

Aji Peruvian Restaurant  
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# **SOCIAL MEDIA PROPOSAL FOR AJI PERUVIAN RESTAURANT**



# **Introduction**

## **Background:**

Aji Peruvian Restaurant is a family-owned restaurant specializing in authentic Peruvian food products and cuisine. They are committed to providing all of their guests with an authentic experience of Peruvian cuisine and excellent customer service. They opened in April 2011, making them Chattanooga's first Peruvian restaurant. While presenting strong Seventh-day Adventist health principles, they strive to make their food with the freshest and most authentic ingredients in Peruvian cuisine.

## **Number and type of clients:**

All clients have been local people and businesses. There have been no big-name brands. Aji has worked with the 7 bridges marathon in the past.

## **Experience:**

At first, it took a while to build up clientele because of Sabbath hours and people's hesitancy to try Hispanic food that wasn't Mexican. But eventually people came and magazines like Scope and newspapers had great reviews about the restaurant.

## **Vision:**

To enrich the community's culture as they grow their business.

## **Mission Statement:**

To provide all guests with an authentic experience of Peruvian cuisine and excellent customer service through their restaurant and merchandise line.

## **People:**

Include a photo and a brief description of each employee involved in the proposed project. Detail their relevant experience (both at your organization and overall).

## **Needs/Problems**

1. They are inconsistent with their posting. Because they are not consistent with posting, it hinders their business because they are not continuously engaging with followers. Because they are not engaging constantly, that loses the customers' interests in the organization. This has apparently been a problem since the beginning, given that their

first two posts are spaced eight months apart. A posting schedule has been adopted in the past but was eventually abandoned.

2. They need stronger promotional content. They have access to great resources but do not seem to make good use of them to promote their products. This will obviously affect sale numbers. They have never tried to create any strong promotional content except for once recently.
3. Even though they reach a considerable amount of social media accounts, they have a hard time keeping engagement up. This ultimately will affect how many people they can reach with promotions, and subsequently how many sales they make. Engagement has always been low on their Instagram page. They seemed to be unaware of this issue.
4. They need to attract and engage with their collegiate audience more. This will lead to an increase not only in sales but in loyal customers. While we do not have access to audience measurement history, given the current numbers and how continuously low Instagram engagement has been it is safe to assume that this has always been an issue for the restaurant. They have made small attempts to reach their collegiate audience, such as offering a 10% discount to college students.

## **Business Goals/Objectives**

- Increase college student customer presence in restaurant by 5%.
- Increase the sale of promotional items by 3%.
- Increase the general inflow of customers by 2%.

## **Social Media Goals/Objectives**

- Increase the number of collegiate Instagram followers by 12.
- Increase general Instagram audience engagement by 10%.
- Increase the number of Instagram accounts reached by 25.

## **Scope of Work/Tactics**

1. Having a collegiate-age influencer do a restaurant review on their own page so the restaurant can repost (i.e. Aaron Patterson).
2. If customers tag Aji on their account, they can receive a free Alfajore.
3. Designate a collegiate day, during which for two- or three-hours college students with ID may receive a free pre-designated item. (i.e. every Thursday from 3-6 p.m. collegiate students with ID receive free Chicha morada).
4. Regularly scheduled Instagram posts each week (i.e. every Friday post a reel).

## **Timetable**

Overview Instagram Campaign Timetable		Deadline
Regular posting schedule	Create first reel and subsequently scheduled posts	September 30, 2020
Collegiate Day Campaign	First Collegiate Day promotion, showing what college students may receive for free on designated collegiate day. Subsequent posting schedule follows.	Oct 5, 2020
Influencer restaurant review	Have Aaron Patterson review restaurant for his Instagram account	Late Oct 2020
Tag Aji promotion	Customers may tag Aji to receive a free Alfajore.	Nov 2, 2020

Detailed regular posting schedule		Deadline	Responsibility
Fridays	Create the first reel	Oct 9, 2020-ongoing Fridays	Josue Vega
Mondays	First Collegiate Day promotion	Oct 5, 2020-ongoing Mondays	Sam Oliveira
Wednesdays	First hack/tip about cooking	Oct 7, 2020-ongoing Wednesday	Josue Vega
Thursdays	First Collegiate day	Oct 8, 2020-ongoing Thursdays	Sam Oliveira
Sundays	First curated content	Oct 10, 2020-ongoing Sundays	Sam Oliveira

## Budget

	Scope of Work	Start and End Dates
<b>Phase One</b>	\$25.00- food for influencer review	Late Oct. 2020
<b>Phase Two</b>	TBA	TBA
<b>Phase Three</b>	TBA	TBA
	<b>Total</b>	<b>\$ 25.00</b>

## Evaluation

Indicators:

1. Collegiate age follower percentage should increase.
2. Engagement percentage should rise.
3. Amount of Instagram accounts reached should increase.

Sam Oliveira and Josue Vega will check both Hootsuite and Instagram analytics once a week to keep track of how they project is doing. They will check insights on both Instagram and Hootsuite.

## Endorsements

Aaron Patterson: (404) 539-3083, @aaroncpatt

## Next Steps

We will begin regular posting at 1 p.m. (peak activity session for our Instagram account) each scheduled day, beginning the week of October 2. We will arrange for Aaron Patterson's restaurant review. We will begin work on the Collegiate Day promotion, so we are ready for the week of October 5.