SOCIAL DISCOVERY PLAN

CHATTERKICK

CLIENT

WHAT DID WE DO?

In the Social Media & Discovery Audit we performed for CLIENT, we evaluated the most important factors that will impact your digital marketing efforts.

In the evaluation process, we considered your competitors, where they are spending digital marketing dollars, what their analytics are telling us, where CLIENT should aim to rank in search and social spend. We also identified some alternative opportunities.

The report is organized by the questions that you and your team identified were important to evaluate and answer during this process.

At the end of the report, you will find our proposed digital strategy to get brand awareness and maximum exposure to CLIENT.

WHAT QUESTIONS DID WE ANSWER?

#1 Page What Are Our Competitors Doing?

#2 Page What Are Our Competitors Website Activity?

#7 Page What Is Working For Our Competitors On Social?

#8 Page What Paralleled Efforts Should We Be Doing to Reach Consumers And Restaurant Owners?

#9 Page How Do We Create Content When The App Isn't Ready?

#10 Page Phase 1: Audience Growth + Engagement

#11 Page Phase 2: Lead Generation

#12 Page Phase 3: Conversions + App Installs

#13 Page Next Steps

WHAT ARE OUR COMPETITORS DOING?

	OpenTable (reservations)	Grubhub (delivery/pick up)	EatStreet (delivery/pick up)	ChowNow (delivery/pick up)	Caviar (delivery/pick up)	Food Dudes (delivery only)
# OF FACEBOOK FANS	247.4k	1.35M	53.8k	3.5k	19.5k	9.7k
# OF PEOPLE FOLLOWING THIS	245.6k	1.32M	53k	3.4k	19.5k	9.6k
TWITTER FOLLOWERS	56.5k	210k	8.6k	2.5k	8k	300
TOTAL # OF TWEETS	26.7k	90.5k	4.3k	5.6k	16.4k	847
INSTAGRAM FOLLOWERS	35k	40.7k	N/A	9.6k	48.1k	N/A
YOUTUBE VIEWS	569k	8.2M	239	511	9.6k	N/A
# OF MONTHLY ACTIVE USERS IN APP (FB STAT)	2.3M	4.3M	130k	31k	N/A	N/A
# OF APP REVIEWS IOS	734k	277k	3.87k	1.21k	4.6k	?
APP RATING IOS	4.9	4.8	4.8	4.8	4.6	?
APP FOOD & DRINK # RATING IOS	#23	#5	#152	N/A	#72	?
# OF REVIEWS IN GOOGLE PLAY	90k	156k	7.7k	N/A	3.7k	20
APP RATING GOOGLE PLAY	4.6	4.5	4.6	N/A	4.2	4.4
EST. PAID KEYWORDS	2.2k	20.8k	1.9k	108	1.6k	49
EST. MONTHLY PPC BUDGET	$23.8k	$102k	$3.27k	$0	$7.32k	$192
EST. MONTHLY PPC CLICKS	127k	53.3k	2.83k	0	3.46k	153

SOURCE: FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, IOS, GOOGLE PLAY, SPYFU

WHAT ARE OUR COMPETITORS WEBSITE ACTIVITY?

TRAFFIC OVERVIEW | FOOD & DRINK CATEGORY RANK | TRAFFIC SOURCES

GRUBHUB		OpenTable		ChowNow		caviar		EatStreet		FoodDudes delivery.com	
Category Rank	#7	Category Rank	#10	Category Rank	#84	Category Rank	#106	Category Rank	#165	Category Rank	#699
Total Visits	14.94M	Total Visits	15M	Total Visits	2.02M	Total Visits	1.50M	Total Visits	1.05M	Total Visits	130.k
Visit Duration	6m 5s	Visit Duration	3m 20s	Visit Duration	3m 13s	Visit Duration	6m 43s	Visit Duration	4m 29s	Visit Duration	7m 29s
Pages Per Visit	6.18	Pages Per Visit	4.12	Pages Per Visit	4.51	Pages Per Visit	5.98	Pages Per Visit	4.62	Pages Per Visit	8.09
Bounce Rate	37.27%	Bounce Rate	41.82%	Bounce Rate	43.81%	Bounce Rate	37.06%	Bounce Rate	46.96%	Bounce Rate	28.23%
Direct	59%	Direct	47%	Referrals	70%	Direct	51%	Direct	46%	Search	47%
Search	36%	Search	34%	Direct	15%	Search	30%	Search	35%	Direct	45%
Referrals	4%	Referrals	15%	Search	11%	Referrals	15%	Referrals	16%	Referrals	6%
Mail	1%	Mail	3%	Social	2%	Mail	2%	Social	2%	Social	3%
Social	1%	Social	1%	Mail	1%	Display	1%	Mail	1%	Mail	0%
Display	<1%	Display	<1%	Display	0%	Social	<1%	Display	<1%	Display	0%

SOURCE: SIMILAR WEB (LAST 6 MONTHS)

WHAT ARE OUR COMPETITORS WEBSITE ACTIVITY?

SEARCH REFERRAL | TOP KEYWORDS

GRUBHUB

Organic	75%
Paid	25%
Paid Keywords	21.5k
PPC Clicks	48.6k
Est. Budget	$101k

Top 5 Paid keywords
Out of 2,607:

grubhub	11.76%	▲ 5.88%
grub hub	1.57%	▲ 20.24%
delivery near me	0.90%	▲ 5.26%
food delivery	0.66%	▼ 2.08%
food delivery near ...	0.53%	▼ 1.46%

OpenTable

Organic	81%
Paid	19%
Paid Keywords	2.1k
PPC Clicks	126
Est. Budget	$23.3k

Top 5 Paid keywords
Out of 1,901:

open table	4.73%	▲ 5.01%
opentable	4.10%	▼ 1.88%
opentable nyc	0.27%	▼ 6.49%
opentable dc	0.25%	▲ 47.53%
nyc restaurant week	0.24%	

ChowNow

Organic	90%
Paid	10%
Paid Keywords	64
PPC Clicks	-
Est. Budget	-

Top 5 Paid keywords
Out of 89:

bangkok city pelham	0.59%
lupes	0.59%
bbq near me	0.59%
noodle wave	0.59%
places to eat spark...	0.12%

caviar

Organic	80%
Paid	20%
Paid Keywords	1.8k
PPC Clicks	4.3k
Est. Budget	$11.3k

Top 5 Paid keywords
Out of 1,164:

caviar	8.67%	▲ 2.28%
caviar delivery	1.82%	▼ 12.25%
caviar nyc	1.20%	▲ 98.47%
caviar food delivery	1.11%	▲ 22.79%
caviar chicago	0.41%	▲ 253.0%

EatStreet

Organic	72%
Paid	28%
Paid Keywords	2.1k
PPC Clicks	5.8k
Est. Budget	$4.3k

Top 5 Paid keywords
Out of 579:

eatstreet	5.29%	▼ 25.33%
eat street	3.79%	▲ 80.00%
grubhub	1.39%	
delivery near me	0.59%	▲ 67.33%
uber eats	0.59%	▲ 904.0%

FoodDudes delivery.com

Organic	98%
Paid	2%
Paid Keywords	55
PPC Clicks	153
Est. Budget	$200

Top 5 Paid keywords
Out of 4:

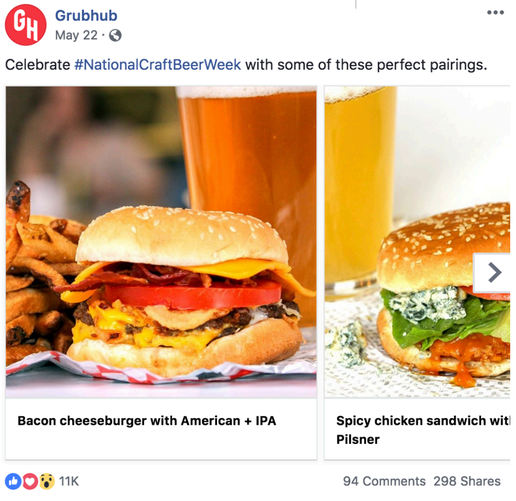
food dudes fargo	1.04%
burger delivery far...	1.04%
five boroughs deliv...	
ankeny food delive...	

SOURCE: SPYFU, SIMILAR WEB (LAST 6 MONTHS)

WHAT ARE OUR COMPETITORS WEBSITE ACTIVITY?

SOCIAL PLATFORM REFERRAL BREAKDOWN | TOP POSTS DRIVING TRAFFIC

GRUBHUB		OpenTable		ChowNow		caviar		EatStreet		FoodDudes delivery.com	
facebook	66%	facebook	65%	facebook	73%	YouTube	33%	facebook	46%	facebook	64%
YouTube	22%	YouTube	14%	YouTube	21%	facebook	27%	YouTube	45%	YouTube	23%
Twitter	4%	Instagram	5%	Twitter	2%	Reddit	14%	Reddit	5%	Twitter	12%
Reddit	3%	Reddit	5%	Instagram	2%	Twitter	13%	Twitter	2%		
Instagram	2%	Twitter	4%	Reddit	1%	Instagram	4%	Instagram	1%		



SOURCE: SIMILAR WEB (LAST 6 MONTHS)

WHAT IS WORKING FOR OUR COMPETITORS ON SOCIAL?

WHAT PLATFORMS ARE THEY USING?

1. Facebook
2. Reddit
3. Instagram
4. Twitter
5. YouTube
6. Snapchat

WHAT CONTENT IS WORKING?

- Food Facts
- Food Features
- Food Quizzes – What kind of sauce are you?
- Feature Specific Restaurants/Famous Dishes
- Humor – Memes + Videos + National Holidays (#NationalBurgerDay)
- Blogs
- Discounts on Dinning
- Seasonal Dinning/Foods
- Engaging Content – Questions/Photo Prompts To Fans

Food Dudes shared a status - March 21 3:43 PM

Who claims to be our Biggest fan? Raise your hand and we'll give you something interesting. *winks*
10 People that like this post will be emailed a Coupon Code. The 10 will be chosen at Random On 3-28-18
Don't be Bashful Like and Share

236 38 58

Grubhub shared a picture - May 26 2:30 PM

Summer has officially begun. What better way to celebrate #MemorialDayWeekend than with a bite from this bad boy?

13,355 487 10 118 5 7 128 503

Grubhub shared a video - May 15 1:00 PM

From wood-fired, black truffle pizza to house made pesto pasta, Pizzeria il Fico brings the taste of Southern Italy straight to your door.

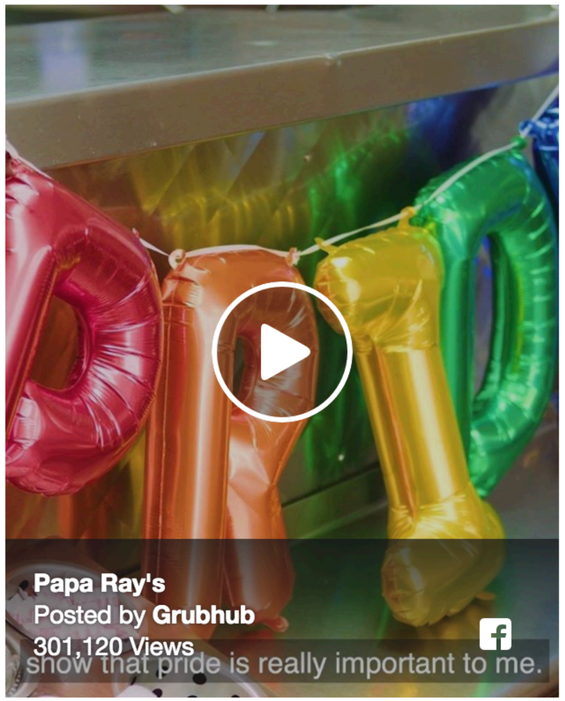
748 79 5 6 1 26 178

Food Dudes shared a picture - April 11 11:51 AM

What's your favorite restaurant in town?
Leave a comment, like and share

302 17 8 93 20

Grubhub shared a video - June 27 2:00 PM



From cashier, to manager, to owner, Matthew Villareal of Papa Ray's Pizza Uptown has a lot to be proud of. And being embraced by the community is the cherry on top. (Fun fact: he joined the Chamber of Commerce float in the Chicago Pride parade this past weekend!)

HOW WHAT PARALLEL EFFORTS SHOULD WE BE DOING TO REACH CONSUMERS AND RESTAURANT OWNERS?

	CONSUMERS	RESTAURANTS
Platforms	Facebook, Instagram, Twitter, YouTube	Facebook, Twitter, Instagram, LinkedIn
Paid Advertising	Facebook, Instagram, Twitter, Snapchat	Facebook, Twitter, Instagram, LinkedIn
Targeting	Interest, Engagement, Custom Audiences, Lookalike Audience, Audience Network, Propensity, Purchase History, Local Engagement, Geographic	Occupation, Business Purchase Propensity, Income/Net Worth, Industry, Custom Audience, Lookalike Audience, Propensity, Geographic
Phase 1 **Audience Growth & Engagement**	• 10 Posts Per Month • Like + Follower Campaigns To Increase Audience Growth • Post Engagement Campaigns To Increase Local Awareness And Social Interactions • Daily Response & Moderation Of Content • Outreach To Local Consumers Mentioning Phrases Like: reservations, night out, pick up, carry out	• 5 Posts Per Month • Daily Response & Moderation Of Content • Outreach To Local Business Owners, Partners & Managers • Sponsored Content Campaigns To Increase Exposure To Business Owners, Partners, & Managers
Phase 2 **Lead Generation**	• Conversion Campaigns Driving Targeted Audience To Landing Page • Email Welcome Sequence To Conversions • Welcome + Offer > If Not Opened > Last Chance	• Lead Campaigns Targeted To Business Owners, Partners, & Managers • Partnership Benefits & Features • Highlighting Consumer & Restaurant Testimonials
Phase 3 **Conversions & App Installs**	• App Install Ads to Connect With Targeted Users Who Are Most Likely To Install The App • Education & Install Email Sequence	• Education & Partnership Email Sequence • Iowa Restaurant Association Targeting & Acxiom Partnership Targeting
Sample Calls to Action	Sign Up, Swipe Up To Install, Hungry for More?, Be the First, $20 Discount, Save Dough, BOGO Offer, Act Now! Save Some Green!	Sign Up, Learn More, Start Profiting Now, Get Started, View Benefits, Talk to Us, Give CLIENT a Try

HOW DO WE CREATE CONTENT WHEN APP ISN'T READY?

Social media content should align with both the brand goals and the target audience. A healthy mix of content subjects keep engagement and authenticity at the forefront of the strategy. Content must contain two of these elements: Curiosity, Urgency, Relevancy, Value, Emotional

While the app isn't ready, there will be a limit to branded content to be published. Two strategies in content creation are content sourcing and content development. Below are a variety of ways that should be considered for social media content to achieve authenticity without branded assets.

CONTENT SOURCING STRATEGY

- Ask Partner or Beta User Photos
- Share Links Back To Website
- Use Gorgeous Food Shots From Unsplash
- Share Food Content From Top Sourced Pages (Buzzfeed, Foodbuzz, etc.)
- Share Food/Life Memes + Humor
- Highlight User + Restaurant Testimonials
- UGC From Instagram
- Links To Local News & Publications
- Ask Opinions & Open-Ended Questions
- Polls

LOCAL CONTENT DEVELOPMENT STRATEGY

- Local Nightlife Photos + Videos
- Des Moines Community Photos + Videos
- Des Moines Drone Footage
- Featured Restaurant Short Documentary-Style Video
- Local Menu Item Photos + Videos
- Recipe Videos With Local Foodies + Chefs
- Top Picks Style Video (Six Restaurants With Best Views)
- 10 Questions With Local (Foodie, Restaurant Visitor, Restauranteur)

FOOD & DINING

- Meet the restaurants
- Food features
- Photos from local restaurants
- User-generated content
- Images or video of food

SPECIALS & EVENTS

- Daily specials, lunch specials, happy hour
- Seasonal type events, sport viewing hosting, live music, holiday parties

LOCAL AWARENESS

- Neighborhood support
- Local area recommendations
- Upcoming local festivals
- Foodie engagement
- List style content (top 5 pastas)

LIFESTYLE & EXPERIENCES

- Convenience of no lines
- Food quality
- Money saving
- Time saving
- App features
- Testimonials

PHASE 1: AUDIENCE GROWTH & ENGAGEMENT

STRATEGY

More than just a place to share photos and watch videos, social media provides our brand the capability and functionality to impact larger business objectives. As CLIENT launches in Des Moines, the first phase of the social strategy will be to introduce your unique value prop in short, exciting, and wide-reaching ways. Implementing a targeted advertising strategy to reach your key audience, including businesses, based on interests, purchase habits and travel behavior.

Moderating social media mentions for opportunities to enhance a current user's experience or attract new users and businesses will be key to this grassroots local movement. Integrating the unique, local experiences in the content and communication strategy will increase local engagement and awareness.

SCOPE

- Social Account Setup / Optimization: Facebook, LinkedIn, Twitter, Instagram, YouTube, Snapchat, Google MyBusiness*
- Manage Video Content On YouTube Channel
- 10 Consumer-Based Posts A Month On 3 Platforms: Facebook, Instagram, Twitter
- 5 Restaurant-Based Posts A Month On 3 Platforms: Facebook, Instagram, LinkedIn
- Two Full-Day Video Shoots
    - Local Community Photo + Video + Drone
    - 2 Featured Restaurant Videos

*Location Based Platform

PHASE 2: LEAD GENERATION

STRATEGY

Social media conversion campaigns turn lead generation into an easy process. Phase two will add hyper-targeted campaigns based on location, interest and purchase history to drive traffic to a landing page into the strategy mix. Grab attention with a deal and encourage them to act. Leads will automatically be added to a customer database and delivered a sequence of triggered emails.

CONSUMERS

RESTAURANTS

PHASE 3: CONVERSIONS & APP INSTALLS

STRATEGY

Moving into phase 3, people know you, but they're not customers yet. Get them to learn, follow and explore what you're offering. Get people to download the mobile app directly from the App Store, Google Play and Kindle Fire store. Leverage the lead list by sending sequenced email follow ups to drive action and educate on the value and features!

CONSUMERS

APP INSTALL CAMPAIGNS

EMAIL SEQUENCE CONTINUED

DOWNLOAD APP CTA

APP ENGAGEMENT FEATURE

RESTAURANTS

CONTINUE LEAD GEN

EMAIL SEQUENCE CONTINUED

PARTNERSHIP FEATURES

BECOME A RESTAURANT PARTNER

NEXT STEPS:

REVIEW SCOPE OF WORK + ESTABLISH TIMELINE

IDEAS FOR NEXT PHASE:

- Establish KPIs + Benchmarks
- Campaign Audit > Introduce Google Ads?
- Outline Key Team Development + Responsibilities
- Platform Differentiation
- Influencer or App Advocate Campaigns
- Snapchat Filters
- Facebook Frames
- Video Series
- Regular Email Engagements
- App Engagement Ads
- Instagram + Snapchat Profile Takeovers (Restaurants + Consumers)
- Hashtag Strategy
- Local Scavenger Hunt for Gift Cards
- Giveaways
- App Review Generation
- Hyper-local Campaign Expansion