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Phat Philly's Social Media Campaign

Introduction

Our group was given the opportunity to run a social media campaign for Phat Philly's, a local cheesesteak restaurant. Our job was to manage two social media platforms for the client. In addition to this, the client emphasized that he also wanted us to post quality content to get customers excited for a new location opening while also advertising about hiring employees. The two platforms chosen were Facebook and Instagram.

Responsibilities of members/work delegation

Originally when meeting with our group, we decided that Campbell and Alec were to be in charge of creating the content. This included going to both locations to take photos and videos so that we could have new content to post on the social media platforms. Within the first two weeks, they had gone to both locations and created the content we needed to start our social media campaign. Maddie was to be in charge of client management, this included making sure the client was happy and relaying any feedback the client had back to the group. Content writing was designated to Ashton and Brandon. This was difficult since they did not have direct contact to the client. As a result Maddie, Ashton, and Brandon worked on this portion together. Receiving feedback from the client about the content writing allowed them to create and edit this portion of the project together.

Challenges

One initial challenge we were faced with was attempting to gain access to the original Phat Philly's Instagram account. This account had the handle we wanted to use but was inactive for some time. After many attempts to get into contact with previous account owners, we were

unable to gain access to the account. We decided to create an alternative account that would serve as the new Instagram account for the company and this project.

A second challenge was the client's approval. When we presented the client with the content and captions we created, the client continually had us make changes to the captions to better fit the "vibe" he wanted to create. Captions we came up with were sometimes considered too corporate for his taste. His suggestions were to make it more "edgy" and "playful".

The third challenge was group work. Group work became challenging near the end of the project. Roles and responsibilities were delegated and agreed upon at the beginning of the project. As time went on, there were challenges in getting everyone involved equally.

Impact of Challenges

The Instagram account did serve as a minor challenge toward the beginning of the project. Attempts to contact old account owners as well as contacting Instagram support did set us back by about a week or so. Client approval delayed our project because we could not get all of our posts out on time. Post's would be created and ready to go, but multiple revisions would cause the post to be paused until the client was satisfied with the tone. The last challenge was group participation. We started off well, but as time went on some members participated more than others.

How we Overcame the Challenges

The first challenge that we faced was setting up the Instagram account. Originally we planned to continue to use the old Phat Philly's Instagram account that had been inactive for a few years but there were difficulties in getting access to that account. Instead of wasting the whole semester trying to figure out access we decided to move forward with making a whole new Instagram

account for Phat Philly's. We announced this to our followers on Facebook so that customers would know which account to follow.

Another challenge that we faced was making revisions to every post to fit the tone that the client was wanting to give off to customers. In order to overcome this challenge we always had multiple ideas of different captions so that if one did not suit the post like the client wanted we had another idea that might. Sometimes we had to revise a post multiple times before we got it right but we found that this was the most efficient way to make sure that every post made the client happy.

Outcomes

Results

After creating a new instagram account the engagement rate increased 23.15% compared to the old account. Posted help wanted ads that turned into hires. We got people talking about the new BA location some good comments and some bad comments. We had over 100 new followers on our instagram. From what we saw on the posts people seemed really anxious for the new location to open and the anxiety only built more and more everytime we would post that it was getting closer. So much so that people would fight on comments as well as question if it was even opening. We all have the feeling that the client was happy with our short but impactful results regarding the new instagram and facebook posts.

How do we know the project was a success

Looking at the data from the analytics and from the clients feedback you can make the determination that we made an impact on both Phat Philly's Instagram and Facebook account by driving more sales and getting people excited about the new opening.

Client Feedback

- The Client has reported that profits in store have risen 20% compared to last year
- Our campaign has brought more more people to the store than the some previously boosted ads.
- Wanted posts to sound less "corporate" and was happy with our ability to adapt to his companies needs.

What Everyone Learned

After doing this project we think that everyone in the group learned that a Social Media campaign may not be as easy as it seems to pull off. Our group did a great job of getting the content created quickly. We had a dropbox with over 80 photos taken of both locations ready to post on social media. We learned that even though you have the content sometimes there is still a lot of things you have to do, such as creating multiple captions that better fit the tone and vision of the client.

Summary of our Findings

We found out that Phat Philly's had a need to improve their social media pages. Their Instagram and Facebook just needed a little bit of tweaking to get their engagement rate up. For Instagram we ended up having to make a completely new account since we could not gain access of the old one. By making a new account we reached over 100 followers and increased their engagement rate by 23.15%. As for Facebook, we continued making informative posts for Phat Philly's. This allowed us to help the client find new employees while also giving him great

advertisement. As a result of this, their profits this year compared to last have increased over 20%. These results helped us find out how important it is to keep the client's social media pages up and running.

Recommendations to the client moving forward/ Conclusion

Looking into the future of Phat Philly's we would recommend that the company focuses more on customer feedback. Throughout our social media campaign, it was obvious that customers were beginning to get anxious about the new location opening. We were not allowed to give out a date for the opening to the customers because of the chances of the company not being able to fulfill those promises. Making promises to customers about an opening date should be avoided but keeping the customers in the dark should also be avoided. Because customers were so clueless about when the new location was supposed to open, many of them began to vent on the Phat Philly's Facebook page. All in all, being able to make the customers feel like they are included in the company and what is going on will help in future expansion.