



tropical sno.[®]

**ETHAN FROM THIRST DRINKS
MARKETING PLAN**

Ethan's Marketing Strategy

Setting up Account ➤ Content ➤ Distribution ➤ Community Management

Setting up your account:

- Username/Bio/Highlights
 - The username should be extremely specific in identifying your business and location (i.e. Tropical Sno of....)
 - Bio/Highlights should explain who you are and what you are selling

Content:

- Best strategy for current Instagram algorithm is posting twice per day
 - Post should either be for information or entertainment
 - i.e. promos, engagement w/community
- 10-30 stories per day
 - Raw & authentic short videos from the owner or employees
 - Showing day-to-day task
 - Updates on the business during the day
 - How to make shave ice
 - How to pour flavor
 - Questions for customers to engage your following

Distribution:

★ Getting your content and business in front of your local community

- Local outreach using the Instagram search function
 - Search your local town/city and select Places
 - View Recent
 - Select posts from your local community to comment on and invite to try your product.
 - "Hi, I am (Name) from Tropical Sno (Place) and I wanted to invite you to come and try us out. We are located (Address) and would love to have you stop by for free shave ice on us."
- Influencers
 - Find influencers that are local to your area and would have followers that match your target audience
 - "Over-deliver to draw people in."
 - Offer gift card/store credit in exchange for posts highlighting your product and location

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Distribution

- Brand Ambassadors (Micro-Influencers)
 - Tier-based brand ambassador program that is determined by the number of followers each person has.
 - Credit given to brand ambassadors is based on the number of followers they have and they must post each time credit is used.
 - Comment and show appreciation when they post about your business
- Collaborations
 - Inviting businesses to spotlight each other's products and draw in a bigger customer base.
 - Re-post and share your collaborator's posts

Community Management:

Community management is responding to comments, direct messages, and post shared for your business. It is important to respond to post about your business and keep up the engagement with your local community and followers.