



Topic 5

Public Relations

Social Media Channels and Post Mockups

Jade Pumphrey

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Group C3 - Joseph Flores

INSTAGRAM



Amritasmoothies&juices Stop by our store and try our fresh and healthy locally sourced, organic, delicious, nutritious smooties and juices
#healthy#delicious #organic

INSTAGRAM



AMRITA
Smoothie
of
The Week

SO FRESH

100% ORGANIC

STOP BY OUR STORE TODAY TO SEE
WHAT OUR SELECTION IS THIS WEEK

WWW.AMRITASMOOTHIES&JUICES.COM

This poster features a pink background with green fern leaves. The text 'AMRITA Smoothie of The Week' is written in a large, black, handwritten-style font. Below it, there is an orange box with 'SO FRESH' in white, and a green circular logo with '100% ORGANIC' and two leaves. At the bottom, it says 'STOP BY OUR STORE TODAY TO SEE WHAT OUR SELECTION IS THIS WEEK' and 'WWW.AMRITASMOOTHIES&JUICES.COM'.



AMRITA
Special

Buy One
Get One
Free

VISIT OUR STORE ON
NOVEMBER 22, 2023

WWW.AMRITASMOOTHIES&JUICES.COM

This poster has a light yellow background. It features an illustration of a purple blender with various fruits (strawberries, blueberries, banana, orange slices) and a glass of smoothie. Below the blender are two sets of three smoothie cups in green, red, and purple. The text 'AMRITA Special Buy One Get One Free' is in large, bold letters. Below that, it says 'VISIT OUR STORE ON NOVEMBER 22, 2023' and 'WWW.AMRITASMOOTHIES&JUICES.COM'.

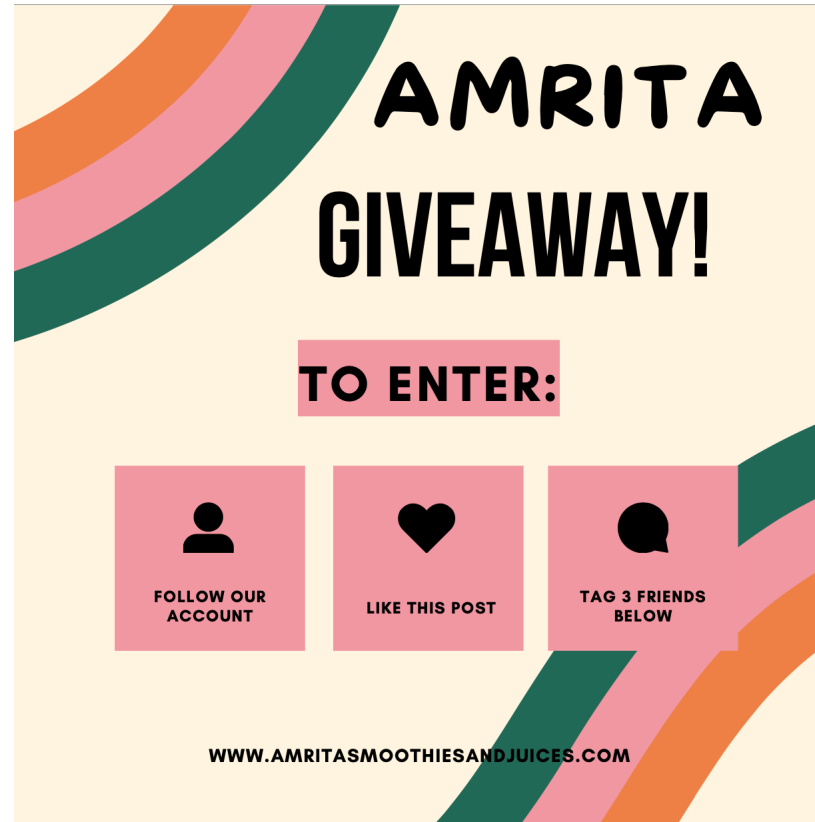
Amritasmoothies&juices Don't be moody, grab a smoothie. Visit us November 22, 2023 for a BOGO fresh smoothie #organic #BOGOsmoothie

INSTAGRAM



Amritasmoothies&juices Win a free smoothie or juice. Follow, like, share/ comment on our Instagram page today. #follow #repost #instalike

INSTAGRAM



Amritasmoothies&juices Its giveaway time. Follow, like and tag 3 friends for a chance to win a free smoothie #delicious #healthyfood #eatclean #giveaway

INSTAGRAM

**AMRITA
FRESH SMOOTHIES
& JUICES**




**STOP BY OUR STORE FOR
A BUY ONE GET ONE FREE
SPECIAL NOVEMBER 22,
2023**




WWW.AMRITASMOOTHIES&JUICES.COM

**AMRITA
FRESH ORGANIC
SMOOTHIES & JUICES**



**POST A SELFIE
ON OUR
INSTAGRAM
PAGE**

**GET A FREE
SMOOTHIE**



WWW.AMRITASMOOTHIES&JUICES.COM

Amritasmoothies&juices Come in and get a BOGO free smoothie 11/22/2023 or post a selfie on Instagram for a free smoothie. #healthyfood #freesmoothie

INSTAGRAM



AMRITA
Free Samples
and a coupon for a smoothie when you come by our store

STOP BY OUR BOOTH ON GCU CAMPUS DURING WELCOME WEEK

WE HAVE A VARIETY OF DELICIOUS NUTRITIOUS SMOOTHIES AND JUICES AND A TRENDY STUDY AREA

100% ORGANIC

WWW.AMRITASMOOTHIES&JUICES.COM

AMRITA
FRESH
SMOOTHIES
AND JUICES

VISIT OUR BOOTH AT GCU FOR A FREE SAMPLE OF OUR DELIOUS SMOOTHIES

DURING WELCOME WEEK

WWW.AMRITASMOOTHIES&JUICES.COM

Amritasmooties&juices Please stop by our booth at GCU Welcome Week for free samples and a coupon for our store #gcu #lopesup #lopelife #healthy

FACEBOOK



Amritasmoothie&juice Seize the day with Vitamin C. Stop by our booth on campus at GCU Welcome Week #freshsqueezed #delicious #fresh #GCU #lopesup

FACEBOOK



Amritasmoothie&juice Now open, groove on down to our store for a locally sourced, organic smoothie #local #organic #freshsmoothie

FACEBOOK



Amritasmoothie&juice Are you in need of a refreshing, healthy, nutritious, boost? Stop by today and grab a smoothie. #delicious #healthydrink #orgaicsmoothie

FACEBOOK



Amritasmoothie&juice Visit our store today and try one of our fresh and healthy smoothies or juices #healthy #delicious #organic #supportlocal

FACEBOOK



Amritasmoothie&juice Save the date for our buy one get one free 11-22-2023 and get a great healthy start to your day! #bogo #cheers #healthysmoothie #giveaway

FACEBOOK



Amritasmoothie&juice Mark your calendar for our BOGO event 11-22-2023. You can enjoy one now and take one home for later. #bogo #organicsmoothie

Justifications

- ▶ I chose Instagram as one of the social media platforms to use to market the Amrita brand because a lot of college students are frequent users of Instagram and are comfortable with how to use it.
- ▶ This target audience makes sense for this platform because I am trying to market to a college audience that is health conscious and interested in a comfortable place to study and hang out with friends while enjoying a delicious nutritious beverage

Strategy and Connection

- ▶ This connects to the Amrita marketing campaign by presenting the Amrita brand, logos and what we have to offer to our customers.
- ▶ Our giveaway contests offering a chance for a free smoothie will help to engage our followers with a prize for following us, liking our post and sharing it with their friends.
- ▶ We will have a booth on campus at GCU during welcome week to allow new and returning students to sample our delicious, nutritious smoothies and juices and encourage them to come to our store to see our comfortable, inviting study area and our full menu.

Measurement of Success

- ▶ This post is designed to create engagement from local college students and working professionals.
- ▶ We will be able to measure our success of this campaign by using social media analytics to assess how many more likes and views on our platforms between the original posts and at the end of the year.
- ▶ We will also be able to notice an increase in customers in our store by the amount of customers that visit our store and the increase in sales we hope to obtain through the end of the year.

Conclusion

- ▶ I hope you enjoyed my presentation of my Social Media Channels and Post Mockups. This is still a work in progress but I wanted to post what I have so far.