Berlin Food Stories

Multi-Channel Marketing Campaign

BFA

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Contents

About BFA

- Berlin Food Stories (BFA) was started in February 2023, as a food blog. The focus is on interesting and inexpensive places to eat in Berlin that are off the beaten path.
- I later added Instagram and Facebook pages to share content.

The Campaign

What I Did

- Came up with a tone of voice for the brand.
- Selected brand colors and made a logo.
- Formulated a target audience persona.
- Researched competitors to see what I could learn.
- Built a WordPress page for the BFA blog.
- Made business pages for BFA on Instagram and Facebook for tracking metrics.
- Analyzed data for the social media channels and blog.

Solutions

- I did competitor analysis with other Berlin food blogs to get ideas.
- I researched target audiences for food blogs and planned what channels to use based on what I found.
- A campaign was planned using social media (Instagram, Facebook), SEO and a WordPress blog.
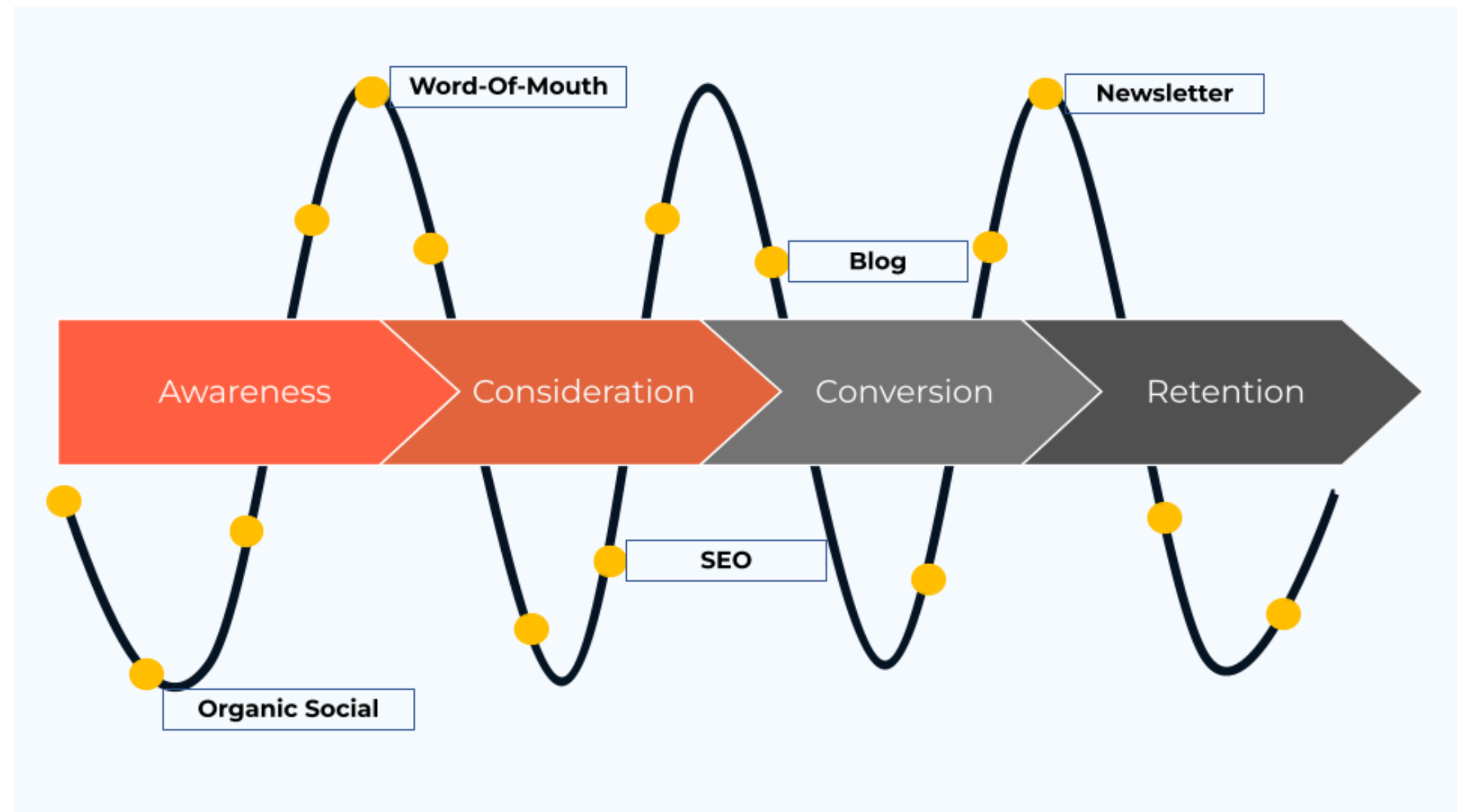- At the end of the campaign, I did data analysis to see what insights I could gain.

Deliverables

What was produced during the campaign

User Journey

Moving through the Channels

I envision a user finding BFA on social media and sharing with others. They then go to search engines to find more, end up at the blog and finally sign up for the newsletter.

Metrics

| Funnel Step	Channels	Target Metric
Awareness	Organic Instagram, Facebook	Engagement, reach
Consideration	SEO	Page views, session duration
Conversion	Blog	Page views
Retention	Newsletter	Open rate

North Star Metric

I chose monthly page views for the blog at the NSM for this campaign. That is the ultimate goal and it's a way to measure overall progress.

Target Metrics

I had channels for every step of the funnel and then came up with the right metric for each one. The channels and metrics may change in the future depending on what works.

Data Analysis: Social Media
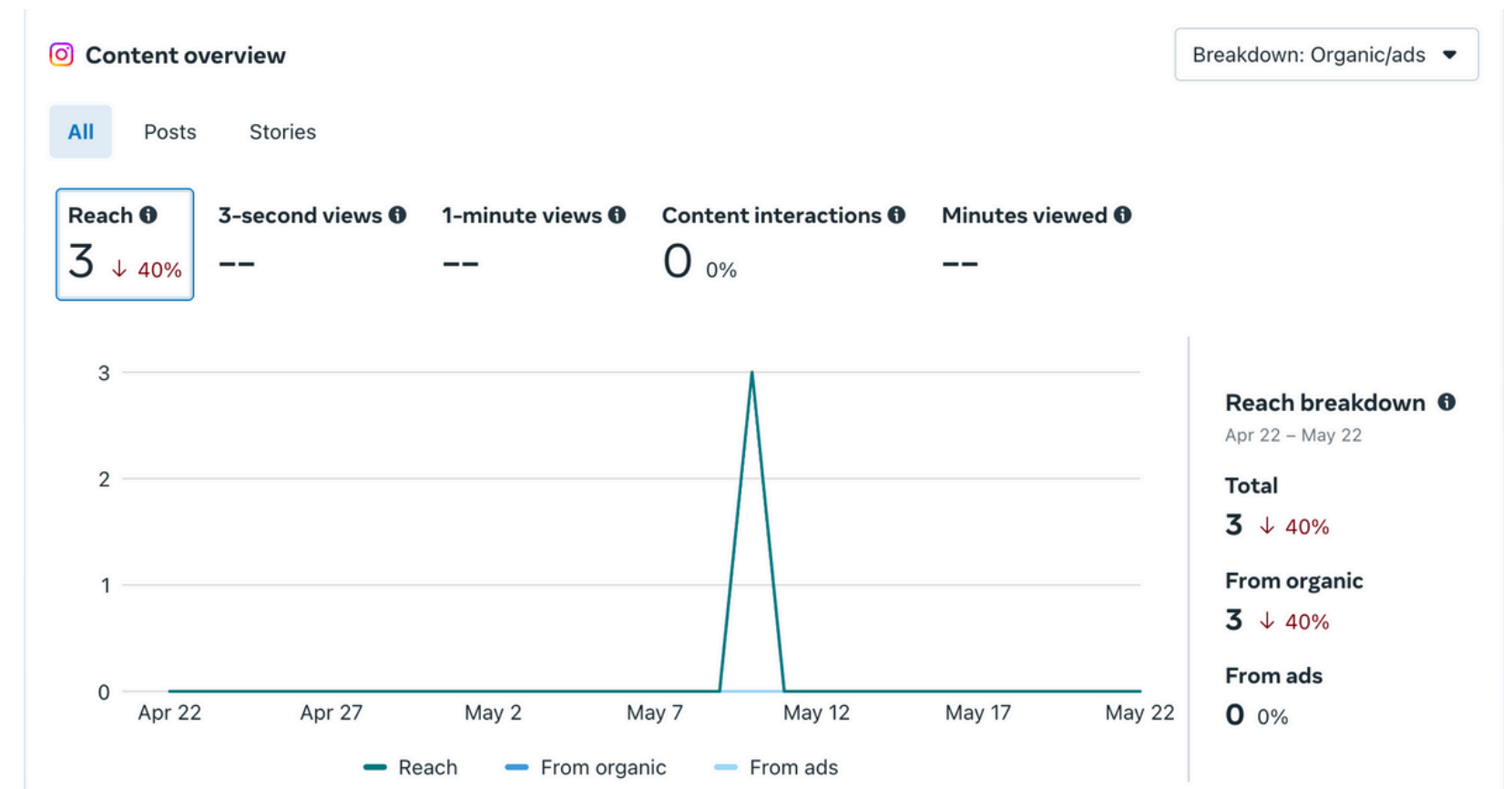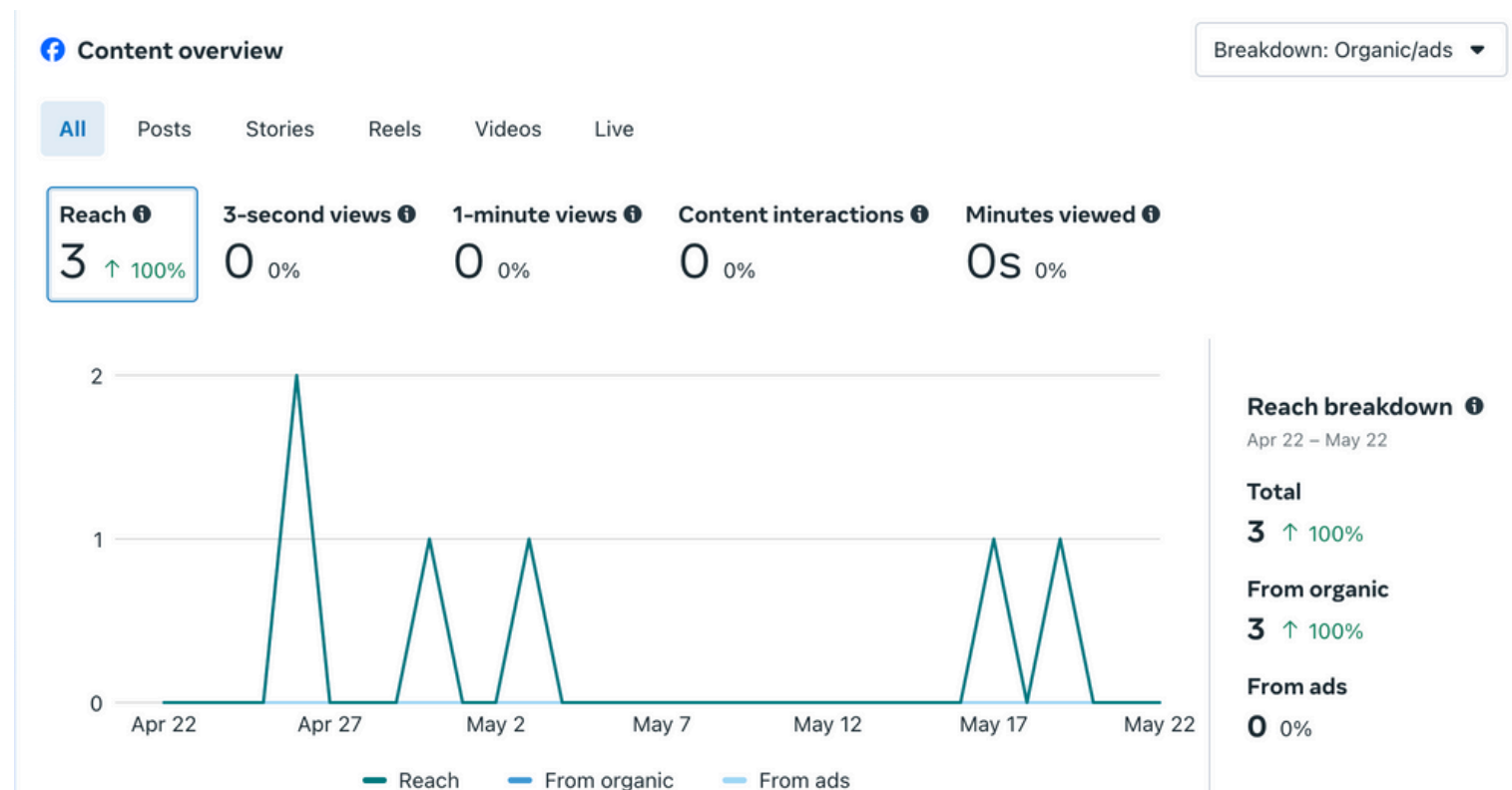
- I only had reach as data for Facebook and Instagram.
- They both had very low reach, which means I need to get followers and post more.

Data Analysis: Blog

All-time stats

Finding the Best Mexican Restaurant in Berlin: T...

Published Mar 1, 2024

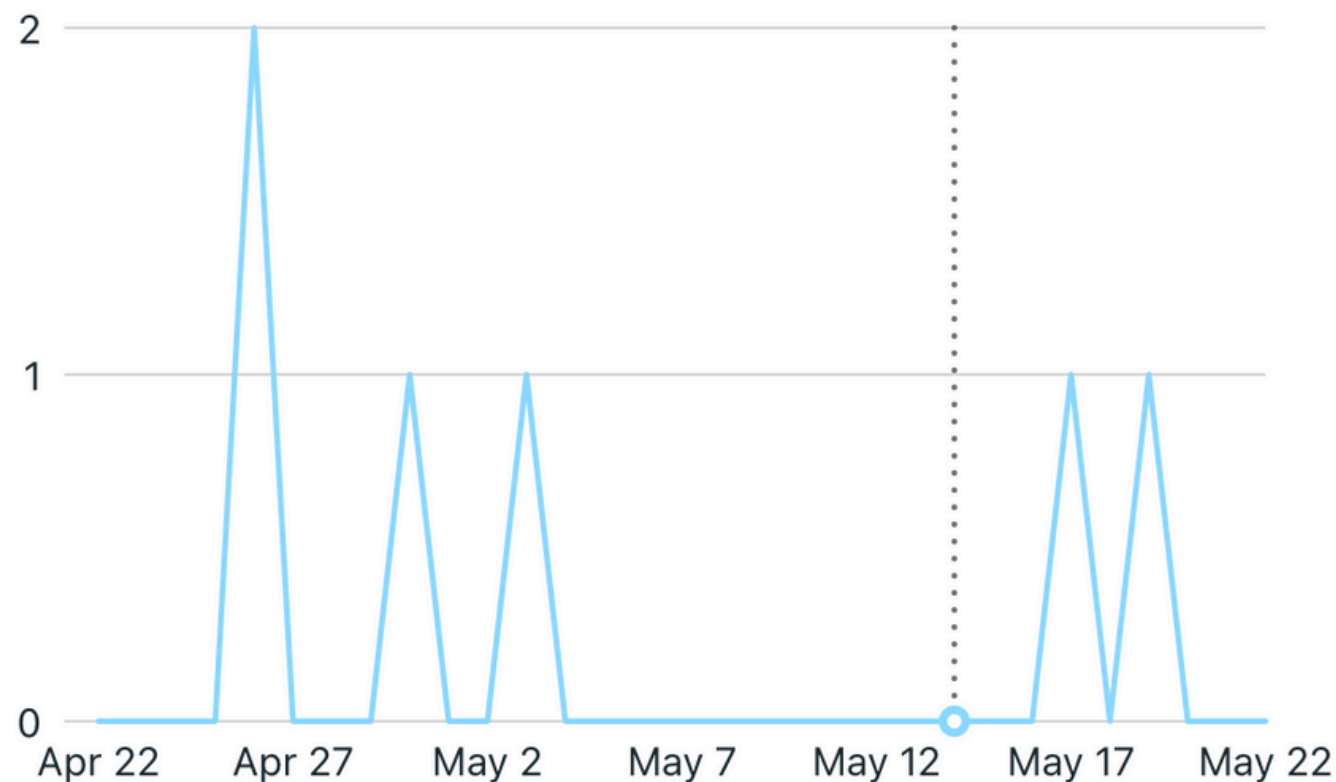| Views	Likes	Comments
3	0	0

- I only did 1 blog post and it had 3 views in the last 2 months.
- I need to post more frequently to build up a following and also be able to link from social media.
- The website was set to private until recently, and no search engines could index it.
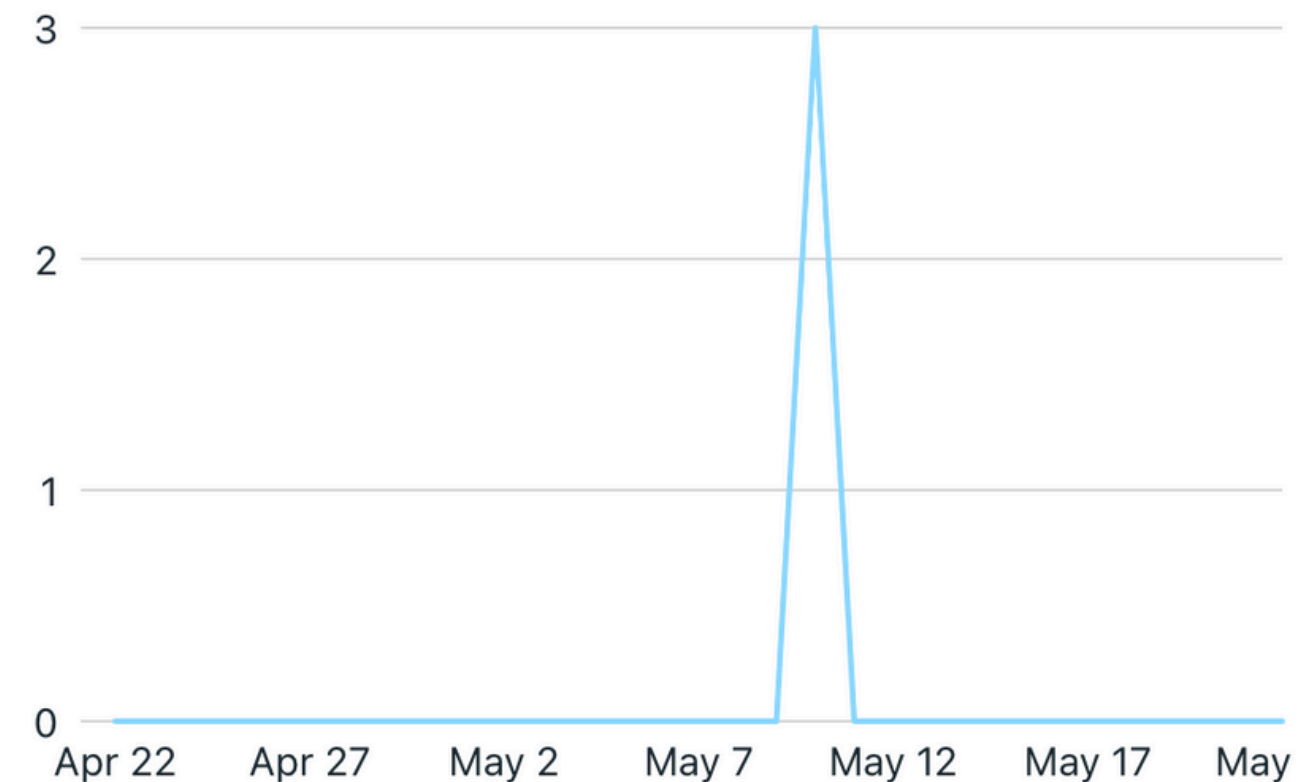
Correlation Analysis

Facebook reach ⓘ
3 ↑ 100%

Instagram reach ⓘ
3 ↓ 40%

- Instagram had more page visits in the last 30 days and it didn't seem to have much impact that I cross-posted on Facebook.
- For reach, Facebook had more, but it's interesting to see a spike in Instagram reach when there wasn't any for Facebook. I'd have to look more into that to see what the cause is.

Takeaways

- More social media posts are needed to see who the target demographic is.

- Cross-posting to both Instagram and Facebook doesn't seem to have an impact on engagement.

- A dedicated website and blog is needed for BFA to better direct people to the content.

- Making a content plan would be beneficial.

Recommendations

Create more content
Post more on social media and the blog.

Make a content calendar
Have a list of places I want to check out that might lead to good content.

Make a plan for posting frequency
Decide how often I need to post to the blog and social media to be effective.

Research SEO strategies
Find ways to have good SEO other than keyword research.