

STRATEGIC COMMUNICATION PLAN

195 Plates Food Blog

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INTRODUCTION

This strategy outlines the communication techniques I will use to promote and create awareness of my newly established food blog, 195 Plates. It will outline the strengths and weaknesses of the blog, its key publics, how I aim to reach them, and steps to take moving forward. The strategy will be implemented from January 3 until March 3, 2022.

OBJECTIVES

The overall objective of this strategy is to increase overall name awareness of 195 Plates, increase blog post views, obtain new subscribers/followers, and receive positive feedback/interactions with promotional materials to help grow the brand. Overall objectives to be completed by March 3 include:

- Achieving 25% brand awareness among Manitoban's ages 20-65
- Obtaining a minimum of 100 blog subscribers
- Receiving no less than 150 views per blog post (posted during the communication period)
- Reaching at least 500 social media followers across Instagram, Facebook, Pinterest, Twitter, and TikTok

SITUATION ANALYSIS

Catalysts & Context/History

195 Plates is a brand-new blog as of September 2021, and as a result has no current awareness or established publics. To establish awareness and gain attraction to the blog, we need to research our key publics and learn how we can get their attention and entice them to read the blog.

Strengths

The blog offers both substitutions and customizations within recipes for readers with allergies, sensitivities, or vegan/vegetarian diets. We can advertise this to show that the blog caters to many different types of at-home cooks who may typically have trouble finding recipes that work for their needs.

I am educated in Google SEO optimization, Facebook advertisements, and have promoted social media accounts in past jobs which gives me experience and knowledge on how to create brand awareness.

The recipes provided in this blog cover a variety of difficulty levels, cook/prep times, and number of ingredients involved which can be advertised to highlight a wide variety of options for any situation or circumstance.

Weaknesses

As the author of this blog, I have no professional experience or official education in cooking. I can leverage this by being a welcoming and un-intimidating blog with recipes that anyone can make no matter their experience level.

195 Plates is new and lacks familiarity within the food community. I can leverage this by highlighting the new and exciting recipes being featured on the blog as well as the “travel” aspect of trying food from a new country each week.

Opportunities

Pinterest is widely used in the food community to find recipes and can be used to effectively promote 195 Plates.

Food is a necessity and nearly every adult has the need to cook, giving this blog a large variety of potential key publics and interested readers.

Threats

There is already a wide variety of food blogs available to choose from, however, I can use this to show that instead of sifting through other blogs for allergy-friendly recipes, many of my recipes have substitutions included.

Many people have allergies, food sensitivities or food restrictions. I can leverage this by again highlighting the substitutions include in recipes making it a more inclusive food blog.

Lots of people are on schedules and don't necessarily have the time to cook large meals. This can be mitigated by promoting the time-friendly recipes.

PUBLICS/AUDIENCES

Primary Public – Adventurous Eaters

The primary public for this communication plan is home cooks who are interested in trying new food and/or new recipes.

Profile:

**Profile characteristics are likelihoods, not absolutes*

- Live in Manitoba
- Between the ages of 20 & 60
- Enjoy trying new food
- Have a sense of humour
- Looking to expand their knowledge of food culture/history
- Enjoy travelling to new places/countries
- Spend time on social media such as: Pinterest, Instagram, Twitter, TikTok and Facebook
- Want to try recipes out of their comfort zone but aren't sure where to start
- Search for recipes using Google and/or Pinterest

Not communicating with this public would mean missing out on the audience most likely to be interested in 195 Plates. They can influence many other publics, including the secondary publics listed below, by sharing content and spreading awareness to their followers.

Desired Outcomes:

**All desired outcomes are to be fulfilled within this public between January 3 and March 3, 2022.*

- Increase overall name awareness by 85%
- Reach no less than 100 views per blog post (posted during the communication period)
- Receive at least 50 new blog subscribers
- Receive a minimum of 10 social media shares per blog post (posted during the communication period)
- Gain at least 200 followers across 195 Plates social media accounts
- Receive at least 50 positive comments on various promotional social media content

Secondary Public 1 — Dietary Restricted Individuals

Individuals with food sensitivities, allergies, or personal preferences (vegan/vegetarians) looking to find accessible recipes.

Profile:

**Profile characteristics are likelihoods, not absolutes*

- Live in Manitoba
- Between the ages of 20 & 60
- Have a sense of humour
- Enjoy trying new food
- Have common allergies (gluten, dairy, nut, etc.) or are vegan/vegetarian
- Looking to expand their knowledge on food culture/history
- Spend time on social media such as: Pinterest, Instagram, Twitter, TikTok, and Facebook
- Search for recipes using Google and/or Pinterest

Not communicating with this public would risk 195 Plates missing out on a large audience that has potential to influence those around them. Individuals looking for safe recipes often look for something they can trust through people they already know & follow.

Desired Outcomes:

**All desired outcomes are to be fulfilled within this public between January 3 and March 3, 2022.*

- Increase overall name awareness by 70%
- Reach no less than 20 views per blog post (posted during the communication period)
- Receive at least 25 new blog subscribers
- Receive a minimum of 5 social media shares per blog post (posted during the communication period)
- Gain at least 30 followers across 195 Plates social media accounts
- Receive at least 15 positive comments on various promotional social media content

Secondary Public 2 — New Cooks

Individuals new to cooking who are looking to learn in a welcoming and un-intimidating environment.

Profile

**Profile characteristics are likelihoods, not absolutes*

- Live in Manitoba
- Between the ages of 18 & 30
- Have a sense of humour
- Enjoy trying new foods
- Looking to expand their knowledge on food culture/history
- Want to learn basic cooking skills but aren't sure where to start or are intimidated by the food community
- Spend time on social media such as: Pinterest, Instagram, Twitter, TikTok, and Facebook
- Search for recipes using Google and/or Pinterest

Not communicating with this public would eliminate the chance of getting ahead of the competition. New cooks likely don't already have their mind set on certain food blogs and it's important to advertise to them as soon as possible. They have the ability to influence other new cooks or friends looking to begin cooking.

Desired Outcomes

**All desired outcomes are to be fulfilled within this public between January 3 and March 3, 2022.*

- Increase overall name awareness by 70%
- Reach no less than 10 views per blog post (posted during the communication period)
- Receive at least 15 new blog subscribers
- Receive a minimum of 3 social media shares per blog post (posted during the communication period)
- Gain at least 25 followers across 195 Plates social media accounts
- Receive at least 10 positive comments on various promotional social media content

Secondary Public 3 — Food Influencers

Individuals with food-related Instagram accounts/brands who are influential in the food community.

Profile:

**Profile characteristics are likelihoods, not absolutes*

- Live in Canada, Manitoba preferably
- Between the ages of 20 & 35
- Spend time on social media such as: Pinterest, Instagram, Twitter, and Facebook
- Own or manage a food-related social media account
- Spend time sharing/engaging with food-related resources such as recipes, food blogs, restaurants, etc.
- Have a significant social media following (1000+ followers)
- Are looking to collaborate with other food-related accounts

Not communicating with this public would eliminate the chances of being seen by those who might not be in our key publics but will still care about the blog. They are already trusted by their followers and have an established brand to use to promote awareness for 195 Plates. Creating and maintaining relationships with influencers goes a long way in brand awareness and familiarity among communities.

Desired Outcomes

**All desired outcomes are to be fulfilled within this public between January 3 and March 3, 2022.*

- Increase overall name awareness by 70%
- Reach no less than 10 views per blog post (posted during the communication period)
- Receive at least 15 new blog subscribers
- Receive a minimum of 5 social media shares per blog post (posted during or prior to the communication period)
- Gain at least 25 followers across the 195 Plates social media accounts (Instagram, Twitter, Pinterest, Facebook)

STRATEGIES

1. Leverage social media advertising to reach adventurous eaters, dietary restricted individuals, and new cooks on platforms they use most frequently.
2. Make promotions interactive and relatable.
3. Highlight wide variety and accessibility of recipes.
4. Emphasize the travel aspect of the blog

CORE MESSAGING

“195 Plates offers a wide variety of free recipes to recreate from countries all around the world while educating you on food history and providing substitutions for dietary restrictions.”

COMMUNICATION TACTICS AND TOOLS

Organic Social Media

I will create social media accounts for 195 Plates (including Pinterest, Instagram, Facebook, TikTok, and Twitter) and use them to advertise the blog over the course of January 3 to March 3, 2022. The content will include aesthetically pleasing photographs & videos of the food I've made, and the copy will focus on:

- New recipes from new countries each week
- Allergy-friendly substitutions
- Vegan/vegetarian substitutions
- Travelling from home
- Food history & culture

Organic posts will be made weekly, and stories (Instagram & Facebook only) will be made every other day to keep followers engaged and allow them to interact using polls, questions, and other widgets. On TikTok, I will post weekly videos of the finished recipe along with links to the full recipe on my blog.

Paid Social Media

Using the social media accounts created for 195 Plates, I will create paid advertisements on Facebook, Instagram, and Pinterest. The advertisements will include aesthetically pleasing photographs & videos of the food I've made, and the copy will focus on:

- New recipes from new countries each week
- Allergy-friendly substitutions
- Vegan/vegetarian substitutions
- Travelling from home
- Food history & culture

The advertisements will target users related to my key public profiles to ensure they're being promoted to the right audience. This tactic is aimed at all key public profiles and will require money from the budget as well as time to create and schedule them to go out.

Google Ads

I will use paid Google Ads over the course of January 3 to March 3, 2022, to bring 195 Plates to the top of the page when the keywords pertaining to my food blog's key public profiles are used such as:

- Authentic recipes
- Allergy friendly recipes
- Vegetarian food blog
- Dairy free recipes
- Gluten free recipes

This tactic will use some of the budget as well as time to create and schedule the advertisements.

Giveaway

I will conduct a giveaway over the course of two weeks where the winner is gifted a basket filled with international foods, a restaurant gift card, and other food-related prizes. To enter the contest, they will be required to follow a 195 Plates social media account, tag a friend in the comments, and share the giveaway post on their own social media account. This tactic is aimed to reach Adventurous Eaters and New Cooks. I'll need to use some of the budget to purchase the items for the giveaway as well as time to put everything together and conduct the giveaway on social media.

Collaboration

Near the end of the communication period*, I will reach out to various influencers with a proposal to collaborate and advertise together to mutually gain awareness whether through sharing each other's content or joining together for the giveaway. This tactic is aimed to reach all key publics, won't use any of the budget, and will require time to reach out and communicate with the influencers.

**This tactic will be done near the end to allow 195 Plates to have established a following which will ensure the influencers see a benefit for themselves too.*

Engagement

I will positively and intentionally engage and interact with chefs, food bloggers, and other food-related accounts across social media platforms to increase name awareness and create relationships within the community. This tactic is aimed to reach Food Influencers, won't use any of the budget, and will require approximately 10-15 minutes every day.

TIMELINESS/ACTION PLAN

All paid advertisements will begin on January 3 and continue until March 3, 2022. The engagement tactic and organic social media content will be conducted daily throughout the course of the communication plan.

The following table shows the timeline for when the proposed tactics will begin/end, who the publics are, and who will be responsible for leading the task.

Date	Tactic	Public(s)	Lead	Done
January 3	Run a check to ensure blog website is updated and running smoothly	Website visitors	Taylor	
	Create and schedule social media advertisements to begin	Social media users	Taylor	
	Begin promoting Google Ads	Google search users	Taylor	
January 10	Post giveaway announcement and details	Social media users	Taylor	
January 24	Use random name picker to find giveaway winner	Social media users	Taylor	
	Close giveaway and announce winner	Social media users	Taylor	
February 1	Reach out to influencers to request collaboration	Influencers	Taylor	
February 4	Follow up with influencers who haven't responded	Influencers	Taylor	
March 3	Compile data and begin evaluation	N/A	Taylor	

BUDGET

The following table outlines the estimated time it will take, and the monetary cost of each communication tactic proposed.

Tactic	Estimated time cost	Estimated cost, taxes included (\$)
Social Media		
Creation of social media accounts	1 hour	n/a
Organic social media content	7 hours	n/a
Creating Instagram advertisements	3 hours	\$80
Creating Pinterest advertisements	3 hours	\$80
Creating Facebook advertisements	3 hours	\$80
Social media subtotal	17 hours	\$240
Google		
Creating Google Ads	5 hours	\$80
Google subtotal	5 hours	\$80
Giveaway		
Buying prizes	2 hours	\$150
Creating giveaway copy/photos	1.5 hours	n/a
Drawing and announcing winner	.5 hours	n/a
Delivering prize to winner	1 hour	\$5
Giveaway subtotal	5 hours	\$155
Collaboration		
Messaging influencers	2 hours	n/a
Creating content with influencers	2 hours	n/a
Collaboration subtotal	4 hours	\$0
Evaluation		
Compiling content	1 hour	n/a
Creating/posting survey	2 hours	n/a
Analyzing survey results	1 hour	n/a
WordPress analysis	.5 hours	n/a
Social media analysis	2 hours	n/a
Influencer feedback	1 hour	n/a
Evaluation subtotal	7.5 hours	\$0
TOTAL BUDGET	38.5 hours	\$475

EVALUATION AND RE-VISITING

To evaluate the effectiveness of this communication plan and see whether I met my objectives/goals, I will do the following:

- Compile all content released by 195 Plates to identify which messages were received by our key publics and evaluate their relation to our core messages
- Research all 195 Plates social media accounts to find total likes, shares, and follows
- Use WordPress to see how many likes, shares, views, and comments each post received.
- Conduct an awareness survey that asks if participants have heard of 195 Plates, how they heard of the blog, which category of reader they would define themselves as, and other relevant questions to my research
- Run a report of Google Ads analytics to see their results
- Request from influencers that I collaborated with to see how much interaction their posts related to my blog received

NEXT STEPS

Moving forward, I will continue to allocate money for the budget as well as research any alternative methods of promotion that could be useful in addition to this plan. I will also work on perfecting the website and blog posts to ensure they are ready to be promoted when the communication period comes.

For further information about this plan, please contact:

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