
COVENTRY UNIVERSITY

6015MKT

Social Media and Online Reputation

'Coursework (2) Social Media Campaign Plan'

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Executive Summary

This report proposes a social media campaign for Kokoro on Instagram, aligned with its three key SMART objectives: content marketing, engagement strategies, and brand awareness.

The target audience of busy professionals and students (18-44) seeking healthy, convenient meals perfectly aligns with Instagram's dominant user base which demonstrates clear strength in brand awareness and engagement, making it the ideal platform for Kokoro.

The proposed campaign leverages a three-pronged approach to achieve Kokoro's objectives. A diversified content strategy will be developed, utilizing feeds, reels, and stories to showcase Kokoro's brand identity. Engagement will be fostered through thematic giveaways, encouraging user participation and brand interaction. A branded hashtag (#KokoroMyWay) will further incentivize user-generated content (UGC), fostering a sense of community and providing valuable social proof. Finally, influencer marketing partnerships with relevant UK-based health and food micro-influencers will amplify brand awareness and resonate with consumers seeking healthy food options.

Furthermore, this report also outlines a detailed 4-week implementation timeline for the campaign execution, ensuring a strategic and efficient rollout. To measure success and optimize performance, key metrics such as reach, engagement, brand mentions, and conversions will be tracked weekly using Instagram Insights and other social listening tools.

A comprehensive crisis management plan will also be implemented to address potential influencer issues. This plan prioritizes pre-crisis influencer selection with clear contract terms, open communication during a crisis event, and thorough post-crisis evaluation to prevent future issues.

By implementing this data-driven social media campaign and closely monitoring its performance, Kokoro is well-positioned to achieve its SMART objectives and establish a strong presence on Instagram. This will ultimately drive brand awareness, and engagement, and achieve sustainable growth within Kokoro's target market.

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1.0 Situational Analysis

An examination of Kokoro's Instagram presence (@kokorouk_official) reveals several drawbacks and potential for growth in content marketing and engagement strategies, within its target demographic of 18-44-year-olds.

Inconsistent content marketing, evidenced by low posting frequency and a recent inactivity period, coupled with repetitive captions and static visuals, creates a monotonous user experience and low engagement. Furthermore, a failure to capitalize on unique selling points like vegetarian and Halal options overlooks potential customer segments. Underutilized of Reels, Stories, polls, Q&A sessions, and giveaways hinders audience engagement and reach. Additionally, comments and UGCs are not responded to, hindering brand loyalty building.

Despite these shortcomings, significant opportunities exist for improvement. Implementing a consistent daily posting schedule with a variety of content is crucial to revitalizing its presence. This includes promotions, trending topics, and visual emphasis on the diverse meal offerings. Showcasing fresh ingredients and team members fosters trust with the audience. Moreover, proactive engagement strategies involving prompt comment responses and holding giveaways can cultivate a positive and interactive environment. Leveraging UGCs and influencer marketing can expand reach and build social proof.

By addressing these areas, Kokoro can transform its Instagram account into a dynamic and engaging platform, enhancing its content marketing strategy, increasing engagement, and ultimately maximizing reach and brand advocacy.

2.0 Objectives

Kokoro will implement SMART objectives focused on improving content marketing and increasing engagement.

2.1 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 1st March 2024 till 31st July 2024.

2.2 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 1st March 2024 till 31st August 2024.

2.3 Influencer Marketing

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

3.0 Strategy

3.1 Customer persona

The target customer for Kokoro is Maya, a 32-year-old marketing professional residing in a busy UK city. Maya enjoys delicious, high-quality food but lacks the time for frequent sit-down meals. Convenience is paramount, and she often seeks healthy takeout options. However, greasy fast food holds no appeal; Maya prioritizes quality and seeks healthier alternatives that meet her dietary needs.

Maya is active on social media, particularly Instagram. She follows healthy food trends and local eateries, often browsing her feed during lunch or commutes. High-quality visuals and engaging content like behind-the-scenes glimpses or giveaways are particularly appealing to her.

Kokoro perfectly aligns with Maya’s needs. Authentic Korean and Japanese flavours offer a healthy twist on takeout, while customizable options cater to her diet. Convenient packaging and fast service suit Maya’s active lifestyle and busy schedule.

3.2 Platform Choice

Kokoro’s target audience of 18–44-year-old demographic of busy workers and students seeking healthy, convenient meals aligns perfectly with Instagram's dominant user base, as evidenced in Figure 1.

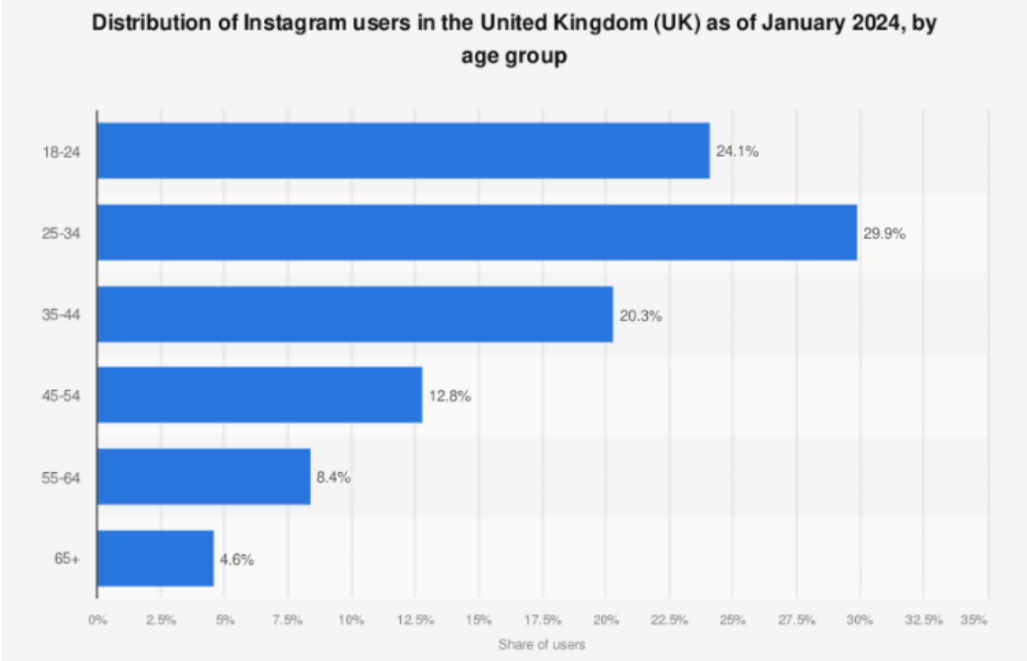


Figure 1: Instagram users in the UK by age group adapted from Statista (2024).

Furthermore, studies by Jackson (2019) show a significant gap in engagement rates: 1.60% on Facebook compared to 0.80% on Instagram. This aligns with UK market research within the Fast-Moving Consumer Goods food category shown in Figure 2, indicating Instagram’s average engagement rate of 0.80% versus 0.40% for Facebook.

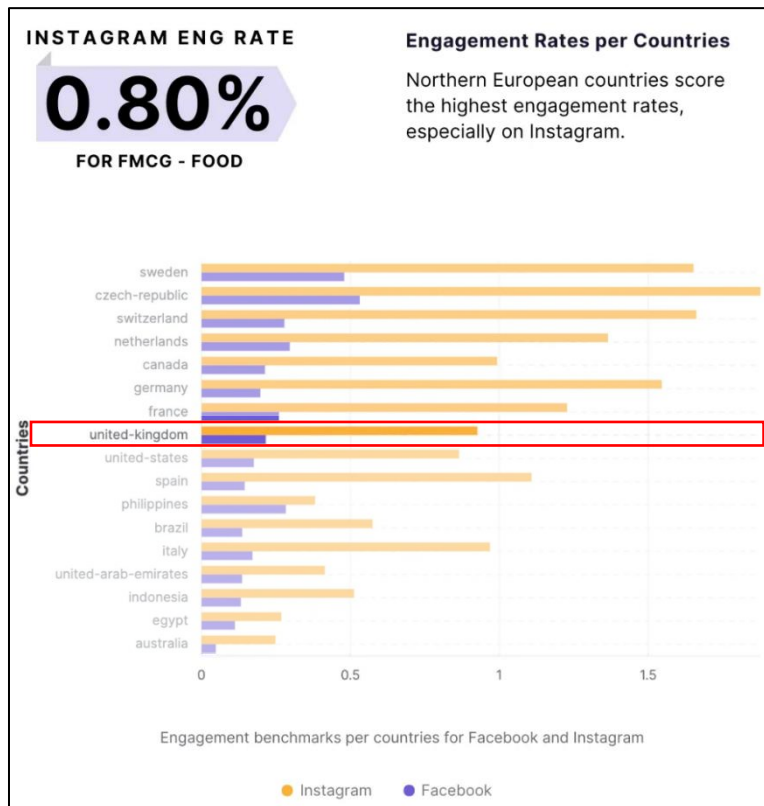


Figure 2: Instagram engagement rate by FMGC sector in the UK adapted from Cucu (2024).

Similarly, Instagram demonstrates clear strength in brand awareness, with Rauh (2024) reporting that 80% of users engage with businesses and 81% utilize the platform for product research. Given Kokoro's focus on engagement and brand awareness, Instagram emerges as the recommended platform for achieving its SMART objectives.

3.3 Key Campaign Message

Kokoro's campaign plan will employ three approaches aligned with its SMART objectives: content marketing, engagement strategies, and influencer marketing.

To cultivate audience growth and brand reach, a diversified content strategy across feeds, reels, and stories is recommended. Offering a variety of content formats broadens audience interest and maximizes Kokoro's potential reach (Edwards, 2021).

Building a strong community is equally important. Encouraging UGCs and hosting giveaways foster a sense of community and leverage social proof (Siddiqui, 2023).

Giveaways further boost traffic, engagement, and positive brand sentiment (Apsari & Aruan, 2021).

Finally, influencer marketing with relevant health and food personalities amplifies Kokoro's awareness and resonates with consumers (Kucharczuk et al., 2022). Influencer marketing, combined with content and engagement strategies, positions Kokoro to achieve its SMART objectives and establish a strong Instagram presence.

4.0 Tactics

4.1 Content Marketing

To achieve the desired 40% firm-generated content growth, Kokoro should prioritize a commitment to content marketing. This approach focuses on creating valuable, relevant, and consistent content that resonates with the target audience, driving brand loyalty and profitable actions (Ahmad et al., 2016). However, Kokoro's current messaging inconsistency hinders brand recognition and trust (Faster Capital, n.d.-b).

By utilizing various formats like Reels, Stories, and Feed posts, Kokoro can cultivate a consistent brand identity on Instagram. This unified approach strengthens brand recognition, expands reach, and generates more leads, ultimately driving targeted follower growth (Sheikh, 2023). Moreover, Figure 3 below highlights the effectiveness of Reels, with both reach (33.8%) and engagement (35.4%) outperforming other formats.

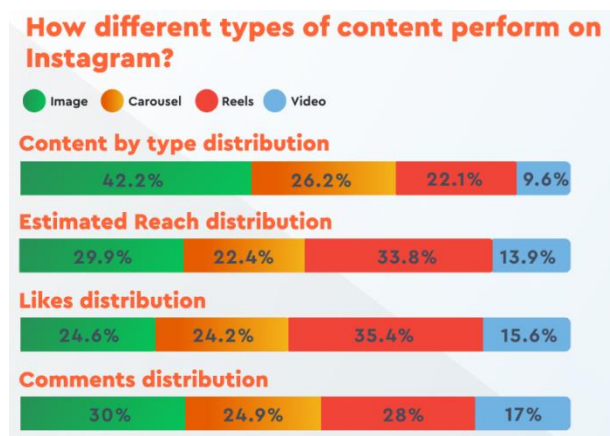


Figure 3: Instagram's content type performances adapted from Cucu (2023).

Furthermore, Kokoro's multi-format approach includes Instagram Stories, reaching over 500 million daily users through features like polls and quizzes (Stephens, 2023). Overall, this tactic ensures consistent brand personality while maximizing audience reach.

The figures below illustrate how Kokoro can achieve consistent brand personality and messaging across three content formats.



Figure 4: Recommended Feed posts for Kokoro.

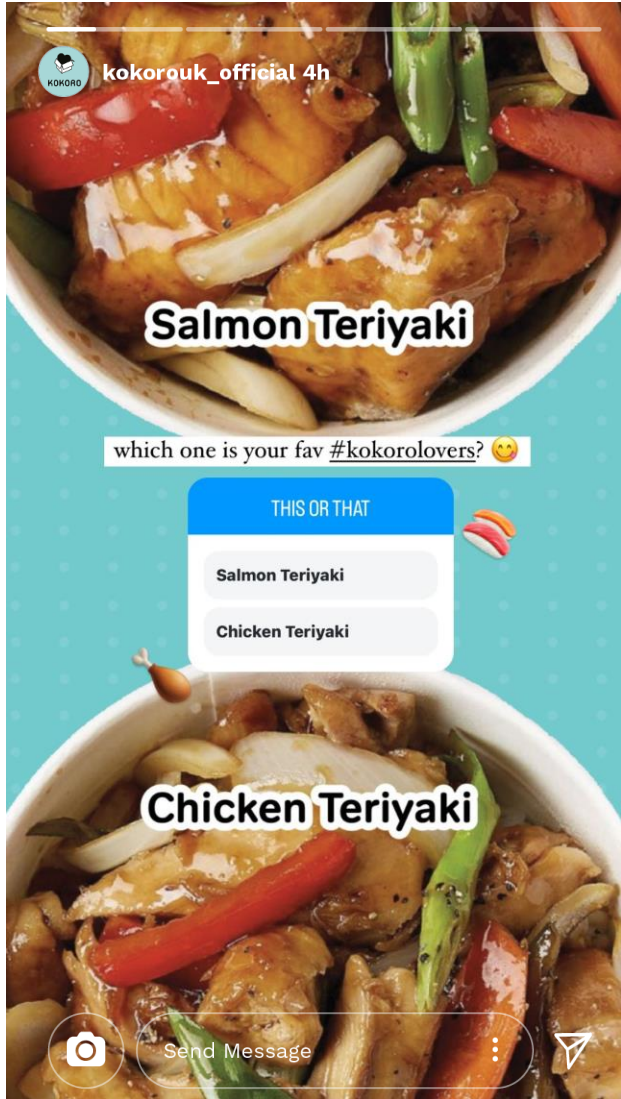


Figure 5: Recommended Stories for Kokoro.

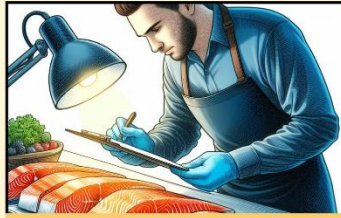
FRESHNESS YOU CAN SEE

Storyboard for reels to show transparency in Kokoro



"At Kokoro, freshness is everything!"

Open on a close-up shot of fresh salmon fillets being unloaded from a delivery box.



"We only use the finest ingredients."

Show an employee inspecting the salmon fillets for daily quality control.



"Our kitchens are clean and efficient."

Wide shot of the Kokoro kitchen where employees are busily preparing food and placing them in containers.



"Hygiene is our top priority."

Close-up shot of an employee washing their hands thoroughly at a sink and sanitize kitchen area.



"Every dish is made to order, just for you!"

Show employees carefully assembling a poke bowl with fresh ingredients like avocado and edamame.



"Freshness you can taste in every bite."

Shot of steaming pot of udon noodles is brought to a boil.



"Come see the Kokoro difference!"

Close-up shot of a beautifully plated sushi platter with a variety of seafood and vegetables.



"Fresh, delicious, and made with love."

Show happy customers enjoying their Kokoro meals, both in the restaurant and with takeaway boxes.



"Visit Kokoro today and taste the freshness!"

End on a shot of employees inviting to visit Kokoro with a call to action.

Figure 6: Recommended storyboard Reels for Kokoro.

4.2 Fostering engagement

Kokoro can leverage thematic giveaway campaigns aligned with seasonal trends to achieve a 30% increase in engagement rate. For instance, a "Sakura Bloom Giveaway" during spring could feature sushi rolls and cherry blossom-themed beverages. This approach not only incentivizes participation but also strengthens brand association with specific events. By attracting a large customer base and offering prizes based on effort, Kokoro can expect increased reach and engagement (Apsari & Aruan, 2021).

The giveaway campaign can be further designed to enhance brand awareness. Requiring users to like the post, comment with their favourite menu item, and tag friends expands brand visibility and reaches new potential customers (Global Owls, 2023). Highlighting winners in Stories personalizes the experience and builds community by acknowledging participation, strengthening brand image, and creating a cycle of engagement through positive user experiences and motivating others to participate (Chacko 2023; Apsari & Aruan, 2021). Figure 7 offers an illustrative example of Kokoro's giveaway campaign execution.

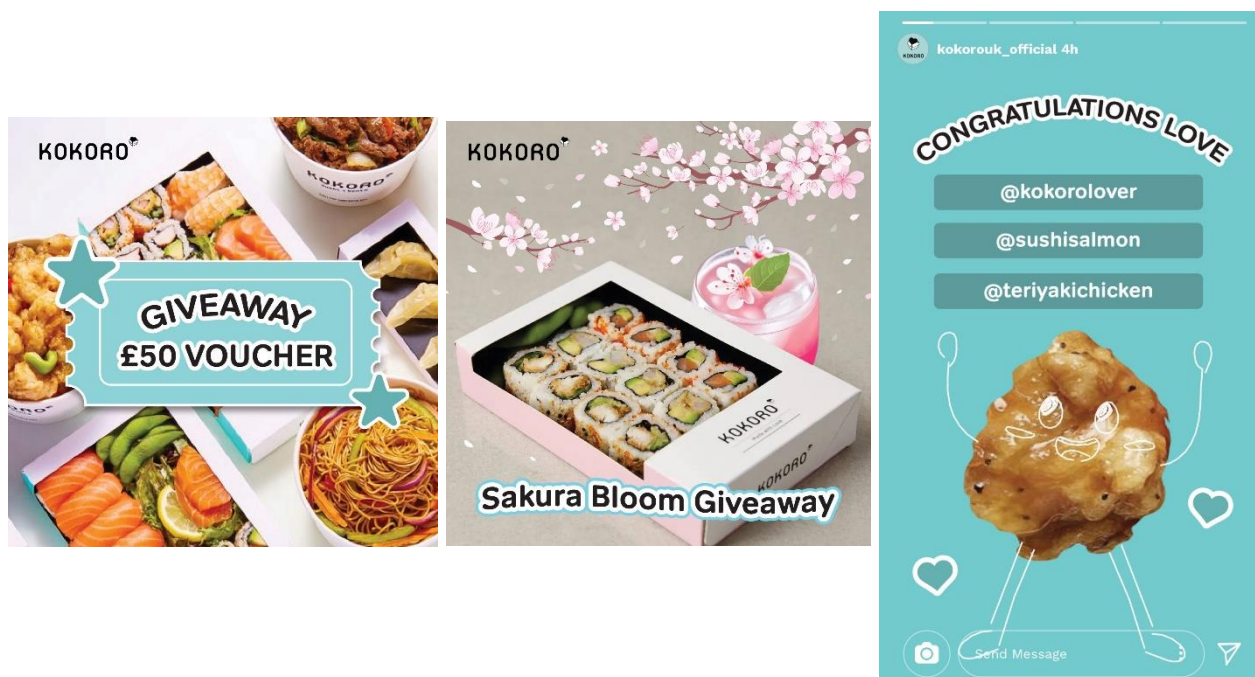


Figure 7: Recommended Giveaway content for Kokoro.

Kokoro can further increase engagement through a branded hashtag like #KokoroMyWay, prompting followers to share photos enjoying Kokoro meals in unique settings, generating UGCs. This leverages social proof, a key influence on buying habits, with studies showing that 70% of consumers trust user reviews more than industry data and 78% value UGC overall (Naem & Okafor, 2019). Featuring UGCs in contents, with proper attribution through tagging, fosters appreciation and motivates further participation (Faster Capital, n.d.-a).

Incentivizing UGC creation through contests for the best submissions can also be highly effective. Prizes like free meals, branded merchandise, or features in future campaigns can drive high-quality UGC, and user excitement, and showcase customer experiences, solidifying brand credibility and versatility (Greenfeld, 2023). Figure 8 represents an illustrative example of Kokoro's UGC encouragement campaign.



Figure 8: Recommended branded hashtag campaign for Kokoro.

4.3 Influencer marketing

Implementing an influencer marketing campaign can be the key to achieving Kokoro's final objective: a 20% increase in brand awareness. Collaborating with UK health and food influencers provides access to established audiences within Kokoro's target demographic. These partnerships not only elevate brand awareness but also foster consumer trust and potentially influence food choices over time, as influencer endorsements resonate with their audience (Kucharczuk et al., 2022). Leveraging the influencer's authenticity and expertise further enhances Kokoro's credibility (Dumlao, 2024). Seeing trusted personalities enjoy Kokoro's meals strengthens awareness and can persuade a wider audience, with research suggesting consumers are 10 times more likely to be influenced by trusted figures (Alwafi et al., 2022).

Kokoro should focus on micro-influencers with followers between 10,000 and 100,000. These influencers offer higher engagement rates of 5-9% compared to celebrities of roughly 2% (Morrison, 2023). Their niche focus fosters relatability and authenticity, enabling Kokoro to target specific demographics like health-conscious consumers or those seeking vegetarian/Halal options (French, 2023).

While some influencers find brand control over messaging inauthentic, identifying suitable influencers remains the key challenge. Research reveals that 68% of marketers struggle to source relevant partners, and 60% find balancing influencer needs with ROI difficult (Solis, 2017). Therefore, Kokoro should prioritize influencers whose content aligns with its healthy eating, Korean/Japanese cuisine, and overall brand identity, ensuring a successful collaboration for both parties.

Potential UK influencers shown in Figure 9 include Jess (@jessicashand_) and Charlie (@charlierubbaxter).

jessicashand_ Follow Message

755 posts 58.6K followers 1,469 following

JESS SHAND | NATUROPATHIC NUTRITIONIST
 @jessicashand_

Nutritionist
 Food is medicine approach to Hormone Balance
 Work with your body and stop working against it
 Hormone Balancing Recipes, Hacks + Education
 @linktr.ee/eatnourishandglow

press testimonials sebbys food latest stories Podcasts - bo... tips cycle syncing

POSTS REELS TAGGED

charlierubybaxter Follow Message

2,892 posts 6,628 followers 1,019 following

Charlie Ruby Baxter | Nutrition & Mindset Coach
 Nutritionist
 I help women lose weight healthy whilst improving their relationship with food!
 AFN Certified Nutrition Coach
 DM for 1:1 Coaching Spots
 @linktr.ee/charlierubybaxter + 2

1:1 Coaching Client Love Start here Shift It Tips Workouts Food

POSTS REELS TAGGED

Figure 9: Recommended UK influencers for Kokoro.

5.0 Action

Figure 10 below shows the recommended timeline for Kokoro’s social media campaign by the first month of implementation to achieve the SMART objective stated in section 2.0.

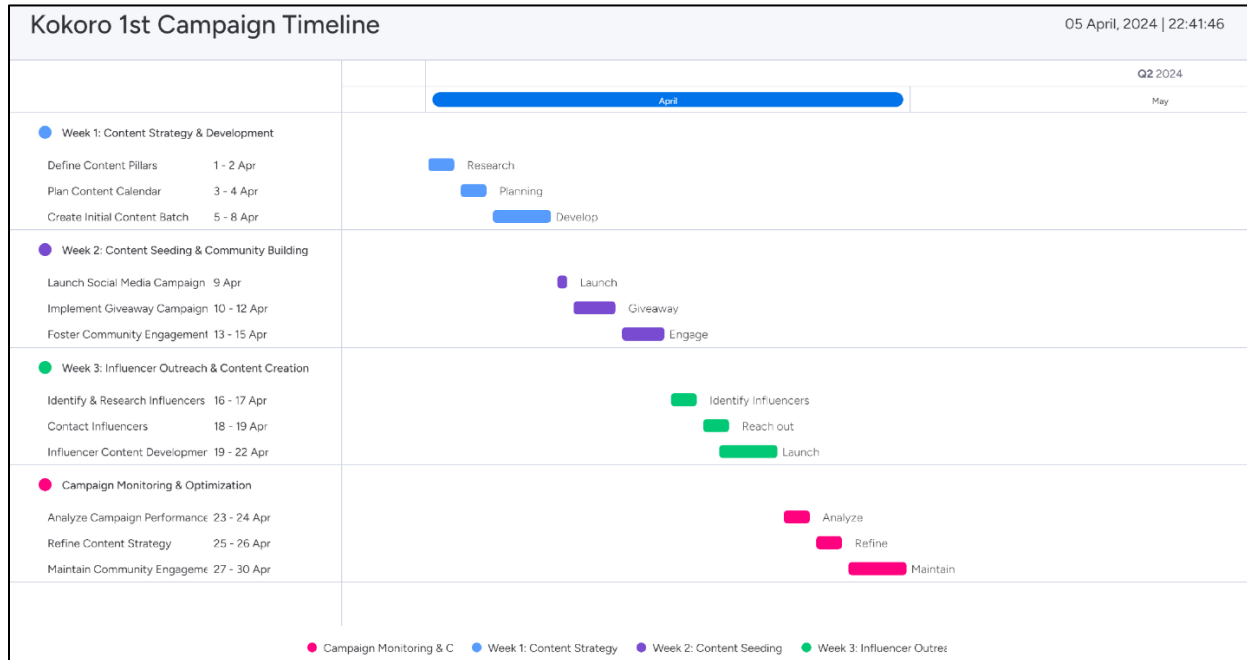


Figure 10: Recommended Gantt chart for Kokoro.

Kokoro’s 4-week Gantt chart is developed to enhance its Instagram presence and align with its SMART goals, which are rooted in content marketing, community engagement, and influencer marketing.

The first week focuses on establishing a strong foundation. Key content pillars that resonate with Kokoro's brand identity should be identified. A content calendar is planned with thematic campaigns that capitalize on current trends and seasonal occasions to ensure a consistent flow of engaging content published at optimal times. Additionally, the initial batch of content is developed, maintaining brand consistency across all formats.

Week 2 marks the campaign’s launch. Captivating content is strategically published on Kokoro's Instagram account, leveraging relevant hashtags and an enticing announcement to generate initial buzz. To incentivize participation and elevate brand awareness, a seasonal giveaway (e.g., "Sakura Bloom Giveaway") is introduced. Building

a vibrant community should also be done through active engagement with comments, interactive polls, and featuring UGCs.

Week 3 delves into influencer marketing. Kokoro should research UK-based food and health influencers with followers between 10,000 and 100,000. Influencers should be evaluated from engagement rates, content alignment, and audience demographics to ensure a mutually beneficial collaboration. Personalized outreach efforts are directed towards onboarding influencers who seamlessly align with Kokoro's brand image.

The final week concentrates on growth optimization. Kokoro should track metrics like reach, engagement, and brand mentions to effectively gauge audience response. Using social media analytics, identify high-performing content and refine content strategy, fostering sustained audience growth and a stronger alignment with Kokoro's strategic objectives.

6.0 Control

To ensure that Kokoro meets its predetermined SMART goals, it is important to establish the metrics and tools for monitoring and determine its tracking frequency.

6.1 Objective 2.1

Kokoro should use Instagram Insights to measure the follower's growth rate, which helps assess audience expansion and the effectiveness of attracting and retaining the target demographic. Weekly assessments enable Kokoro to recognize trends, resonating content, and areas requiring strategic adjustments.

Beyond follower growth, measuring reach and impressions through Instagram Insights indicates the number of unique accounts viewed and the total views for each post (Kenan, 2020). These metrics together provide insights into content awareness and potential engagement opportunities (Kenan, 2020). Weekly or monthly monitoring allows for refining post-timing for maximum exposure during peak activity periods.

6.2 Objective 2.2

Measuring the engagement rate is also crucial as it represents the average interaction per post (likes, comments, shares) divided by total reach. A higher rate indicates an active and engaged audience with Kokoro's content (Sehl & Mikolajczyk, 2024). Weekly monitoring through Instagram Insights enables Kokoro to pinpoint resonating content formats and themes, guiding future campaigns and nurturing ongoing meaningful interactions.

Additionally, tracking the branded hashtag #KokoroMyWay using social listening tools like Brandwatch or Sprout Social provides insights into brand awareness beyond Kokoro's profile. Weekly monitoring helps evaluate engagement in the UGC campaign and implement necessary adjustments for optimal results.

6.3 Objective 2.3

Assessing brand mentions of Kokoro is crucial to gauge campaign impact and influencer effectiveness. Tools like Brand24 or Sprout Social provide tracking of overall sentiment surrounding the campaign. Weekly monitoring ensures positive brand awareness generated by the campaign, alongside effective integration of Kokoro's messaging by influencers.

For sponsored content, Kokoro should focus on conversion rate by comparing sales data during the campaign period using UTM parameters in influencer posts to track users who become leads or make purchases (Digital Marketing Institute, 2024). This data, monitored through Instagram Insights or Google Analytics, reveals the effectiveness of influencer-driven traffic generation.

By consistently monitoring these key metrics using a combination of free and paid tools, Kokoro can understand its social media campaign performance, enabling real-time adjustments and content optimization, ultimately driving efficient achievement of predefined objectives.

7.0 Crisis Management

To mitigate potential brand image inconsistencies during influencer marketing campaigns, Kokoro should prioritize a crisis lifecycle plan which focuses on three stages: pre-crisis, crisis event, and post-crisis.

7.1 Pre-crisis

In this phase, careful evaluation of potential influencer partners is crucial to ensure the influencer's image aligns with Kokoro's focus on healthy eating. Kokoro can develop contracts that outline content expectations and emphasize brand messaging alignment. Additionally, training social media staff to identify inconsistencies between influencer content and Kokoro's brand image ensures early detection of potential issues.

7.2 Crisis Event

Should a crisis arise like an influencer post conflicting with Kokoro's health-conscious image, closely monitoring audience reaction and prompt action is necessary. Reach out to the influencer to discuss the post and ensure future collaborations align with both brand messaging and the influencer's established niche. While commenting on a specific post might be unnecessary, maintaining transparency is key. Kokoro should address audience concerns through Stories by emphasizing its commitment to healthy eating principles and the importance of brand consistency in collaborations.

7.2 Post-crisis

Following the crisis, a thorough evaluation of the influencer selection process is recommended. More in-depth background checks or trial collaborations before committing to long-term partnerships can help prevent similar situations in the future.

By handling crisis management effectively, Kokoro can successfully overcome its campaign marketing challenges and protect its brand reputation, thereby driving brand awareness and engagement in its social media presence.

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