



Chills 360:
Social Media and
Content Creation 2018

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The Current Situation

Current Social Media Presence

✧ Facebook

- ✧ Followers: 26.6k
- ✧ Avg. Review: 4.6/5 Stars
- ✧ # Posts in March:16

✧ Instagram

- ✧ Followers: 15.8k
- ✧ Avg. Like Count: 213
- ✧ # Posts in March:8

✧ Twitter

- ✧ Followers: 115
- ✧ Last Tweet: 7/12/2017

Facebook Review for Fort Worth Location (Nov 2017)



Ashley Nicole Hays

★★★★★ · 10 November 2017

We went to the grand opening in Fort Worth and were very impressed!! I think the guy that took our order was a manager or something, but he was so awesome. My kids and I had never been before so we weren't sure how to order, and he made it super easy and suggested different candies and toppings to them. I've been told by my kids that we "HAVE to start coming here every Friday!"

Other Web Locations:

- ✧ Food and Travel Network specials
- ✧ 3 Vlog Reviews from Local Micro-Influencers on YouTube **(10.2k views total)**
 - ✧ <https://www.youtube.com/watch?v=4GBazYGnNq8>



Going Forward

Overview of your Market Activation Plan

- Plan to implement these simultaneously over the next 6 month period
- 1. Implement “personalization and gamification”
via “digification” strategies
- 2. Maximize current social media output
potential
- 3. Have local micro-influencers or larger to be
recorded on site trying products
- 4. Begin engagement with TCU campus



1. Personalization and Gamification via Digification

✧ **Personalization** of your product via technology can be a great boon for small businesses like Chills 360

✧ Suggestion:

- ✧ Consider a fusion between the processes of Subway and hair salons
- ✧ You already let customers build their own order, now let them save it for future reference upon their returns
 - ✧ The same way a salon saves your last haircut info
- ✧ You can begin with a crude system like MS Excel to record their tastes
 - ✧ **AND** if by the end of 6 months you receive weekly positive feedback via online surveying, consider investing in a professional CRM software system



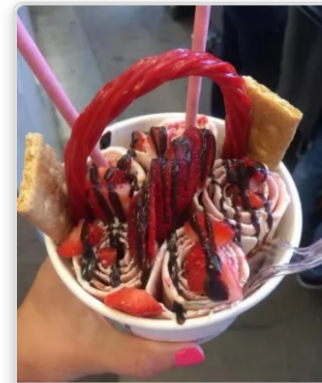
1. Personalization and Gamification via Digification (cont.)

- ✧ **Gamification** is the application of gaming elements to foster activity and competition in a consumer-base
 - ✧ In Chills 360's case, consider something as simple as a rewards system for returning customers to get started
 - ✧ To go digital with this is the next step, I recommend utilizing Twitter, Facebook, and Instagram's polling features
 - ✧ Ex: Have customers vote between flavors to be discounted every week (example on right)

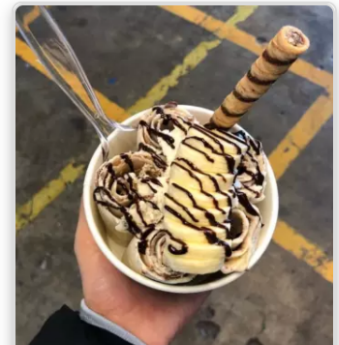
Discount Flavor of the Month!

What Flavor should be Discounted for May 2018?

Vote for your favorite below!



Pinky Promise



Monkey Business

Submit



2. Boosting Current Social Media Presence

- **KEY:** The purpose of all social media presence is to tell a story about yourself.

1. This does not mean you have free reign to post as wildly as you want
2. You must still organize your posts within each platform's algorithms to get the most ROI per post

✧ **Ex:** Facebook's News Feed algorithm recently updated to emphasize:

- ✧ The display of posts made by family and friends
- ✧ Posts fostering conversation between 2 people
- ✧ **For You:** Chills 360 should make Facebook posts encouraging comment section activity and share-ability.

(Example On Right)



2. Boosting Current Social Media Presence (cont.)

3. Post content more frequently and habitually across all platforms.

✧ Facebook

- ✧ Right now your posting on the platform is sporadic, leading to sporadic impression and engagement counts
- ✧ Some posts get 15-30 likes while others get 400-500, some even **1000+**
- ✧ **Goal:** Post all Facebook content from 4-6 pm every other week day, on Saturdays from 12-1 pm, and 1 video per month by 9/22/2018

✧ Instagram

- ✧ Instagram has much more order to its posting, with posts 2-3 posts going up per week on Tuesdays, Thursdays, and Fridays.
- ✧ All March 2018 posts broke 150+ likes
- ✧ **Goal:** Post photos 3x per week until September 22, 2018



2. Boosting Current Social Media Presence (cont.)

4. Utilization of Paid Media on Facebook

- ✧ Consider using Facebook's Ads Manager tool
- ✧ The tool allows you to:
 - ✧ Set your own maximum budget for the tool to use
 - ✧ Designate a target audience for the campaign
 - ✧ Have full creative control over the look of your ad
- ✧ **Suggestion:** Set a budget for the next 6 months allocated to Facebook ads targeting “Mothers with Young Children” or “TCU Students ages 18-22”.
- ✧ Using the “Reach and Frequency” options, pay enough so that your reach and future engage will be equal to your current Instagram numbers (150+ likes on every post)



3. Use of local Influencer Market

“Studies show that **every dollar invested** in influencer marketing **returns \$6.50**”
– Content Marketing Institute



✧ **Your Plan:** Institute a micro-scaled version of Ben and Jerry's tactic of letting celebrities create and name their own unique flavors to sell.

✧ **Reminder:**

- ✧ Access to social media influencers is at your fingertips
- ✧ As stated before, there are currently 3 YouTube vlogs about Chills 360 with **10.2k views total**



3. Use of local Influencer Market (cont.)

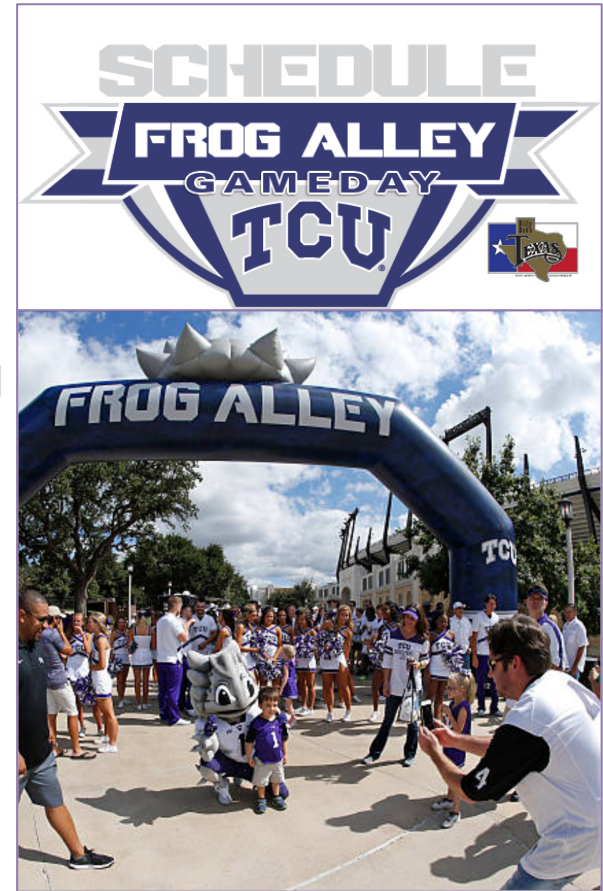
✧ Your Strategy:

- ✧ TCU has several enthusiastic students with followings in the tens of thousands (Ex: Athletes, Dancers, Musicians etc.)
- ✧ Reach out to them! Simply contact them via their Direct Messages on social media with the proposal
 - ✧ Advertise their flavors with posts and ads specifically targeting the influencer's fan-base
 - ✧ Many would be willing to be part of this just for the opportunity alone
 - ✧ But don't hesitate to incentivize the process to them as well!



4. Engage with the TCU Campus and Environment

- ✧ The TCU administration and student population are super cooperative and supporting of local small businesses
- ✧ Work with TCU Athletics to have a pop-up shop presence in Frog Alley during the 2018 TCU Football season
 - ✧ THOUSANDS of fans pour through every other weekend in hot and dry weather
 - ✧ Obviously this creates a need for the solution you can supply!
 - ✧ Also perfect place for content creation involving customers!
 - ✧ Ex: Reward returning customers with discounts/ coupons
- ✧ (Contact IMG College Marketing @TCU for specific planning details in June/July)



ALWAYS KEEP IN MIND!

- ✧ Your marketing plans aren't pigeon-holed to the dessert industry
- ✧ Don't be afraid to associate your brand with external industries i.e. college sports!
- ✧ Think left field here, pay attention to cross-demographics!
- ✧ Ask yourself what industries share the same consumers as you!

For Future Contact/Questions

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