

THEOS DOUGHNUTS

Social Media Marketing Plan



BRIEF OVERVIEW

- New Doughnut kiosk in brand new Collective OKC
- Fresh, doughnuts that have unique baking process
- First Brioche doughnut in the midwest
- In a competitive speciality Doughnut industry
- Trendy, relevant social media and position in Collective OKC can reap big rewards



GOALS

- Increase Brand Awareness
- Increase Engagement
- Effectively reach Target Audiences





OBJECTIVES

- Increase Pre-order Sales (50% of sales)
- 20 weddings in 2019 (1 per weekend of Wedding Season)
- Catering + Events (1 per week in 2019)
- Increase e-mail subscribers from 278-1000
- Rank #1 on Yelp + Google
- Business Subscriptions



STRATEGIES

- Paid Strategies
- Targeted Facebook ads to increase sales to weddings and events
- Targeted Facebook ads to get locals into the Collective and purchasing doughnuts
- Organic Strategies
- Advertise the offering exclusive content like flavor releases and sneak peaks to e-mail subscribers
- User generated content/content of customers
- Heavy use of brand color and trendy content

SWOT ANALYSIS



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STRENGTHS

- Brioche Doughnut
- Location in The Collective
- Homemade fillings
- Social media voice



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WEAKNESSES

- New to the area
- Price of doughnuts
- Social media following
- Spelling of doughnuts



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OPPORTUNITIES

- Catering & special events
- H&8th
- Street car
- Partnering with businesses



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THREATS

- Holey Rollers
- Humble Donut Co.
- Blue Garten
- Other dessert booths in
The Collective

PERSONA VENN DIAGRAM

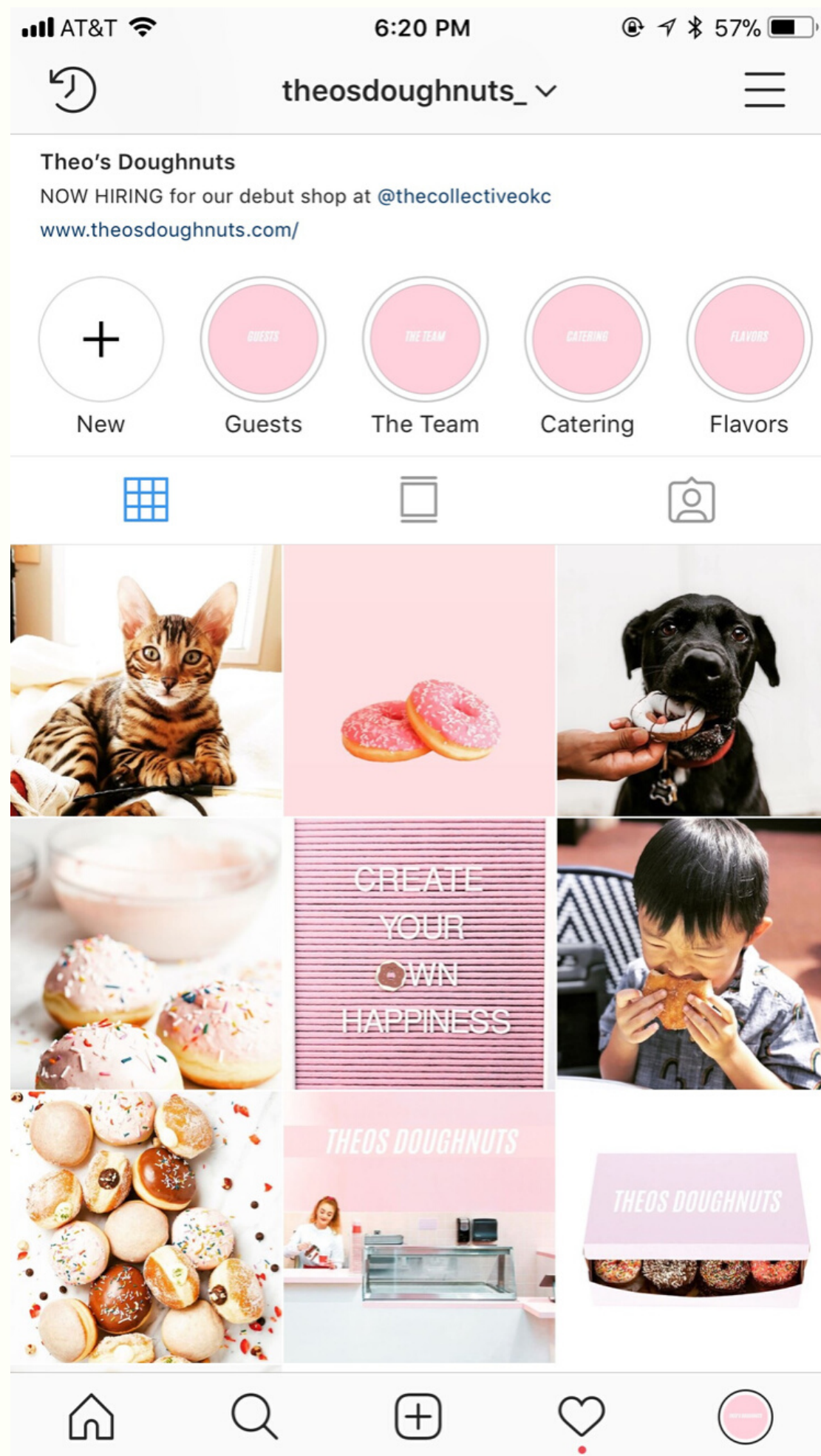
- rewarding their employees with sweet treats
- looking for a convenient treat (delivery)

- trying to find donuts for her wedding
- wants guests to be impressed by the dessert

- wants to connect people through donuts
- looking for something new
- wants affordable donuts

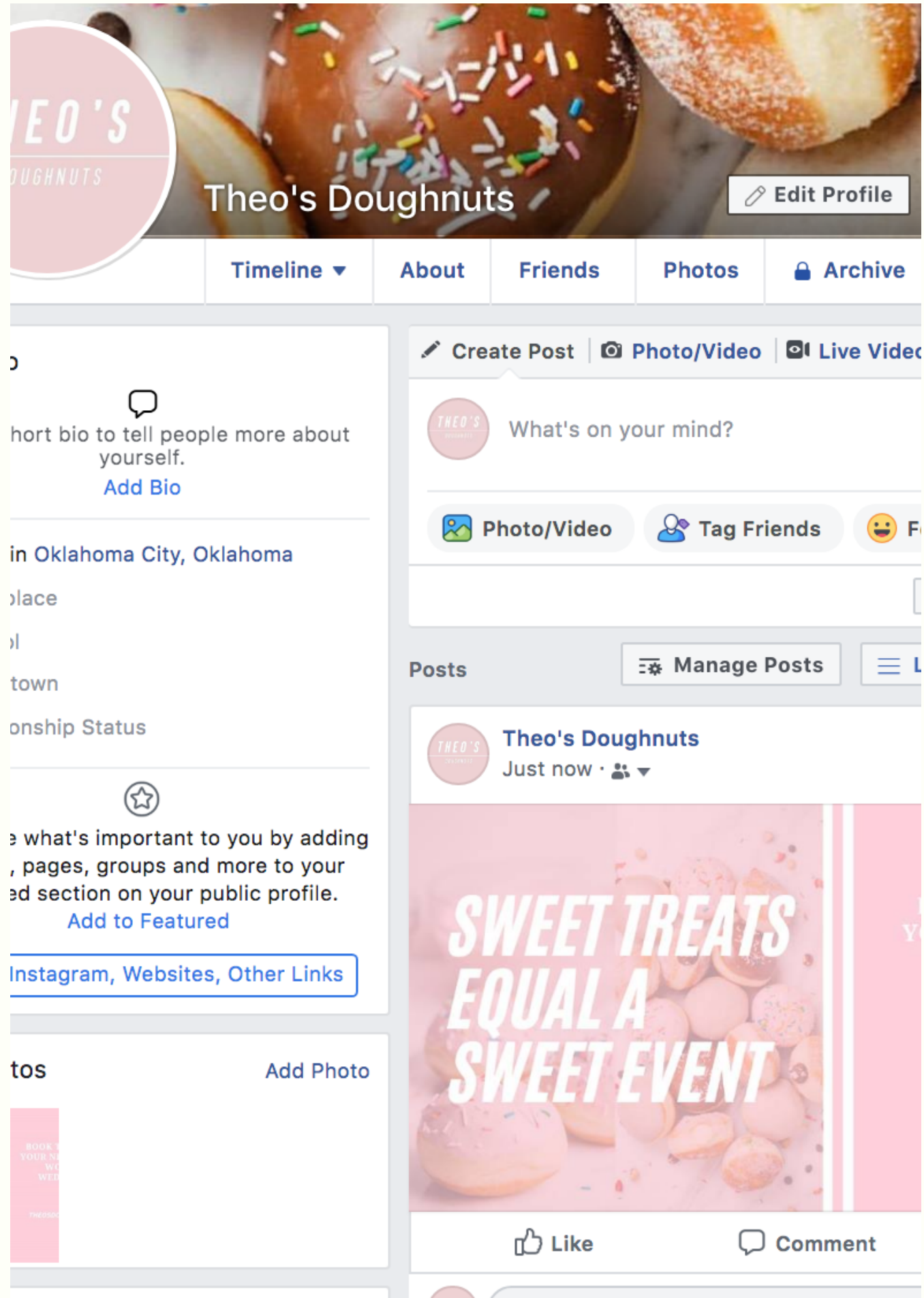
- wants to support local businesses
- loves exploring okc

- *Businesses*
- *Local Resident*
- *Brides*



INSTAGRAM TACTICS

- One of every nine posts will include element of Theo's Doughnuts box
- At least one of every nine posts will include a person eating the product
- Populate content through use of Instagram stories and highlights
- Posting/reposting brides and venue photos when product is used
- Consistent use of brand colors in content
- Flavor sneak peaks for customers who subscribe for e-mails



FACEBOOK TACTICS

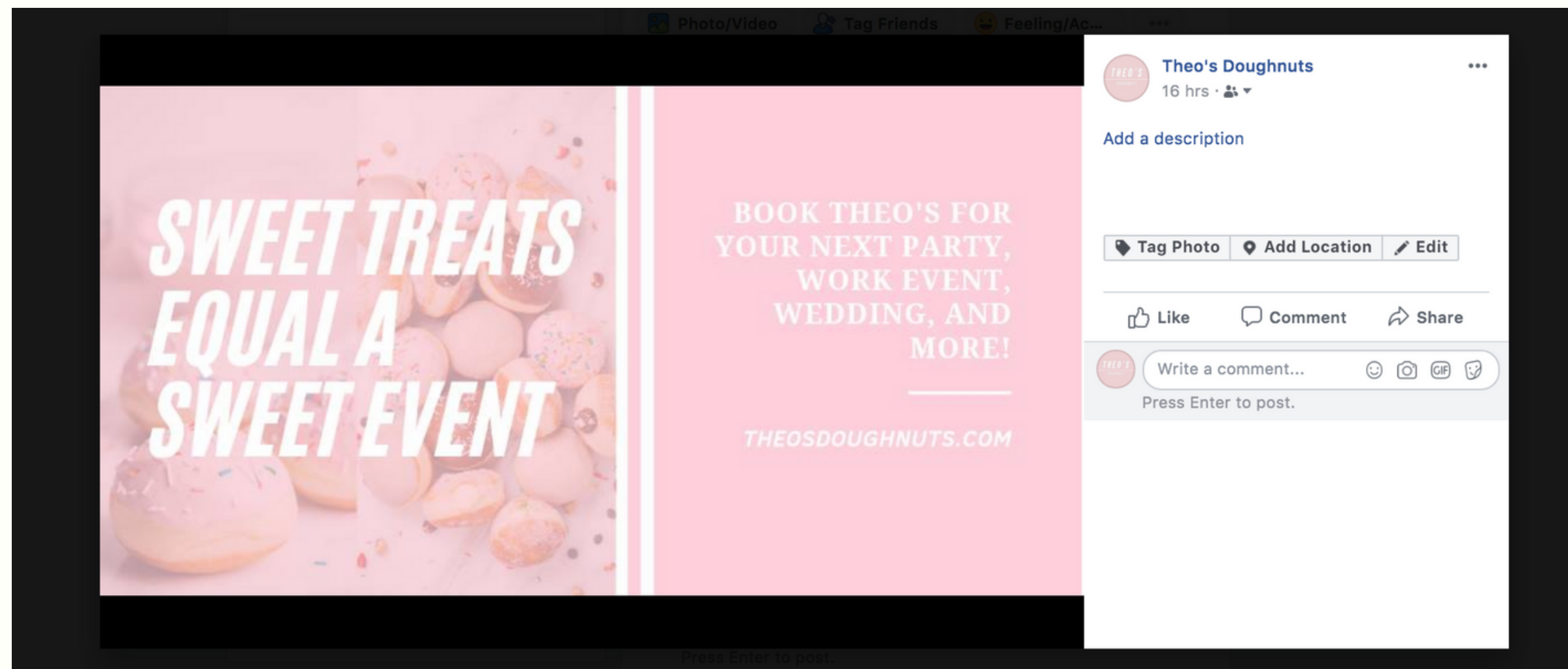
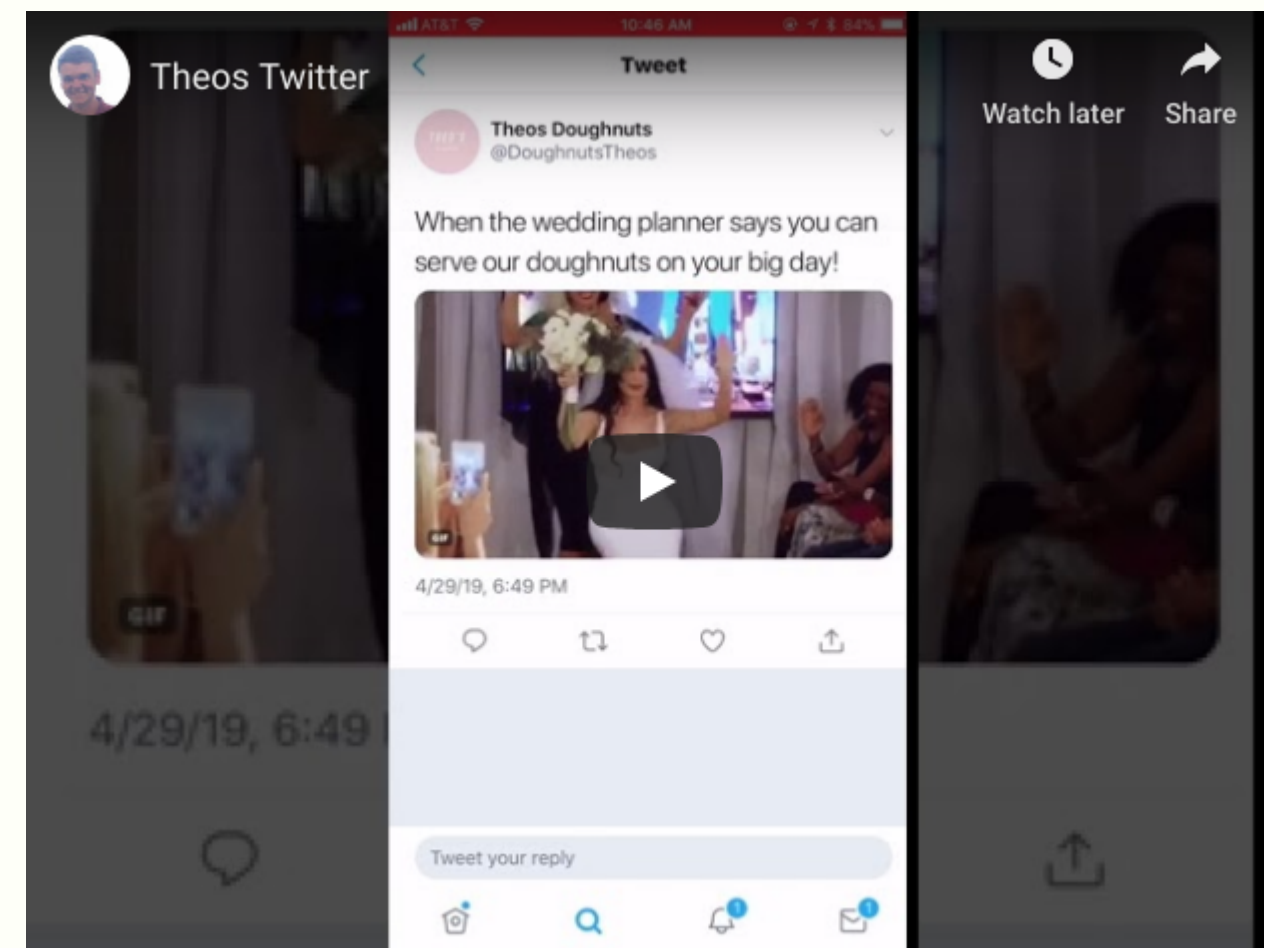
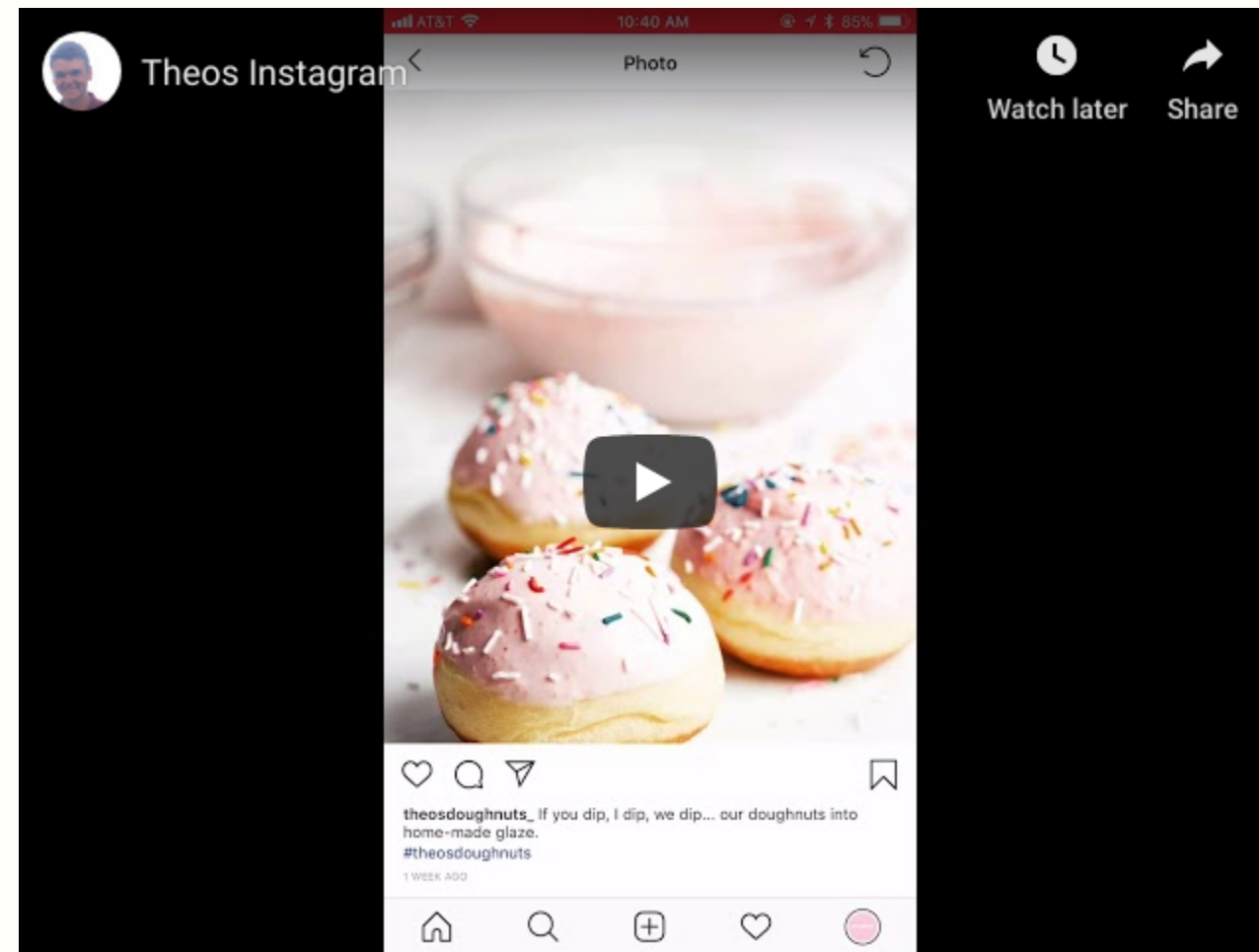
- Primary focus on paid strategies
- Targeted ads for brides/venues
- Targeted ads for local target audiences
- Use of Facebook events to promote flavor releases/generate sales
- Provide customer rewards for subscribing to e-mails
- One post a week advertising and promoting events



TWITTER TACTICS

- Quirky and fun brand voice
- Witty and relevant tweets to promote products
- Less focused on selling, more on brand building
- Relevant retweets
- Relevant quote tweeting

SAMPLE CONTENT



***CONTENT
CALENDAR***

***MAY
JUNE
JULY
AUGUST***

THEO'S DOUGHNUTS

MAY

SATURDAY 04

NATIONAL ORANGE JUICE DAY

**"TODAY ONLY - FRESH SQUEEZED
ORANGE JUICE ALONG WITH A
FRESHLY BAKED BRIOCHE
DOUGHNUT"**

SUNDAY 05

CINCO DE MAYO

**"\$5 FOR A HALF DOZEN
DOUGHNUTS - COME
CELEBRATE!"**

MONDAY 06

NATIONAL NURSES DAY

**"NURSES RECEIVE 50% OFF ALL
DOUGHNUTS AS AN
APPRECIATION FOR THEIR
DEDICATION"**

TUESDAY 07

**NATIONAL TEACHER
APPRECIATION DAY**

**"TEACHERS RECEIVE 50% OFF
ALL DOUGHNUTS AS AN
APPRECIATION FOR THEIR
DEDICATION"**

FRIDAY 10

NATIONAL SMALL BUSINESS DAY

**"WE LOVE OUR CUSTOMERS -
THANK YOU FOR SUPPORTING
OUR DREAMS OF OPENING OUR
OWN SMALL BUSINESS
DOUGHNUT SHOP! #SHOPLOCAL"**

SUNDAY 12

MOTHER'S DAY

**"CAN'T SEEM TO FIND THE
PERFECT MOTHER'S DAY
GIFT? WE'VE GOT DOZENS OF
DOUGHNUTS WE KNOW YOUR
MOM WOULD LOVE"**

MONDAY 27

MEMORIAL DAY

**"TO SHOW OUR APPRECIATION
FOR OUR TROOPS - SERVICE
MEN AND WOMEN COME IN
AND RECEIVE 1 FREE
DOUGHNUT ALL DAY LONG!"**

TUESDAY 04

NATIONAL HUG YOUR CAT DAY

**"COME BY & GIVE OUR
INSPIRATION - THEO - A BIG HUG!
HE'LL BE WITH US AT THE
COLLECTIVE FROM 12-2."**

WEDNESDAY 05

NATIONAL RUNNING DAY

**"QUICK! RUN TO THE COLLECTIVE
AS FAST AS YOU CAN AND HEAD
STRAIGHT TO THEO'S."**

FRIDAY 07

NATIONAL DONUT DAY

**"THERE'S TRULY NO BETTER
WAY TO CELEBRATE TODAY
THAN WITH A THEO'S DOUGHNUT.
IT'S THE BEST DAY OF THE
YEAR!!"**

SATURDAY 08

NATIONAL BEST FRIEND DAY

**"GRAB YOUR BEST FRIEND AND
HEAD TO THEO'S TO CELEBRATE
THIS SWEET DAY!
#NATIONALBESTFRIENDDAY"**

WEDNESDAY 12

NATIONAL RED ROSE DAY

**"COME IN, GET A DOUGHNUT
AND GRAB A ROSE ON YOUR
WAY OUT TO GIVE TO SOMEONE
SPECIAL"
(HAVE A THEO'S DOUGHNUT AD
TIED TO THE ROSE)**

SUNDAY 23

NATIONAL PINK DAY

**"CELEBRATE THIS PINK DAY
WITH YOUR FAVORITE THEO'S
DOUGHNUTS PINK BOX."**

JUNE

THEO'S DOUGHNUTS

JULY / AUGUST

THURSDAY 04

INDEPENDENCE DAY

"WITH FREEDOM COMES
DONUTS AND WE HAVE
THE BEST ONES OUT
THERE - COME
CELEBRATE THIS DAY
WITH US! #HAPPY4TH"

TUESDAY 09

NATIONAL SUGAR
COOKIE DAY

"COME TRY OUR NEW
SUGAR COOKIE
FLAVORED BRIOCHE
DOUGHNUT TODAY
ONLY! #THEOS

SUNDAY 21

NATIONAL JUNK FOOD DAY

"THE BEST JUNK FOOD
MONEY CAN BUY... THEO'S
BRIOCHE DOUGHNUTS!
COME CELEBRATE WITH US
TODAY!"

THURSDAY 01

NATIONAL GIRLFRIEND DAY

"OUR IDEA OF THE PERFECT
DATE? MAKING A TRIP TO
THEO'S DOUGHNUTS
TOGETHER."

THURSDAY 08

NATIONAL HAPPINESS HAPPENS
DAY

"TODAY IS
#NATIONALHAPPINESSHAPPEN
SDAY AND THE MOST
HAPPINESS HAPPENS IN OUR
THEO'S DOUGHNUTS KITCHEN"

MONDAY 26

NATIONAL DOG DAY

"EVEN DOGS LOVE THEO'S
DOUGHNUTS. BRING YOUR DOG
TO THE COLLECTIVE AND GRAB
A DOUGHNUT!"

TUESDAY 27

NATIONAL 'JUST BECAUSE'
DAY

"THERE'S NOTHING LIKE
SURPRISING SOMEONE WITH
A THEO'S DOUGHNUT 'JUST
BECAUSE'"

MONITORING AND TUNING

- Develop consistent posting strategy
- Create more engagement posts to engage with followers
- Review what posts are performing the best and replicate using different content
- Review what content performs best (doughnut content, user generated, people eating, etc.)

BUDGET

FACEBOOK ADS

\$5/DAY
2 WEEKS
\$70

WOMEN 18-35, ENGAGED,
EVENT
PLANNER COORDINATOR

FACEBOOK AD 2

\$5/DAY
2 WEEKS
\$70

WOMEN 18-35,
MIDTOWN OKC,
MARRIED OR SINGLE

FACEBOOK AD 3

\$5/DAY
1 WEEK
\$35

BUSINESSES TO GET
BUSINESS
SUBSCRIPTIONS

MISSELLANEOUS CONTENT
CREATION

\$25

Overall Content Budget: \$200

RETURN ON INVESTMENT

FACEBOOK AD: WOMEN 18-35, ENGAGED, EVENT PLANNER/COORDINATOR

- Estimated people reached per day: 33,000

FACEBOOK AD: WOMEN 18-35, MIDTOWN OKC, MARRIED OR SINGLE

- Estimated daily results:
- Reach: 1.1K-3.5K
- Post engagement: 27-162

FACEBOOK AD TARGETING BUSINESSES TO GET BUSINESS SUBSCRIPTIONS

- Estimated daily results
- Reach: 862-3.0K
- Post engagement: 22-136
- Brand awareness: 1.9K-12K

***DOUGHNUT
MISS THIS
OPPORTUNITY!***

- Targeted paid ads on Facebook to increase catering events and wedding sales
- User Generated and content of customers
- Relatable and trendy contents
- Use your products as competitive advantage in promotion