

Brooke Hanshaw, Ariana Hensley, Madison Grinder, Cody Mertz, Peter Contreras

Campaigns - 015 Greenhill Sept. 29, 2022

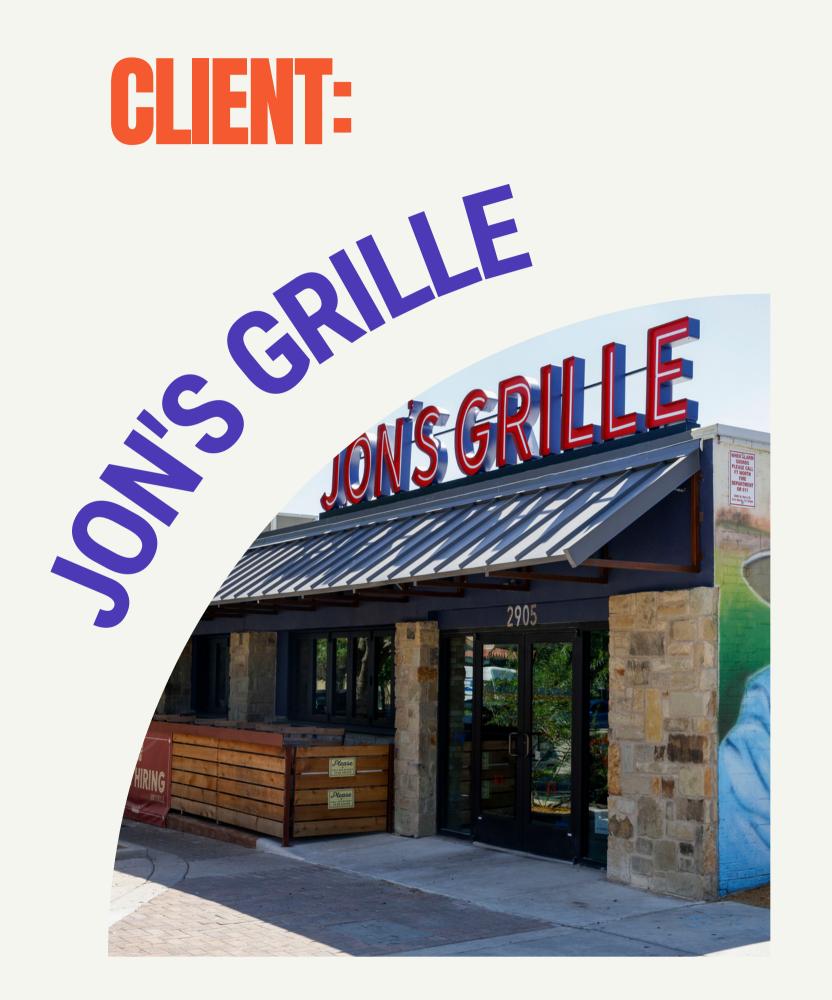
Mission Goal + Objective KPI Strategy)

Tactics

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Metrics

Problem Statement + Client



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.

Measuring success: Sales increase Polls + surveys

Client benefit: • Revenue increase Awareness increase Household name

OBJECTIVE:



CONVERSION RATES

Tracking the # of conversions generated from social media ads

FOOT TRAFFIC

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



Source: https://www.impactplus.com/blog/the-10marketing-kpis-you-should-be-tracking

STRATEGY HOW WILL WE ACHIEVE OUR OBJECTIVE?

Marketing/Ad campaign

Campaign explicity targets TCU undergraduate students

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



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

Game Day Deals

Discounts with TCU ID

Social Media Promotions



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

- <u>#JonsGrille</u> post frequency
- Quantitative and qualitative
- Tracking Reviews
- Advocacy

THANK YOU!

