



# JON'S GRILLE

# SITUATION ANALYSIS

# 2022

Campaigns - 015  
Greenhill  
Sept. 29, 2022

# TABLE OF CONTENTS

- 1 Problem Statement + Client
- 2 Mission
- 3 Goal + Objective
- 4 KPI
- 5 Strategy
- 6 Tactics
- 7 Metrics

## **CLIENT:**

**JON'S GRILLE**



## **PROBLEM STATEMENT:**

**Students need to know that Jon's Grille is open and welcome to all, serving as a proponent of the TCU community.**

# MISSION

Jon's Grille exists as a **“third place”** away from school and home for TCU students to enjoy community. Currently struggling from a **lack of awareness**, we're here to make Jon's Grille known as **“the place”** to be.

## **GOAL:**

**The purpose of the campaign is to increase awareness of Jon's Grille through growing the amount of college student customers **ages 18-23** by **25%** in the TCU campus area **in 6 months** through a strategic social media campaign and campus initiatives.**

## **OBJECTIVE:**

### **Measuring success:**

- **Sales increase**
- **Polls + surveys**

### **Client benefit:**

- **Revenue increase**
- **Awareness increase**
- **Household name**

# KPI

## CONVERSION RATES

**Tracking the # of conversions generated from social media ads**

## FOOT TRAFFIC

**Monitor how many physical impressions are made at Jon's Grille by TCU students**



# STRATEGY

HOW WILL WE ACHIEVE OUR OBJECTIVE?

## Marketing/Ad campaign

Campaign explicitly targets TCU undergraduate students

Exclusive TCU student discounts, happy hours, and social events to incentivize attendance



# CAMPAIGN TACTICS

Utilizing social media as our main media channel to reach our target audience in cost effective ways.



# WELCOME TO YOUR THIRD PLACE.

## TIK TOK

Casual content

Highlights environment  
and staff

Humor based

## PROMOTIONS

Game Day Deals

Discounts with TCU ID

Social Media Promotions

## UGC

Word of mouth message

Free content creation

Emphasizing approachability

# METRICS

## TIK TOK

**Track growth and engagement:**

- Follows
- Likes
- Comments

**Track Virality**

- Shares
- Trends

## PROMOTIONS

- Sales tracking of advertised deals
- Tally TCU Student IDs
- Survey Responses

## UGC

- #JonsGrille post frequency
- Quantitative and qualitative
- Tracking Reviews
- Advocacy

**THANK YOU!**