

Aji Peruvian Restaurant  
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# **EVALUATION AND RECOMMENDATIONS FOR AJI PERUVIAN RESTAURANT**



**#aji4me**

## **Executive Summary**

Aji Peruvian Restaurant is located in Ooltewah, Tennessee. It serves different styles of Peruvian entrees, desserts, and beverages. Located right in the heart of Ooltewah on Ooltewah-Ringgold road, Aji is an affordable Latin American place with great sweet and savory food choices. Working with Aji was both fun and a great learning experience. Our campaign was mostly based on the desire to draw in more collegiate aged customers to the restaurant's Instagram. Secondary goals included greater outreach to the community and increasing our engagement. Our entire campaign took place during the 2020 COVID-19 pandemic, but thankfully, we were still able to succeed. We learned that reaching out to other accounts that have a large audience that you want to reach is key. Additionally, we discovered the power of reels, specifically humorous reels, to draw in engagement and views on Instagram. Finally, we were able to harness the SMART goal formula to help our campaign supersede the goals we placed in the beginning.

## **Introduction**

Aji Peruvian Restaurant's mission is to provide all guests with an authentic experience of Peruvian cuisine and excellent customer service through their restaurant and merchandise line. The owners seek to not only expand their business but enrich their community's culture. We had to keep their vision and mission in mind as we formulated our goals for their Instagram account. In the end, we decided that our social media goals would be to increase the number of collegiate Instagram followers, increase audience engagement, and increase the number of Instagram accounts reached.

The desire to increase collegiate Instagram followers is particularly significant because Aji Peruvian Restaurant is located in a university town. It is 3 minutes away from Southern Adventist University, and roughly 20-30 minutes away from other universities like Lee, UTC, and Chattanooga State. Thus, the lack of collegiate followers we discovered when we first took on the project was a problem that had to be fixed immediately.

We used Instagram Analytics for Aji's Instagram account to analyze and evaluate the success or lack thereof of our posts. Specifically, we delved into the impressions, likes, views, and shares of each of our content posted. Thus, we were able to see how we were doing throughout the project and correct ourselves if we felt we needed to head in a different direction with the project.

## **Findings and Discussion:**

### **Findings**

#### **Outcomes**

One of Aji's glaring weaknesses was its lack of collegiate student support even though it is in the middle of a collegiate town. With this in mind, we commenced our campaign with the three goals:

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

This would bring together our campaign idea of making Aji personal to the collegiate audience, a part of their community as it were. With this in mind, we chose the hashtag #aji4me for our campaign.

We are thankful to report that we were able to not only achieve all three of our goals for Aji Peruvian Restaurant but surpass them. Even though the pandemic generally has been negatively affecting businesses, we were able to draw crowds into the restaurant through our social media campaign and bring in over 45 new followers to their account. Additionally, we were able to reach more accounts and up our engagement more than we even expected initially.

## **Outputs**

We began our campaign with a regular schedule that consisted of four posts per week. We started the week with a Sunday repost of curated content on our story that we thought would be lighthearted and relatable for our audience. On Monday, we would then post about our upcoming free food promotion for college students. After that, we posted a reel on Wednesday in a series called "Peruvian Pointers", short clips of interviews with restaurant owner Pilar Albernas in which she shared pointers about cooking and the restaurant. Finally, on Fridays we would post a short reel highlighting some other product or aspect of Aji. All of these were tagged with the hashtag #aji4me.

In the beginning we had a plan to bring in a noted local collegiate influencer to review the restaurant and attract more collegiate customers that way. However, after we brought him in to try the food he was unable to deliver the agreed upon video review in time and has yet to post it.

## **Processes**

From the beginning, we decided that the ideal plan for posting would be a regular schedule. We attempted to divide the content evenly among the days of

the week so as to not oversaturate our followers' feed and bombard them constantly. We chose to post a story on Sunday, create a regular post on Monday, upload one reel of a six-part series on Wednesdays, repost our Monday post to our story on Thursdays, and upload a reel promoting a product or message on Fridays.

Generally speaking, Mondays and Wednesdays were relatively successful days. Our food promotion content posted on Mondays often gathered the largest amount of likes and shares. Wednesday's results were more mediocre but still did relatively well and at least stayed consistent, probably due to the series aspect of the post.

However, Sundays and Fridays were not great days for posting. Our stories posted on Sundays usually got no responses. The Friday reels usually gathered poor amounts of likes and views. Eventually, we decided to change the Friday reels to Tuesday and encountered a bit more success, though not much more. Our most successful Friday reel was an Aji sauce post that focused more on humor, so we concluded that the success of the reel had more to do with the content than the actual time posted (though of course, the time of posting matters).

## Discussion

Based on the results, we were successful in achieving our social media goals. For our first social media goal, we hoped to increase the number of followers of college-age students by 12 at the end of the quarter. We started the campaign with 7% of college-age followers, and at the end of the campaign, we reached 11%. We gained 18 new college-age followers on the Instagram account, which is higher than our original goal.

For the second goal, we wanted to increase the general audience engagement by 10% by the end of the quarter and we were also successful. Before starting the campaign, the engagement was only at 2. After the campaign, it went up to 64, which gave me a percentage of 146.1%, a huge increase from when we first started.

The third goal was to increase the number of accounts reached by 25 and we were also successful in that goal. Initially, the accounts reached was 73 at

## Before

### Overview

73	
Accounts Reached	+78% >
2	
Content Interactions	-- >
401	
Total Followers	+0.2% >

## After

### Overview

349	
Accounts Reached	-18.5% >
64	
Content Interactions	+146.1% >
449	
Total Followers	+0.6% >

the beginning of the campaign. However, at the end of the campaign, our accounts reached 349, a 276 boost from when we first started.

Overall, our number of followers increased quite a bit. We started the campaign with only 401 but ended with 449. It was great to see the increase in college-age students following and engaging with our content.

## Recommendations and Conclusions

Early on, we noticed that one of our posts did significantly better than any of the other posts. Both on social media and at the restaurant, it drew the most attention. The post about pupusas got students interested. Our shares, reach, and impressions were at the highest after it was posted [see image on the left]. However, it's possible that the only reason why we got such a reach was due to reaching out to the Latin American Club (LAC) Instagram page and asking them to share the post with the followers. We strongly believe that is the reason why this post and all other promotional posts did so well. It may also be one of the reasons why college-age followers increased as well.

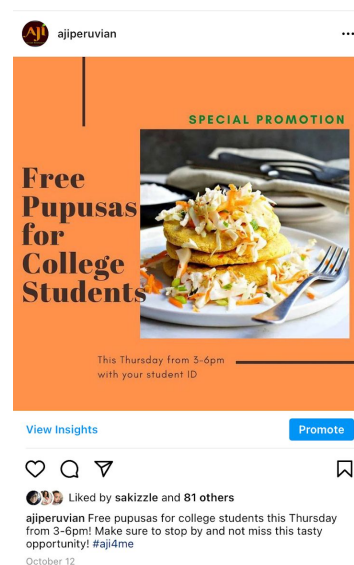
Secondly, another tool that worked well was using Instagram Reels. It added humor to the page and got followers

engaging more with the content. The

reel that got the most likes, of 36, and views, of 410, was one about the Aji sauce. It was different, humorous, and fun. It gave a new appeal to the page and got the audience interested.

Our recommendation going forward is to reach out to other Instagram accounts that are run by students. If Aji will be selling something that interests that demographic or particular group of students, then we believe that reaching out to that group and asking them to promote the content will be very beneficial. However, it's important to note that overwhelming LAC was the downfall for the campaign. After the pupusas post, we did a post about flan that also helped increase our followers. However, after both of those posts, LAC stopped

reposting our content. It could be because we may have



Post Insights	
82	0
123	25
121	418
Profile Visits	Reach
Interactions ⓘ	
121	
Actions taken from this post	
Profile Visits	121
Get Directions	11
Website Clicks	4
Discovery ⓘ	
418	
Accounts reached 61% weren't following aji peruvian	
Follows	4
Reach	418
Impressions	550
From Home	172
From Profile	99
From Hashtags	2
From Other	277



overwhelmed them by asking them to repost once a week. So going forward, we strongly recommend Aji to be mindful when requesting other groups' pages to share their content on their pages.

Secondly, taking advantage of reels is super important. It will help raise audience engagement and interaction. We weren't expecting this particular reel to blow up the way it did, but it helped us understand our audience better. Creating reels going forward should always have a humorous appeal to it. That way, it will work best for the audience.

Finally, all the social media goals we had were attainable. It is important to note going forward that if Aji launches another campaign they should be mindful of creating specific, measurable, attainable, relevant, and time-based (SMART) goals. It would be nice to aim high, however, for a small business, creating small goals can help make those bigger goals into a reality. Aji's Instagram has a lot of potentials, especially with the new audience it has gained after the #aji4me campaign.

## Appendix





ajiperuvian  
ajiperuvian · Original Audio



Liked by josuewithanaccent and 24 others

ajiperuvian Peruvian Pointers #1: How do you get the best  
flavor? #aji4me #peruvianpointers #peru #food #chattanooga



Liked by josuewithanaccent and 81 others

ajiperuvian Free pupusas for college students this Thursday from 3-6pm! Make sure to stop by and not miss this tasty opportunity! #aji4me

October 12



Liked by josuewithanaccent and 24 others

ajiperuvian How can I get a fresh taste in my food? #aji4me #peruvianpointers #peru #chattanoogafood #DIY #cook #latino



Liked by josuewithanaccent, byron\_moontenegro and 21 others

ajiperuvian At Aji, we keep it LIT!! #aji4me #ajiperuvian #peru #food #goodeats #foodie #fire #lit #chattanoogafood

October 16



Liked by josuewithanaccent and 43 others

ajiperuvian Free flan for college students this Thursday from 3-6pm! Make sure to stop by and not miss this tasty opportunity! First come first serve! #aji4me

October 20





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Liked by josuewithanaccent, triciajainee and 18 others  
ajiperuvian Peruvian Pointers 3- What if I love the Aji pepper flavors but not the spice? #aji4me #peruvianpointers #chattanoogafood #chattanooga #DIY #food



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0:22



Liked by josuewithanaccent and 19 others  
ajiperuvian Thirsty? We got you covered. #aji4me #ajiperuvian #thirsty #drink #chattanooga #food #soda #coke #peru



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Liked by josuewithanaccent and 15 others  
ajiperuvian Free maduros for college students this Thursday from 3-6pm! Make sure to stop by and not miss this tasty opportunity! #aji4me



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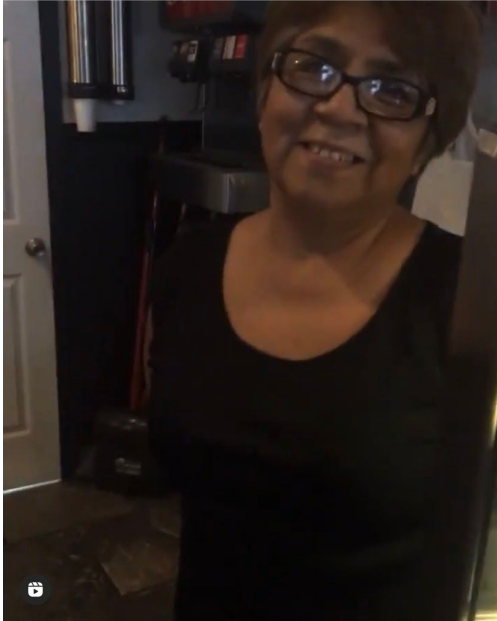


Liked by josuewithanaccent, elizabeth.cannon and 34 others  
ajiperuvian Aji sauce is now bottled for your on the go convenience! Come get yours today! #aji4me #ajiperuvian #peru #aji #spicy #friends #onthego #togo #goldengirls



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Liked by josuewithanaccent and 14 others

ajiperuvian Peruvian Pointers 5- What is the most important thing a cook can learn? #aji4me #peru #ajiperuvian



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ajiperuvian · Original Audio

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Watch Reels



Liked by josuewithanaccent and 19 others

ajiperuvian Our empanadas are thick, chonky, and delicious! #aji4me #peru #empanadas #yummy #delicious #food #eat



ajiperuvian

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Liked by josuewithanaccent and 19 others

ajiperuvian Free chaufa for college students this Thursday from 3-6pm! Make sure to stop by and not miss this tasty opportunity! #aji4me

November 9



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Watch Reels



Liked by josuewithanaccent and 18 others

ajiperuvian Dieter a la Chorrillana! Available with chicken



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Liked by josuewithanaccent and 17 others

ajiperuvian Peruvian Pointers 6- What are the top 3 ingredients in Peruvian cooking? #aji4me #ajiperuvian #aji #peru #hispanic #latino #food #kitchen



October 11 1:04 PM



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#AJI4ME



October 18 1:00 PM



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October 25 1:01 PM



## Peruvian Insiders

What do you love  
the most about  
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November 1 12:37 PM



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