
Castle in the Clouds

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Why We're Here

We are here to discuss with you our social media plan directed towards the restaurant of Castle in the Clouds.



Social Media Presence



Facebook: Most successful social media platform. Over 2.2 billion users monthly. A great platform for communicating and spreading news with consumers. Interact with already existing customers and also find potential customers through the platform.

@**CastleintheCloudsNH** | 13,762 likes|13,448 followers| 4.6 star rating| *Response Time*-don't always respond to everyone, but when they do, response same day, 2-3 hours later| *Company Posts*: 3-5 times a week| *Sentiment Analysis*: 91% positive| 7% Neutral | 2% Negative



Twitter: Second most popular Social media Platform on the internet. Twitter has over 330 million active users. Live platform that allows for people to tweet numerous times throughout the day.

@**Castle_Clouds** |1,676 followers| 1,609 Tweets| *Company posts* 1-2 times per week| *Sentiment Analysis*: 95% Positive 5% Neutral



Instagram: @**castleinthecloudsnh** -Instagram is an increasingly popular social media platform that was created for photo sharing purposes. The site has over 300 million monthly users. Instagram is a great platform for engaging with customers through the use of visuals.

@**castleinthecloudsnh** |1,134 followers| Following 242| 171 Posts|*Company Posts*: 1-2 times per week| *Sentiment Analysis* 90% Positive 10% Neutral



Youtube: Social media platform that is owned by Google. It is the biggest video platform having over 1 billion users all over the world. This platform allows for media to be published such as music videos, recipes, instructions, Q &A's, etc. | Castle in the Clouds- No youtube presence

Competitive Analysis

Strengths

- Presence on Facebook is very strong Compared to competitors.
- about 13,770 likes, and a 4.6 star rating.
- Competitors have about 1,000 likes
- Great reviews

Weakness

- Lack of social media presence for the restaurant.
- Difficult to locate information on the restaurant via the Castle in the Clouds website.
- No social media pages specifically for the restaurant.
- Twitter page is not very active.

Opportunities

- Encourage Facebook followers to connect with CITC on other platforms.
- Competitors social media is somewhat boring, differentiating from that could be effective.
- Promote the restaurant on Facebook.
- Highlight good reviews and incentivize followers to share images.

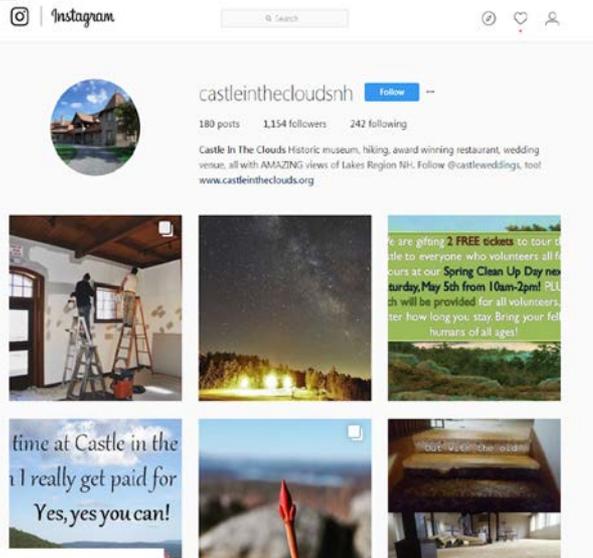
Threats

- All three of the main competitors are on Facebook.
- All three of the main competitors have large social media followings.
- All three of the main competitors are frequently reviewed on Trip Advisor.

Overview of Social Media Tools/Platforms



- Design a Youtube page for The Castle in the Clouds Restaurant
- Post more frequently on Facebook, Instagram, and Twitter
- Tweet original content, less resharing Instagram posts



- Post media that is relevant to upcoming events, new food/drink specials, live music, and scenery/ location visuals onto the Youtube, Facebook, Twitter, and Instagram page.
- Respond to customers quicker and regularly like/comment on feedback they leave
- Offer more Sweepstakes, raffles, and prizes to keep customers interested and increase (WOM) Word of Mouth

Goals

- We found a significant opportunity for Castle in the Clouds to utilize their social media platforms to attract customers to things like specials, live music, and events.
- Do this by increasing posts on the Instagram to once a day if not every other day.
 - Out of those posts, every other post should be about the restaurant.
- Make a couple of short videos to show off the scenery of the building and the dining area. Have the videos playing on the website or provide a link.
- Focus on responding to all comments on pages. Even if it's not the same day customers will still appreciate it.
- Share the link to the Instagram on the web page so more people can find the page.

Increasing frequency of posts

-We believe these posts should include:

-Offering giveaways to increase customer engagement(Follow us, Tag 3 friends in the comments, and win a \$15 gift card to the restaurant)

-Instagram shows its users content from people they interact with

-Create weekly photo contests that will win a customer a free drink at dinner.

-This will help provide Castle in the Clouds with fresh content to post during the season

-Creating a custom hashtag will be a unique marketing strategy

Monitoring and Evaluation

Re-evaluate goals if necessary. Were they too lofty, or not lofty enough?

Measuring: Have we achieved more follows and likes, do we accumulate more traffic? If so, why? If not, why not?

Tracking: Are we making money, or is there no return?

Do we need to change the strategies? If so, why?



Who has our first question?