



Avocado Breakfast and Brunch Social Media Campaign- COM 494

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Introduction and Summary

Avocado is the first breakfast and brunch restaurant located in Downtown Fargo, North Dakota. In addition to our main menu, Avocado will be able to satisfy all customers due to our allergy, vegan and vegetarian friendly menu options. Its environment is bright and minimalistic with a cozy vibe. We will be having numerous different seating options such as booth's, couches, tables, hammocks and other things to ensue each guest feels cozy and comfortable in the space.

We noticed a need in the breakfast industry, especially in Fargo, North Dakota. There are numerous coffee shops, where people go there wanting coffee and breakfast. Once they arrive, they see that the only breakfast options are pastries. Avocado decided that enough was enough! It is time to have a full breakfast restaurant in Downtown Fargo! Not only do we want to ensure that our costumers leave feeling full, entertained and ready to come back but we want to be environmentally conscious through it all. The earth means a lot to us here at Avocado, and we will do everything we can to make sure we are treating the earth well.

Mission Statement: Avocado aims to provide healthy, nutritious and delicious food to all customers no matter their dietary needs, while practicing sustainability on every level to ensure gratitude towards our loving earth.

Avocado will be executing a social media campaign over the next six weeks, in order to promote its grand opening on March 25th. Implementing the use of social media sites such as Instagram,

Facebook, Twitter and Blog posts will help supporters of Avocado get excited about its grand opening and be able to see a sneak peak of what Avocado is all about. In addition, we will be holding competitions for blind taste tests for our followers, so they can be involved in the finalizing of our menu.

Target audience analysis

Avocado is a hip vegetarian and vegan friendly breakfast and brunch restaurant. In society today, when finding a place to eat people look for “instagramable” restaurants with good food. People want to be able to show off what they are doing and the food they are eating. Many people look up to influencers and influencers are often at the hottest and most buzz worthy new restaurants and cafes. When people build restaurants, they often think of the aesthetics just as much as what they will be having on their menu because people don’t want to go to an ugly place even if they have good food.

Our target audience is geared towards people ages 16-30 because this is the group of individuals who enjoy outings and are more likely to promote us without us asking. People are obsessed with social media and everyone on social media is trying to be the best and look the best and become an influencer, therefore they look for cute places to put on their Instagram.

Psychographically the audience is interested in time with friends and/or family and creating a good online public appearance. **Geographically** people will be from the Fargo-Moorhead area or passing through most likely from North Dakota, Minnesota or Wisconsin. **Demographically** the audience will 16-30, the age of young professionals.

Goals of Social Media Campaign

By using this social media campaign, Avocado hopes to engage with future customers and educate Fargo about ethical and environmentally friendly cooking and restaurants. The main goals of Avocado are as follows:

1. Promote Avocado as a new Breakfast place

2. Share fun content to inspire people to eat healthier and more sustainably
 3. Engage costumers in the making of Avocado
 4. Encourage connection between community members
 5. Lead community members to a more sustainable dining experience
- **Instagram:** We would like to focus on Instagram the most, as it is our target audiences 2nd most used form of social media, and 1st most used in our social media plan.¹ Our goal is to have an aesthetically pleasing and fluid Instagram to appeal to our target audience. Our hope with Instagram is that people see the food, drinks and atmosphere and want to come and join us for a meal. We will hold contests and do many “polls” in order to encourage as much interaction as possible. Overall, there will be a minimum of 30 posts; all original content on our feed but sharing peoples posts on our stories.
 - **Facebook:** Facebook is not a popular form of social media for our age group but because we welcome people of all ages we will be using Facebook as a “one stop shop”. Facebook will have all of the necessary information one would need, including hours, our menu, specials of the day, holiday hours, reviews and other specific information one would need to know. In addition, we will have all of our social’s and our blog linked to it, therefor people can easily access our other social media accounts. Our main goal with Facebook is to make it easy for people of all ages to understand Avocado and get any necessary information they would need about us. There will be a minimum of 25 status updates, throughout our campaign.
 - **Twitter:** Twitter will be used as a fun place for people to go to hear the latest “Fun Facts”, “Food for thought” and “Joke of the day” type tweets. At the end of our campaign we will have a minimum of 25 tweets that aim to show our voice in a light hearted and silly way to show our customers that we are young and fun too.

¹ <https://www.statista.com/statistics/274829/age-distribution-of-active-social-media-users-worldwide-by-platform/>

- **Blog:** At the end of our campaign, our goal is to have 10 blog posts that go more in depth about Avocado, what we stand for environmentally and show what will love about food. We hope to do a variety of blogs, some that are fun such as “we asked and the top 10 favorite foods at Avocado are...” and some that are more informational about why we choose to be a sustainability focused restaurant.

Competitive analysis

Although we are the first all-breakfast and brunch place on Broadway and in Fargo-Moorhead, we are not the only people who serve breakfast. There are places such as Fryin’ Pan, Perkins and Boiler Room. These places serve other foods and are not aesthetically geared towards our age group. People ages 16-30 often are looking for somewhere that is “Instagramable” and that is what we are aiming to do. What sets us apart is the fact that we are the first and only all-breakfast place in Fargo-Moorhead and the fact that we are aiming to aesthetically please our age group and we are focusing on healthy and fresh food.

Strengths: Our greatest strength is the “first” aspect of our restaurant. We are the first all-breakfast restaurant that is healthy and aesthetically pleasing inside. In addition, we are very active on social media and our aiming to be very inclusive and engaging with our audience, focusing on Instagram. Compared to our competitors, who do not post on social media at all or if they do, it is not about the breakfast menu. Lastly, our focus on sustainability will attract our age group even more, due to that age’s groups love for the earth.

Weaknesses: One thing that Avocado has to worry about is the seasons, for instance in summer when most of our age group leaves college and goes home. In addition, we do not have much experience with twitter, therefor our twitter presence might be hard to keep up and properly use. In addition, we do not have any relationships with business nearby yet and without this, it is harder to spread the word about our business across downtown.

Opportunities: As Fargo-Moorhead is a collaborative city, we believe forming solid relationships could eventually lead to partnerships with other local businesses. Partnering with event spaces, coffee shops or other small shops to help promote our business and there's. For instance, if we partnered with a coffee shop, we could use their coffee beans and they could feature some of our stuff for "a day only" or they could just help tell their costumers about us. In addition, being able to eventually participate in different events around Fargo-Moorhead such as the Red River Market and other event with help promote our business and get us more involved in the community, especially as a new business.

Threats: The biggest threat for us is the seasons, as said before. Winter months when people are not as apt to going out of their house, busy seasons for students when they do not have time to enjoy time outside of school and summer months when a huge chunk of our target audience leaves the area. There are many times of the year that could affect the business we get and because we are a breakfast and brunch only restaurant it is crucial that we have a steady flow of costumers throughout the whole year.

Social Media Strategy

The main mission for the social media campaign is to promote and educate people about our business and what to expect when it opens. We decided to open in the middle of our campaign, so we can use the first few weeks to get people excited and then use the second half to show our restaurant full and people's responses to our restaurant.

- **Social media sites:** To reiterate, we are using Instagram, Facebook, Twitter and Blog posting. We will be focusing on Instagram because, as mentioned before, it is our target audience's main form of social media. It also will be able to showcase the "Instagramable" aesthetic we are aiming for, in order to bring in our costumers. In addition, we aim to have engagement by having people participate in different contents and polls. In addition, we want to see people connect and interact with each other on all forms of social media. Through all of our social media's we want to achieve relationships and friendships that help promote the fact that we are community-based restaurant and want to make connections with the people in our community.

- **Organizations Voice:** Our business will have a voice that is conversational, laid-back and friend like. We want people to feel calm and welcomed at our restaurant and don't want to take things too seriously that it seems too professional, which could turn some people away. We will strive to maintain a similar voice on all social media platforms but might become a little wittier on Twitter to fit the mold of what twitter is meant for.

Social Media Tactics

All of the following tactics will be achieved by following our strict campaign calendar. In addition of following the calendar, if there are more opportunities to post more content for a good and validated reason, we are able to do so. For example, if someone posted a photo that fit our theme on Instagram, we could repost it.

- **Twitter:** Twitter will be used to help show that we are "young and fun". Since Twitter is short and sweet and meant to be funny or "retweetable", we will be using "Fun Facts", "Food for thought" and "Joke of the day" type tweet like mentioned above. Our main hope for twitter is to make connections and harness better relationships with some of our younger customers who are still using Twitter. For example, a tweet would include a Fun Fact about the sustainability.
- **Facebook:** The great thing about Facebook is that it can reach our target audience, as well as below and above our target audience range. Because of this, we will be posting everything on Facebook. Including blogs, photos, small posts, all of the business information mentioned above. We will post giveaways on here, such as gift cards. We will post the specials of the day, as well as any holiday specials. In addition, this will be the place to see reviews and answer reviews. It will be the page people go to, to see what people think of our business. For example, a specific post could include our specials of the day and a photo of them.
- **Instagram:** Instagram will be our main form of media. Instagram is where we are hoping for the most interaction. We will be doing polls to get people to interact with our stories. We will be doing giveaways, the type of thing where you tag 3 friends for a chance to win. This is an easy way to promote to others and also make our customers happy and excited. We will also be utilizing hashtags such as #AvocadoFargo. We will also interact by

reposting people's things on our story. If their pictures fit with our Instagram theme, then we will also repost on there. In addition, we will feature people on our stories that are in the restaurant to make that connection with them as well as get them excited to be on our social media. For example, an Instagram post could be a picture of a plate that we have on special that day and the caption could say "Tag three friends you would eat this with for a chance to win a \$50 gift card".

- **Blog:** During our 6 week campaign we will be posting a total of 10 blogs that will be written on topics regarding healthy eating, sustainability and community. The blogs will be posted Monday's and Thursday's at 7am. These days were chosen because they will have the most traffic.² Our blogs are as follows:

- 1) What's on the menu
- 2) Employee highlights and their favorite foods
- 3) How to eat healthy on a budget
- 4) The health differences between vegan and vegetarian
- 5) 10 tips to live more sustainably
- 6) 5 costumers' favorite things to do in Fargo
- 7) What you need to know about the environment
- 8) 10 different eggs benedicts rated
- 9) How to make a good omelet
- 10) Update blog on Avocado

Assessment

Over the 6-week campaign we will not only watch everything closely, but we will do daily checks for the first week and then weekly checks every Monday after that, to make sure everything is going as planned. The need for doing an assessment often is important, especially at the beginning to make sure we keep up with risk management and being away of any possible crisis. We also will be keeping track of interaction levels, especially on Instagram, to see if our tactics we plan on using our working to get followers to interact.

² <https://coschedule.com/blog/best-time-to-publish-a-blog-post/>

When the 6-week campaign has come to a close, we will be doing a full assessment for all of our platforms to ensure we get exact statics on the outcome of our campaign. We will see how many followers we gain for each social media, how many times and how many people interacted with our giveaways, we will see how many people came into our restaurant and see if social media and the number of costumer's correlate. We will also be asking customers to do a survey and collecting reviews from our different platforms in order to keep our costumers satisfied. Assessing our 6-week social media plan will help ensure that our future media plans will be of high quality and as effective as possible.

Content Calendar

Shown below is an example of our Social Media Calendar. This is a screenshot from the first week.

Week 1							
	Monday 3/11	Tuesday 3/12	Wednesday 3/13	Thursday 3/14	Friday 3/15	Saturday 3/16	Sunday 3/17
CHANNEL							
INSTAGRAM							
	Introduction Post	Contest for free breakfast on opening day	Employee intro #1		Item of the week		Breakfast picture sunday/ contest winner
FACEBOOK							
	Introduction and post about Blog post			Post about Blog post	Enviromental post		Talk about contests for next week
TWITTER							
	Fun Fact (We are Avocado)		Joke of the day	Food for thought	Fun Fact	Joke about the weekend	
BLOG POST							
	What's on the menu?			Employee highlights and their favorite foods			