre-Event Ticket Sales + Attendance

The Greater Ravenswood Chamber of Commerce was looking to increase attendance for Ravenswood on Tap, an annual celebration of this Chicago neighborhood's local craft breweries. So, we developed Facebook and Instagram posts that told the story of the event's special tappings, contests that increased awareness and promoted online ticket packages and ads that targeted prospective attendees by location and interests to drive traffic to the event's ticket purchase page. The event was a HUGE success. Pre-sale Packages purchased online were up 262% from the previous year, and overall impressions for all activities were over 310K. But, the biggest indicator of a successful event was that they ran out of beer tickets and 21+ bracelets on the first day! (Don't worry. They got more.)

#### Facebook

# Nielsen-Massey Vanillas

Tis the season for baking! To kickoff the holiday season, we're celebrating with 12 DAYS OF COOKIES from December 14th-25th.

Check our Facebook & Twitter daily because we'll be counting down to Christmas by posting our favorite cookie recipes!

The anticipation killing you? Visit our website's Holiday Cookies recipe page anytime for access to festive & tasty treats: http://bit.ly/1HUIbM7



12 DAYS OF COOKIES by Nielsen-Massey Vanillas Click here for festive dessert recipes perfect for the holiday season! NIELSENMASSEY.COM

C View Results 125 Likes 2 Comments 31 Shares

## Facebook Like Campaign Ad

Food/Beverages





🖬 Like Page

#### Twitter



#### Nielsen-Massey

Did you know the orange is a cross between a pomelo and a mandarin? #Cocktail: j.mp/1Yj4HBI #fridayfunday



#### Instagram





# Nielsen-Massey Vanillas - Build Reputation + Promote Usage

In developing this flavor company's social media program, we used our established system to identify goals and strategies, schedule engaging content relevant to their target and determine the budget for an ad spend that supported their goals. Following their positioning and messaging, we developed posts that demonstrated how to use the products and presented Nielsen-Massey as a vanilla and flavor expert and a leader in the culinary community. We grew their following across the three main platforms (along with setup in Pinterest and YouTube) from starting level to 22K+ and obtained over 2.3 million impressions for the year. Based on gained knowledge, we tweaked the program the next year and added a more aggressive ad spend, earning 1.4 million impressions in just the first quarter with an improved cost per impression.

Awareness Ads Promoted the Opening (FB shown, also ran in IG)





# Aboyer & Silencieux - Build Awareness of New Restaurants + Drive Reservations

Aboyer & Silencieux, a pair of restaurants in the same space, needed to build awareness and drive reservations for their openings. To achieve these goals, we developed a multi-pronged social media plan. By devising an Instagram contest—with a pretty awesome prize—we were able to gain awareness AND over a hundred new followers. Feed posts created buzz by telling the story and showing off menu offerings. Awareness ads then continued that buzz while ads targeting people that had engaged with the restaurants' past incarnations motivated interested prospects to make reservations. Ultimately, impressions were up nearly 700% for the month before the opening (in comparison to before our collaboration) and almost 500 people clicked through to Open Table to make reservations, leading to a very successful launch.

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#### Facebook



#### Twitter

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#### Instagram



goglazed goglazed Support The #SalvationArmy, Enjoy A #Doughnut! Salvation Army Doughnut: #Vanilla Bean Glazed. Red, White & Black #Sprinkles. 50% of proceeds go to The Salvation Army #Chicago Metropolitan Division (@SalArmvChicago). ONLY available Fri, June 2 (#nationaldoughnutday!) & Sat, June 3 in any of our 5 stores. Pre-order online at: https://www.goglazed.com/the-salvationarmy goglazed #doughnut #donuts #doughnuttime #bestdoughnuts #bestdoughnutever #glazeddonuts #glazedandinfused #chicagofoodie #chicagofood #chicagodoughnuts #foodporn #foodie #instafood #dessert 00 578 likes Log in to like or comment ....

Follow







# Glazed & Infused - Promote Doughnut Day

This doughnut purveyor's marketing team was short-handed heading into National Doughnut Day. Since we were already managing their PR and had a hand in crafting the promotions for the "holiday," it was a natural fit for us to also provide social media support. For a two-week period, we took over their Facebook, Instagram and Twitter accounts as well as managed their ad spends and a naming contest for their new mascot. The social media promotions resulted in over 250 entries in the contest, over 200,000 impressions and 136 new followers on Facebook and Twitter and over 4,000 likes on Instagram... Plus, lines out the door at all their locations.







# George Trois - Announce Banchet Award Nomination + Garner Votes

Add a comment.

Savor conducted a social media campaign with two goals. I) Promote this top-tier French restaurant's nomination as Restaurant of the Year for the Jean Banchet Awards (the only Chicago-area award recognizing achievements in the culinary arts) to build buzz and encourage reservations. 2) Reach people in the Chicago culinary industry and encourage them to vote for George Trois (the small restaurant was up against bigger names that were part of much larger restaurant groups who, in theory, could count on the votes of its 300+ employees). Content for the two-week campaign focused on the incredible media reviews George Trois had earned over the last year and then tied back to the nomination. Boosts and site traffic ad campaigns built awareness and sent people to the site to make reservations. Additionally, an ad campaign directed at the Chicago culinary community also pushed people to the Jean Banchet voting page.. Ultimately, the campaign saw a more-than-300% increase in impressions from George Trois' previous social activities and resulted in 168 link clinks. AND, most impressively, the team WON the Restaurant of the Year award!

### Results from Social Media Influencer Outreach/PR



# Francesca's Restaurants - Develop Strategy + Social Media Influencer Outreach Plan

This national chain of over-20 Italian restaurants didn't need us for day-to-day outreach. They had an internal team member managing all channels. Instead, they asked us to work with that team member to leverage our social media expertise and provide top-line guidance on strategies, messaging and best practices, including account setup, programming tips and conducting ad campaigns. We also developed a written strategy and guideline for harnessing the power of social media influencers that included goals, target, ask and compensation. The collaboration resulted in the team member's output being more finely targeted, more trackable and better set up for success.

Hungry for more? To see additional work and discuss how we can serve you up social media and other marketing support, contact:

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