Social media plan: taco pancho

Public: Colombian people between 21-30 years. Their main appearance is young or new in the college and work life. This public likes a lot the happy or active music and they watch many influencers such as youtubers or vloggers. They usually like short and entretaining videos.

Strategy: My idea to promote the Taco Pancho Buisness for this public is to principally move the advertisement through facebook and Instagram by some IGTV videos or sotries in where I show a fast GIF or clip video where they can see the vive of the restauran. Also I will not make them longer than 30 seconds to make them atractive and promote the fast food concept of the buisnes. Finally I would like to post some fun pictures or collabs with some actors or blogers such as Bogota Eats eating the tacos to show people the delicious experience they can have, through fotos.

Quantity of likes and followers: the ideal would be an avarage of 1,000 likes per post , an avarage of 1500-2600 views per story and per video. If we reach this objective we would know that the videos are beeing liked and that our buisness is going viral. The ideal avarage of followers would be 5.000 per week, however as we are a new buisness we would like at least end with 700 followers each week to know the buisness is starting to popularise. A long term objective would be reach the million followers in less than 2 years.

Content: As our main public will be a year rate between 21-30 years Our content must be really atractive in terms of shots and influence in the social media. Our videos will try to include music and dialogues where the public is not seen bored. We also need to try to include Famous Vloguers or influential people in the social media. The fact of doing interwiews or eating with thw Vloggers would atract and influence more people to come. Also having videos of the Youtubers giving a good opinion would make that the social media rate and the atendance rate of the restaurant would increase.

Frecuency of post: 3 post and 7 stories per day and in the weekends and friday, 5 posts and 9 stories per day. 2855983