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COVENTRY UNIVERSITY

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# **6015MKT**

# **Social Media and Online Reputation**

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'Coursework (1) Individual Assignment'

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## Executive Summary

This report aims to examine the Instagram account of @kokorouk\_official, a social media platform for Kokoro restaurant, and propose ways to improve its content marketing and engagement strategies for the 18-44-year-old segment (millennials and Gen Zs). Kokoro is a well-known takeaway brand in the UK, offering authentic Korean-Japanese cuisine such as sushi, poke bowls, and udon noodles. However, it struggles to generate engagement on Instagram, which affects its brand awareness and impressions.

The report begins with a SOSTAC framework of situational analysis and objectives of Kokoro, which covers the brand identity, the customer profile, and the current goals on Instagram.

The report then applies content marketing and engagement theory to analyse the strengths and weaknesses of Kokoro's Instagram content, based on its variety and creativity, as well as the users' interaction with it.

The report also provides recommendations for enhancing Kokoro's Instagram performance, based on theories, research data, and competitors' analysis. These include improving the quality and diversity of the content produced by the firm, fostering engagement and online community by responding to users' feedback and hosting online events, and partnering with influencer marketing to raise brand awareness.

The report concludes with a summary of the recommendations and SMART objectives to guide the implementation of the proposed improvements. The report offers a clear and comprehensive social media analysis that outlines the business context, marketing objectives, customer segmentation, and suggested improvements for Kokoro. By implementing the suggested improvements, Kokoro can enhance its content marketing strategy and improve the overall Instagram experience for its target audience.

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## 1.0 Introduction

### 1.1 Company Background

Established in the UK over a decade ago, Kokoro has carved a niche in the takeaway market with its authentic Korean-Japanese sushi offerings. Its success hinges on fresh, made-to-order meals and a commitment to quality ingredients. With over 50 franchises in the UK, Kokoro caters to both dine-in and takeaway preferences, featuring sushi, customizable poke bowls, and udon noodles.



Figure 1: Kokoro stores adapted from Feed the Lion (2021)

This report investigates strategies to enhance Kokoro's Instagram engagement, @kokorouk\_official, through content marketing and engagement strategies, specifically targeting the 18-44-year-old demographic (millennials and Gen Zs).

Supporting the focus, Statista (2024) indicates that this age group dominates Instagram users, aligning with Kokoro's clientele of busy professionals and students seeking healthy, convenient meals.

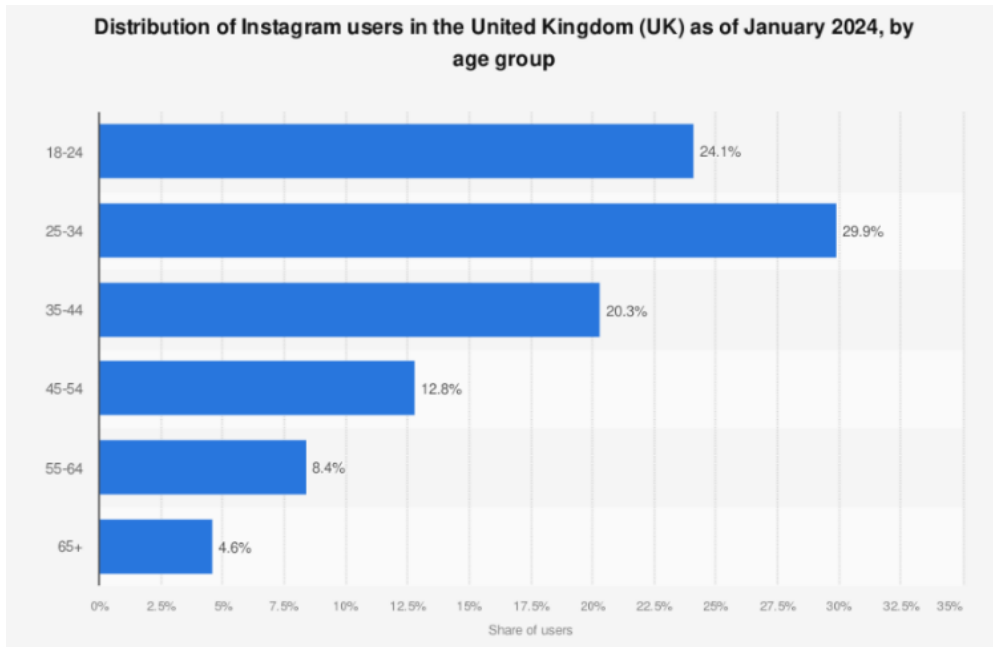


Figure 2: Instagram users in the UK by age group adapted from Statista (2023)

## 1.2 Customer Persona

Maya, a busy millennial professional, embodies the ideal Kokoro customer. She values healthy, authentic Asian cuisine and appreciates fresh, high-quality ingredients. Socially connected, she researches restaurants on social media, seeking visually stunning food photos and engaging content. Maya craves regular updates on new menu items, user-generated content, and behind-the-scenes glimpses. Responsive customer service and exclusive social media promotions further solidify her positive perception of the brand.

## 2.0 Current objectives and goals

Kokoro's current Instagram strategy uses high-quality food posts to raise brand awareness and drive sales through deliveries and in-store purchases. However, it prioritizes a basic online presence over fostering engagement and content marketing. While offline word-of-mouth marketing might be their primary focus, their Instagram currently seems to serve as a visual advertisement, directing users to the website or contact information for inquiries, including franchise opportunities and job vacancies.

## 3.0 Critical Analysis

### 3.1 Content Marketing Theory

#### 3.1.1 Content strengths

Firstly, figure 3 below demonstrates Kokoro's strength in creating visually appealing content for their Korean-Japanese dishes. High-quality posts showcasing close-ups of fresh ingredients effectively capture audience's attention.

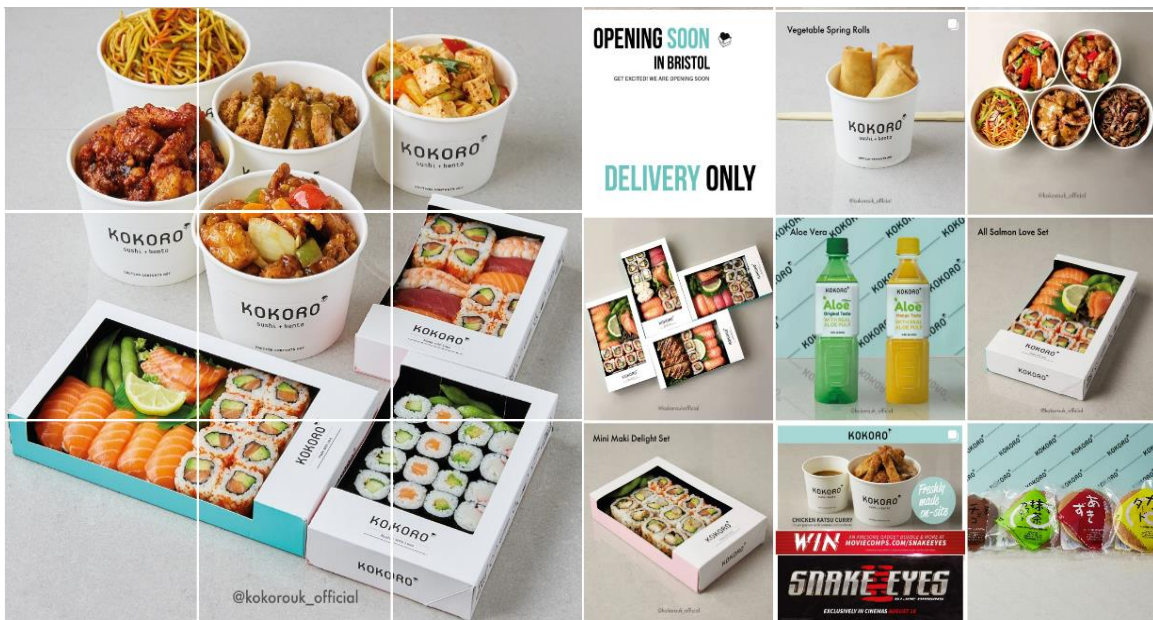


Figure 3: Feeds adapted from Kokorouk\_official (2024)

Secondly, as evidenced in Figure 4 below, Kokoro's captions effectively utilize clear calls to action, relevant hashtags, promoting job and franchise opportunities, and menu options.

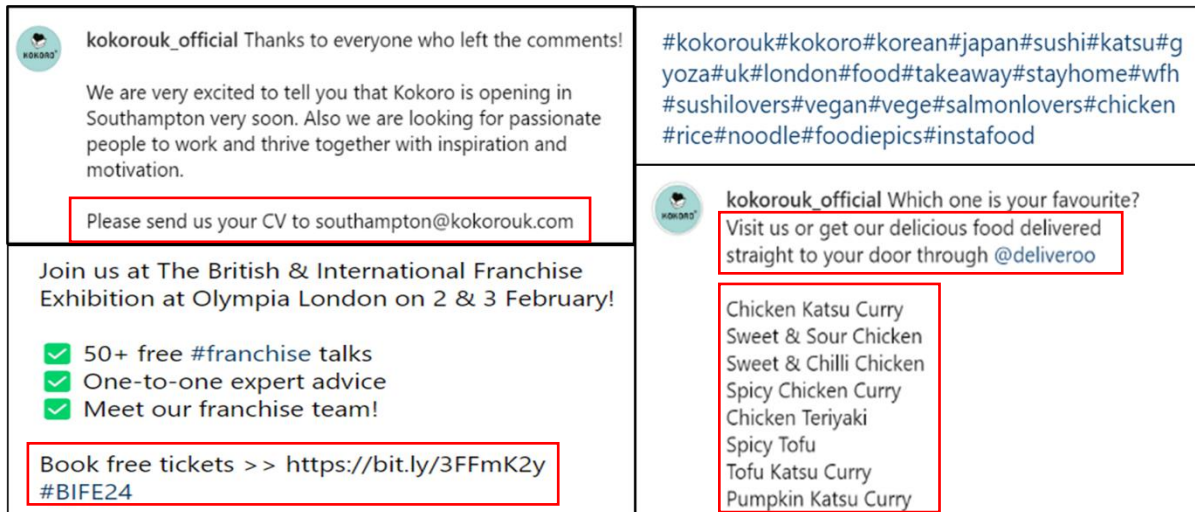


Figure 4: Captions adapted from Kokorouk\_official (2024)

Thirdly, figure 5 below highlights Kokoro's transparent communication of important details in their captions, such as spicy options, halal choices, and customization possibilities.



Figure 5: Captions adapted from Kokorouk\_official (2024)

Lastly, Kokoro reposted user-generated stories and created Reels, as shown in Figure 6 below. However, more frequent video and story content creation could further enhance their presence.

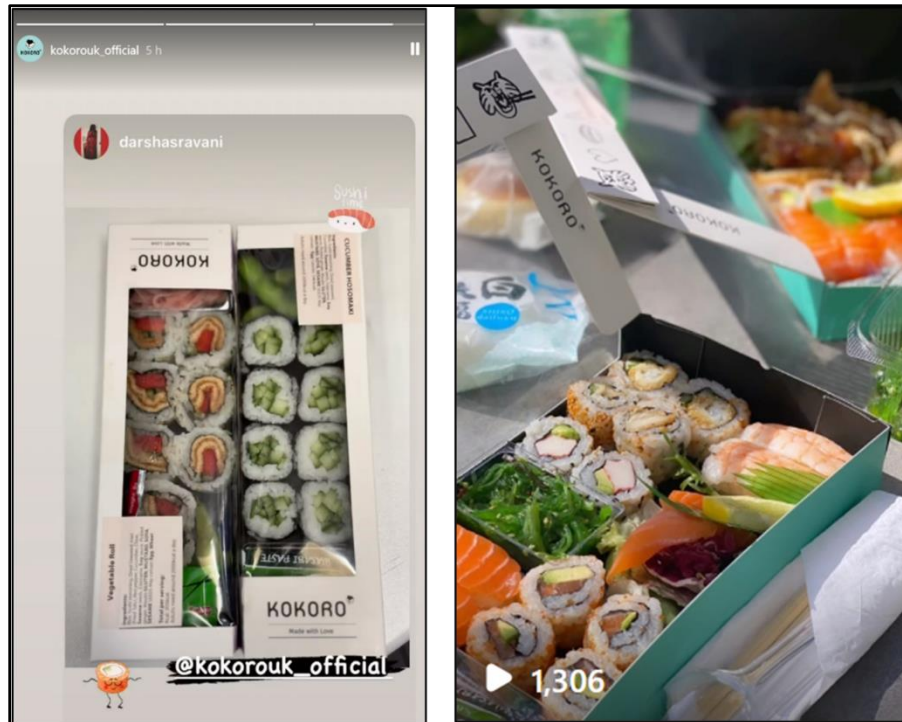


Figure 6: Stories and Reels adapted from Kokorouk\_official (2024)

Overall, their content strengths lie in visual appeal and informative captions, while opportunities exist to further leverage various content types and increase post frequency.

### 3.1.2 Content Weaknesses

While Kokoro showcases several strengths, content weaknesses limit its Instagram impact.

Firstly, despite being active since 2016, Kokoro's content creation is limited. Figure 7 reveals a mere 54 posts, 5 Reels, and an absence of daily stories, demonstrating a lack of diversity in their content strategy.

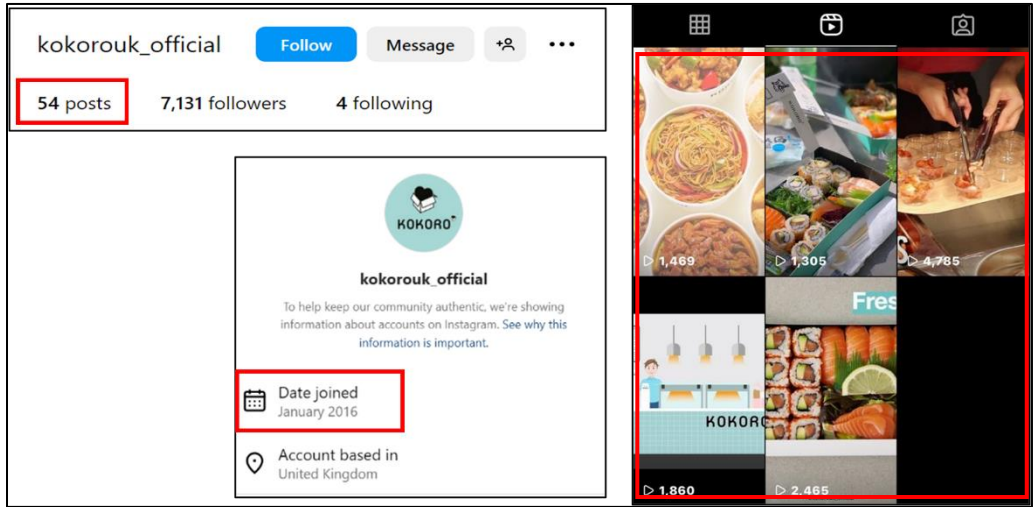


Figure 7: Active frequency adapted from Kokorouk\_official (2024)

Secondly, the figures below reveal inconsistent posting frequency, with the most recent post dating back to January 2024, while product-related posts were last seen in February, suggesting a period of inactivity.

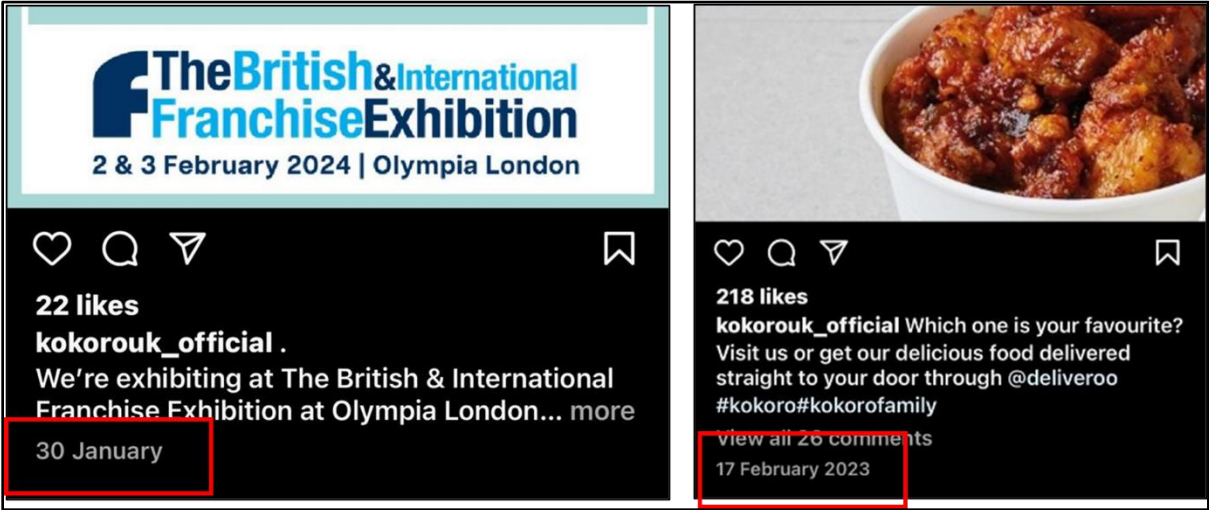


Figure 8: Content frequency adapted from Kokorouk\_official (2024)

Thirdly, as demonstrated in Figure 9 below, repetitive wording across multiple posts creates monotony.

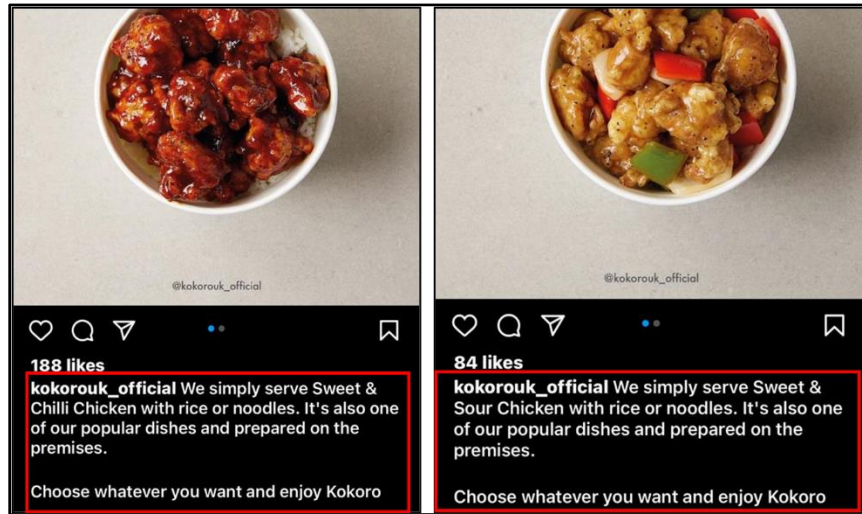


Figure 9: Repetitive captions adapted from Kokorouk\_official (2024)

Fourthly, figure 10 below highlights a lack of creativity in feeds, where most postings have repetitive compositions, resulting in a monotonous overall content experience.



Figure 10: Monotonous feeds adapted from Kokorouk\_official (2024)

Lastly, Kokoro’s content fails to highlight unique selling points as important information like vegetarian and halal options are not consistently emphasized in their visual content, potentially leaving the audience unaware, missing an opportunity to cater to specific meal preferences of a wider customer base.

Overall, Kokoro’s content fails to target the 18-44-year-old audience through a variety content types like Reels and Stories. This statement is supported by research showing Instagram's influence on food trends that evolve beyond visual aesthetics, as diverse content formats actively drive the popularity of viral meals (Media Village, 2023). This is especially true for Reels, which boast double the reach compared to other content types, as shown in the figure below.

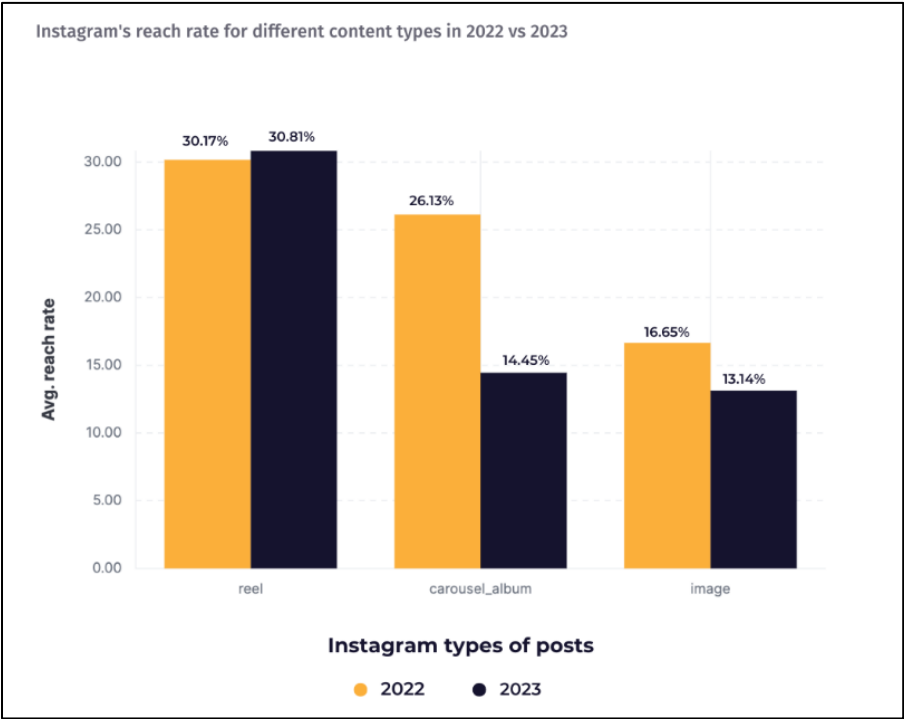


Figure 11: Instagram's reach by content types adapted from Cucu (2023)

## 3.2 Engagement Theory

### 3.2.1 Engagement strengths

Firstly, as seen in the figures below, Kokoro has 7,000 followers who actively engage by writing favourable comments and expressing interest.

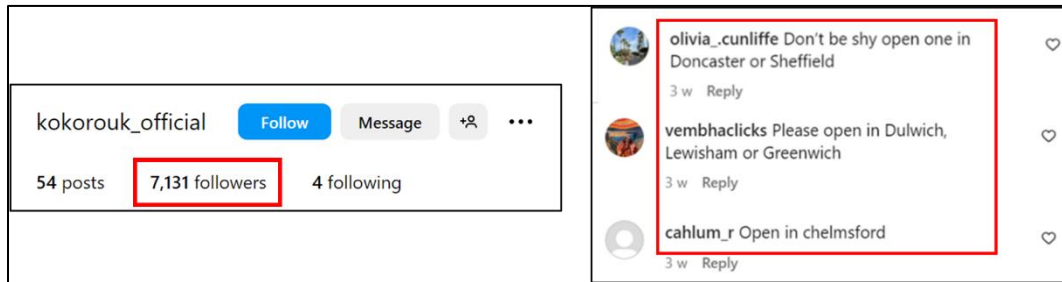


Figure 12: Followers and comments adapted from Kokorouk\_official (2024)

Secondly, Kokoro successfully engaged followers, as evidenced by Figure 13 below, by hosting a giveaway event, once leveraged polls in Instagram stories, and engaged 4,771 viewers through a video. Unfortunately, these content types have been neglected recently.

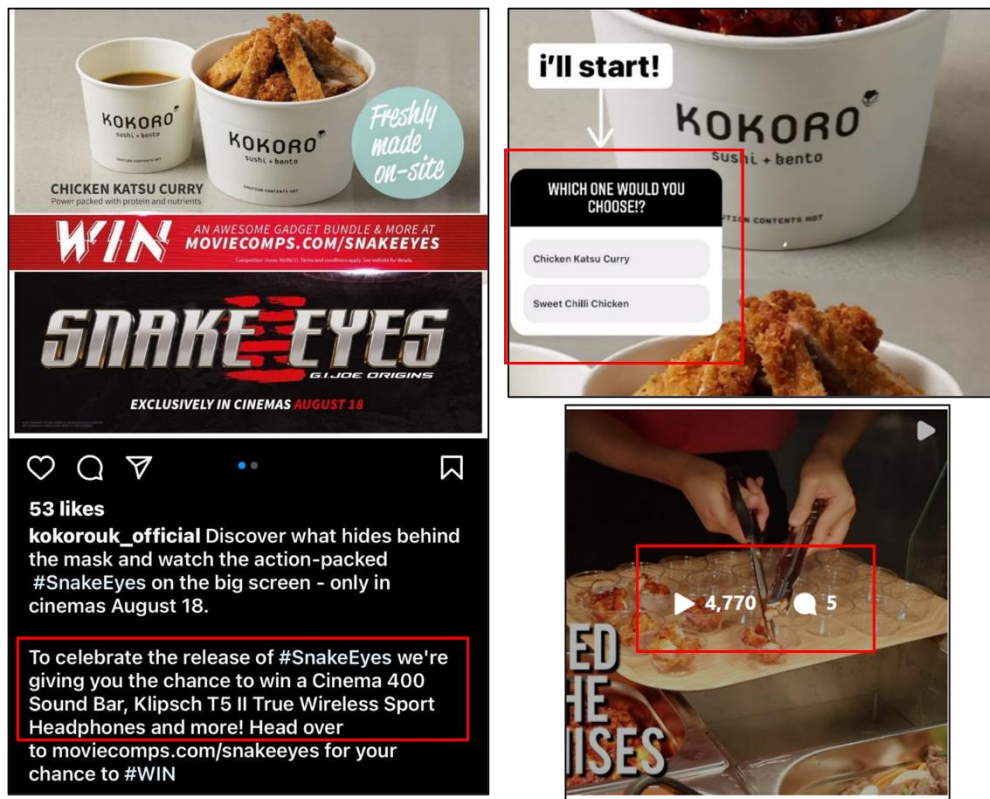


Figure 13: Engaging content adapted from Kokorouk\_official (2024)

Thirdly, figure 14 below shows that Kokoro benefits from a significant amount of UGCs. However, they fail to capitalize on this engagement. This represents a missed opportunity, as research indicates that UGC significantly outperforms traditional advertising in building trust and influencing purchase decisions (Naem & Okafor, 2019). Moreover, 92% of consumers trust recommendations from peers, emphasizing the value of authentic promotion (Kunsmann, 2024). By strategically incorporating UGC, Kokoro can foster trust and positively influence consumer behaviour.

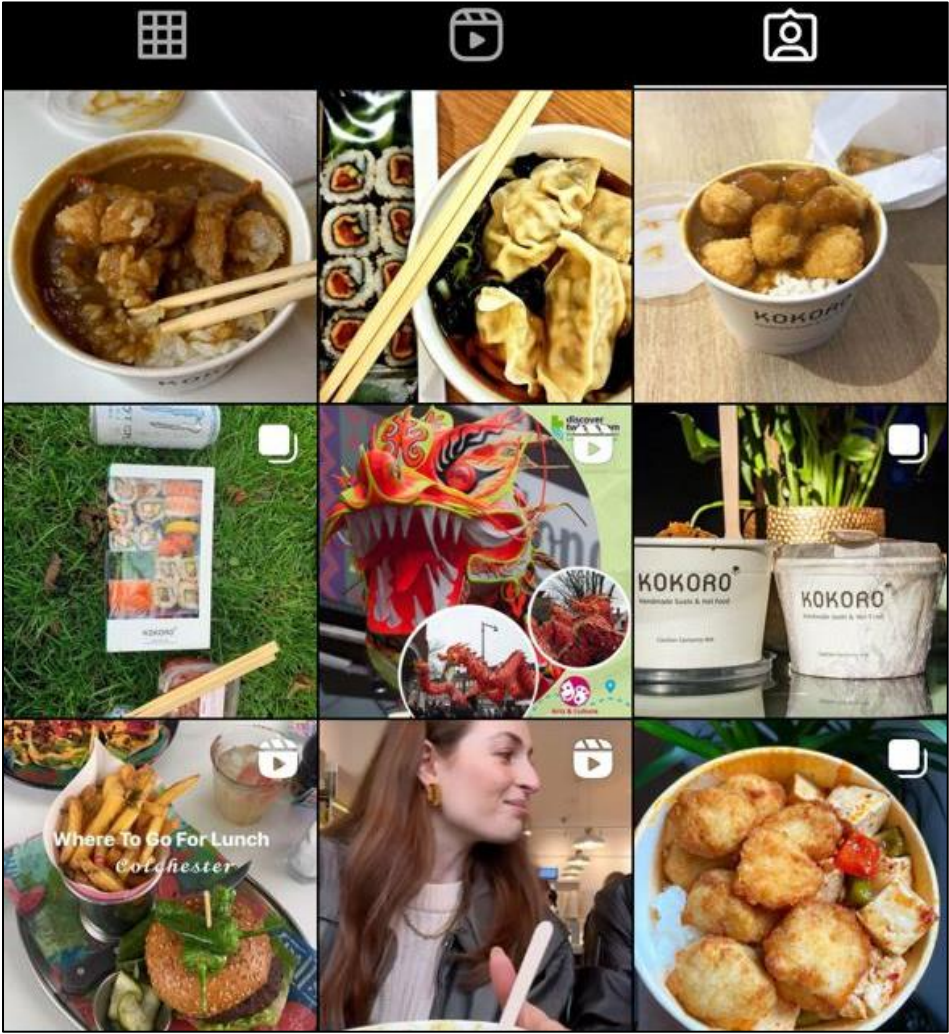


Figure 14: UGCs adapted from Kokorouk\_official (2024)

In summary, Kokoro possesses good engagement metrics for followers, comments, and UGCs. However, Kokoro can further enhance engagement by responding to comments and reposting UGCs.

### 3.2.1 Engagement weaknesses

Despite a decent number of followers, Kokoro's Instagram engagement strategy falls short.

Firstly, figure 15 below reveals a lack of personalized responses to UGC in Instagram Stories. Chacko (2023) highlights that acknowledging customer gratitude through personalized responses builds brand image and community.

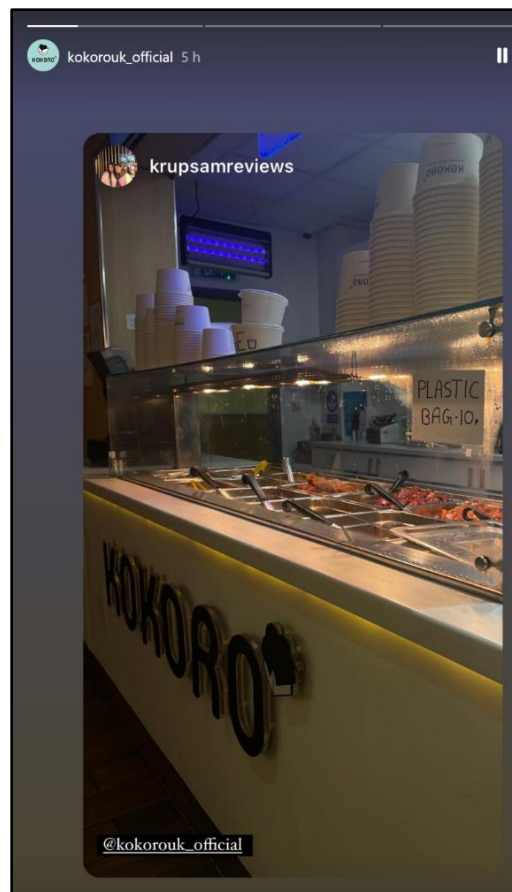


Figure 15: User's reposted Stories adapted from Kokorouk\_official (2024)

Secondly, Kokoro misses out on audience engagement by underutilizing Instagram Stories features like polls and quizzes. According to Stephens (2023), Stories provide an effortless and personal way to connect, with over 500 million users daily.

Thirdly, Kokoro's likes ratio is not proportional to the follower count. According to Hype Auditor (n.d.), a good likes-to-followers ratio on Instagram falls between 1% and 3%. However, Kokoro has 7,000 followers and an average of 81 likes per post, which falls

short of the ideal 700 likes. This suggests improvement in content marketing, as extreme disparities in like-to-follower ratios raise doubts to the account's credibility (De Vries, 2019).

Lastly, figure 16 below demonstrates Kokoro's failure to engage with both positive and negative comments that further distance the audience, potentially impacting their purchase intent and brand loyalty.

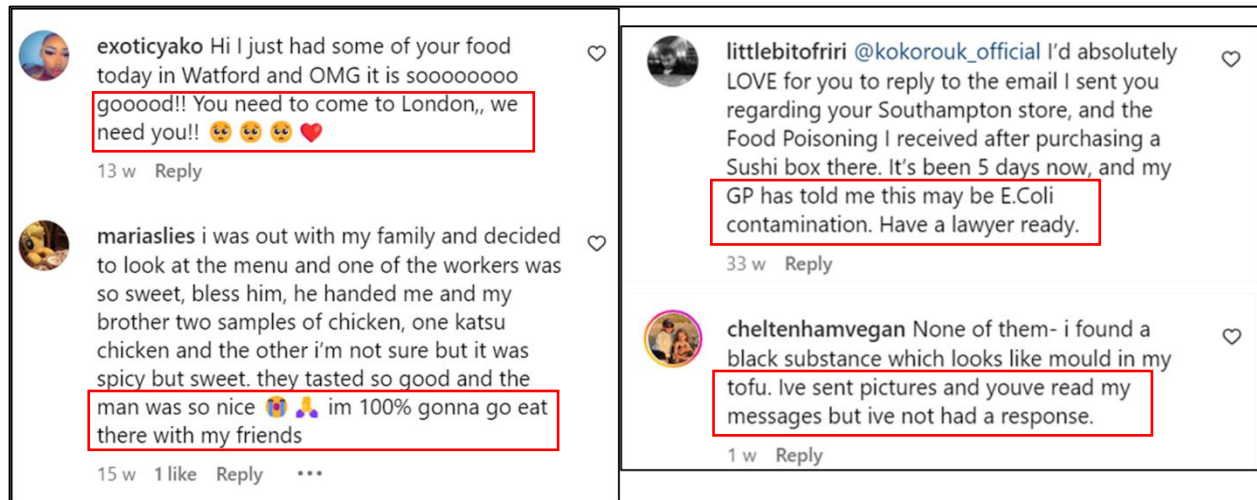


Figure 16: User's comments adapted from Kokorouk\_official (2024)

Correspondingly, Wagner (2015) reported that 72% of consumers agreed organizations should take responsibility for all feedback on social media, as positive resolution experiences can drive repeat purchases.

In conclusion, by addressing identified weaknesses, Kokoro can transform its Instagram into a vibrant community that drives engagement, builds loyalty, and ultimately increases conversions.

## 4.0 Opportunities and Improvements

While Kokoro's current strategies have potential, significant opportunities exist for a more captivating and impactful brand experience.

### 4.1 Enhance Firm Generated Content Marketing

Firstly, to avoid brand fatigue, Kokoro should create a diverse content calendar with daily posts including promotions or events, ideally two posts daily. Although more frequent posting increases reach, it can decrease individual post engagement and appear spammy (Rahman et al., 2022).

Moreover, incorporating trends and memes keeps content engaging. Relevant and shareable memes have higher engagement, due to the potential for virality, escapism, and gratification (Malodia et al., 2022). A competitor's success with meme content is evident in Figure 17 below.

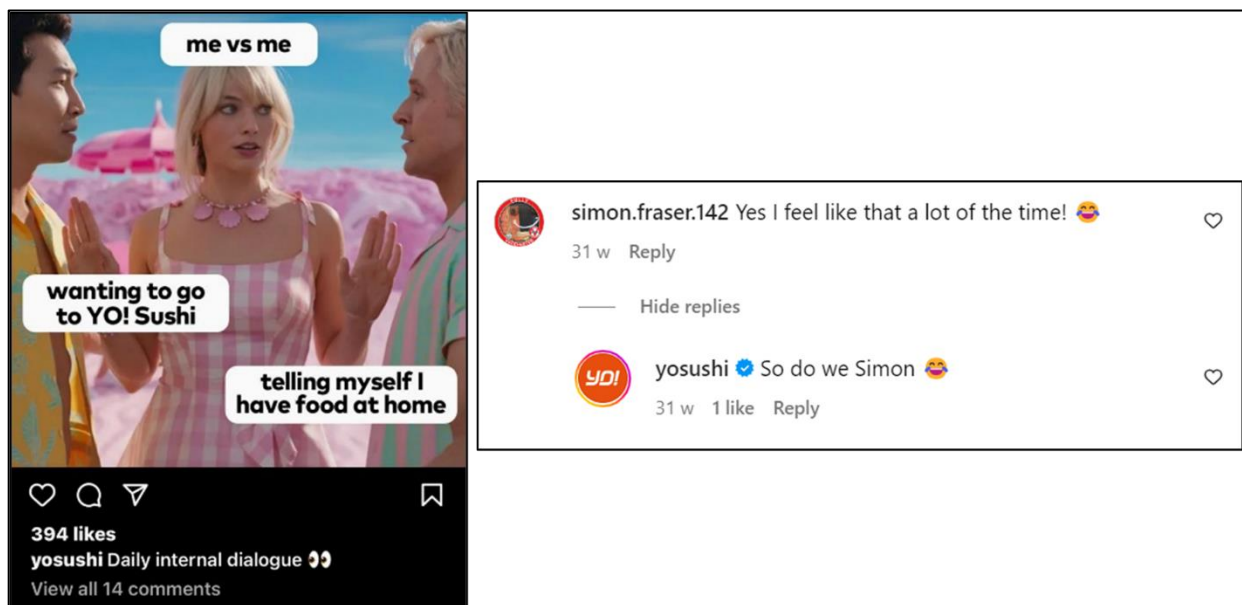


Figure 17: Meme content adapted from Yosushi (2024)

Secondly, Kokoro should create engaging Reels, as short-form videos have higher reach and engagement, especially with 66% of participants believing young people today have

shorter attention spans (Duffy & Thain, 2022). Additionally, Figure 18 below indicates that Reels outperform other content types in both reach (33.8%) and engagement (35.4% of total likes), making them a powerful tool for Kokoro to attract new customers. (Baklanov, 2022).

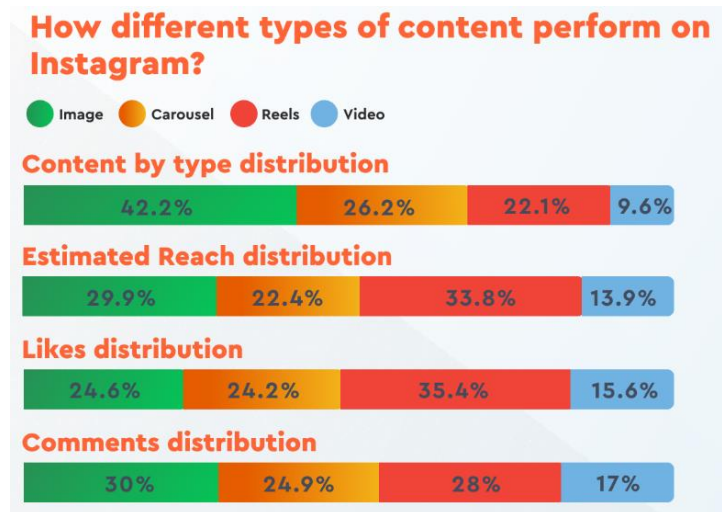


Figure 18: Instagram's content type performances adapted from Cucu (2023)

Thirdly, showcasing Kokoro's products as everyday meals and occasions strengthens customer connections and highlights product versatility (Newnan, 2022). As depicted in Figure 19 below, competitor's reels featuring their products in scenarios suitable for daily meals have received positive engagement.

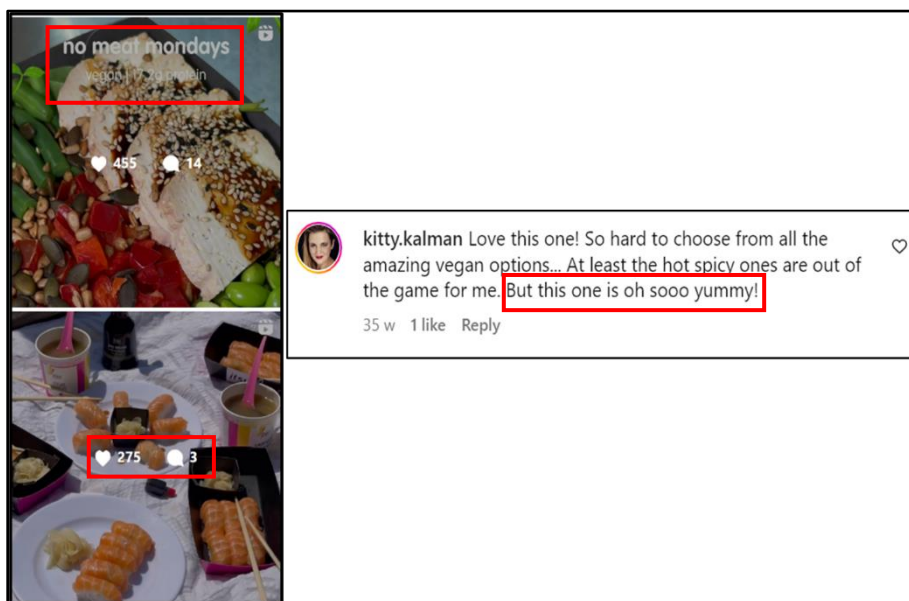


Figure 19: Engaging reels adapted from Itsuofficial (2024)

Fourthly, Kokoro should highlight vegetarian and halal options visually and as informative captions, for easy discovery. Informative captions can drive interaction, demonstrate commitment to diverse preferences, and boosts engagement (Rahman et al., 2022). Additionally, captions generate 41% more interactions, beneficial for brand-audience connection (Lufkin, 2019). Competitor’s examples below illustrate how Kokoro can implement informative content.

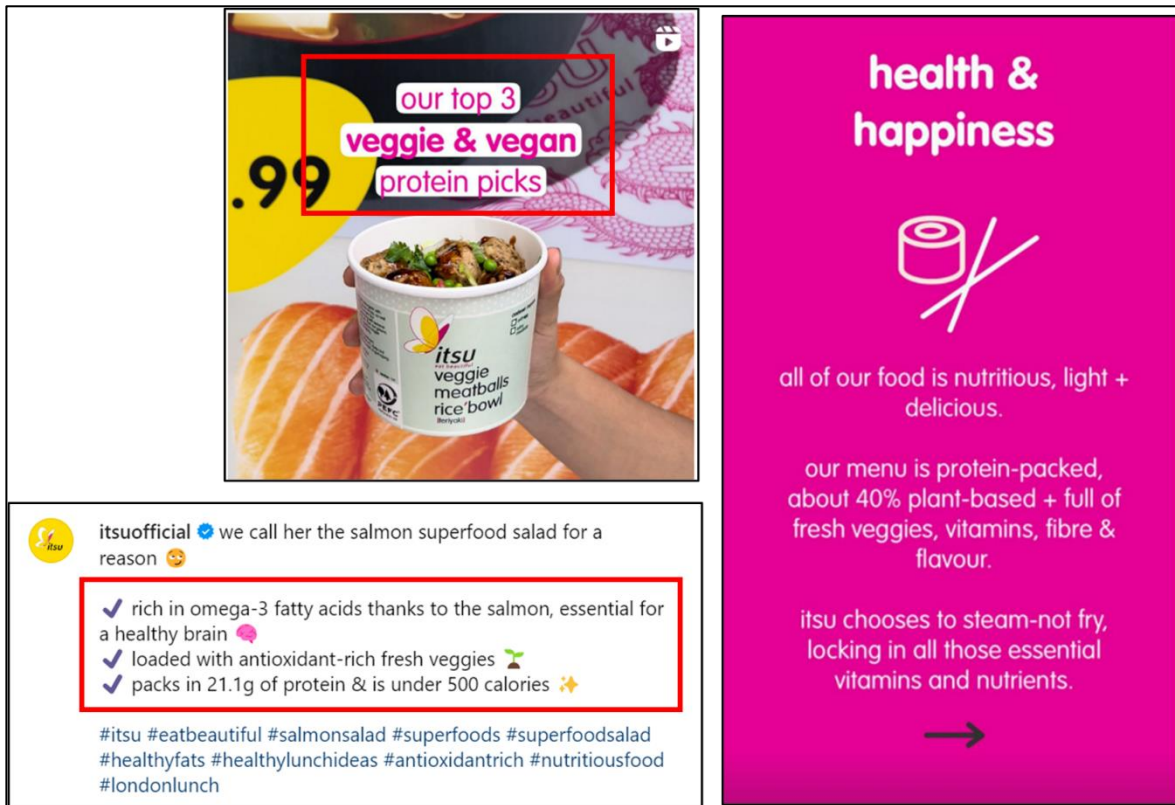


Figure 20: Informative content adapted from Itsuofficial (2024)

Lastly, Kokoro can incorporate storytelling into its content. Sharing glimpses of sourcing fresh ingredients and team passion builds trust and transparency, ultimately driving purchase intent (Ohlsson, 2022). Competitors have successfully used transparent content, as shown in the figures below.



Figure 21: Transparency content adapted from Isosushi (2024)

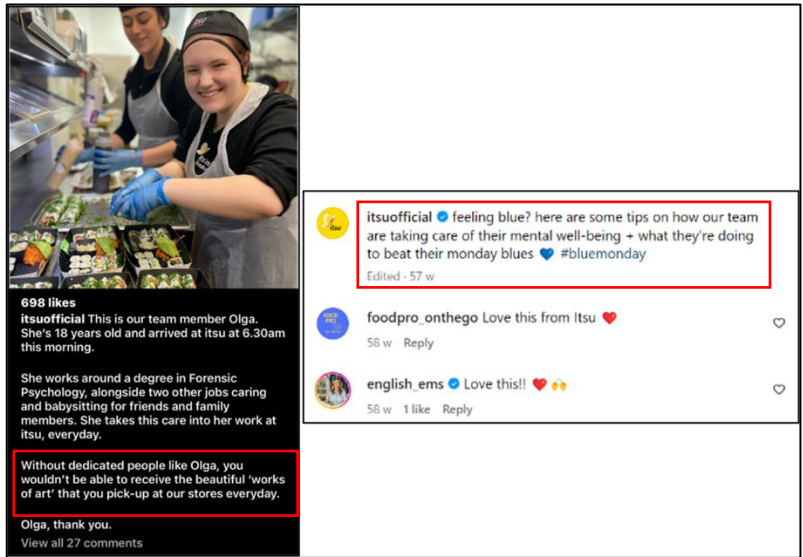


Figure 22: Transparency content adapted from Itsuofficial (2024)

Furthermore, figure 23 below highlights that 45% of consumers prefer transparent brands on social media, emphasizing storytelling's significance on Instagram for building trust.

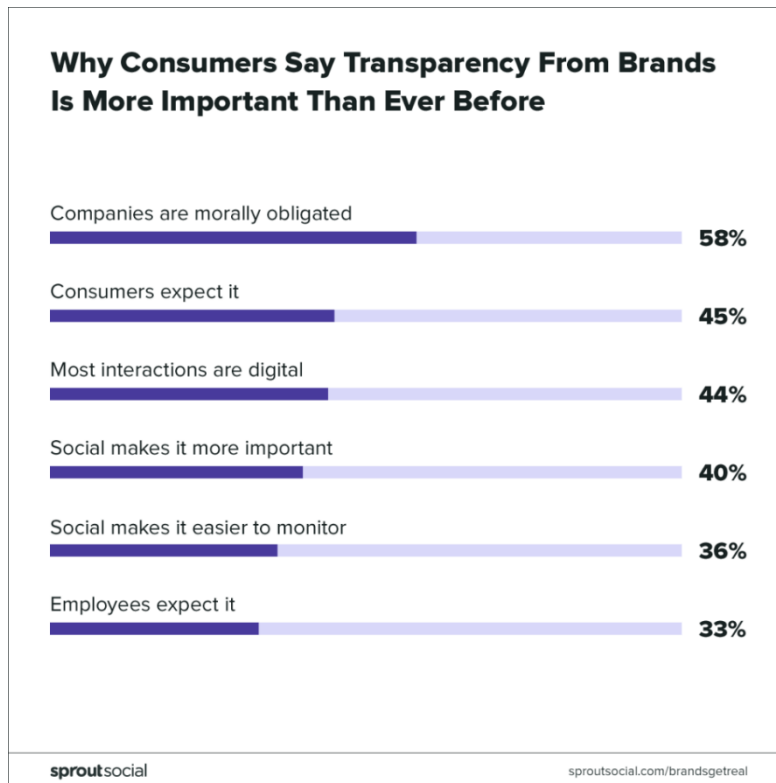


Figure 23: Brand transparency demand adapted from Sprout Social (2019)

## 4.2 Engagement and Community Building

To increase engagement, firstly, Kokoro should consistently respond to comments promptly. Research by Wagner (2015) reinforces this, highlighting that addressing both positive and negative feedback fosters connections and shapes brand perception, as consumers evaluate companies based on their interactions. Additionally, positive comments can increase sales by 7%, while negative feedback decreases sales by 6.9% (Wagner (2015)).

Therefore, Kokoro must prioritize prompt responses to all comments for positive interactions and perception. Competitors' examples in Figure 24 below demonstrate effective customer interaction strategies.

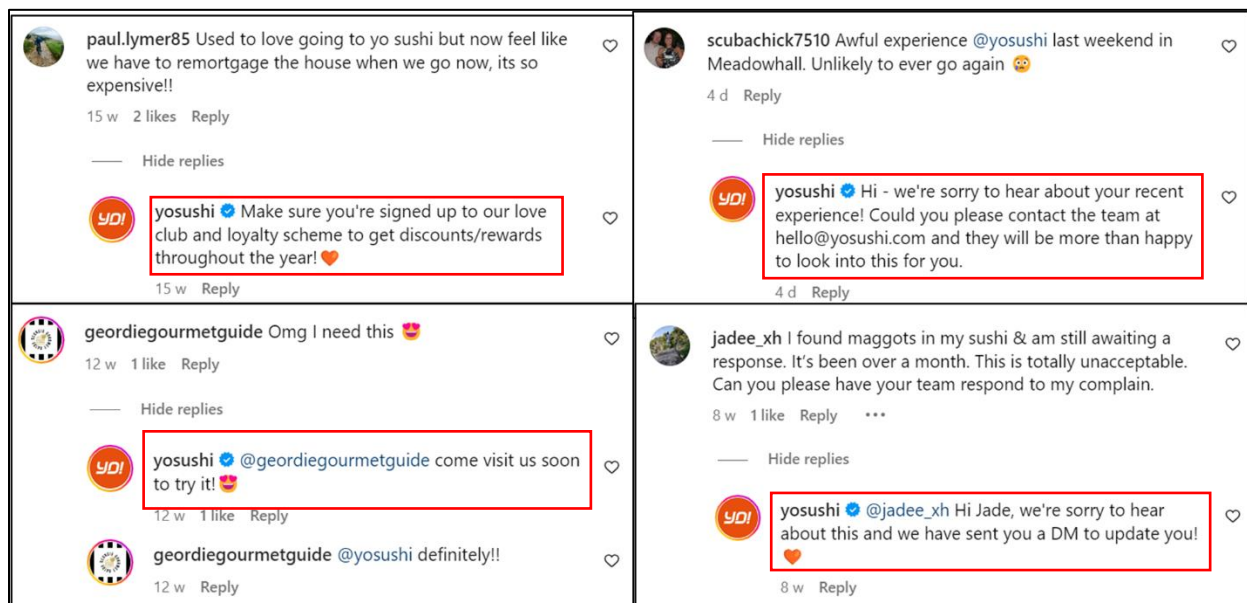


Figure 24: Professional responses adapted from Yosushi (2024)

Secondly, Kokoro can run contests with free prizes to create excitement and positive buzz. Apsari & Aruan (2021) reported that online contests attract new customers, boost sales, and enhance brand image through increased traffic, engagement, and positive sentiments. The competitor's example below demonstrates successful competition strategies that encourage comments, likes, and shares.



Figure 25: Contest marketing adapted from Yosushi (2024)

Thirdly, Kokoro can encourage further content creation and brand awareness by consistently reposting UGCs. Siddiqui (2023) highlights that 79% of consumers find UGC influential in building trust and social proof, increasing brand advocacy and conversions. Figure 26 below shows how Kokoro’s competitors encourage UGC.

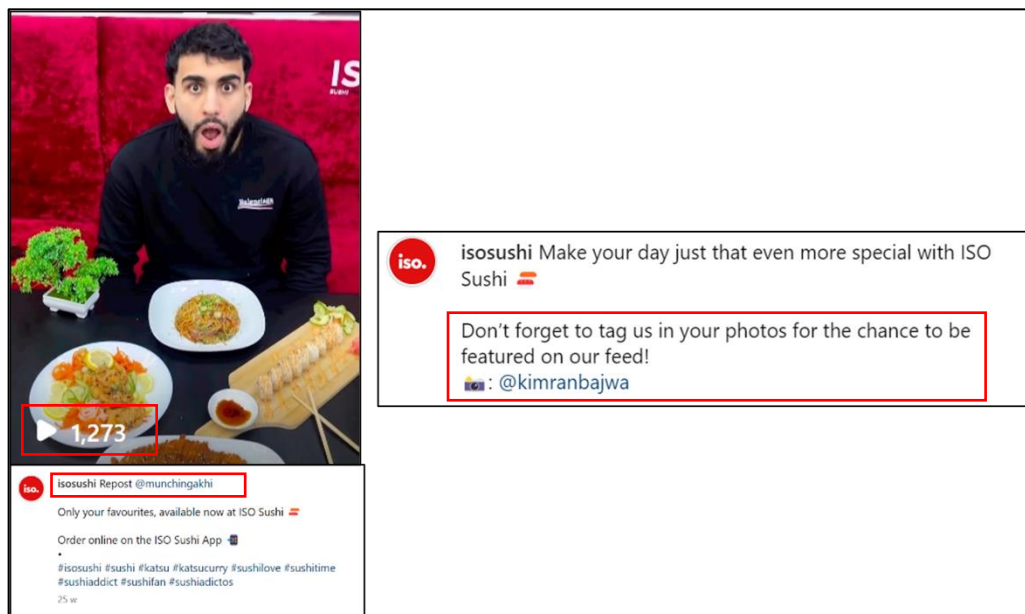


Figure 26: UGC encouragement adapted from Yosushi (2024)

Accordingly, as depicted in the figure below, 87% of businesses leverage UGC for its authenticity and cost-effectiveness, making it a valuable tool for Kokoro.

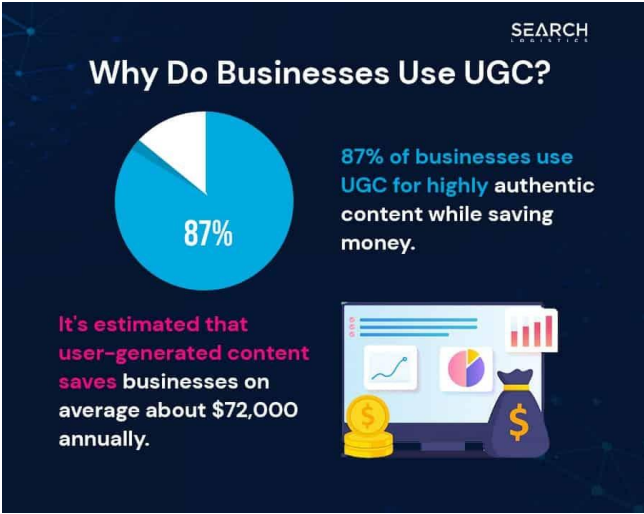


Figure 27: UGC usage adapted from Woodward (2024)

Lastly, Kokoro can leverage interactive features in Stories like polls and Q&A. Questions about menu preferences, new product ideas, or brand experiences encourage user interaction and provide valuable insights. As shown below, competitors effectively use Q&A in Stories for this purpose.

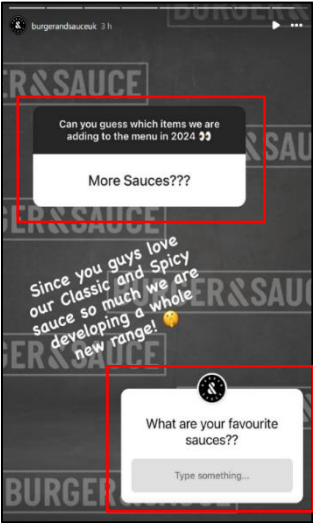


Figure 28: Q&A content adapted from Burgerandsauceuk (2024)

Moreover, Kokoro can host live Q&A sessions or IGTV series with team members, offering sneak peeks about new menu items. This real-time approach builds excitement,

foster community, and gathers feedback for future strategies (Warren, 2020). Going live also enhances discoverability through in-app notifications and prioritized placement in follower feeds (Warren, 2020).

### 4.3 Influencer Marketing

To expand reach and tap into established communities, Kokoro should collaborate with relevant influencers. According to Kucharczuk et al. (2022), influencer endorsements enhance brand awareness and resonate with consumers, influencing their food preferences over time. Kokoro can collaborate with health-conscious influencers to promote their high-quality, healthy meals and should also seek influencers active on multiple platforms for better marketing success (Solis, 2017).

Furthermore, research shows influencer endorsements can nudge consumers toward healthier options (Hawkins et al., 2021). This aligns with the Digital Marketing Institute (2021) finding that 40% of respondents purchase an item after seeing it endorsed by influencers. Thus, prioritizing influencer resonance with Kokoro's values is crucial for authentic endorsements and consumer trust (Nathalie & Todd, 2018). As seen below, competitor's collaboration with nutritionists solidifies their commitment to healthy lifestyles.

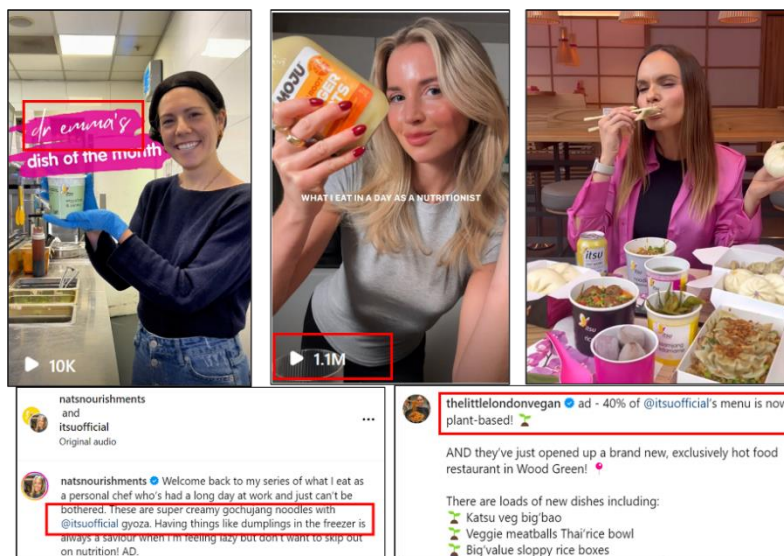


Figure 29: Influencer marketing adapted from Itsuofficial (2024)

## 5.0 Recommendations

In summary, Kokoro can attract Instagram users aged 18-44 by improving their content marketing. They can make diverse content, such as videos, lifestyle, and stories that show their transparency. They can also use informative images and captions that explain their products well. Moreover, to boost engagement and community, they can reply to UGCs and comments, run contests, and use Q&As to interact with followers. Lastly, to expand their reach and awareness, they can collaborate with food bloggers and influencers who share Kokoro's vision of fresh and healthy food.

### 5.1 Kokoro's Instagram SMART Objectives

To achieve its marketing goals on Instagram, Kokoro will implement SMART objectives focused on improving content marketing and increasing engagement.

#### 5.1.1 Content Marketing

Increase firm generated content with 40% of the 18-44-year-olds market group in the UK, to increase reach and followers from 1<sup>st</sup> March 2024 till 31<sup>st</sup> July 2024.

#### 5.1.2 Community Engagement

Increase engagement rate with 30% of the 18-44-year-olds market group in the UK, to increase likes, comments, and shares from 1<sup>st</sup> March 2024 till 31<sup>st</sup> August 2024.

#### 5.1.3 Influencer Marketing

Increase brand awareness with 20% of the 18-44-year-olds market group in the UK, to increase mentions and impressions from 1<sup>st</sup> March 2024 till 31<sup>st</sup> August 2024

By implementing the recommendations and SMART objectives, Kokoro can effectively enhance its content marketing strategy, increase engagement, and ultimately maximize reach and brand advocacy on Instagram.

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