


PIZZERIA VECCHIA

FACEBOOK URL: https://www.facebook.com/Pizzeria-Vecchia-996497563771130/?_rdr=p

BUSINESS INFORMATION

BUSINESS NAME:	Pizzeria Vecchia	EMAIL:	pizzeria.vecchia@gmail.com
ADDRESS:	750 Kearny St., San Francisco, California	BUSINESS TYPE:	Italian Restaurant
PHONE:	415-433-6600	WEBSITE:	www.pizzeria-vecchia.com
SHORT DESCRIPTION:	Head on over to 750 Kearny St. for your authentic taste of Italy.		
LONG DESCRIPTION:	<p>From Humble Beginnings.</p> <p>Pizzeria Vecchia stemmed from the kitchen of Giovanni and Sofia Moroder, an Italian couple who immigrated to the United States in the hope of finding a better life. After seeing the significant lack of authentic Italian offerings in their neighbourhood and with both Giovanni and Sofia being well versed in the culinary arts, the couple decided to open up their own restaurant.</p> <p>Fast forward 80 years later and Pizzeria Vecchia is still owned by the family and still uses the recipes perfected by Giovanni and Sofia in their tiny kitchen in Sicily. Guided by their great grandparents' dedication to the utmost quality of their dishes, the owners strive to maintain the quality the pizzeria is known for.</p>		

BRAND STRATEGY

	COLORS:	White, Orange, and Red
	<p><i>The colors you selected would be used by our specialists in designing the cover photos and other materials needed for your profile. We would maintain consistency of these colors to provide better recall and brand awareness.</i></p>	
	PERSONALITY:	
	<p><i>The personality derived from your answers in the client brief serves as our model in speaking with the voice of your brand. This enables us to maintain the consistency of your brand across all your social media profiles.</i></p>	
	<p>Pizzeria Vecchia maintains a homey atmosphere and strives to maintain a very high quality dining experience. The brand's personality online mimics its offline personality. Each post is filled with the same love, care and dedication the brand puts in its food.</p>	
	GENERAL BRAND GUIDELINES:	
<p><i>These are the guidelines that our specialists will always abide by in posting as your brand</i></p>		
<ol style="list-style-type: none"> 1. There should be emphasis on the promos of the brand. 2. All content posted should be written in a professional but fun and engaging manner. 3. Funnel all traffic to the website. 		

CONTENT STRATEGY

By analyzing your brand, learning your business, and understanding the needs of your brand, we came up with the following verticals that will form the basis of all content to be posted in your social media accounts. As much as possible, the sources and the specific posts are described

VERTICAL THEMES:

	BRAND SPOTLIGHT	PRODUCT SPOTLIGHT	PROMOTIONAL MATERIAL
DESCRIPTION	Posts will focus on the brand itself and the ideals that the brand stands by and embodies.	Posts will focus on the various products and services the brand offers.	Posts will focus on the promotions of the brand (i.e. specials, promos, and deals)
GOAL	Increase brand awareness by spreading the ideals of the brand by giving Facebook users a feel of what the personality of the brand is.	Spread more information on the brand's products and services to increase fanfare for the brand and drive foot traffic to the establishment.	Spread information on the various offers of the brand to incentivize patronizing the brand's products and services.

COMPETITOR RESEARCH

We analyzed your competitors to show possible opportunities for growth which would then focus our strategy for your brand.

FACEBOOK STATISTICS	TONY'S PIZZA	GOLDEN BOY PIZZA
NUMBER OF FANS	10,148	2,717
ENGAGEMENT RATE	0.54%	0.018%
PAGE PERFORMANCE INDEX	35%	6%

TARGET DEMOGRAPHIC

The following information you provided allows us to further cater the content we will post in your behalf to the intended audience. This information is important as it dictates the methodology and approach that we will use to engage your market.

LOCATION:	San Francisco, California	LANGUAGE:	English (All)
AGE:	18-45	INTERESTS AND BEHAVIORS:	50 Related Interests 8 Targeted Behaviours*
GENDER:	All	POTENTIAL REACH:	37,000

**We utilize our advanced targeting platform that gathers data by interpreting public posts and public conversations of Facebook users and applying its algorithm to determine the key interests and behaviours to target. The same technology is being employed by the largest media, advertising and marketing firms in the world like Sony, Omnicom Group, Starcom MediaVest, WPP and Reuters.*