

**Menchie's Frozen Yogurt - 1355 Riverstone Parkway, Suite 110, Canton, GA 30114**

Menchie's Frozen Yogurt in Riverstone, Georgia is a family friendly eatery that puts a strong emphasis on customer satisfaction. The purpose and intentions behind this Social Media Plan is to aid in the promotion of marketing efforts and campaigns, as well as setting a precedence for maintaining a consistent online social media presence, even when marketing interns change out over time.

## **CONTENT STRATEGY**

### Platform Analysis

Menchie's has run successful Instagram accounts in the past but does not currently have an active and up to date profile for that platform. Most customer interactions take place on Facebook, where the store has its largest and most active following. Social Media efforts are generally present and effective, but stand to be expanded upon and improved.

<b>Platform</b>	<b>Username</b>	<b>Follower/ Like Count</b>	<b>Link</b>	<b>Most Recent Post Date</b>
Facebook	Menchie's Riverstone Plaza @Menchies.Riverstone	1,211	<a href="https://www.facebook.com/Menchies.Riverstone/">https://www.facebook.com/Menchies.Riverstone/</a>	Jan. 30, 2020
Instagram	@menchies_riverstone	162	<a href="https://bit.ly/2uUbfmW">https://bit.ly/2uUbfmW</a>	Nov. 7, 2018
Instagram	@menchiesriverstone	78	<a href="https://bit.ly/37SYo2S">https://bit.ly/37SYo2S</a>	April 16, 2017
Twitter	@Menchies_Canton	6	<a href="https://bit.ly/2Sgj6TT">https://bit.ly/2Sgj6TT</a>	Nov. 14, 2016

Menchie's Riverstone has four open social media accounts. There are two duplicate Instagram accounts (both now inactive), a never utilized and inactive Twitter account, and a

relatively active and successful Facebook page. If possible, it would be ideal to deactivate one of the two Instagram accounts so as to better direct the client base to the proper profile. Both the Twitter and Instagram accounts have not been updated in well over a year, so clients would not use these profiles as a reliable go to for updates and information. The Facebook account has a strong following and is updated at regular intervals; it currently has the strongest connection with the client base and will be focused on maintenance as opposed to revamping.

#### Target Public Overview

In general, Menchie's most common consumers are families with young children. Facebook is the most effective social media for reaching this audience, which is excellent news considering the Riverstone Menchie's successful following on the platform. Maintaining the well managed Facebook account is key to the continued success of reaching this demographic.

While Frozen Yogurt appeals to families, it's also important to recognize they are often perceived to be upbeat, fun, and trendy to America's youth. For this reason, there is significant untapped potential for Menchie's to market to young teens aged approximately from 13 to 17. While the Riverstone location's Facebook page is up to date, its Instagram has not been used in over a year. Instagram is the best channel for reaching younger target audiences; keeping the page active and using the platform for campaigns can be an excellent tool for tapping into a market that lacks attention.

#### Strategy/Keywords

Menchie's Riverstone stresses the importance of having a fun time with friends and family. A long standing philosophy of the store is that when they arrive customers should feel like they're on a mini vacation to relax and unwind with some tasty and healthy treats to boot. Some keywords that exemplify Menchie's governing philosophies are as follows:

- Family, Fun, Healthy, Natural, Organic, Yummy, Tasty, Creative.

These keywords paint an excellent picture for reaching the target audience of families with children. In order to reach new demographics, such as younger teens, Menchie's may consider focusing on trends popular with that given age group on their target platform.

### *Key Influencers*

Instagram user [Maddy Rhodes](#) is a local Canton resident and runs a popular Instagram page for her dog, Heidi Rhodes, who has over 2,300 followers. Her page can be viewed [@heidi\\_klummm on Instagram](#). Having pet pages on Instagram is becoming an increasingly popular practice and they often gain large followings. One may not often think of a 10 pound morkie as a "social media influencer", but using Heidi's following to engage with Menchie's target audience could prove to be extremely successful. Heidi's Instagram reaches people all across the Canton area, and is very appealing to families, children, and teenagers due to the nature of her page. Working alongside a pet Instagram page to run a marketing campaign could provide extremely unique and engaging subject matter for potential consumers in her area of influence.

An additional under targeted audience for Menchie's would be customers ages 14 to 18. [Emma Brooks](#) is a local Creekview High School junior with a sizable social media following (1,295 Instagram followers). Contacting and working with Miss Brooks could be an excellent avenue with which to make a direct and personal connection with younger audiences, and expand upon the existing Menchie's audience which is composed of primarily families with small children. Miss Brooks is active in many communities including dance and performing arts, and has followers throughout the Canton area due to her extroverted nature. Access to her

audience will allow Menchie’s Riverstone to make a genuine connection with the youth of the area and garner their attention and business for years to come.

**BRAND VOICE CHART**

<i>Character/Persona</i>	Friendly, Playful, Kind
<i>Language</i>	Simple, Fun, Food Oriented
<i>Purpose</i>	Engage, Entertain, Sell
<i>Tone</i>	Personal, Approachable

## EDITORIAL CALENDAR

	Twitter	Instagram	Facebook
<b>Sunday</b>	Poll	Campaign Promotional Post	Promotional post for 5\$ fill up cup
<b>Monday</b>	Mix of the day post	Picture of yogurt mix	Dole Whip's are back promotional post
<b>Tuesday</b>	Poll	Campaign Promotional Post	Post of family enjoying yogurt in store
<b>Wednesday</b>	Mix of the day post	Picture of yogurt mix	Waffle Cone Wednesday Post
<b>Thursday</b>	Poll	Throwback Thursday, past yogurt mix with photo	Mix of the day post
<b>Friday</b>	Mix of the day post	Chalk Board Friday Post	Post of family enjoying yogurt in store
<b>Saturday</b>	Poll	Picture of yogurt mix	Current promotional content post

## SAMPLE CONTENT

*(Blog Post, Tweet Schedule, Instagram Takeover)*

The purpose of the blog post is to introduce the idea of a marketing campaign, Free Froyo March, in which one lucky winner will receive the ability to redeem one cup of yogurt per day in the month of March. This post could be an addition to the preexisting Facebook page that this Menchie's location has or could serve as an outline for the creation of a blog for this location. The incorporated tweet schedule has elements included to promote the campaign introduced in the blog post, while simultaneously maintaining regular tweeting content. The Instagram takeover is separate from the Free Froyo March campaign and instead focuses on influencer collaboration identified in the content strategy section.

*Blog Post*


Free Froyo March!

Hey Menchie's family and friends! This February we're super excited to share with you a month full of opportunities to work toward winning a prize we've put together to express our gratitude to you all for your support to our business here at the [Riverstone Plaza](#) [<https://www.menchies.com/locations/frozen-yogurt-riverstone-plaza-ga>]. What's the prize you ask? It's a month's worth of complementary frozen yogurt! Feel free to read up on our specific [terms and conditions](#) [<https://spark.adobe.com/page/KF1Df0FSxZcXs/>] for the nitty gritty details. Here's the general rundown: Throughout the month of February we'll be having various ways to give yourself additional entries to try and win our delicious grand prize. Be sure to swing by the store throughout the month to figure out what you can do that day to increase your chances of winning, you never know what fun entry method we'll have going on! To kick off our Free Froyo March event, our first method of entry will take place in the comments section of this

blog post. Comment below what your favorite Menchie's mix is, and don't be shy about including all of your favorite yummy toppings! Thank you all so much for your continued support of our business and we look forward to announcing the winner of our contest at the end of the month.


Happy Mixing, The Menchie's Team

*Tweet Schedule*

<b>Date/Time for Tweet to be Posted</b>	<b>Text of Tweet</b>	<b>Links/Images/ETC to be Included in Tweet</b>
<p>Feb. 10<sup>th</sup>, 2020 at 9am EST</p>	<p>Hey Twitter friends! We're excited to announce our contest to give away a month's worth of free froyo to a lucky winner in March! Read up about it on our blogpost:</p> <p style="text-align: center;">*link*</p>	<p>**<a href="https://www.facebook.com/Menchie's.Riverstone/">https://www.facebook.com/Menchie's.Riverstone/</a></p> <p>(Link will specifically direct to the blog post detailing the event)</p> 

<p>Feb. 11th, 2020 at 9am EST</p>	<p>Are you team chocolate or team vanilla snow? Vote in the poll below and retweet this for an entry to our Free Froyo March contest!</p>	<p>*Include a Twitter poll, titled “Which is the better flavor?” with two options, option A saying “Team Chocolate” and option B saying “Team Vanilla Snow”</p>
<p>Feb. 13th, 2020 at 9am EST</p>	<p>Come by the store today to try the mix of the day! What would you add to this mix?</p>	<p>*include a photo of Menchie’s mix of the day board that is included in store*</p>
<p>Feb. 15th, 2020 at 9am EST</p>	<p>We love all of our early birds and night owls here at Menchie’s!  Where do you fall on the spectrum?</p>	<p>*Include a Twitter poll, titled “When do you eat your mix?” with two options, option A saying “Early Morning Treat” and option B saying “Late Night Snack”</p>
<p>Feb. 17th, 2020 at 9am EST</p>	<p>Having a fun-tastic day at the store! These customers are rocking a delicious sorbet mix, what’s your favorite?</p>	<p>*include an image of guests with their froyo*</p>
<p>Feb. 19th, 2020 at 9am EST</p>	<p>We love our mascots here at Mechie’s, we’d love to know your favorite as well! Take our poll below and vote for your favorite mascot!</p>	<p>*Include a Twitter poll, titled “Who’s your favorite character?” with two options, option A saying “Mallow” and option B saying “Kiwi”</p>



<p>Feb. 22th, 2020 at 9am EST</p>	<p>Come by the store today to try this Berrylicious mix of the day!</p> <p>Do you like strawberries or would you mix it up with a different fruit?</p>	<p>*include a photo of Menchie’s mix of the day board that is included in store, ensure the mix is berry themed for this tweet, otherwise adjust accordingly*</p>
<p>Feb. 24th, 2020 at 9am EST</p>	<p>Wishing everyone a happy Menchie day! Today we’re working hard to keep everyone smiling, what do you hope to get done today?</p>	<p>N/A</p>
<p>Feb. 26th, 2020 at 9am EST</p>	<p>With so many delicious options it’s hard to choose! Do you have a decadent sweet tooth or do you like to keep things light and fresh?</p>	<p>*Include a Twitter poll, titled “What’s your go to mix?” with two options, option A saying “Chocoholic” and option B saying “Fresh and Fruity”</p>
<p>Feb. 29th, 2020 at 9am EST</p>	<p>Today is the last day of our Free Froyo March Contest! Retweet this tweet for one final entry and be sure to tune into our blog tomorrow for the announcement of our lucky winner!</p>	

Instagram Influencer Takeover

Photo	Caption
	<p>Super excited to be hosting an Instagram takeover! Make today a Menchie's Day!</p>
	<p>Jumping for joy for Menchie's Frozen Yogurt!</p>



Having a bad hair day? Time for a reset at Menchies!



Do you like chocolate or vanilla? I like vanilla myself, but I'm a little biased!



This marks the end of my Instagram takeover- Thanks for letting me join in the fun and I hope everyone is having a smiley day!