



Social Media and PR Strategies Midterm

Yo Soy

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## Chapter 1: Introduction

# Client Business Overview

Yo soy: an underground supper and events club started by Mickey Corona and Brian Riggensbach, which invites guests to partake in:

- Mexican infused cuisine
- live music
- cocktails
- Socializing

Yo soy hosts events every month, allowing their guest to try unique and appetizing 5 course meals, inspired by Mexican rooted cuisine.

Aside from hosting supper events, they also provide customized catering. Yo soy has been in the food and restaurant industry for about 5 years.





# Current Business Position

## Variety if different competitors

### Underground Supper Clubs

- X-marx
- The Stew Supper Club
- Sunday Dinner



### Tex-Mex Restaurant

- Neuvo Leon (Pilsen)
- Chiliam Balam (LV)
- Mi Tierra (LV)





## Competitor Overview: Supper Clubs

### X-Marx

- Focused on elegant cuisine
- Aimed at those with fine taste
- Utilize Social Media (twitter, facebook, wordpress, email)
  - Lack intimacy
  - Does not have social aspect to their suppers like Yo Soy

### The Stew Supper

- Use Facebook as their only form of social media
- Interact with their users often

### Sunday Dinner

- Uses social media and email
- Through personal invite only



## Chapter 2: Discovery

# Defining the problem

### Summary of client needs:

- More exposure
- Stronger social media presents
- Increase in social media interaction

### Business goals

- The client desires to better utilize social media tools in order to gain exposure in their underground supper business, in hopes of opening a restaurant in the Lakeview area of Chicago.

### Success criteria

- Success is measured through the amount of social media followers and friends, amount of tickets sold, and growth of venue sizes.





# Communications audit



Yo Soy is communicating to their audience the message of being able to experience trying new, culturally infused food while being taken into the lively atmosphere of socializing and live music.

They are communicating their message through:

- Social Media (Facebook, blog/site, instagram, twitter)
- Newspaper articles
- Word of Mouth
- Email blasts to mailing list

## **Main Forms of Usage:**

Twitter: promotes their Instagram page.

Facebook: main form of Social Media in gaining reach of a larger in audience.  
Used for promotions and some interaction.

Instagram: more personal form conveying their message  
utilize social media often:

- promote their events
- post their dishes
- document the events



# SWOT Analysis



## Strengths:

- Utilize their Instragram page in a way that promotes their personality and food.
- Singer/songwriters come in and play during dessert
- Both owners try to interact with their guest as much as possible, creating an intimate ambiance
- Utilize a cocktail hour in order to have guest interact

## Weaknesses:

- Needs a better hold on their Twitter account
- Would help if their blog/site were used as a platform to other social media networks
- Needs to interact more with guest on facebook by creating post that will peak interest (Ask your audience questions on their favorite dishes/cuisine/desserts to gain input)

## Opportunities:

- Able to gain reach through many different demographics and psychographics (LGBT, food lovers/explores, “hipster”)
- Be one of the only Mexican Inspired Chicago Supper Clubs
- Has a good internet following

## Threats:

- Lack of exposure
- Different range competitors



# Analysis

To increase opportunities and strengths and decrease threats and weaknesses, it's important to not only examine the competition but also focus on gaining exposure online. They should use social media as a platform to inform others of their existence, seeing as they are an UNDERGROUND supper club.





## Chapter 4: Audience Analysis

# Overview of current audience



### Demographics:

- Male and Female
- Ages 25-45
- Mix of races/predominately white
- College Graduates/ Professionals
- Lives in the Northside/Lakeview area (depending on events)
- LGBT community





# Identification of audience



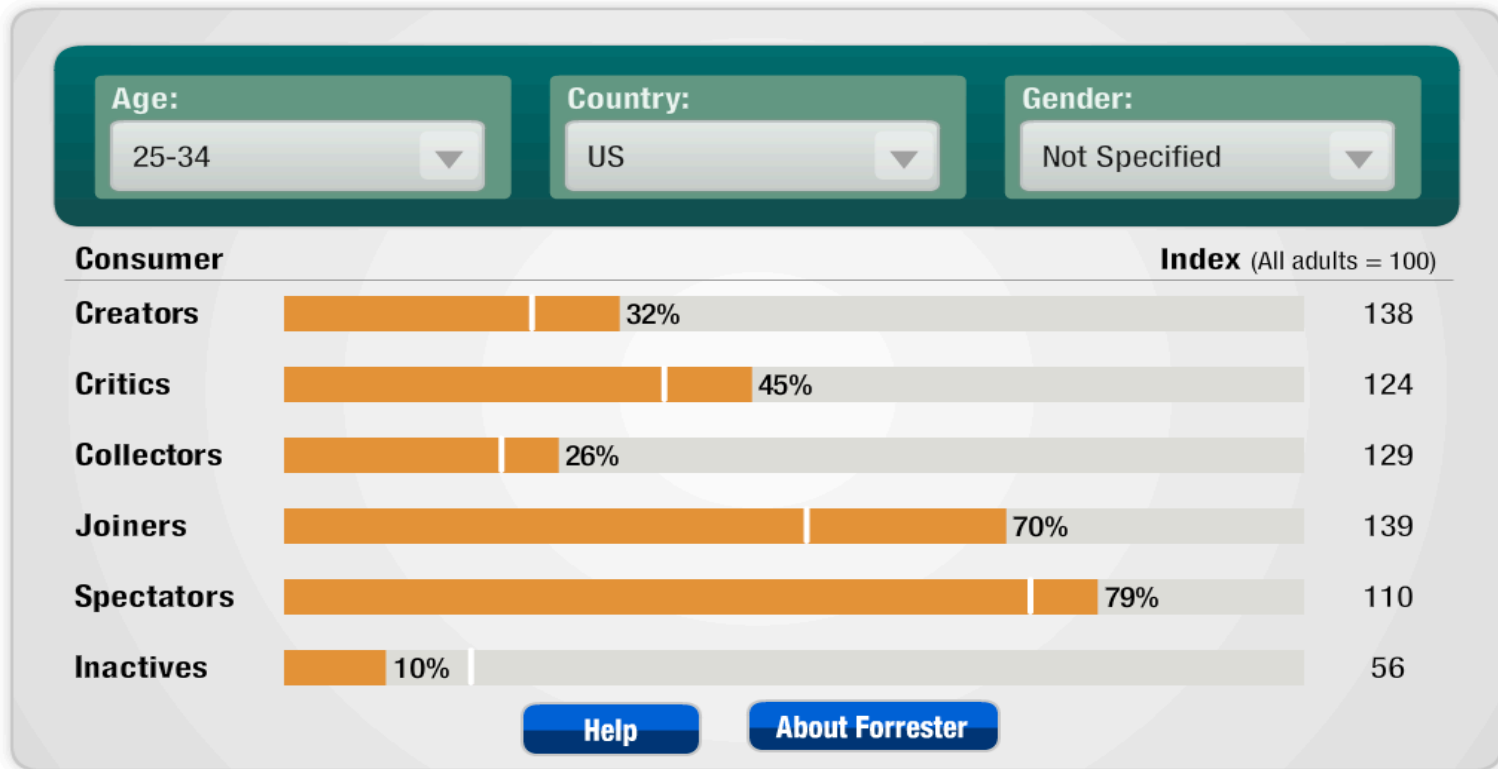
## Day-in-the-life of a Yo Soy guest:

- Susan is a 29 year old DePaul graduate in PR. She currently works in an in-home PR firm, but hopes to work at an agency one day. She is single and lives by herself in a loft style apartment in Roscoe Village with her dog, Ralph. She's an avid foodie and blogger, always posting her meals on Instagram. She also has a weakness for wine with her meal. She enjoys trying different dishes from different cultures and appreciates live music, but not so much in a concert setting.





# Social Technographics profile



The typical profile for our audience would be spectators, who watch and read what happens on social media and joiners, who have just started to join social media.

# + Identify audience action goals

- **goal of the customer is to:**
  - **Gain awareness**
  - **Partake in supper and events**
  - **interacting socially online  
(commenting or sharing on their  
social media)**





## Chapter 5: Communications Strategy

# Key message



### Key message

- Yo soy strives to be the only underground supper clubs that provides an overall socializing and lively experience through their live music, cocktail hours, involved cooks and owners, all while creating delicious gourmet Mexican infused dish.

### Supporting messages

- In comparison to other competitors, Yo soy is the only one to use different methods of interacting during their suppers. They have created an experience instead of just being a supper club.



## Chapter 6: Social Media Strategy

# Business Goals



The client desires to better utilize social media tools in order to gain exposure in their underground supper business, in hopes of opening a restaurant in the Lakeview area of Chicago.

### **Key social media objective:**

- Based on the clients goals, they are trying to pursuit a talking and listening objective, based on “Groundswell”.

### **Definition of key strategy**

By interacting more with their audience they will:

- create a personality for their brand
- gain information on how their costumers act and what they want

By using the listening objective, they can also find information on their competitors. Using social media, they can monitor their competition and interact with their guest, adding on to the intimate atmosphere of the supper events.



## Chapter 7: Tools and Tactics

# Current Key Tools



Currently, Yo soy is using Facebook, Instagram, Twitter, and their blog as tools in social media. Most of their interacting, followers, and promoting is done through facebook because it has the largest amounts of followers. They use their instagram to post pictures of their food, guests, and events as well as promoting future suppers. The Twitter account is mainly used as a platform to their instagram page.

### **New Key Tools :**

- Business Pinterest: Post recipes, pictures of food
- Groupon: creates exposure and promotes
- Yelp: promotes feedback and gives information





## Chapter 8: Metrics

# Quantitatively and Qualitatively Measurements of Success



A method of measuring success include:

- More user interactions (more comments and likes)
- Increase in followers
- Amount of seats sold
- Increase in exposure online through followers on different platforms
- Positive feedback from comments (create the “want” to comment)
- Ask guests at their events for information on how they learned about the supper

If successful, it would cause more posting on social media sites other than Facebook, such as their blog and Pinterest, while still engaging on Facebook with their audience. Posting on Instagram of engaging moments during the event. It would also mean more releases of coupon through Groupon.



# Indication of Risk



## **Risks Include:**

- Lost coupons on Groupon due to lack of customers
- Social media overload: too much at one time can be annoying
- Opportunity to expose negative feedback from customers

## **Reduce and Respond to Risk**

- Plan far ahead with Groupon and only release a limited amount
- Spread out what days you'll be on a specific social media page



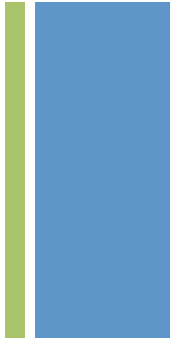
# Statement of Need and Business Goal



By interacting more on social media, and listening to what your costumer is saying about the business, there are more opportunities to learn and gain research from the conversations. Because the age range falls into a spectator techographic profile, its important to post interesting and appealing things on social media. By using sources such as Pinterest and Groupon, there is a chance of exposure increase.



# Vision statement of success



Yo Soy hopes to open a Mexican infused restaurant that will provide an entertaining experience, a night of socializing, and unique taste-filled food.

