



Social Media Promotional Strategy

# Noodle King

The Best "Pho" You

**NK Consulting Group  
Brigham Young University  
Provo, UT 84602**

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December 3, 2018

Daniel Jiang  
Owner, Noodle King  
163 N University Ave  
Provo, UT 84601

Dear Daniel,

Our team wants to start by expressing our gratitude to you for allowing us to complete this project. As we conducted research and prepared this report, we not only refined our business communication skills, but more importantly, we produced a thorough and cohesive document that we feel will aid Noodle King greatly in your development of an effective social media promotional campaign.

In this report, you will find a detailed look into your Instagram and Facebook accounts, specifically where you are and what we suggest moving forward. We also delve into your current website and some recommendations we have there. Later on, you'll find our suggestions for other promotional opportunities we have researched for Noodle King. For your reference, we have included in the appendix the original proposal letter we submitted following our conversation with Katrina on November 20, 2018.

As stated in that proposal letter, we see in Noodle King the potential to become a hot spot for college students in the Provo/Orem area. We hope this report can act as the catalyst necessary to get you there.

Should you have any questions or desire further input, please don't hesitate to contact us.

All the best,

Jenna Vasquez  
Communications Lead  
jenna.vasquez@byu.edu



# Executive Summary

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Over the past few weeks, our dedicated team of consultants has analyzed and monitored Noodle King. With our varied backgrounds and skills, we have deliberated and discussed; we have collected and compiled. This executive summary contains a list of all the recommendations we make throughout our report. We have also included the due dates for your reference. If you follow these steps carefully, we believe your marketing strategy and brand awareness will be greatly improved.

## **Facebook**

- At the beginning of every month, create a post plan (these posts will be used for Facebook and Instagram); hold your first planning meeting in December
- According to the content and ideas from your plan, post 2-3 times per week, linking these posts to Instagram; start posting in December
- During downtime, have employees respond to reviews, questions, and comments left on your page; start as soon as possible

## **Instagram**

- Revamp your Instagram page by deleting your old post and posting 2-3 times per week; start posting in December
- Engage with your followers using posts such as “Caption this picture;” start posting in December

## **Website**

- Consolidate the websites; complete by 12/22/18, the night of the Asia Night Market
- Update the pictures, making sure they are all of the same quality; complete by 12/22/18
- Proofread and edit the site; complete by 12/22/18
- Expand your story, making it endearing and exciting; complete by 12/22/18
- Bring back the online ordering and delivery option; complete in January 2019

## **Discounts and Special Offers**

- Reach out to apps like Pocket Points and 2for1 to get on their respective platforms; complete in January 2019
- Hold a meeting to come up with creative ideas for discounts and offers (consider tying this into your social media planning meetings); start in December

## **Events and Activities**

- Create a detailed plan for the Asia Night Market event; complete as soon as possible
- Design attractive flyers, banners, and advertisements ; complete as soon as possible
- Create a menu for special food items; complete in January 2019
- Announce details, locations, etc. of upcoming events on Facebook and Instagram; post at least once per week during the month leading up to the event

Follow these suggestions and you'll soon be a popular and authentic brand, ready to take Provo cuisine to the next level.

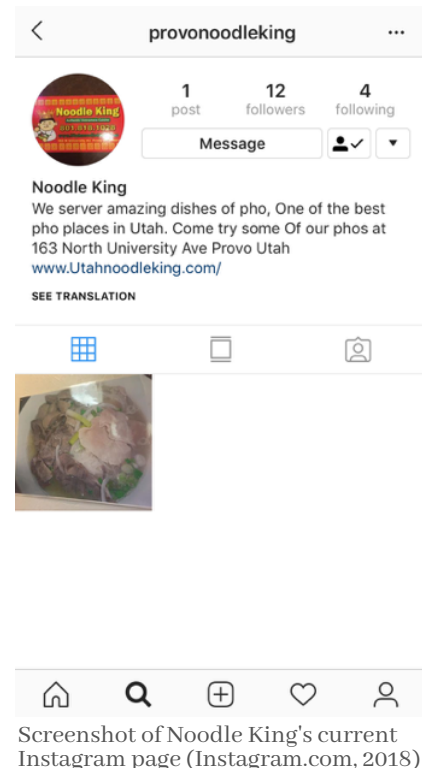
# Instagram Analysis & Recommendations

## Where You Are

Currently, Noodle King does not have a presence on Instagram. While it looks like an account was made a few years ago, it has not been maintained and currently has 12 followers and only 1 post from 2017 (see screenshot at right). This may be due to a shortness in staff or the fact that no employee is charged with the responsibility of handling social media promotion. Either way, the strategy we have developed for you starts at square one.

## Our Recommendations

Instagram as a promotional tool can be an incredible asset to your company. As you consider your Instagram strategy, you can set your own follower goal based on the desired size of your customer base. Then, if you follow the guidelines provided below, you'll be well on your way to a trendy, accessible Instagram page.



## Bulk Up the Page

To start out, you'll need to bulk up your Instagram page. Remove the current, single picture and within the next few weeks, make a post every few days that highlights a popular dish or promotes a new special. The idea is to give your viewers something to look at, something to make their mouth water. Here are a couple possible posts to get you started:



Caption 1: We could really "spring" for some spring rolls in this snowy weather!

Caption 2: The Best "Pho" You. Come check us out at 163 N University Ave in Provo!



You'll want to make sure the pictures you post are high quality and in line with the overall mission and personality of Noodle King. Authentic, yet funny. Hipster, but not flashy.



# Instagram Analysis & Recommendations

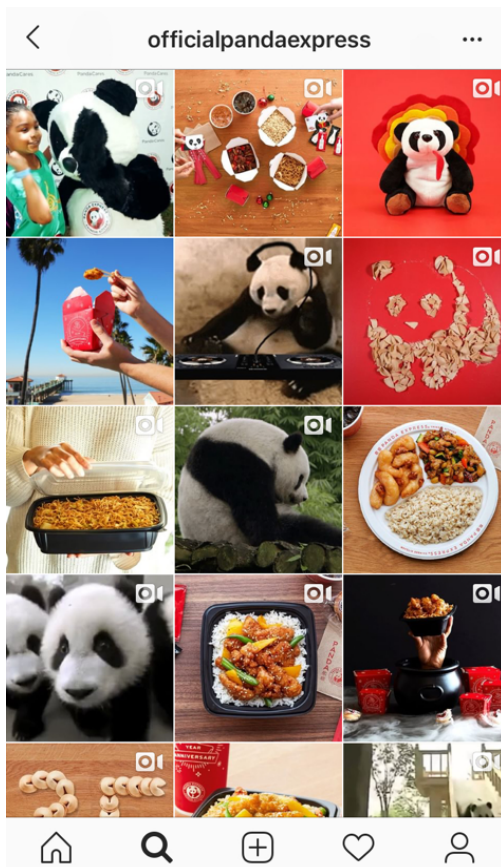
## Draft a Bio

You'll also want to change your bio to something catchy, simple, and free of grammatical errors. Panda Express' bio accomplishes this: "'Tis the season for Panda, so treat your loved ones to #OrangeChickenLove. Gift cards on sale now: [pandaexpress.com/holidaygiftcards](https://pandaexpress.com/holidaygiftcards)" (Instagram.com, 2018). This bio is brief but sends a warm, relevant message.

The current link provided in your Instagram bio does not load to anything, so once your website is updated, make sure you have the correct link displayed on your Instagram account. A great bio isn't hard to develop but is definitely worth the effort. A fool-proof option is to share a tidbit from your story—how you got to where you are. Later, in the website recommendations section, we will further discuss the concept of sharing your story.

## Appeal to Your Audience

College kids are all about getting the most bang for their buck. Your Instagram account should demonstrate that you provide desirable food in a sufficient quantity at a reasonable price. That way, after a quick glance at your page, students will feel that familiar rumbling in their stomachs and trust Noodle King to deliver the needed satisfaction.



## Maintain Your Page

The key to maintaining an effective Instagram is just that—maintain it! This means frequent (2-3 times per week) posts that are interesting and engaging. Again, using Panda Express as an example, see the screenshot at left for a reference of what a trendy, effective page looks like.

Notice how the pictures make you want to click on them and see what else there is to see. Even if you don't click, you get the vibe Panda is trying to send: cool, exciting, and tasty.

Screenshot of Panda Express' current Instagram page (Instagram.com, 2018)

# Instagram Analysis & Recommendations

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## **Gain Followers Through Contests**

Once you have built your page, it's time to gain followers. The best way to do this is to bribe people into liking you (don't worry, it's completely ethical). Create a contest such as the following: the first 100 new followers on Instagram will be entered into a contest to win a Noodle King gift card. Or, the first 100 people to like a post will receive a free spring roll with their next purchase of a bowl of pho.

As you start gaining some momentum, keep up your frequent posting. Post an Instagram-only contest, such as "Caption this picture" or "Share this post to be entered to win..." and then make sure to keep an accurate record of the entries as they come in. Once a winner has been selected, post about it, thus publicly recognizing the winner and showing your followers that you follow through with your promises.

Contests are an easy way to gain followers and to get those new followers to tell their friends about you. In later sections, we will discuss additional ways to gain followers through discounts, specials, and other offers.

## **Use Instagram's Strengths**

Basically, you want to take advantage of the natural strengths Instagram has to offer. It's uncluttered, so don't post too often. It's straightforward, so keep your captions simple. It's clean, so double check for spelling and grammar. And most of all, it's fun, so throw in some humor when you post. Before you know it, you'll have achieved your follower goal!

**NK Consulting Group  
Brigham Young University  
Provo, UT 84602**

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November 20, 2018

Katrina Zhang  
Noodle King  
163 N University Ave  
Provo, UT 84601

Dear Katrina,

Thank you for taking the time to meet with our team last Monday. As we mentioned in our conversation, your little restaurant has caught our eye—and our taste buds. Quite the feat, considering we (five management communications students at Brigham Young University) have dozens of options every single time we decide that the benefits of satisfying our hunger have once again trumped our bank accounts' pleas to stay home and eat ramen.

**We see in Noodle King the potential to become a popular, go-to spot for college students in the Provo/Orem area, and we want to help you get there.**

When we spoke last week, we summarized our approach to our project and where we see this going. You were excited about the prospects of developing a stronger social media presence for Noodle King and accepted our invitation to submit a proposal. This is that proposal. Our team will design and execute a personalized improvement strategy in the following areas:



**Social Media Presence.** If college students know anything, they know social media. We want to help you create and maintain current and vibrant accounts on both Instagram and Facebook—two of the most-used apps among our peers.

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**Website Format.** A few discrepancies in your current website design could be improved to facilitate accessibility and improve user experience. We will provide suggestions for a fresh look that will be necessary as website traffic begins to increase.

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**Special Offers.** Building a small business is no small feat. We will create deals and discounts and suggest promotional events to draw in customers and convince people that your restaurant is a place they don't want to pass up.

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**People Opportunities.** Community involvement is crucial to your success in the fast-paced, fun-seeking Provo culture. We know what students are looking for when it comes to food options, and we will provide you the inside scoop needed to build your company image.

Given our talents and backgrounds, we feel we can make a serious positive impact on your restaurant. In working together with your team, we will create a comprehensive promotional plan that, if implemented, will increase awareness for Noodle King in the ever-competitive Provo market. We again thank you for accepting our team's offer to help and will deliver our completed report in early December.

**Sincerely,**

Jenna Vasquez  
Communications Lead  
jenna.vasquez@byu.edu