

Initial ideas on meeting business objectives, focusing on increasing customer base



In this short document I have compiled a quick outline of some initial ideas based on my findings from the YMCA Newcastle website and Walker Park Café and Centre social media . ****These ideas are preliminary and given the opportunity ideas and plans would be based on information from management, market research and a defined target market. ****

Refining online presence: There seems good branding and information on the YMCA website about Walker Park Café – reflecting the café and centre in a good light. However there is then a wordpress website about the café which looks outdated and does not have good consistent branding (compared to the YMCA site). The last post was in 2016, so I assume it's a derelict site. As this is the second hit on google when searching up the café it would be of high importance to delete or update this so the café is seen in the best light possible.

Capitalising on events : It was great to see the café hosting events such as Thai boxing with them being advertised on Facebook which creates discovery and sales. I'm not sure about offline, but online the numbers attending these events could easily be improved, mainly I believe by utilising local Facebook groups (even creating own group as part of FB strategy and other online events sites. Meetup.com is a perfect way to access a wide range of people who are looking specifically to meet up for coffee, book club, mediation ect., sites like Eventbrite.com.

Increasing tripadvisor reviews : Tripadvisor reviews do three things 1) give café credibility online 2) provide a fantastic advertising platform 3) provide feedback for sustainable business improvement. The Walker Park Café only has 3 reviews, all three being very positive which is amazing but more reviews are needed to reap the rewards of Tripadvisor. Offline strategies can be put in place to easily increase reviews.

Getting local bloggers involved: With a vast array of lifestyle bloggers (such as Raspberry Kitch or Life of Geordieland) in the North East, I believe it would be feasible to get some on board promoting the café and centre to their followers. Usually the bigger bloggers would be paid for such promotional content, however as it is a social enterprise it would be in their interest for personal and branding reasons to do it free of charge.

Utilising social media

Getting the most out of Facebook: As there is so much noise to be heard on Facebook consistency is key to maintain and build engagement with followers. Consistency in terms of frequency of posts, branding on posts and type of content itself.

- With video slowly taking over Facebook, increased engagement could be found utilising videos eg. Tutorials taken from classes held in the centre.



- Pictures could replace written posts to increase likelihood of being seen, playing to the algorithm and convey brand message.
- The café & centre could infiltrate local Facebook groups promoting the events, furthermore creating community groups for different segments of the community would be a great way to grow a following.

Introducing Instagram: As it is a café in a park with natural views an easy way to gain new followers is through Instagram .

- Food is a huge trend on Instagram, making it an easy way to produce content and showcase the menu.
- Picturesque views or even showcasing wildlife found around the park could be shared in a weekly/daily series.

Using twitter as a tool

Twitter from my experience is a business tool first and a marketing tool second. Meaning that twitter is great for interacting with other businesses, gathering opinions and targeting specific accounts. Introducing a twitter account for the café & centre could open up many opportunities for example connecting with groups or users about using the centre to hold their events or getting local businesses to promote the café & centres content.

To summarise , social media marketing plan needs to utilise groups, be consistent in all aspects and introduce Instagram and Twitter to maximise customer base.

I've come up with some social media themes to base content around when posting :

- Best park views – scope of starting a competition here.
- A showcase of the menu – best sellers and what makes them best sellers – volunteering loyal customers featured stating what and why is their menu favourites.
- Short video tutorials from event classes.
- Volunteer of the week/month
- Showcase the positive social impact of the café and centre each week.

I would like to stress again that this was just a quick run through of initial quick ideas that could have some potential of being put into practice. My ideas stretch much further than this document. Thanks for reading and I hope it was at least slightly useful !