



Group 3

JON'S GRILLE REPORT 2022

TABLE OF CONTENTS

1 Client + Problem Statement

2 Mission

3 Goal + Objective

4 KPI

5 Strategy

6 Tactics

7 Summary

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 AND FOOT TRAFFIC

GOAL: TRACK # OF TCU STUDENTS GOING TO JON'S GRILLE

CONVERSION RATES

- Tracking the number of conversions generated from social media ads

FOOT TRAFFIC

- Monitor how many physical impressions are made at Jon's Grille by TCU students
 - TCU student ID
 - Class schedule
 - TCU merch



STRATEGY

HOW WILL WE ACHIEVE OUR OBJECTIVE?

MARKETING/AD CAMPAIGN

- Campaign explicitly targets TCU undergraduate students
 - Includes exclusive TCU student discounts, happy hours, and social events to incentivize attendance among students



CAMPAIGN TACTICS

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

TIK TOK

- Allowing young staff members/ external content creators to make videos centered on trends and humor will appeal to the young demographic.
- Highlighting the staff and the work environment in a fun and laid back adds to the appeal of Jon's Grille being a hub of community.
- While other brands focus on highlighting products and other more traditional tactics, leaning into humor will allow Jon's Grille to be more approachable and welcoming.

PROMOTIONS

- Deals and promotions appeal to our demographic of "broke" college students.
- Creating deals to the TCU community
 - Get 5% off when you wear purple on gameday
 - Show your TCU ID on Friday for half off beer
- Holding promotions that occur on a weekly or monthly bases can add Jon's Grille to the weekly routines of busy students.
- Running giveaways and promotions only on social media will increase following and engagement.

UGC

- Pushing user generated content is a great way to highlight the laid back, welcoming atmosphere of Jon's Grille.
- Gen Z is savvy when it comes to traditional marketing tactics, but they will listen to each other.
- For a new business, UGC is a great way to get word of mouth PR and free content.

CREATING A WARM AND
APPROACHABLE ENVIRONMENT
THROUGH CASUAL MEDIA
COMMUNICATION

TRACKING METRICS

Indicators we will use to measure the success of our social media tactics.

TIK TOK

By tracking engagement metrics, we can determine the success of our TikTok Tactics. Weekly counts of follower count can ensure that Jon's Grille following is growing at a steady rate. We will also track likes, comments, and shares of Jon's Grille content. Social engagement should also be tracked via page visits with the use of social media analytics tools.

PROMOTIONS

To measure the success of the promotions, we can implement a system to track the sales of the "meal deals." These metrics can be compared weekly to evaluate the growth in popularity of the deals. By keeping a tally of TCU IDs shown in-house, Jon's will be able to track the attendance of our target audience. Again, metrics can be compared weekly. Lastly, we will track community engagement in Jon's Grille giveaways by keeping count of participants. The growth of all these metrics will ensure our efforts working.

UGC

The metrics for user-generated content will be a mix of quantitative and qualitative data. Our goal is to monitor activity on Jon's Grille-related posts via hashtags and tagged posts. Quantitative research will be conducted to track how much the brand is being mentioned. Qualitative research will be used to determine whether the tone of the conversation around Jon's Grille is generally positive or negative. These UGC metrics can be tracked on social media, blogs, public forums, and official restaurant reviews.