

STEVEN SANTOS

the

# Top Tomato

## Social Media Marketing Plan



**TOP TOMATO  
SUPER STORE™**

### Goals

- Our first goal will be to attract more people to our Facebook, Twitter and Instagram pages
- Our second goal will be to build up our connections using LinkedIn
- The third and most important goal will be to use our improved social media pages to attract more customers into Tom Tomato.

### What will success look like?

- A LinkedIn account with connections to potential employees
- 1,000 more likes on Facebook
- A regularly updated Twitter account with 200+ followers
- An Instagram account with 150+ followers
- Check-ins at our locations using FourSquare

### Our New Jersey Locations

#### Freehold, NJ

200 Mounts Corner Dr.,  
Freehold, NJ 07728

#### Brick, NJ

515 Brick Blvd., Brick, NJ  
08723



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## Facebook

### Status updates

The Facebook page for Top Tomato is already doing very well posting questions for customers to like and answer. However, you need to post more about the store specials as well because in the last month, there are only two updates that say what your specials are. Posting your specials on Facebook daily or a few times weekly will let people know and will bring in more customers.

### Contests and Giveaways

A Facebook contest is where you post a question or a challenge for people to answer and the winner gets a prize; in this case, the prize will be a discount or a coupon for the store. Contests like this will attract potential customers to our Facebook page as well as bring them in the store.

## Twitter

### Make a Twitter Account

The first thing you need to do with Twitter is to make an account. Once you make a Twitter account, you can regularly update it with posts similar to the posts on Facebook. You can post updates and specials about the store, questions and puzzles like you already do on Facebook and you can have contests where people have to retweet your post so that your posts can get out to more people. This will attract potential customers to our Twitter page as well as bring them in the store.

### Hashtags

Another thing you can do with Twitter is introduce new hashtags, like #TopTomatoStore or #TopTomatoFood. People can use these hashtags when posting about your store and other people can easily find and retweet posts by searching the hashtag.





## LinkedIn

### Make an Account

LinkedIn is a professional social media platform for finding and acquiring connections. Connections are very important because if you have a connection with someone, they are likely to pull some strings for you when you need it. Therefore, making a LinkedIn account will benefit you greatly when you need help in the future.



### Hiring Employees

Since LinkedIn can help you make many connections, it can help you find potential employees. Using LinkedIn, not only can you find potential employees, you can look for the best and most liked people. This is very important because it is much easier and better to hire an employee with a good reputation than having to hire a walk-in.

## FourSquare

### Check-Ins

FourSquare is a location based social media platform. Using FourSquare, people can check-in to your store and their friends can see where they are. This will benefit you because if someone sees that their friend shops at Top Tomato, they are more likely to shop there themselves.



### Mayors

When someone checks-in to a place more than anyone else, they become the mayor of that location. So, we can offer special deals and coupons to the mayor of our Top Tomato locations. This will make more people want to come there and check-in, so that they can be the mayor. You can also promote checking in to your stores by posting it on Facebook and Twitter.

### Instagram

#### Make an Instagram Account

The first step with Instagram is to make an Account. With Instagram, you can post pictures of foods and specials on your account for customers to see. You can also use hashtags on Instagram, like #TopTomatoFood, so that it's easier to find pictures that your customers post of your food. You can also post pictures of coupons for people to scan at the register right from their phone.



#### Recipes and Contests

Along with posting your own pictures, you can have contests for people to post their own photos. You can have a contest like having people post pictures of dishes they have made using Top Tomato food. This will make your food look better and you don't have to do any work. You can give the winners coupons to your store. You can also post recipes of the winning dishes on your account for people to try at home.

### YouTube

#### Cooking Shows

Once you make a YouTube account, you can post videos of cooking shows hosted by either an employee or a professional chef that you could get from connections on LinkedIn. During the show you can show that all items used are from Top Tomato and you can even point out the ones that are on sale.



#### Question of the Week

Another thing you could post on YouTube weekly is a Question of the Week. You can go around the store and ask people the question and record their answers, while pointing out on sale items for that week. You can also use LinkedIn to find a connection and hire somebody to do this every week.







**Top Tomato  
SUPER STORE™**



## Top Tomato App

Creating an app for Top Tomato will benefit your store so much. Many people these days have smart phones that can download apps and with an app, you are not limited to any restrictions like you would be with already established social media.

### Recipes

On your app, you can post recipes similar to the ones you make on YouTube. This will help because it will provide a written form of the recipe to go along with the video from YouTube. This will be popular among the customers that like to cook and try new things. There will also be clickable links in the recipes. For example, if someone was making an Italian pasta dish and pasta was on sale, they could click on the word pasta and it would take them to a digital coupon for pasta.

### Digital Coupons

Along with providing recipes, your app can have digital coupons. Digital coupons are coupons that you have on your phone and don't need to be printed out. Customers use these by simply showing the cashier their phone and the cashier can scan the barcode on their screen. This makes it easier for customers to use coupons because they don't have to worry about printing them out. This also helps because they can look for coupons in the store instead of having to do it at home.



## Roasted Red Pepper-Tomato Soup

This make-ahead recipe is perfect for entertaining. Guests can sip the zesty tomato soup from small cups or glasses.

This is an example of a recipe that would be put into the app and the items in the recipe that are on sale would be a clickable link to a digital coupon



# Top Tomato Social Media Marketing Plan

By Steven Santos



## Potential Pitfalls

Every great plan has its pitfalls and even though there are many great ways to promote your store using social media, people can still bash your store. There will always be people that don't like your store and post about it on Facebook or Twitter, but you have to just deal with them professionally. You can respond to them and try and fix the problem that they are having.

