



Summary

- Our brand
- Social media strategy
- Content strategy
- Promotion



Our brand

Brand History

Creation date: September 5th

What is it?

Bioeat is a brand/ food business that sells organic food pack for customers who then make free recipes on our site. And we also sell cooking classes in restaurants in London.

Our values:

The local and organic food

Positioning:

Bioeat sells organic and cooking classes at local restaurants to promote the economy of London. The products (packed lunches) are delivered using non-polluting means (bicycle, electric car), for the respect of the environment.

Services and products

Services: Sale of cooking classes at small restaurant partners.

Advantages:

- Organic and local products
- Fast delivery
- Not really expensive

Products: Sales of organic food pack adapted to a recipe available on the website.

Advantages:

- Small competent restaurant
- Not very expensive
- Good atmosphere
- Other people's meetings

Our target

- 18-60 years old (according to the media platform)
- People who love cooking
- People who love organic and healthy food
- People often connected to social networks
- People who live in London



Our main competitor

Hellofresh strengths:

- Notoriety
- Many positive reviews by big newspapers
- Huge variety of recipes
- Great community

Our advantages:

- Increase local economy thanks to Bioeat
- Small business
- Only organic and local food -> quality of our products
- Deliveries very fast



Social media strategy

Our target



- Men and women belonging an age bracket between 18 and 60, city-dweller.
- Young adults and adults are more sensibilized in organic food, and help the local economy.



4 issues

- Marketing -> a wider audience, increase our Website traffic, catching the eye of the social media users especially with Instagram and using Facebook as a business card.
- Sales -> increase our Website traffic because it's the only platform where we sell our services and post pictures and articles about the quality of the products we deliver and the recipe we propose to reassure the clients.
- Customer service -> our presence on the three social networks Instagram, Facebook and YouTube enable us a better contact with our clients: we can answer to the potential questions, help our customers in case of problem, respond to their opinion whatever it is good or bad.
- Web -> Having an active online presence to heighten our position of a young and modern start-up, and highlight our services of organic food which take advantage of a strong demand at the moment especially on the social networks where they are trendy.

Social media selected

Instagram:

- 28% of the city-dweller present on the web have an instagram account
- 59% of users aged from 18 to 29 years old
- 25% of users aged from 30 to 49 years old

Facebook :

- The social networks's community gather 60% of the social networks users
- Everyone has Facebook: parents, children and young adults.

Youtube:

- 40% of YouTube users are parents
- 1 in 3 of the buyers on internet saw a video on YouTube before finalizing their purchase.



Content strategy

Editorial slant

Celebrating organic food

Knowing that BioEat specialise in cooking and delivery of dish to cook with organic food, our editorial policy will be especially focus on the importance of the organic and natural food, on our nutrition and on the productions of food.



Content theme

Brand Content -> video on our YouTube page of one of our cooking classes and a chef making a recipe

News Content -> post on our Instagram and Facebook pages on our new recipes with a 15% discount for the first 100 orders on these.

Related Content -> article from one of our partners who is a local producer

Fan Content -> Contest: our subscribers post on our Facebook page a video of them preparing a dish with one of our packed lunch



Chief's hat or Chief's meal



Our concept

**YOUR
HEALTH**

Planning

Facebook-> 9 post in one month, so a post every 3 to 6 days since one must be present on the networks but at the same time have a quality content

Instagram-> 7 post in one month, so a post every 3 to 7 days because it's like Facebook, it takes quality but also being quite present

YouTube-> 5 post in one month, which means about 1 video every week because creating a video takes longer than writing a post on another platform, subscribers want quality first and foremost.

In our schedule, we have all the content to diversify and reach as many people as possible;

Brand content helps us to promote Bioeat

News content keeps us in the trends

Related content makes us promote our partners, we advertise

Fan content brings us closer to our community

Thanks to our strategy, we will be able to gain subscribers and therefore for sale.



Promotion

Digital operation

Mechanics of the operation:

The operation is a contest where the participants film themselves cooking an imposed recipe, then they put their video on our Facebook and we let our subscribers choose the winner who will have his video published on YouTube and on our site, he will also win a cooking class with Nick Bradley on the Halloween theme (cooking class on October 30th). We will publish some other videos having been successful on our website the following weeks



CONTEST

*Your video for an
unforgettable
price!*



Digital operation

Objectives

- Motive people to join Bioeat
- Improve our selling
- Win the loyalty of our customers
- Improve the engagement in our social networks

Benefits

- More loyalty
- More sales of our products
- Increase of our activities in social networks and our website



	The start of october	October	The After of October
<u>Community manager :</u> Social media		<p>Publication of content spread over 3 social networks: Facebook, Instagram and YouTube</p> <p>Social watch to see the different opinion on our brand</p>	
Community manager live		<p>Live Facebook during the winner's cooking class</p> <p>Live Instagram (1 to 2 minutes) during the winner's cooking class</p>	
Big time		<p>Contest + result and post on YouTube of the winner's video</p>	<p>Photo of the first 10 selected dishes of the contest to generate traffic</p> <p>New content cycle with the arrival of the other months</p>

Media campaign

Objectives:

- Traffic ->increase our sales
- Community engagment -> increase interactions
- Awareness -> recruitment

Articulation:

- On Facebook and Instagram
- All in the newsfeed
- 3 formats: like, photos and offer

KPI's:

- Cost per clic
- Conversion rate
- The number of followers
- The involvement of the community
- Imprit





Thank you