


The Best of
Blacksburg Content
Plan & Strategy

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Executive Summary

The Bést of Blacksburg is a local restaurant with a weak social media presence. The current social media accounts are inconsistent and have no particular strategy. The restaurant has been open for some time but has recently moved locations and revamped.

Given the Bést of Blacksburg's existing brand, I plan to create a campaign during the Halloween season time.

This would involve a combination of in-person events, online giveaways, and costume contests in the week leading up to October 31st.

Current Status

Facebook has 196 followers and no reviews

Instagram has 41 followers and only 2 posts

No Twitter

No Tiktok

Goals

Increase engagement across Facebook and Instagram platforms with at least 10 likes/comments on each post

Create a Tiktok account with consistent 1-3 weekly posts

Increase Facebook reviews and positive feedback

Increase Instagram followers to 100

Goal	Metric Used to Measure	Current Status of Metric	Goal Metric
Increase Instagram Followers	Follower Growth	41	100
Increase Engagement	Like/Comment Count	2/pp	10/pp
Tiktok Presence	Weekly Posting	0	1 to 3

Target Audience

College Students (Group 1)

Needs: Affordable dining options, open late-night, socialize with friends

The Bést is open until 3 AM every night and offers an affordable buffet with a wide range of food options, a bar, and weekly live entertainment making it a perfect choice for students on a budget.

Platform: Instagram and TikTok for quick updates about specials and events with the occasional humorous and relatable posts geared towards young adults ages 18-25

Target Audience

Big Families (Group 2)

Needs: Affordable dining for a large group, a variety of food to accommodate different preferences, family-friendly atmosphere.

The Beast has an affordable buffet where large families can enjoy a variety of food at a location that has several game tables suitable for all ages.

Platform: Facebook for family-oriented content, promotions, and events. Formal tone with an older demographic of 25+.

The Best of Blacksburg Halloween Campaign

Goals: Increase engagement, brand awareness, and positive reviews by capitalizing on the Halloween Spirit

Halloween Week Celebration with Halloween-themed events throughout the week leading up to Halloween with a final event, Spooktacular Pizza Party Event on October 31st

Call to Action: Join us at the Spooktacular Pizza Party! Don't miss the chance to win special prizes and spooky deals!

Hashtag: #HalloweenAtTheBest customers can use to share their experiences at the events and costume photos. A random winner will be chosen for a gift certificate.

The Best of Blacksburg Halloween Campaign

Metrics to Measure Campaign Success:

Engagement Metrics: Likes, comments, shares, and overall reach

Foot Traffic: Increase in the number of customers visiting the restaurant during the campaign period.

Follower Growth and positive reviews mentioning the restaurant.

The Best of Blacksburg Halloween Campaign

Types of Original Content that will be posted across Instagram, Facebook and Tiktok

Interactive Contests: "Best Halloween Costume" or "Guess the Number of Candy Corns" to increase engagement across social media platforms

Hashtag: #HalloweenAtTheBest and create graphics and posts related to the events leading up to Halloween

Halloween-themed menu: Share images and videos of Halloween-themed dishes and drinks

FaceBook



Join us for spooky trivia night
and put your Halloween
knowledge to the test! Don't
miss the chance to win
special prizes!
#HalloweenAtTheBeast

Instagram



Join us if you dare! 🦇🎃 Our Spooktacular Pizza Party is creeping up very soon. The best costume of the night will be awarded a gift certificate! Don't miss out on the beastly fun! Tag your fellow beasts and witches for a chance to win a free slice!

Instagram Story

