

# Food Tour Delicious Ibiza

@ibizafoodtour

SMM Strategy 2020



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# Curent State Analysis

## 1.1. Information about the company / brand

This personal gastronomical route will bring guests to 5 places in Ibiza town (gourmet boutique, tapas bars, restaurants and cafe) where they taste the best delicacies and dishes of Spanish and Ibizan cousine. The Tour includes trying 13 foods and 5 drinks, the guide tells about the secrets of local cooking traditions, some historical facts and funny stories. The participants walk by nice streets of Ibiza town, admiring the beauty of the city and sharing our impressions. At the end the guide gives to the group tips of what to try else and which restaurants to go according to their preferences and tastes.

# Curent State Analysis

## 1.2. Advantages and disadvantages of positioning

- The current positioning is great! Big variety of foods and drinks for degustation, which promises to make you feel like you have eaten a full lunch or a dinner. Followed by relaxed walks by beautiful city streets.

Disadvantage is a high price – 93 euros per person which isn't very competitive

# Curent State Analysis

## 1.3. Strategy and goals

Before there wasn't any real strategy and tactics. Posting was done from time to time. Account wasn't switched to business so statistics was made manually.

## 1.4. Social Media Management

Delicious Ibiza has an account in Instagram and in Facebook. The content is the same for both networks. Statistics for 14.04.2020:

Instagram

Followers – 318

ER – 0.9%

Facebook

Followers – 65

ER – 0.1%

# Audience Analysis

## 2.1. Current Audience Statistics and Conclusions

### FOLLOWERS BY COUNTRY

- Spain – 20.79%
- the UK – 12.54%
- the USA – 8.71%
- Italy – 4.88%
- Others (Russia, Belgium, Canada, France, Neiberlands) – 10.44%

### GENDER

Male – 47%

Female – 53%

### AGE

25–34 – 29%

35 – 44 – 40%

45 – 55 – 17%

Others – 13%





# Audience Analysis

## 2.1. Current Audience Statistics and Conclusions

### FOLLOWERS BY CITY

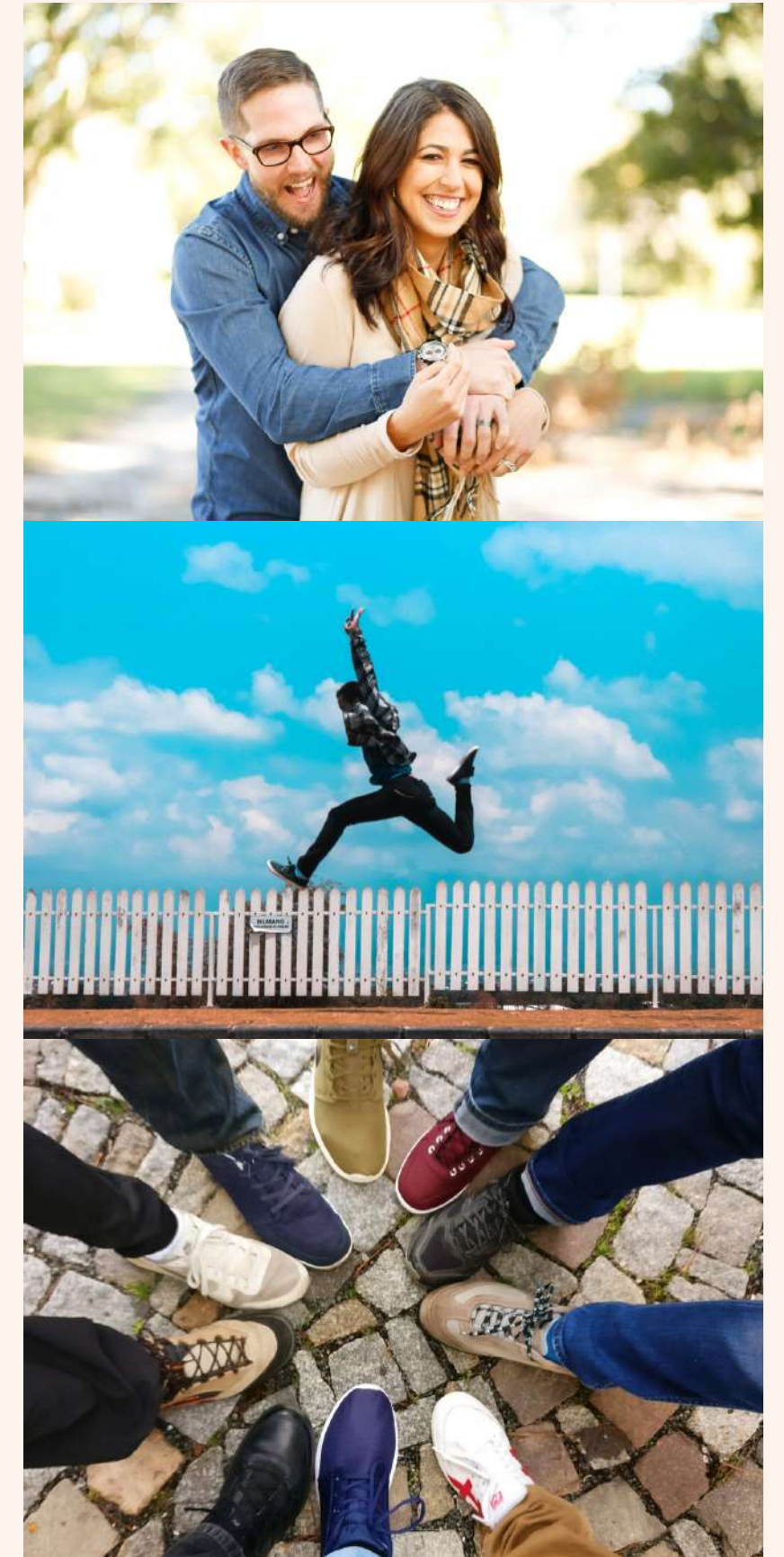
Ibiza – 42.08%

Barcelona – 9.84%

Madrid – 9.29%

London – 3.28%

! This analysis showed that the current audience isn't target at all! The public is held in English and is supposed to reach non-Spanish clients, but for some reason the most subscribers are Spanish.



# Audience Analysis

## 2.2. Target Audience. Overall

### FOLLOWERS BY COUNTRY

The USA – 50%

The UK – 25%

Others – 20%

### GENDER

Male – 70%

Female – 30%

### AGE

35–44 – 30%

45–64 – 60%

Others – 10%

### INCOME

Less 1200 euros / month – 10%

1200 – 1800 – 40%

More than 1800 – 50%

### OCCUPATION

Workers – 25%

Office Specialists – 25%

Business owners and self-employed – 50%

# Audience Analysis

## 2.3. Target Audience. Principles of segmentation for targeted Ads

### INTERESTS

- Food Tours
- Food Tourism
- Gourmet Food
- City Tours
- New Experiences
- Cooking master-classes
- Spanish Cuisine
- Tasting food

# Audience Analysis

## Direct Clients

- **Gourmands** – they adore to eat tasty food in any occasion. The second and the third portions are very welcome! The food is a cult. They almost "pray" for food. Eating is a very important part of their life.
- **Food Experts** – they know how to choose a good wine and easily will tell you how they cook any local dish. Very sophisticated. Those ones have started Food Tourism motion all over the world.



# Audience Analysis

## Potential Clients

- Experiment Lovers – this group of people love to try new things. Doesn't matter if it will be a parachute jump or a creative master-class. They want to take absolutely everything from a new place they gonna visit.
- Walking / City Tour Fans – what can be better than a nice walk around the town? Only a walk + guided tour 2 in 1! This category always looks for a city guided tour in all visited places. If there is something more than a just tour, they are happy to catch a chance for one more interesting experience.

# Competitors Analysis



## 3.1 Competitor **1** Ibiza Food Tours

Instagram – ibizafoodtours

Followers – 1195 , Posts – 125

Facebook – 1360 followers, activity is almost "zero"

Description – guided walking tours around Ibiza town with food&drink tasting. Morning and Afternoon Tours, Wednesday & Saturday.

Duration – 3.5-4 hours

Price – 79 euros

USP – didn't find it

! Informative website with easy navigation

# Trends in Social Media

## 4.1 Trends 2020 – 2021

- Personal Brand – develop “self-brand”, maximum engagement with followers
- Naturalness – simple pictures, sincere texts
- Social Media like a business card, people don't go to website, all info in SM
- All communication in Direct and Messengers
- Accent on engagement, not only on amount of followers
- More stories and video content – visual wins reading
- Storytelling
- Targeted Ads
- Low-frequent hashtags (<100k mentions or better <50k)
- NO massfollowing, neither massliking





# Trends in Food Tourism

## 4.2 Trends in Food Tourism

- Authentic Experiences – no classic visits of restaurants, but markets, culinary master-classes, street vendors and even locals' homes
- Cooking Classes & Food Tour are becoming more popular
- Visiting local restaurants showing how regional ingredients grown, harvested, transported and cooked
- Tasting local food has become an engine for tourism
- A story behind just food experience – a recipe, dish history, a legend, etc.
- Super Foodie Generation dominates
- Vegetarian category is one of the fastest growing special diets
- Food&Drink are the cornerstone of tourism







# Summary

- Food Tour Delicious Ibiza has very big potential regarding to its offer and positioning
- There is only one direct competitor in Ibiza, which means that the market is free
- Trends in Food Tourism says about growing popularity of Culinary and Food Tours, so it's perfect time to catch the wave
- Using the latest SM and Food Tourism Trends Delicious Ibiza will reach even very ambitious goals

# Business & Reputation Goals

- Create awareness about Delicious Ibiza in a community of food lovers
- Build up a community of loyal and potential customers (followers)
- Grow up Instagram and Facebook communities in 5 times during 3 months (May - July 2020)
- Make an image of high professionalism in Food Tourism area
- Get first bookings via Social Media channel\*

\*After the crisis caused by COVID19 is over. We prognose that the business will come back to life by July 2020.

# KPIs & Budget

- From 10 and more bookings through DM or messenger in FB received from July to December 2020\*
- Raise up ER till 5% and more in public
- Get new followers with target profile (min 75% of new subscribers)

- Recommended Budget

Instagram Ads –

Facebook Ads –



\*After the crisis caused by COVID19 is over. We prognose that the business will come back to life by July 2020.



# SMM Strategy 2020

## 5.1 Communication Strategy

Communication should be based on the following KEY MESSAGES:

- We show our expertise in any detail – how we choose restaurants and bars to visit, what dishes we will offer you to taste and why those ones, we are ready to give as many tips and advises as you need to get to know Spanish and Ibizan cuisine in its maximum
- We will tell you the story – the story of appearing some tradition, why customs are so, who was that guy who invented that drink, etc
- We love to share our knowledge with you! It makes us happy, rather it will be a culinary recipe or some funny fact



# SMM Strategy 2020

## 5.2 Content Strategy

Posting the same content in Instagram and Facebook,  
3 posts and 2 stories per week.

Topics:

For Image and Reputation

Expert Posts – facts about Spanish and Ibizan foods,  
dishes, drinks, traditions, national and local holidays

Tour chronics – posts about past tours, how it was,  
memories



# SMM Strategy 2020

## 5.2 Content Strategy

For engagement and boosting activity

Entertainment posts – funny posts to add some humor, interesting facts to give a new knowledge – about food festivals, for example

Storytelling and Cases – posts with personal stories (how I started to organize food tours, why this idea, what is the future of this activity)

For sales

Selling posts – discounts, announcements, invitation to people to book the tour





# Communication tactics


## 5.1 Mechanics and Implementation

To raise up engagement needs to stimulate the audience to put likes, leave comments, share and save posts. To do so we will write texts in the certain way and use more valuable / viral content.

Contest Mechanics will include classic technics, like making desired actions – put likes, leave names of friends in comments, etc.



# Prognosis & Summary



We believe that the mentioned goals are very realistic. In 3 months it's real to build loyal community of followers and have a high ER.

Obviously 2020 year won't be usual for any kind of business, but we hope the situation will change to the good after several months and it would be possible increase sales.