

EL PATRON

Social Media Marketing Strategy and Plan

Lydia Sommerfeld

A **social media marketing strategy** outlines the strategies and tactics for how a company will incorporate social media into its business.

Step 1: Identify Your Target Market and Create Personas

Collect information about your target market with a variety of demographic, interest, and behavior data, including but not limited to:

- **Age:** 18-60
- **Behaviors:** Friendly, Outgoing, Hungry
- **Company:** El Patron
- **Company size:** 1 Local Restaurant expanding to 2 in August.
- **Education:** Local WCU students and Adults of all ages
- **Family life:** Adults in college and families with children
- **Gender:** All genders
- **Goals:** Eat good and inexpensive food,
- **Hobbies:** Sports; School; Church
- **How they purchase:** Purchase in-store; branching to online orders in new location
- **Income:** 10k-150k yearly
- **Interests:** Mexican Food, Margaritas, Social Outings, Family-friendly places
- **Job title:** College students and older
- **Location:** Cullowhee, Sylva, and Waynesville, NC
- **Most used social network:** Facebook and Instagram
- **Pain points:** People with disabilities, low-income students
- **Values:** Family, Friends, Community
- **Where time is spent online:** Social Media, Shopping

Next, create customer personas for EL Patron's target market, a representation of a company's target market based on data collected from existing and target customers. Personas help companies understand the challenges customers face and guide social media marketing strategy.

Persona Name: STRESS RELIEF SARAH AND JOEY	
Age: 18-25	Location: WESTERN CAROLINA UNIVERSITY
Gender: FEMALE AND NON-BINARY	Income: \$10,000 - \$25,000
Occupation: COLLEGE STUDENT	Family: SINGLE
Job title: EMPLOYED	Social networks: INSTAGRAM, TIKTOK, TWITTER
	Interests: SOCIAL MEDIA, PARTIES, FRIENDS, SOCIAL EVENTS, GREEK LIFE, SPORTS

<p>Pain points: GIVE SARAH AND JOEY A WAY TO RELIEVE STRESS BY DINING AND DRINKING AT EL PATRON</p> <p>OFFER A FRIENDLY ENVIRONMENT FOR SARAH AND JOEY TO INTERACT WITH OTHER COLLEGE STUDENTS IN THEIR COMMUNITY.</p> <p>Where and how they purchase: PURCHASE AFTER MEAL IN STORE OR ONLINE ONCE EL PATRON EXPRESS IS OPENED MAKING FOOD PURCHASES MORE CONVENIENT FOR THEM.</p>	<p>Values: SOCIAL MEDIA INTERACTION, DISCOUNTS, EXCITING AND LOCAL EVENTS, CREATING CONNECTIONS, QUALITY</p>
<p>Bio:</p> <ul style="list-style-type: none"> • PARTICIPATES IN LOCAL EVENTS AND CHARITIES • ENJOYS NIGHTLIFE • UNDER CONSTANT STRESS FROM WORK AND SCHOOL • SUPPORTS LOCAL BUSINESSES • SHOPS FOR ORGANIC AND FRESH INGREDIANTS AND FOOD 	

Persona Name: FAMILY-ORIENTED RITA AND JESUS	
Age: 30-45	Location: SYLVA, NC
Gender: MALE AND FEMALE	Income: \$60,000
Occupation: CONSTRUCTION AND STAY AT HOME MOM	Family: MARRIED; 2 KIDS, ROSY (AGE 3), GEORGE (AGE 10)
Job title: CONSTRUCTION WORKER	Social networks: FACEBOOK
Company size: SMALL COMPANY	Interests: INNEXPENSIVE FAMILY MEALS AND EVENTS, EDUCATION, MUSIC, EXERCISE, SOCIALIZING
<p>Pain points: NEEDS A BREAK FROM HOME, NEEDS A FAMILY-FRIENDLY PLACE TO EAT AND ENJOY THEIR TIME WITH THEIR KIDS, NEEDS GOOD FOOD AND ALCOHOL TO RELAX AND UNWIND.</p> <p>Where and how they purchase: PURCHASE IN RESTRAUNT</p>	<p>Values: FAMILY, QUALITY, EFFICIENCY, COMMUNITY</p>
<p>Bio:</p> <ul style="list-style-type: none"> • RITA IS A PARENT VOLUNTEER AT HER CHILDRENS' SCHOOL • JESUS ENJOYS COLD BEER AFTER WORK • LIKES TO FIND FUN EVENTS TO TAKE THEIR KIDS TO • GOES TO SOCIAL OUTINGS EVERY MONTH • LIKES TO TRY NEW RESTRAUNTS AND FOOD 	

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Persona Name: TIRED MARTHA	
Age: 80	Location: SYLVA, NC
Gender: FEMALE	Income: \$15,000 - \$30,000
Occupation: RETIRED	Family: HUSBAND (AGE 85) AND THREE ADULT CHILDREN
Pain points: NEEDS A RESTAUNT WITH AVAILABLE AND ACCESSIBLE SEATING CLOSE TO THE DOOR BECAUSE SHE CANNOT WALK WELL. SENIOR DISCOUNT Where and how they purchase: IN STORE, AT TABLE	Social networks: FACEBOOK; RARELY USES
Values: FAMILY, CHURCH, COMMUNITY, COMFORTABILITY, HONESTY	Interests: SOCIAL INTERACTION, CROCHETING, BINGO, RELIGION, ENTERTAINMENT
BIO: <ul style="list-style-type: none"> • RETIRED • ENJOYS QUALITY TIME WITH GRANDCHILDREN • ATTENDS ACCESSIBLE EVENTS • DONATES WEEKLY TO CHURCH 	

Step 2: Conduct a Social Media Audit

Next, conduct an audit of the company's social media accounts by filling out the table below.

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook (3) Facebook	NO	287 FOLLOWERS	NO POSTS SINCE DEC, 2022	AVG. 2 LIKES, 0 COMMENTS, 0 SHARES	100	YES
Instagram	NO ACCOUNT	X	X	X	X	X

Twitter	NO ACCOUNT	X	X	X	X	X
LinkedIn	NO ACCOUNT	X	X	X	X	X
Pinterest	NO ACCOUNT	X	X	X	X	X
Snapchat	NO ACCOUNT	X	X	X	X	X
YouTube	NO ACCOUNT	X	X	X	X	X
Other	WEBSITE El Patron Mexican Restaurant	NA	NOT UPDATED TO NEW LOCATION	N/A	N/A	N/A

- The only Social Media platform in use is Facebook and with the lack of posting and engagement for an entire year, as well as an incomplete bio, the El Patron Facebook page is not optimized and lacks engagement and traction from followers and community members.
- Facebook page needs to be updated and we need to begin posting frequently, incorporating both organic posts and advertisements in order to build reach and engagement.
- An Instagram page needs to be created in order to reach a younger target audience for El Patron.
- There are SEVEN total reviews, with the three most recent being negative reviews posted on March 24, 2023, and November 20, 2022, regarding wait time and service. In August 2022 there was a positive encouraging review left giving props to the servers, who although understaffed still performed an amazing service. The remaining reviews were all positive as well. However, there are no responses from El Patron to any reviews left.
- There are no customer inquiries.

Conduct a Competitive Analysis

#1 Local Competitor

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook Colimas FB		1,100	2-3X MONTHLY	9-80 LIKES, 1 COMMENT, 3 SHARES ON AVG	300	YES
Instagram	NO ACCOUNT	X	X	X	X	X
Twitter	NO ACCOUNT	X	X	X	X	X

LinkedIn	NO ACCOUNT	X	X	X	X	X
Pinterest	NO ACCOUNT	X	X	X	X	X
Snapchat	NO ACCOUNT	X	X	X	X	X
YouTube	NO ACCOUNT	X	X	X	X	X
Other Colimas	YES	N/A	N/A	N/A	N/A	YES

- Our competition only has a Facebook as well and they have no bio.
- However, they have 115 reviews on Facebook, and with a 4.7-star rating, the majority of their reviews are positive, recommending Colima's as a great Authentic place to eat that is family friendly. There was only one negative review and that was from a customer who was accused of stealing.
- All of their reviews are dated; the latest review being April 16, 2022.
- They do not post frequently, the last post is dated back to June 30, 2023. However, this does mean that they have posted more frequently and recently than El Patron Facebook page.
- All of their posts are on brand, and they post updates when there are any changes to the restaurant or business hours.
- They had no customer inquiries and despite the few comments on their post they do not engage with their community.

Create a SWOT Analysis

SWOT analysis of El Patron's social media accounts. Note that strengths and weaknesses are internal, and opportunities and threats are external.

Strengths: <ul style="list-style-type: none"> • Facebook posts are on brand • Owner is enthusiastic about updating social media 	Opportunities: <ul style="list-style-type: none"> • The younger target market is likely to engage on Instagram and with an updated Facebook page the older target market is likely to engage as well • New emerging social media tools can aid social media marketing efforts. HOOTSUITE is one example.
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	<ul style="list-style-type: none"> ● Post pictures with regular customers and offer a 10% discount with a mention post to gain reach and conversions. ● Both Facebook and Instagram have a ton of easy tools to use for posting social media content and monitoring engagement. ● Partner with WCU for a back-to-school event ● Facebook and Instagram advertising
Weaknesses: <ul style="list-style-type: none"> ● Low number of followers ● Lacks social media management tool to manage social media marketing efforts ● Low average engagement per post ● Little effort to engage ● No responses to customer reviews on Facebook ● No current budget towards social media advertising or marketing team ● Facebook page needs updating ● Menu on home website as well as the website itself need updating. ● Only one social media platform in use. 	Threats: <ul style="list-style-type: none"> ● Competitor has a higher post reach, engagement, and number of followers. ● Competitor offers food specials such as “Taco Tuesdays” ● Slow adaptation to new social media technologies due to lack of resources and no budget for social media presence ● Facebook’s organic reach for brands (including restaurants) is declining

Step 3: Establish Goals, Objectives and Metrics

Next, establish at least three social-media goals, objectives, and metrics by filling out the table below. Remember from the textbook that goals should follow the S.M.A.R.T. framework: specific, measurable, attainable, relevant, and time-based.

Goals	Objectives	Metrics
<p>1. Increase brand awareness for El Patron Mexican Restaurant by November 1, 2023</p> <p>2. Increase website views to 700 by October 1, 2023</p> <p>3. Fully optimize Facebook and Instagram page for El Patron by August 20, 2023</p>	<p>1. Increase the number of engagements per post on Facebook by 70% 1a. Grow followers on Instagram by 100%</p> <p>2. Increase website traffic by 50% 2a. Include call-to-action link to El Patron Website</p> <p>3. Increase total number of social media engagements by 100% 3a. Increase in-store customers by 20%</p>	<p>1. 600 new followers on Facebook 1b. 130 likes, 5 comments, 3 shares on Facebook</p> <p>2. 700 website visits</p> <p>3. 400 new followers on Facebook 3a. 300 new followers on Instagram 3b. 100 likes, 3 comments, 2 shares on Facebook and double on Instagram</p>

Step 4: Determine Resources, Roles and Responsibilities

Available resources for accomplishing goals listed above for small business, El Patron Mexican Restaurant.

Estimated budget: \$600 MONTHLY

Required personnel: ONE SOCIAL MEDIA MANAGER

Roles and responsibilities: CREATING POSTS, PUBLISHING POSTS, RESPONDING TO COMMENTS OR CUSTOMER INQUIRIES, REPORTING, PLACING SOCIAL MEDIA ADS, PLANNING CONTENT, COLLECTING DATA, MONITORING TOOLS.

Step 5: Establish a Tone of Voice

A brand's tone of voice expresses the brand's personality. To establish a tone of voice, start by identifying the characteristics the brand should embody.

1. If the brand were a person, what would his/her personality be?
ENERGETIC, OUTGOING, FUN, CARING, CHARASMATIC
2. How would the brand speak with customers?
El Patron would speak to customers with a wit or sense of humor and understanding tone.
3. See the brand from the customer's eyes: How would the customer describe the brand if it was a person?
WELCOMING, FRIENDLY, BUSY, CHAOTIC
4. What is the brand's character: friendly, professional, warm, playful, casual, sarcastic, authoritative, or inspiring?
FRIENDLY
5. What is the brand's purpose: to engage, educate, entertain, inform, sell, amplify, or delight?
EL PATRON'S PURPOSE IS TO SELL FOOD AND ENGAGE WITH THE COMMUNITY
6. What is the brand's tone: personal, honest, direct, humble, or scientific?
EL PATRON'S TONE IS PERSONAL AND DIRECT
7. What is the brand's language: complex, simple, fun, serious, or savvy?
EL PATRON'S LANGUAGE IS FUN

Step 6: Platform Selection

Just because a brand may already be active on a social network does not mean it's the best network for its audience. Whether accounts have already been created or are yet to be created, businesses need to assess and select which networks their brands will be active on. Select and list the platforms for your company below.

- **FACEBOOK:** Best for targeting families and the older target audience, as well as promoting local businesses and optimizing ads.
- **INSTAGRAM:** Great for engaging with the younger, college level target audience, and creating a more interpersonal community.

Step 7: Create and Optimize Social Media Accounts

If you have access to your company's social media accounts as a part of your class project, you may follow the checklist below and optimize their accounts. If you do not have access to a company's social media accounts, **you may skip this step. I DO NOT HAVE ACCESS**

- ☐ Fill out each section of the social media profile completely.

- ☐ Update cover photos and profile pictures.
- ☐ Make usernames, profile photos, and cover photos consistent across all networks.
- ☐ Fill in the company bio and about sections.
- ☐ Add the company website URL and links to other social media networks.
- ☐ Include relevant industry keywords.
- ☐ Use relevant hashtags.
- ☐ Add business locations.
- ☐ Ensure brand guidelines are being followed.

Step 8: Create a Distribution and Content Strategy




The social media **distribution strategy** determines the network and frequency of posts, as well as the types of content that will be published on each network. A social media **content strategy**, on the other hand, is the planning, development, and management of social media content. This includes the actual written posts and the types of content, such as videos, blogs, infographics, etc. that will be published on each platform.



Fill out the table below with the details of your distribution strategy.



Content Types: <ul style="list-style-type: none"> • Images • Videos • Gifs • Blog Posts • Reels 	Post Frequency: <ul style="list-style-type: none"> • Facebook: 2-3 Times Weekly • Instagram: 3 times weekly for brand new page, slowly working towards 1-2 times daily including stories
Content Mix (Daily or Weekly): <ul style="list-style-type: none"> • Facebook: Images, Gifs, Blog Post • Instagram: Reel, Images, Videos 	Optimal Days and Times to Post: <ul style="list-style-type: none"> • Facebook: Tuesday 12:00 PM; Thursday 2:00 PM; Monday, Wednesday, and Friday 10:00 AM • Instagram: Wednesday 11:00 AM, Monday 10:00 AM, Thursday 10:00 AM

Step 8: Create a Social Media Content Calendar and Schedule Posts

CONTENT TYPE	DAY	POST TIME	POST TOPIC	FACEBOOK POST TEXT	INSTAGRAM POST TEXT	IMAGE/VIDEO/GIF
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IMAGE	MONDAY JULY 17	2:00 PM	Introducing El Patron Staff		Owner, Jose Lopez, and the rest of our amazing staff at El Patron invite you to dine and enjoy your time with family and friends! #restraunts #fiesta #InstaGood El Patron Mexican Restaurant	
GIF	TUESDAY JULY 18	11:00 AM	Announcing Facebook Page Revamp	Here at El Patron, we want to make sure you have the best experience, and part of that experience is making sure you stay up to date with any events, specials, and fun happening here. That is why we are revamping our Facebook page and inviting you to follow our brand-new Instagram page to stay in the know about your favorite restaurant, El Patron! #Restraunts #MexicanFood #SylvaLocal El Patron Mexican Restaurant (Insert Call-To-Action link to Instagram)		
IMAGE ON FACEBOOK VIDEO ON INSTAGRAM	WEDNESDAY JULY 19	11:00 AM	Announcing new Mariachi Band	Every day should be a fiesta, and when you eat at El Patron, your Sundays will be! We now have a local Mariachi band playing every Sunday from 5:00 PM – 8:00 PM. Brind your friends and live it up with great	Sundays are days for family and friends. What's the best way to spend time with them? Over a tasty meal at El Patron of course! If that's not exciting enough, we now have a local Mariachi band	

				<p>food and exciting music right at your table!</p> <p>#Mariachi #MariachiBand #LiveMusic #Restaurant El Patron Mexican Restaurant (Insert Instagram Link)</p>	<p>playing every Sunday from 5:00 PM – 8:00 PM! Bring your friends and family and enjoy your chips and salsa with a little fiesta on the side! See you there!</p> <p>#MariachiBand #MariachiMusic #MexicanMusic #LiveMusic El Patron Mexican Restaurant (Insert Facebook Link)</p>	<p>Facebook</p>  <p>Instagram</p>
TEXT/GIF	THURSDAY JULY 20	1:30 PM	Announcing drink specials	<p>Celebrate every day with these daily drink specials that will have you asking for one Margarita after the other!</p> <p>#Drinks #DrinkSpecials #DrinkOfTheDay El Patron Mexican Restaurant (Insert Instagram Link)</p>	<p>The best thing to pair with your chips and salsa is margarita or an ice-cold beer. At El Patron we have drink specials daily that make drinking one irresistible! Come see for yourself!</p> <p>#Margaritas #Bar #Coctails El Patron Mexican Restaurant (Insert Facebook Link)</p>	 <p>Instagram (Example of how each Day would look)</p> <p>(scroll down for Facebook post)</p>

					<p>Drink Specials 🍹🍹</p> <p>MONDAY: 😞 CLOSED</p> <p>TUESDAY: 😊 Jumbo Lime or Strawberry Marg (Rox \$9 Frozen \$9.75) Jumbo Octopus Marg (\$10.25) Domestic Draft 20 Oz (\$4.50) Jose Tequila Shot (\$5)</p> <p>WEDNESDAY: 😊 Medium Octopus Marg (\$8) Jumbo Lime (Rox \$9 Frozen \$9.75) Dos Equis XX or Modelo Draft 20 Oz (\$5.25) All Domestic Bottled Beer (\$2.75)</p> <p>THURSDAY 😊 Jumbo Mango or Lime Marg (Rox \$9.25 Frozen \$10) Medium Octopus Marg (\$8) Medium Daiquiri (\$7.50) All Draft Beer 32 Oz (\$5.75)</p> <p>FRIDAY 😊 Jumbo Octopus Marg (\$10.25) Medium Lime or Strawberry Marg (Rox \$7.50 Frozen \$8) Pitcher Marg Rox (\$22) Draft Beer 20 Oz (\$5.25)</p> <p>SATURDAY 😊 Jumbo Octopus Marg (\$10.25) Medium Lime Marg (Rox \$7 Frozen \$7.50)</p> <p>Medium Daiquiri (\$7.50) All Draft Beer 20 Oz (\$5.25) Jose Cuervo Shots (\$5)</p> <p>SUNDAY 😊 Medium Octopus Marg (\$8) Jumbo Lime or Strawberry Marg (Rox \$9 Frozen \$9.50) Pitcher Marg Rox (\$22) Dos Equis XX or Modelo Draft 20 Oz (\$5.25) All Domestic Bottled Beer (\$2.75)</p>  <p>Facebook</p>
IMAGE	FRIDAY JULY 21	10:00 AM	Kitchen staff		<p>Some of our amazing people who cook your tasty food every day at El Patron. #Chef #Restaurant #InstaFood El Patron Mexican Restaurant (Insert Facebook Link)</p> 

	SATURDAY JULY 22					
	SUNDAY JULY 23					

- The above table includes optimal times and days for posting on both Facebook and Instagram.

Step 9: Track, Analyze and Tune