

TOP TOMATO



TOP TOMATO
SUPER STORE™

TARGET AUDIENCE:
ADULTS

Goals:

Generate
New Customers

Increase visits
from current
customers

Connect with
customers



SOCIAL



MEDIA



PLAN



YOUTUBE

YOUTUBE IS UNDERRATED AS A SOCIAL MEDIA OUTLET, HOWEVER IT IS ONE OF THE MOST WIDELY USED SOCIAL MEDIA SERVICES. FREEHOLD'S TOP TOMATO CAN PUT ADVERTISEMENT AND STORE INFORMATION ON THEIR YOUTUBE PAGE. UPDATING THIS PAGE WEEKLY WILL HAVE CUSTOMERS RETURN AND THEY CAN SEE WHAT YOUR GREAT STORE OFFERS.



FOURSQUARE

FOURSQUARE IS A LOCATION BASED SOCIAL MEDIA SERVICE. BY CREATING A CHECKIN SPOT FOR OUR STORE, AND OFFERING COUPONS AND SAVING INCENTIVES TO SHOPPERS WHO CHECK-IN, THIS CAN BE A USEFUL TOOL. IT WILL BE A GREAT WAY TO GET OUR NAME OUT ON SOCIAL MEDIA AND IT WILL ALSO GIVE US MORE REVIEWS.



INSTAGRAM

INSTAGRAM IS A PHOTO-SHARING SOCIAL MEDIA SERVICE. THIS WILL BE AN AMAZING TOOL FOR TOP TOMATO BECAUSE WE CAN POST PICTURES OF YOUR AMAZING PRODUCE THAT WILL IMPRESS POTENTIAL CUSTOMER AND DRAW THEM TO OUR STORE. ALSO, WHEN FOLLOWERS LIKE OUR PICTURES THEIR FRIENDS CAN SEE THAT, WHICH GETS OUR NAME OUT FURTHER.

PROPER ADVERTISEMENT



IMAGES SUCH AS THESE, TAKEN FROM THE FREEHOLD TOP TOMATO'S GALLERY, ARE PERFECT TO PUT ON THE SOCIAL MEDIA SITES WE PLAN TO USE.

PUTTING THESE PICTURES ON SOCIAL MEDIA SERVICES WILL IMPRESS FOLLOWERS AND REMIND THEM THAT TOP TOMATO IS THE BEST SUPERMARKET AROUND.

What Success Will Look Like.

- 4,472 Facebook likes to 10,000 likes
- 32 twitter followers to 2,000
- 200 youtube subscribers
- 200 Check-ins on Foursquare

Complete these goals within two months of installing this plan

Potential Pitfalls

On these social media sites we may get a few negative comments. When dealing with these it is important to remain professional and answer all our reviews with the same courtesy and consideration. This will ensure we remain looking classy and dignified.

Overall

With the use of the social media services outlined in this package your top tomato can see the most successful year yet. With this plan far more customers will be generated and current customers will be visiting the store more frequently.



FACEBOOK

UPDATING THE FACEBOOK WITH CONTESTS, COUPONS, AND PRIZES WILL BRING MORE PEOPLE ONTO THE FACEBOOK SITE, LIKING THE PAGE, AND SPREADING THE WORD OF YOUR TOP TOMATO. CONTESTS THAT INVOLVE SHARING A TOP TOMATO PICTURE ON FACEBOOK WILL GET MORE PEOPLE LIKING AND VISITING THE PAGE WHICH MEANS MORE PEOPLE WILL COME TO THE STORE TO SHOP.



TWITTER

GETTING TOP TOMATO HASHTAGS, SUCH AS #FREEHOLDTOPTOMATO, TRENDING WILL BRING THIS STORE PHENOMENAL PUBLICITY. THIS WILL GET MORE PEOPLE FOLLOWING THE TWITTER PAGE AND GETTING US MORE RETWEETS. THIS WILL ADVERTISE OUR STORE VERY WELL AND GET US MANY NEW CUSTOMERS. ALSO FOLLOWERS WILL LEARN ABOUT TOP TOMATO NEWS.



LINKEDIN

LINKEDIN IS A GREAT SOCIAL MEDIA SITE FOR BUSINESSES. BY SIGNING UP FOR THIS SOCIAL MEDIA SERVICES WE CAN LINK TO OTHER BUSINESSES AND OTHER TOP TOMATOES. THIS WILL MAKE OUR STORE MORE CREDIBLE AND IT IS A GOOD WAY TO GET REFERRALS FROM OTHER BUSINESSES.