

Third Coast/Oak & Oyster and Merriment Digital Media & Marketing Follow Up:

Intent:

Tighten up our digital media and marketing strategy among all three restaurants so everyone is in the loop, Andrew's Marketing Strategies are fully implemented, and a comprehensive plan + calendar can be rolled out for each restaurant.

Action:

All three restaurant calendars are merged into one (each assigned a different color) so management/staff that span all three restaurants such as Joe can view everything at once.

Anything in **red** below is an item that still needs to be hashed out/created. Anything below in **blue** is a new idea I'd like to add/implement. The purpose of this document is to view these items and think about what these could look like moving forward. My thoughts about the how-to are at the end of this document.

Digital Media Duties and Goals:

Facebook

- Grant Social Admin Access to Leyton and communicate w/staff
- Post Formatting: More casual, cheeky, fun for Merriment. Professional, serious for Third Coast)
- Post Content: drinks, **staff profiles**, attractive food shots - describe what makes it special
- Target - Sponsoring
 - ◆ General: M/F 23-45 living in Milwaukee, WI
 - ◆ More specific posts will target specific audiences
 - Ex. General posts: w/in 15 mi of 53202
 - Ex. Higher priced items (Third Coast gift cards or wine dinners), Sweetest Day, Valentine's Day reach to 25-65 audience
- Monthly Budget Sponsored Posts
 - ◆ 500 across 3 restaurant accounts: Monday: Po' Boy + Cocktail at Oak & Oyster, Tuesday: Happy Hour Burger at Merriment
- **Video Shoots**
 - ◆ **2 video shoots total:**
 - **Third Coast Profile/Ad video (1 minute or less)**
 - **Merriment Profile/Ad video (1 minute or less)**
 - **Sponsor these via Facebook and Instagram**

Instagram

- Post Formatting: More casual, cheeky, fun for Merriment. Professional, serious for Third Coast
- Post Content: drinks, **staff profiles**, attractive food shots - describe what makes it special
- Use of hashtags
 - ◆ Merriment: #milwaukeefoodie #milwaukeesbestburger #foodporn
 - ◆ Third Coast, O&O: #milwaukeefoodie #bestseafood #seafoodmilwaukee)
 - ◆ 4-5 per post in caption on INSTAGRAM only. Relevance to Milwaukee in mind. Extra hashtags posted in caption
- Stories - Content/Subject Matter
 - ◆ **Boomerang GIFS**
 - ◆ Photos with caption and hashtags
 - ◆ **Videos of staff, giveaways, events**
 - ◆ **Staff/Bartenders/Chef stories**
- Responding to comments and DMs

Graphic Design

- Gift Card promo Holiday Check Inserts
 - ◆ MailChimp Emails for each restaurant with correlating check insert designs (Frequency and Quantity increasing toward holidays)
 - ◆ Online Ad Design - Facebook Tool
 - ◆ **New Years Eve Graphic for each restaurant - different aesthetic for each based on food and patronage**

Staff Interaction & Scheduling

- Multiple content shots per session
- Scheduling posts out on Facebook
- Best timing discussion - Sunday-Thursday for weekly posts. Friday-Saturday for capturing a full house, evening date nights, holiday dazzle, etc.
 - ◆ **Beer and wine dinner planning and shoots to be scheduled**
 - ◆ **Differentiate between best practice of still photo shoot vs video coverage for upcoming wine dinner. Capture relevant bottles, background images, barrels, staff, aesthetic props**

Follow Up:

- Content/nature of videos and Instagram stories should be reviewed by Andrew, owners, and GMs before being posted to make sure content is to liking/appropriate of desired messaging.
- Staff profiles to be discussed. Do we want these to be part of our regular social media(s) feeds on a regular basis/per month, or will they be done per particular staff persons?
- In-person meetings to check-in, verify working implementation and strategy should be had with management staff and chefs once a month. Having a conversation about what does and does not work, new ideas, and general touching base is helpful and necessary. I am always able to work with your availability so long as we can try to schedule something out in advance.
- All should have access to the calendar. If something is added by another staff I will get a notification and follow up with that person(s).
- Moving forward implementation of digital media and marketing strategy should coincide with event marketing. Ideation for events could be worked into overall strategy as cohesive plan TBD.

Contact and Titling for Head Staff