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This social media plan includes steps that Top Tomato Super Store should take in order to: 1. Increase the amount of customers that come to their store, 2. Increase their yearly revenue, and 3. Improve their reputation.

Blogs

- Blogs are a very effective way for a company or person to get their name out to the general public.
- Top Tomato should post a weekly blog on their website.
- The posts should discuss topics such as:
 - Food recipes
 - Events that Top Tomato has catered for
- Each post should include at least one picture that has to do with the topic of the post.
- **Key Metrics:**
 - At least one blog post per week (52 posts in a year)

Twitter

- Top Tomato currently has a Twitter account and posts regularly
 - One main problem? **They only have 32 followers.**
- What are some ways Top Tomato can improve their Twitter?
 - Post links to their blog when the weekly posts come out.
 - Tweet about things such as deals that they're having.
 - Link to their Twitter account on their website and Facebook page.
- **Key Metrics:**
 - At least one post per day (365 in a year)
 - Gain at least 1000 followers in the next year

Facebook

- Top Tomato currently has a Facebook page and they have good posts.
- However, not a lot of people like and comment on them.
- What can Top Tomato do to improve?
 - Create albums for events that they've catered for.
 - Make posts that link to the blog when weekly posts come out.
 - Encourage customers to visit their Facebook page on their website.
 - Keep making posts that ask questions to engage the customers.
- **Key Metrics:**
 - Get at least 1000 more people to like the page in the next year
 - Get more people to like and comment on Top Tomato's posts
 - Post at least once a day (365 in a year)

Yelp!

- Top Tomato only has 2½ stars on Yelp!
- They also only have four reviews (and the reviews aren't too positive)
- What should Top Tomato do to solve this problem?
 - Link to the page on Facebook, Twitter, and they're website, and encourage customers to write reviews for Top Tomato.
 - Take the negative reviews and try to fix the problems that the customers have with the store.
- More people will want to come to the store when they see all of the positive reviews on Yelp!
- **Key Metrics:**
 - Get at least 100 more reviews on Yelp! by next year
 - Raise rating to at least 4 stars

Pinterest

- Pinterest is a really effective social media site that Top Tomato should use to advertise their store and products.
- How can they do this?
 - First: Make an account
 - Post pictures of Top Tomato's produce
 - Link to the Top Tomato website
 - Link to Pinterest on Facebook
 - Post about special offers that Top Tomato is having
- **Key Metrics:**
 - Post at least every other day (183 posts by next year)
 - Get at least 500 followers by next year

Foursquare

- Top Tomato has a Foursquare, and currently they have 543 check-ins.
- However, they only have four reviews and a 6.7/10 rating.
- How can they improve?
 - Give mayors discounts or coupons.
 - Top Tomato should encourage customers to check in on their website and Facebook.
- **Key Metrics:**
 - Double the number of check-ins by next year (so at least 1000 check-ins)
 - Get at least 50 more reviews by next year
 - Get their rating up to at least 8/10

Some other things that Top Tomato should consider doing:

- Consider redesigning the website to make it look more appealing (fix the graphics and layout).
- Consider recreating the Top Tomato logo.
 - The current logo is a little bit creepy, so it turns people off to the store.

Potential Pitfalls:

- Because people have the freedom to post whatever they want on Yelp! and Foursquare, Top Tomato could possibly get more negative reviews.
- It could take some time before Top Tomato starts to receive a lot more followers on sites like Facebook and Twitter.