

# **Social Media Plan- Part 1**

**By Beth Pottroff**

## **Background/History**

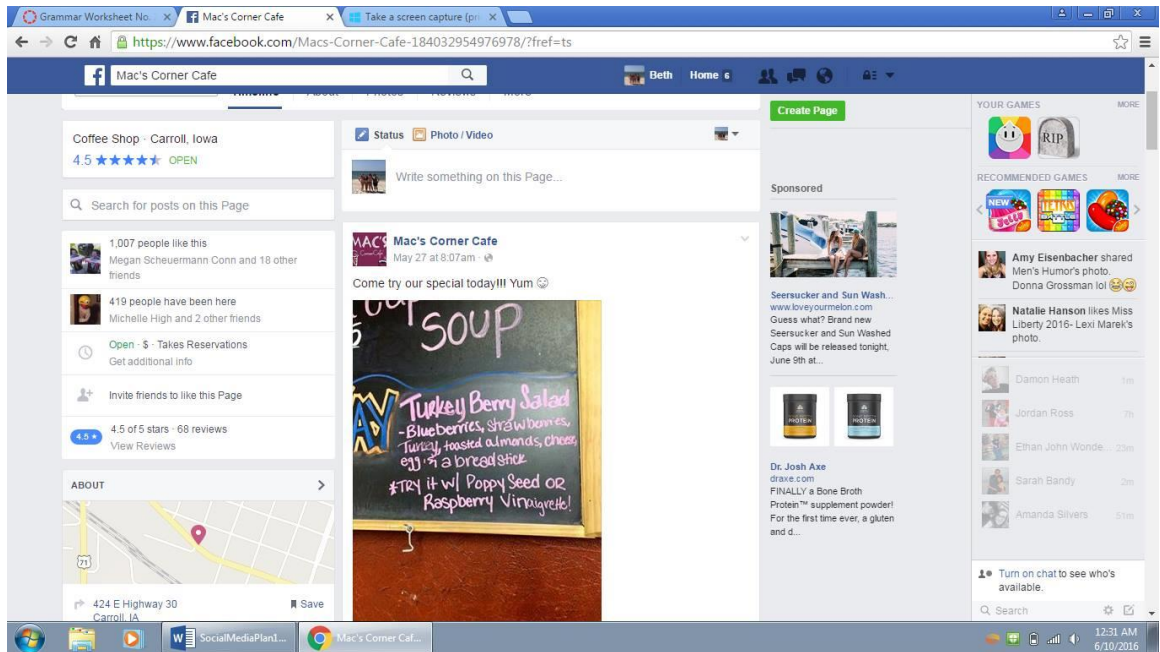
Mac's Corner Café is a small town local business. It was started in 2005 by Todd and Sue Kanne. It is located at 422 West U.S. Highway 30 in Carroll, Iowa. It opens at 6 a.m. and closes at 9 p.m. It serves ice cream, frozen yogurt, coffee drinks, lunch sandwiches, and breakfast. Mac's Corner Café does not deliver, but orders can be called in placed to go. Coffee beans, travel coffee mugs, and gift cards are also available to purchase. The environment is one of a café. It is a sit down, easy conversation, relaxed place.

Mac's Corner Café targets families, adults, and children. The ages of the target audience can be from anywhere from a year old to 90 years old. The majority of people who live around the area are middle class. It is a good mix of both genders. There are tables to sit in the building and also single seating options. The hours of 6 a.m. to 9 p.m. allow a wider variety of people to come in. The ice cream and frozen yogurt tends to attract children after school. The food and breakfast tends to attract families and adults. Mac's Facebook page has a quote on the about section that says "If these walls could talk..". This quote is also written on a wall in the café. From the family friendly atmosphere, I have gathered that Mac's Corner Café's mission is to bring people together to enjoy food and drinks and share good conversations. Basically it's saying that the café is a comfortable enough place to talk about anything.

## **Social Media Footprint**

Mac's Corner Café reaches its target audience in a few different ways. The café features radio spots on the two local radio stations in the town. The station reaches many other towns than just Carroll, which is where the café is. The café will feature ads in the local paper and donate gift cards to events such as "after proms" for high schools. It also has a Facebook page and an Instagram account.

The café does not update its Instagram regularly. There are new posts every month or two. Mac's Corner Café has 199 followers. The Facebook page has 1,007 likes and is updated about 3 to 6 times a month. Posts typically feature food specials, new coffee seasonal drinks, and discounts going on. Here is an example of one of the Facebook posts.



The Facebook page also provides general information such as an address, a phone number, and business hours. There is also a place for photos and reviews. Mac's Corner Café is ranked 4.5 out of 5 stars. It has had 68 reviews. All of the reviews are positive ones.

Mac's Corner Café's biggest competitors in the area are Dunkin Donuts and Queen Beans Coffee House. Queen Beans is a private business like Mac's Corner Café. Queen Beans has a Facebook page similar to Mac's Corner Café. It provides general information, photos, and a place to leave reviews. Queen Beans Coffee House updates its Facebook page 3-6 times a month as well. It is ranked 4.8 out of 5 stars and has had 46 reviews. It is open from 6 a.m. to 3 p.m. The coffee house has 1,064 likes. Queen Beans Coffee House does not use any other social media. Dunkin Donuts uses a variety of mediums and has its own website. Dunkin Donuts is a chain business with stores all over the U.S. Mac's Corner Café and Queen Beans Coffee House are small, local businesses with only one

store. Dunkin Donuts is on Facebook, Twitter, Instagram, Youtube, and Pinterest. Dunkin Donuts also has an app and rewards program. Dunkin Donuts has 13,627,011 likes on Facebook. The business posts on its Facebook page almost every day and will sometimes post multiple times during a day. Dunkin Donuts meets a wider target audience than Mac's Corner Café or Queen Beans. Dunkin Donuts is fast food with a sit-down option. It focuses on donuts and breakfast food. It also has some coffee drinks. Dunkin Donuts targets people looking for fast paced food.

Both Mac's Corner Café and Queen Beans Coffee House target similar people. Both companies overall goal is to bring in more people, expand their market, and get more business. By making use of different social media platforms and creating a website for their businesses, both companies could reach more people. Dunkin Donuts already uses many social media platforms, but could benefit from expanding into other ones such as LinkedIn, Snapchat, or Tumblr.

## **Part 2 – Goals and Engagement Strategies**

### **Goal of Social Media Plan**

The goal of this social media plan is to raise awareness of Mac's Corner Café on various social media sites. Currently, the café does not utilize its Facebook or Instagram to its full potential. If Mac's Corner Café posted more on its Facebook and Instagram, it could become better known. The café could also invest in other social media platforms such as Twitter or LinkedIn.

The café currently targets kids, adults, and families. Many adults have Facebook or LinkedIn accounts. Many kids have Instagram, Twitter, and Facebook accounts. By utilizing these social media platforms, more of the café's target audience could be reached.

More frequent posts, comments, and bargain deals could help draw attention to the café. This should be an easy task to accomplish. More pictures would also benefit the café.

## **Goals and Strategies for Improvement**

**Goal 1 – Becoming active on more social media platforms and to be more active on the platforms the café already has to bring in more people.**

The café targets kids, adults, and families. Kids are very active on social media platforms like Twitter and Instagram. Both adults and kids tend to have Facebooks. Often family members are friends on Facebook. Adults tend to have Facebooks and LinkedIn accounts. If Mac's Corner Café were to get a Twitter and LinkedIn, it could reach more people that fit in its target group. If the café had small contests such as take a picture with your family at the café and post it on our Facebook page to win a gift card, it could generate more of a buzz about Mac's Corner Café.

**Strategy 1: Create more accounts on social media platforms.**

By creating more social media sites Mac's Corner Café can reach more people and increase its awareness. The Café will have to post more on each of its social media platforms on a regular basis.

**Tactic 1:**

First the café will have to create some new accounts such as a Twitter and LinkedIn. The café needs to post more frequently on all of its social media accounts and begin to connect with people. By connecting with people, Mac's Corner Café will gain more likes and followers. The café will need to create posts that will attract its target audience.

**Posting new items or featured items on various social media sites:**

By posting new and featured items on social media, the café will create more hype about its products and more people will see it. Facebook posts can be longer, where Twitter posts would be shorter with the usage of hashtags. I think it's important to remind readers at the end of the post on Facebook what time the café is open. This allows the reader to have more information without having to look anything up.



### Mac's Corner Cafe

Fourth of July Seasonal Frozen Yogurt!

Red, White, and Blue: Vanilla, Cherries, and Blue Sprinkles

The Firecracker: Strawberry Yogurt with Various Popping Candies Flavors


The Patriot: Chocolate with Melted Marshmallow Syrup and Graham Cracker

Stop by and feel American today!

Open 6 a.m.- 9 p.m. every day

Like · ... · 15 minutes ago · 🌐

👍 34 people like this.





Mac'sCornerCafe  
@Mac'sCornerCafe



New 4th of July FroYo Flavors! Try today!  
#staycool #froyo #America

👉 ... 🔄 5 ★ 29 ... More

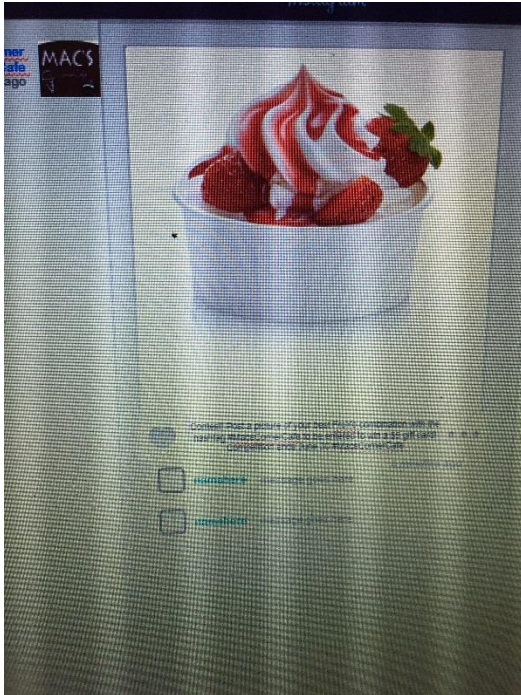
10:27 AM - 18 Jun 16 - Embed this Tweet

### Strategy 2: Feature competitions people can compete in to win prizes

Mac's Corner Café could feature competitions to win free prizes or discounted prizes. People love free or cheap things. By making easy to compete in competitions and posting about them on social media, the café could bring in more customers.

### Tactic 1:

The café will need to have easy enough competitions for people to feel compelled to compete in them. For example, it could have one on Instagram like the picture below.



The competitions can be anything. The simpler the better. People don't like to do a lot of extra work. If people find the prize for the competition worth the effort, they are more likely to compete. By having easy competitions, the café would attract more people to coming into the store.

### **Strategy 3: Create routines or special days such and post about them.**

The café could create days such as “Wake Up Wednesday” which would feature half priced coffee or some sort of deal from 6 a.m. to 12 p.m. It is important to have catchy phrases because they are easier for people to remember. The café would post about these special days on its various social media accounts.

### **Tactic 1:**

Mac's Corner Café will need to post things each week to remind people of its special days. Posting reminders will help people remember about the special days. Having a variety of special days will help target different ages. A “Wake Up Wednesday” would target adults. A day featuring ice cream deals would target kids. A variety of

different days featuring different items would help target all the age groups in the cafe's target audience.



## Social Media Plan Part 3

### Measurement

#### Campaign Metrics/Measurements

One of the main goals for Mac's Corner Café is to get more followers and likes on the café's social media pages. In order to see whether or not Mac's Corner Café is getting more followers or likes, it is necessary to monitor the increase of those numbers. It would be beneficial to create a chart that measures how many followers the café gains every two weeks. I think measuring the numbers every two weeks is better than just measuring once a month. This will better show how the holidays and other certain events influence the numbers of followers/likes. The best way to show this information is to create an easy to read chart.

Social Media	Facebook	Instagram	Twitter	LinkedIn
Site:				
Date:				
July 4-17				
July18-31				

August 1-14				
August 15-28				
August 29- September 11				
September 12-25				

The total number of likes or followers can be recorded on the table. By recording the total number, the café is able to see how many more likes or followers it has gained in each two week span. I think the café should hope to gain around 100 followers/likes by the end of September. It is a small town, so it is unrealistic to think that the café will gain a lot of followers and likes very quickly.

The café should also take note and keep track on which posts get the post feedback. One of the strategies for the café is to feature competitions to create a buzz and get more hype. The café should use a chart or make note of how many people like or participate in the competitions. This helps the café have a better understanding of what sorts of competitions draw in the most people. Page insight is a good tool that Facebook offers. Page insight is much like Google analytics. By using page insights, it would give people who run the café's page access to demographics and statistics about the page. Page insights illustrates the specific content that gets the most buzz.

Special days or deals that the café features should be kept track of the same way as competitions. Twitter, Instagram, and Facebook all have the hashtag tool. The hashtag tool allows whatever words that are being hash tagged to be clicked on and can create more hype for those words. When featuring special deals, the café should hashtag certain words. This could draw more people to the most and then the page. Slideshare is another tool that is featured on social media sites likes LinkedIn and Instagram. Slideshare allows businesses to create and upload media such as pictures, videos, and slideshows. Visuals are good tools for businesses to use because they attract attention.



