

VIJAB AGENCY

# Gourmet Factory

2023 Marketing Plan

VIJAB AGENCY



Gourmet  
Factory

# Presentation Overview

Things to discuss:



- Client
  - About / Social Media and Website / SWOT Analysis
- Competitors Analysis
  - Advantages / Disadvantages / Comparison Analysis
- Marketing Plan
  - Target Costumers / Value Preposition / Market Funnel / Buyer persona / Customer Journey / Scenario
- Marketing Strategy
  - Campaign / SMART goals / KPIs / Metrics
- Website Strategy
- Social Media Strategy
- Social Media Ads Strategy



Client



# Our Client

## Gourmet Factory

Established in 2020, Gourmet Factory is a genuinely local Canadian company that invented a different way of producing and presenting croquettes.



# Our Client

## Gourmet Factory

Currently, our client works only with the production of croquettes. They use a distributor that is responsible for the allocation of Gourmet Factory products to supermarkets and restaurants in three provinces of Canada (British Columbia, Alberta, and Ontario)



# Our Client

## Gourmet Factory

Our client uses it as a tool to help promote their products, social media, and their website.



# Social Media

## Instagram



**954**



**32**



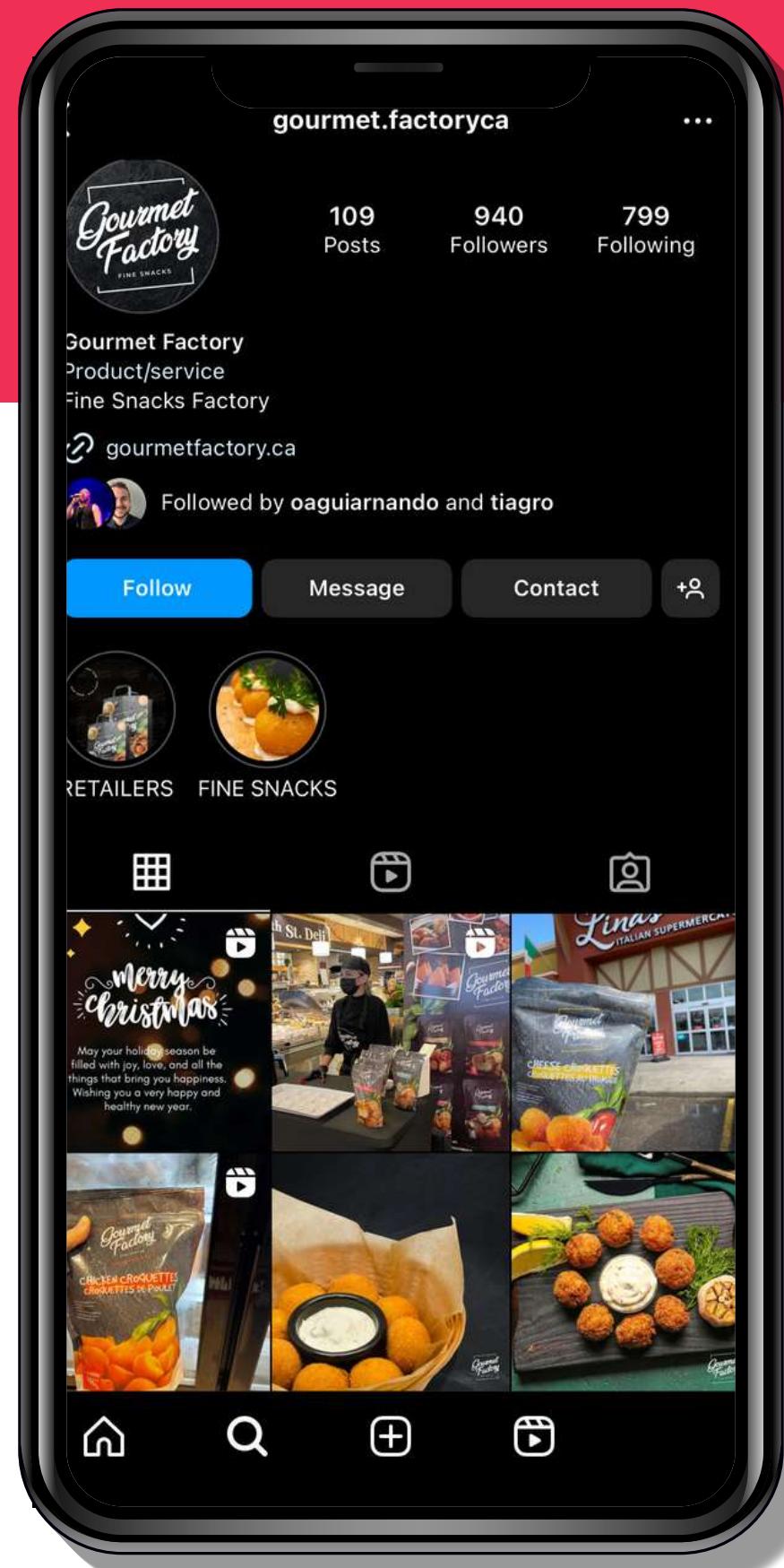
**4**



**0/monthy**



**4%**



### Pro

- The image quality is great
- Good design

### Cons

- Some information about the retail shops is wrong.
- Bio missing information

# Social Media

## Facebook



29



0%



1



0

### Pro:

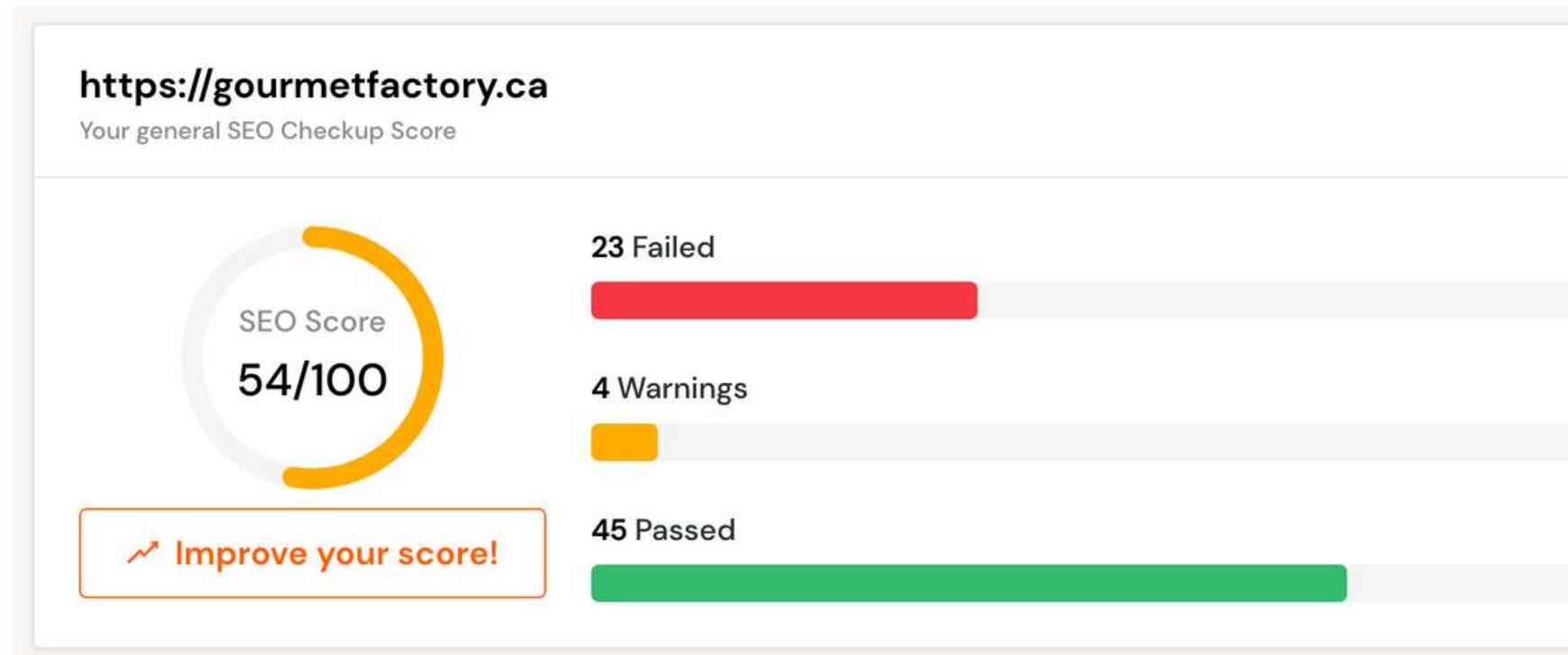
- Good quality pictures
- Share the products information with customers

### Con:

- Not post often
- No interaction with clients



# Website



## Pro

- The image quality is great
- Good design

## Cons

- The home page is too long
- few buttons doesn't work
- Some pages are not available

# SWOT Analysis

**S**

## Strengths

- People can buy our products everywhere
- As we are a wholesaler, we have many channels to sell our products.

**W**

## Weaknesses

- Difficult to promote
- We don't have our own branch
- Difficult to find the place where our products are sold

**O**

## Opportunities

- Broaden our retailers
- There aren't many Brazilian food wholesalers in BC

**T**

## Threats

- More competitors in the current market
- Recession

# Competitor Analysis



# Competitor Analysis

**Brazilliant**  
cafe + catering



Brazilliant



Guimme Coxinha



Taste of Brazil

WhataFood

# Competitor Analysis



## Advantages:

- Well-known in the Brazilian community
- Very active on Instagram.
- Delivery option.
- Own place.

## Disadvantages:

- Not Active on Facebook
- Only fresh option.



## Advantages:

- Well-known in the Brazilian community
- Frozen and fresh option.
- Very active on Instagram.
- Delivery option.

## Disadvantages:

- Not Active on Facebook
- Orders only



## Advantages:

- Well-known in the Brazilian community
- Frozen and fresh option.
- Delivery option.

## Disadvantages:

- Not Active on Social Media
- Large amount
- Orders only



## Advantages:

- Well-known in the Brazilian community
- Very active on Instagram.
- Delivery option.
- Own place.

## Disadvantages:

- Not Active on Facebook
- Only fresh option.

# Competitor Analysis

11



Brazilliant  
cafe + catering



|           | Gourmet Factory | Brazilliant | Gimme Coxinha | Taste of Brazil | WhataFood |
|-----------|-----------------|-------------|---------------|-----------------|-----------|
| Followers | 940             | 5.682       | 3.485         | 864             | 6543      |
| Frequency | 1/month         | 8/month     | 8/month       | 1/month         | 6/month   |
| Eng. Rate | 4.00%           | 5.18%       | 3.15%         | 3.04%           | 2.29%     |

# Competitor Analysis

11



Brazilliant  
cafe + catering



|           | Gourmet Factory | Brazilliant | Gimme Coxinha | Taste of Brazil | WhataFood |
|-----------|-----------------|-------------|---------------|-----------------|-----------|
| Followers | 29              | 435         | 641           | 604             | 1.400     |
| Frequency | -/week          | 2/week      | 3/week        | 1/week          | 1/week    |
| Eng. Rate | -               | 1,50%       | 0,22%         | 0,56%           | 0,26%     |

# Competitor Analysis

**Brazilliant**  
cafe + catering



## Conclusion

- Instagram's main tool.
- Facebook page, not used often.
- Websites with SEO problems.
- Products only in BC
- Product only one place. Delivery option.
- Only fresh or on demand.

# Marketing Plan



# Target Customers

---

**Age:**

**20-50**

Students, Family

**Gender:**

**All gender**

**Location:**

**BC**

**Interests:**

**Food, music,  
party, drinking.**

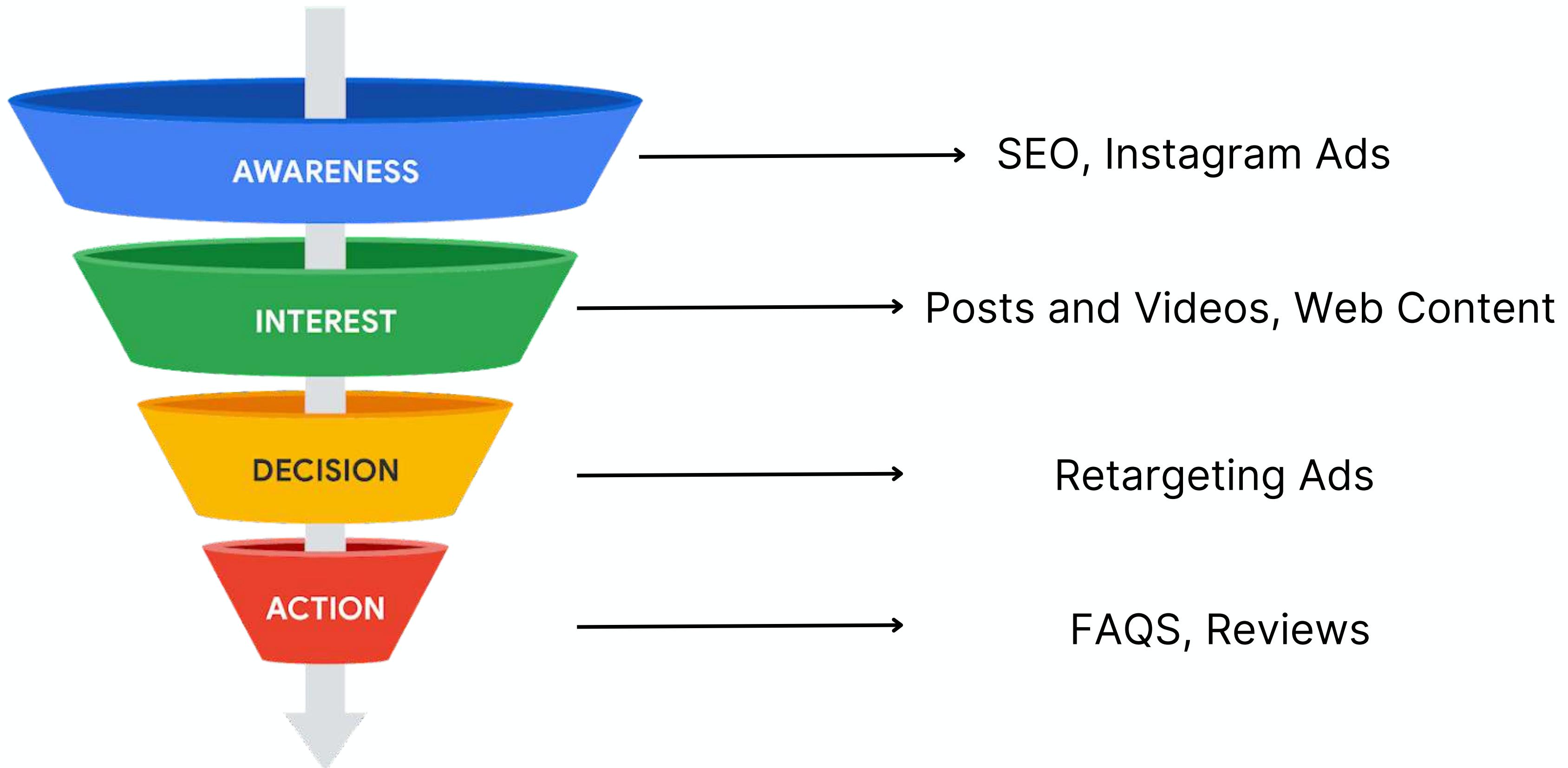


# Value Proposition Statement

*For people who want to try delicious products that bring good memorable flavors from Brazil, our Gourmet Factory croquettes are perfect bites to be served in any event as an appetizer that is easy and fast to prepare.*

# Marketing Funnel

# Channels



# Buyer Persona

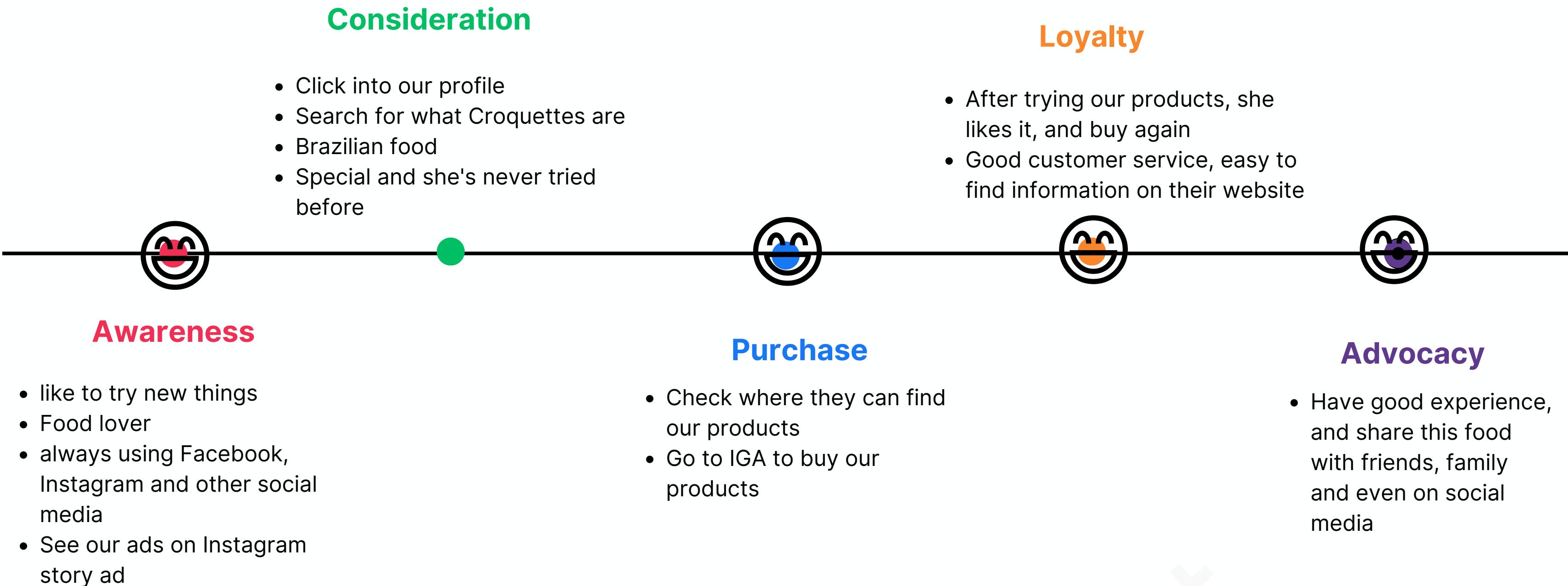


*"With the responsibility of my job and taking care of my children, I never have time to cook. I take the opportunity to try something new and different and easy to make."*

- Name: Isobel
- Age: 38 years old
- Nationality: Canadian
- Educational Level: Master's Degree
- Job: Businesswoman
- Income: \$80,000 yearly
- Social Platforms: Facebook, LinkedIn
- Location: Richmond
- Responsibilities: Supervise employees, handle difficult situations, take care of children, manage to do assigned duties.
- Goals: Business growth, expand facilities, spend time with family
- Method of communication: Call, message, or mail.

# Customer Journey

Canadian



# Buyer Persona

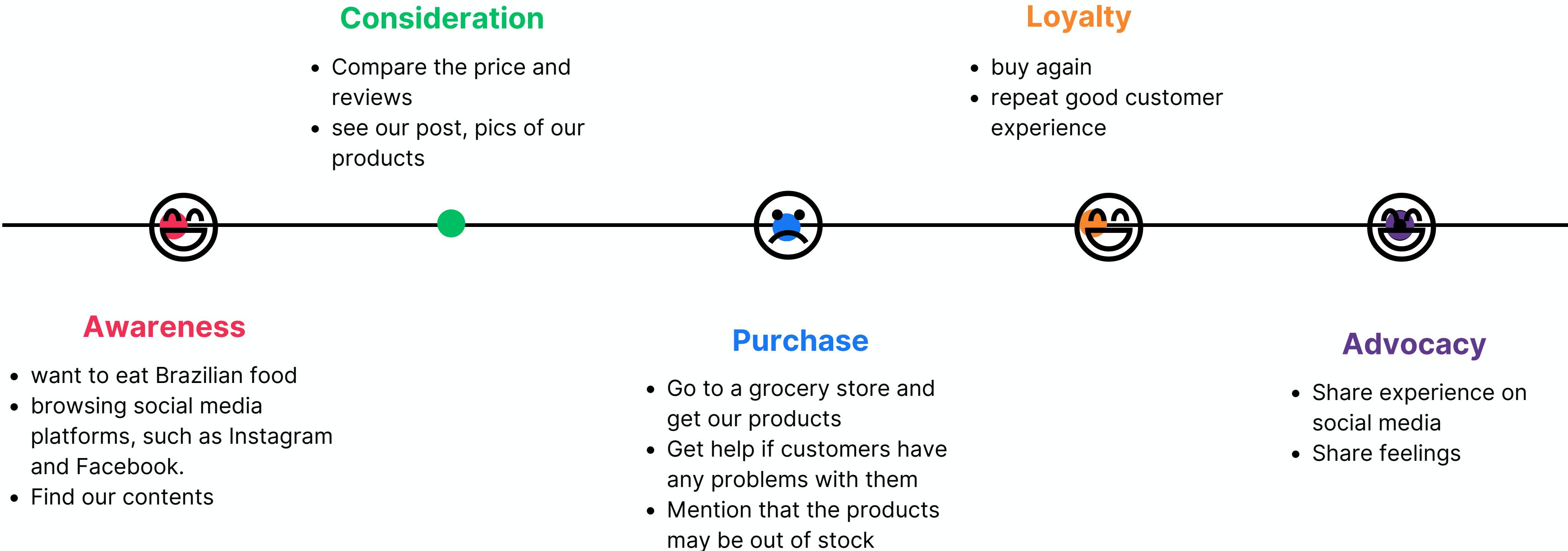


*"I love going out with my college friends on the weekends, I always take the opportunity to show them something about Brazilian culture."*

- Name: Rafael
- Age: 25 years old
- Nationality: Brazilian
- Educational Level: Bachelor's Degree
- Job: International Student
- Income: \$20,000 yearly
- Social Platforms: Instagram, Twitter, LinkedIn, Facebook
- Location: Vancouver
- Responsibilities: Organize events, manage many tasks accordingly, and meet deadlines
- Goals: Pursue a Master's Degree, Run own business
- Method of communication: Social Media, Emails

# Customer Journey

Brazilian



# Scenario

There is an estimated **121,950 Brazilians** (student visa, work visa, PR) living in Canada. From 2018 to 2022, 31,690 Brazilians were admitted to Canada as permanent residents.

Major concentrations are in Toronto, Montreal, and Vancouver. And nine out of ten Brazilians lived in three provinces: Ontario, Quebec, and British Columbia.



# Scenario

The Mintel research reveals that **73% of Canadian** consumers like to experience other cultures through food.

Nearly **3 in 5** Canadians are more open to trying ethnic foods now than they were a few years ago.



**Source:** <https://www.foodincanada.com/research-and-development/34-canadians-like-experiencing-new-cultures-food-134055/>

# Marketing Strategy





Gourmet Factory: the great taste of Brazil for your next meal

This campaign is to get awareness of the product to the Brazilian community in Canada and people that like to try different cuisines.



INCREASE **5%** OF THE SOCIAL MEDIA ENGAGEMENT ON INSTAGRAM SPECIFICALLY, AND IMPROVE THE WEBSITE BY IMPLEMENTING AN SEO STRATEGY SO WE CAN POSITION THE GOURMET FACTORY ON SEARCH ENGINES OBTAIN **1000 LEADS**, AND SPREAD BRAND AWARENESS TO GET MORE SALES **PER MONTH**.

# METRICS

Followers/ Audience Growth Rate

Engagement rate

Reach/Impressions

Monthly Website Traffic

# KPIs

- Number of engagements (likes, comments, and shares) Gourmet Factory content gets as a percentage equal to 5% or more in a month



- Track the number of website visitors with Google Analytics. Remodel the website with attractive product pictures, and videos, creating more engaging content like infographics.

# Website Strategy



# Old Website

## Home page

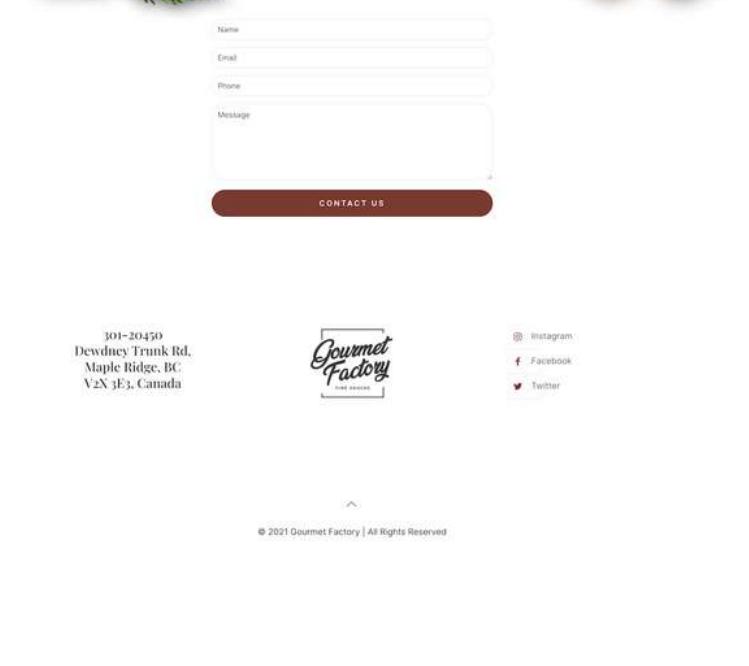
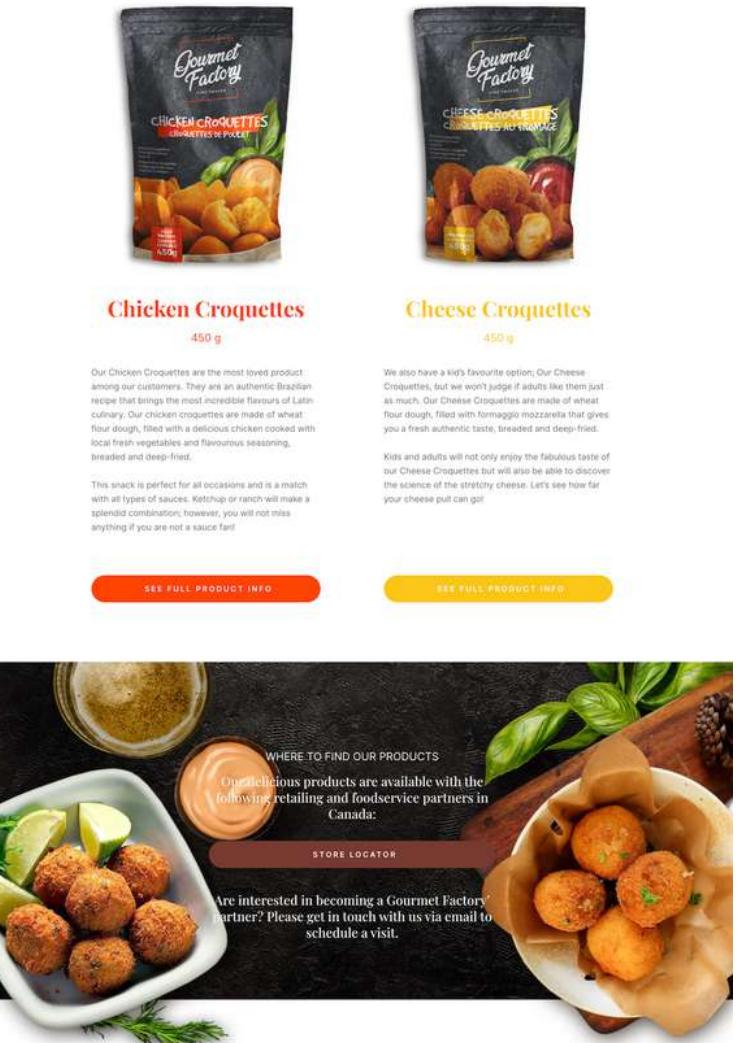
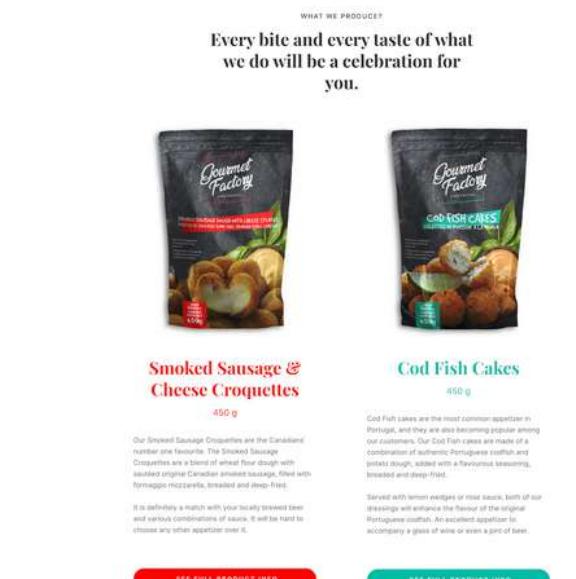
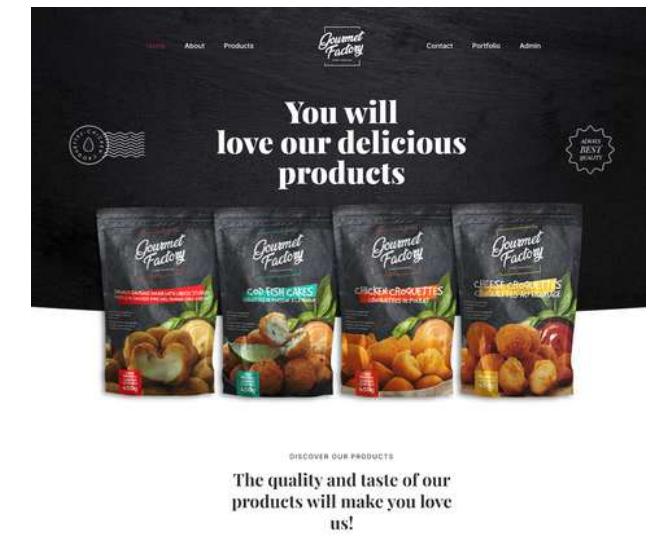
Too Long and all the information is that page

## Menu

Good, but a few buttons doesn't work

## Buttons/Page

Many buttons in the page doesn't work and a few pages are missing



# Old Website

## Home page

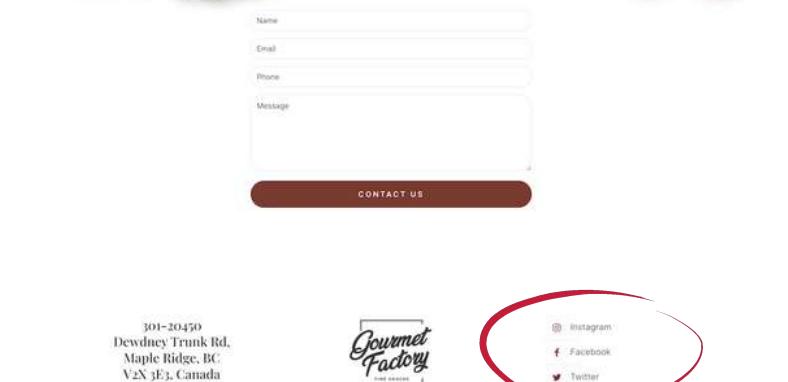
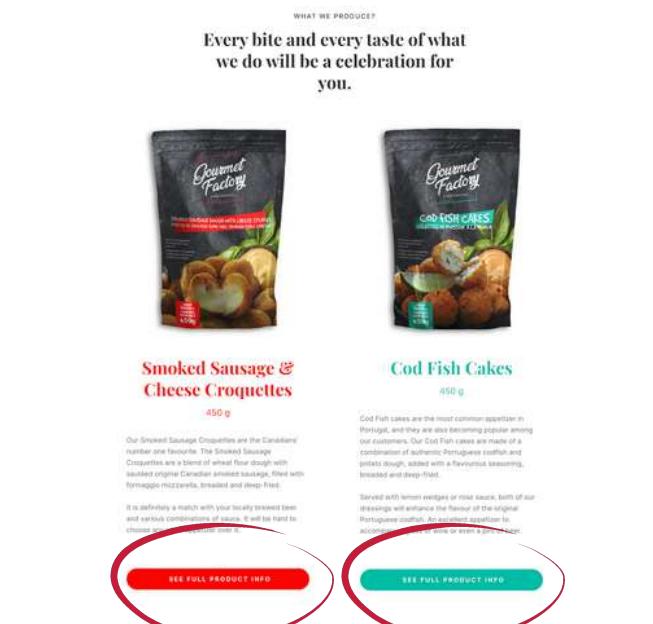
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# New Website

## Home page

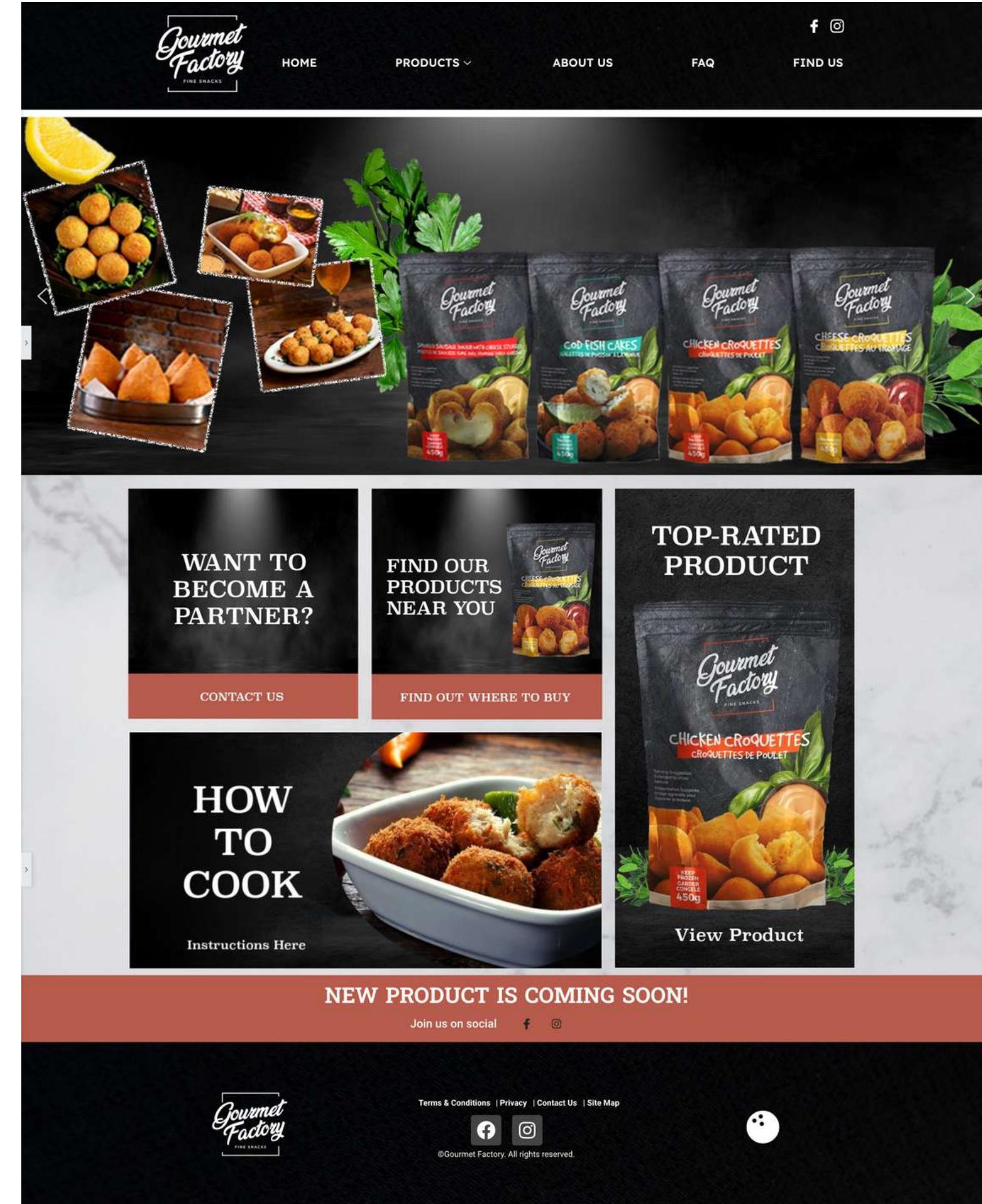
With only 2 scrolls it is possible to see the entire home page

## Menu

Divided into important pages

## Attractions

Important topics that are interesting to customers



# New Website

## Home page

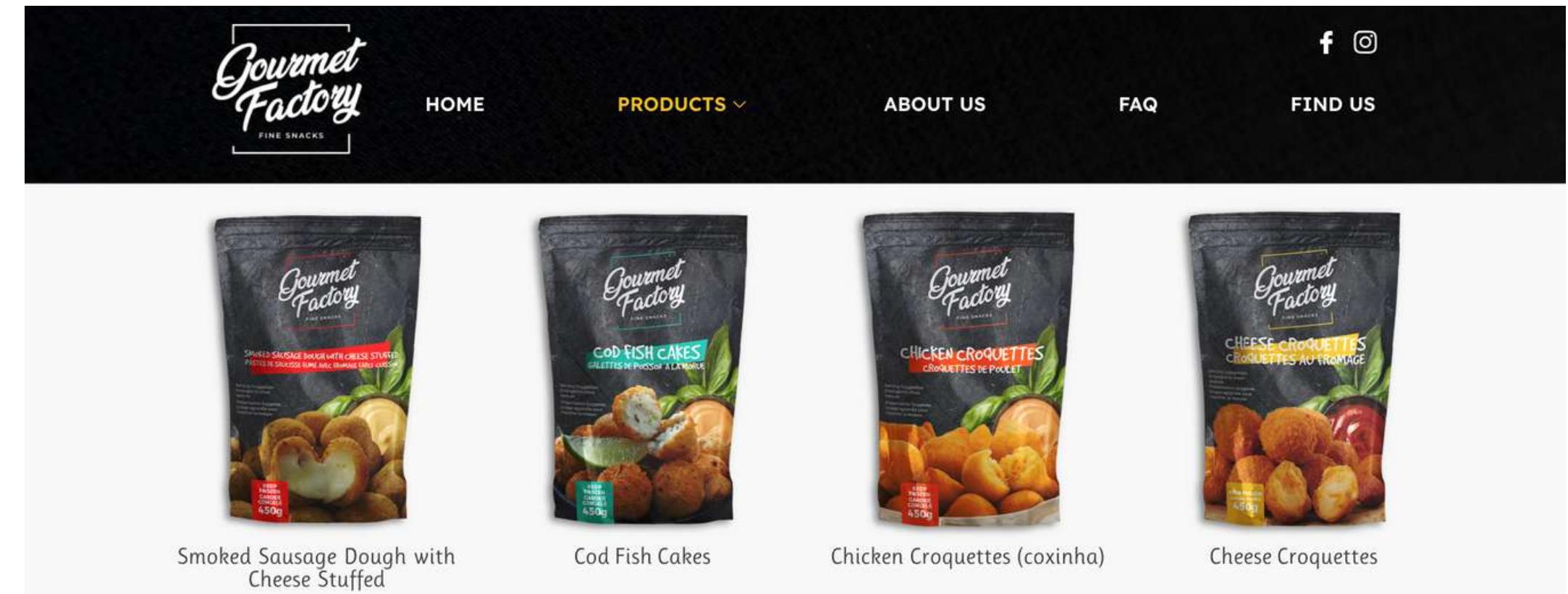
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# New Website

## Home page

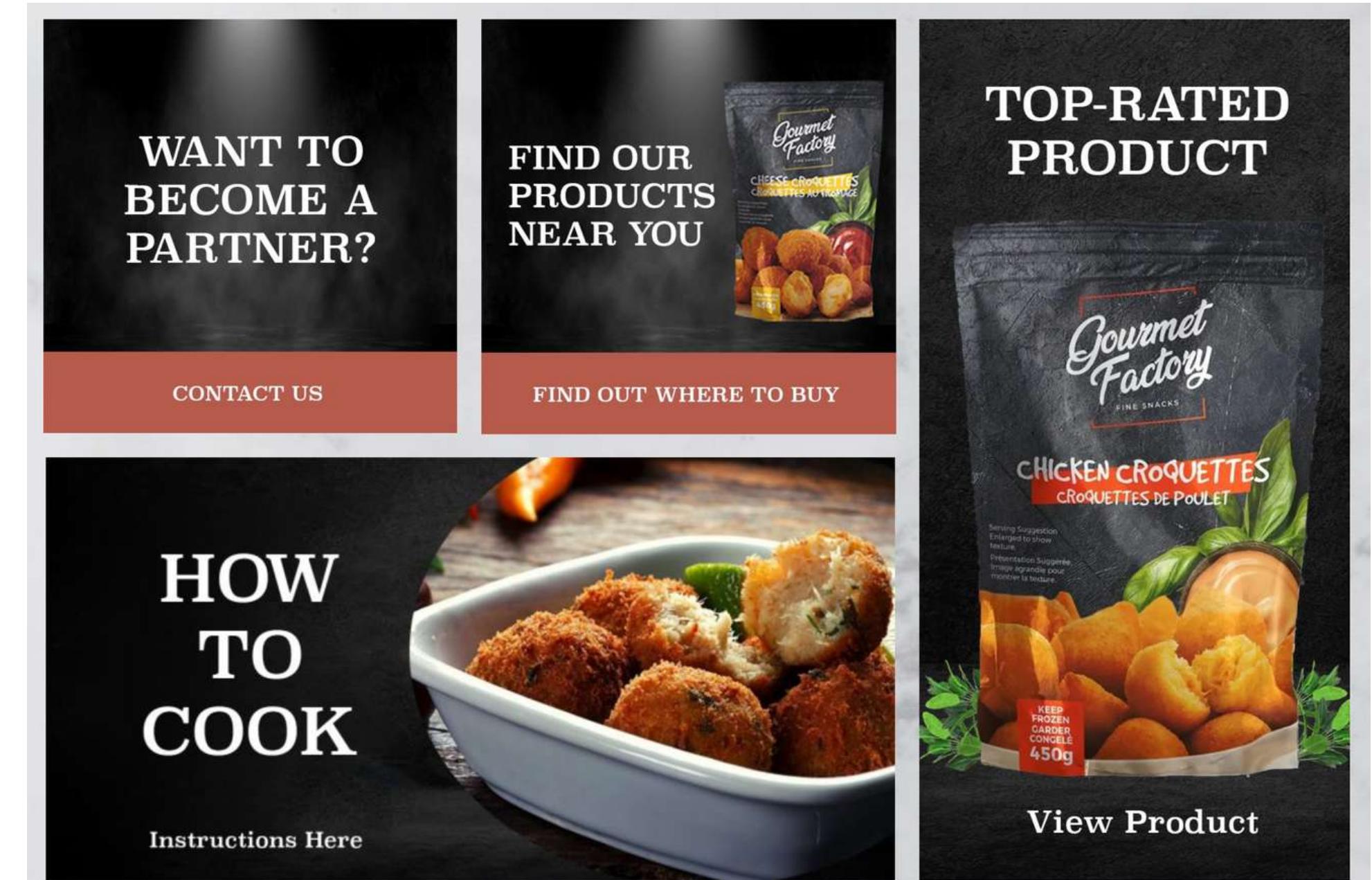
With only 2 scrolls it is possible to see the entire home page

## Menu

Divided into important pages

## Attractions

Important topics that are interesting to customers





# Title and Meta description

Old



gourmetfactory.ca

<https://gourmetfactory.ca> :

## Gourmet Factory – Fine snacks factory

Established in 2020, **Gourmet Factory** is a genuinely local **Canadian** company that invented a different way of producing and presenting croquettes.

About 15,200,000 results (0.40 seconds)

New

<https://gourmetfactory.ca>

⋮

## Gourmet Factory - Fine Snacks

The best and unique variety of mouthwatering snacks that suit all special occasions and events.  
You will love every bite and every taste of our croquettes.



# Keywords

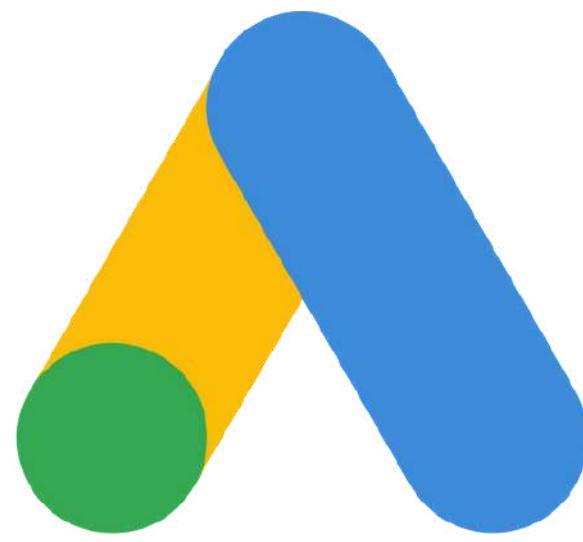
Old

|                          | KEYWORDS                   | VOLUME         | CPC | PAID DIFFICULTY | SEO DIFFICULTY |
|--------------------------|----------------------------|----------------|-----|-----------------|----------------|
| <input type="checkbox"/> | fleek factory              | Search Results | 170 | \$0             | 1              |
| <input type="checkbox"/> | gourmet snacks             | Search Results | 70  | \$2.31          | 100            |
| <input type="checkbox"/> | cheese factory maple ridge | Search Results | 70  | \$0             | 1              |
| <input type="checkbox"/> | croquette vancouver        | Search Results | 70  | \$0             | 2              |
| <input type="checkbox"/> | gourmet factory            | Search Results | 20  | \$0             | 1              |
| <input type="checkbox"/> | fine snacks                | Search Results | 10  | \$0             | 1              |
| <input type="checkbox"/> | fines snacks               | Search Results | 0   | \$0             | 1              |

New

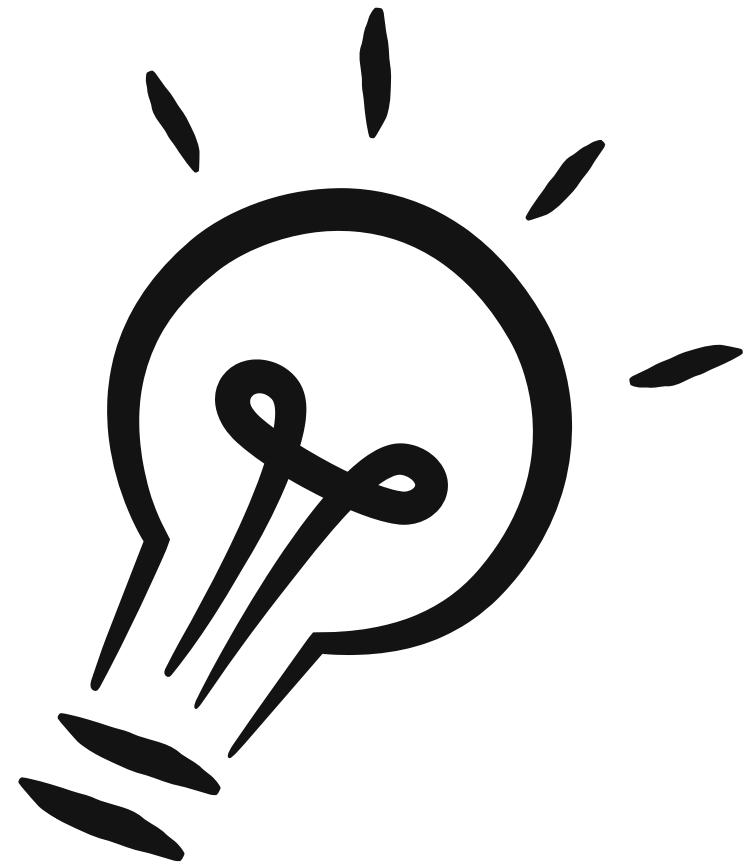
|                          | KEYWORD                              | VOLUME         | CPC   | PAID DIFFICULTY | SEO DIFFICULTY |
|--------------------------|--------------------------------------|----------------|-------|-----------------|----------------|
| <input type="checkbox"/> | brazilian snacks<br>English / Canada | Search Results | 140   | \$0             | 10             |
| <input type="checkbox"/> | coxinha<br>English / Canada          | Search Results | 3,600 | \$0             | 1              |
| <input type="checkbox"/> | snacks for party<br>English / Canada | Search Results | 1,600 | \$0.61          | 34             |
| <input type="checkbox"/> | frozen meals<br>English / Canada     | Search Results | 1,000 | \$3.15          | 67             |
| <input type="checkbox"/> | brazilian food<br>English / Canada   | Search Results | 4,400 | \$3.24          | 1              |

# SUGGESTION



Google Ads

an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users



# SUGGESTION

Another option to increase awareness of the website is Google Ads

Google  X Microphone Camera Search

All Shopping News Images Maps More Tools

About 7,370,000,000 results (0.51 seconds)

**Sponsored**

 [apple.com](https://www.apple.com) <https://www.apple.com> > chfr

**iPhone 14 - Site officiel Apple**

Deux tailles parfaites. Rayonnant en jaune. Acheter en jaune dès maintenant. Appareils photo de niveau pro. Clichés de niveau wow. Ceramic Shield. iOS 16.

[Acheter l'iPhone 14 jaune](#) · [Apple Trade In](#) · [Comparer les modèles](#) · [Passer à l'iPhone](#)

**Sponsored**

 [Telus](https://www.telus.com) <https://www.telus.com>

**Spring Sale Deals at TELUS - \$17.92/mo with Bring-It-Back™**

Spring Sale is Here. Get iPhone 14 for \$17.92/Month with Bring-It-Back™. Plus, Save an...

[iPhone 14 · Shop Online Today](#) · [Stay Connected With TELUS](#) · [TELUS Unlimited 50 5G+](#)

**Sponsored**

 [Fido](https://www.fido.ca) <https://www.fido.ca> > phones

**Get iPhone 14 at \$0 Down - Fido Deals Just For You**

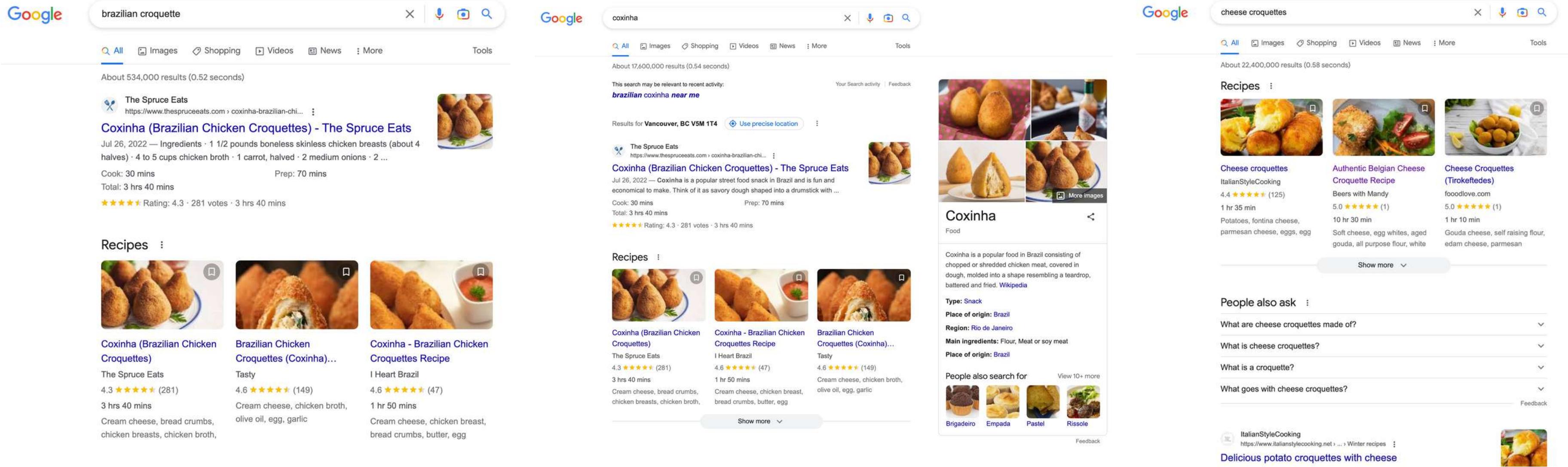
Great Deals Are Online! Save \$50 on the Setup Service Fee When You Activate Online.

**Sponsored · Shop iphone**

|  |  |   |
|--|--|---|
| <br>iPhone 14 Pro Max with...<br>CA\$33.34<br>24x CA\$33....<br>Virgin Plus | <br>iPhone 14 pro with 2-yr Be...<br>CA\$31.78<br>24x CA\$31....<br>Bell Mobility | <br>iPhone 14 Pro with Virgin...<br>CA\$33.36<br>24x CA\$33....<br>Virgin Plus |
| <br>iPhone 14<br>128GB Pur...<br>CA\$1,099.00<br>Apple<br>Free shipping     | <br>iPhone 14 Pro<br>Max 256GB...<br>CA\$1,699.00<br>Apple<br>Free shipping       | <br>iPhone 13<br>128GB Pink...<br>CA\$999.00<br>Apple<br>Free shipping         |

# SUGGESTION

At the moment, keywords like "Brazilian croquettes", "coxinha" and "cheese croquettes" appears on Google just as recipes.



**Google Search Results for "brazilian croquette":**

Search term: brazilian croquette

Results:

- Coxinha (Brazilian Chicken Croquettes) - The Spruce Eats**  
Jul 26, 2022 — Ingredients · 1 1/2 pounds boneless skinless chicken breasts (about 4 halves) · 4 to 5 cups chicken broth · 1 carrot, halved · 2 medium onions · 2 ...  
Cook: 30 mins Prep: 70 mins Total: 3 hrs 40 mins  
★★★★★ Rating: 4.3 · 281 votes · 3 hrs 40 mins
- Recipes :**  
Coxinha (Brazilian Chicken Croquettes) · Brazilian Chicken Croquettes (Coxinha) · Coxinha - Brazilian Chicken Croquettes Recipe

**Google Search Results for "coxinha":**

Search term: coxinha

Results:

- Coxinha (Brazilian Chicken Croquettes) - The Spruce Eats**  
Jul 26, 2022 — Coxinha is a popular street food snack in Brazil and is fun and economical to make. Think of it as savory dough shaped into a drumstick with ...  
Cook: 30 mins Prep: 70 mins Total: 3 hrs 40 mins  
★★★★★ Rating: 4.3 · 281 votes · 3 hrs 40 mins
- Recipes :**  
Coxinha (Brazilian Chicken Croquettes) · Coxinha - Brazilian Chicken Croquettes Recipe · Brazilian Chicken Croquettes (Coxinha) ...

**Google Search Results for "cheese croquettes":**

Search term: cheese croquettes

Results:

- Cheese croquettes**  
ItalianStyleCooking  
4.4 ★★★★★ (125)  
1 hr 35 min  
Potatoes, fontina cheese, parmesan cheese, eggs, egg  
Authentic Belgian Cheese Croquette Recipe  
Beers with Mandy  
5.0 ★★★★★ (1)  
10 hr 30 min  
Soft cheese, egg whites, aged gouda, all purpose flour, white gouda cheese, self raising flour, edam cheese, parmesan
- People also ask :**
  - What are cheese croquettes made of?
  - What is cheese croquettes?
  - What is a croquette?
  - What goes with cheese croquettes?
- ItalianStyleCooking**  
https://www.italianstylecooking.net ... > Winter recipes
- Delicious potato croquettes with cheese**

# Social Media Strategy



05

Gourmet  
Factory  
FINE SNACKS

# Strategy

PHASE 1

## Use Reels

People tend to watch reels than posts or videos, and you can earn more and more engagement if you use reels properly.

PHASE 2

## Interaction

Create some contents that people can interact with us, for example, ask something on a post so that the audience can interact by commenting on that.

PHASE 3

## Use Events

Using seasonal events, such as Christmas, Easter, Halloween, etc, can attract engagement more easily than post normal content.



# Social Media Calendar

# 04

# APRIL 2023

## Event list

- April Fool's day
- Good Friday
- Easter
- Pink day

| SUNDAY   | MONDAY                                       | TUESDAY | WEDNESDAY   | THURSDAY                                 | FRIDAY                          | SATURDAY                                  |
|--|--|---------|---|--|---------------------------------|---|
|  |  |         |   |  |                                 | 1<br>foolish post<br>(think of a<br>joke) |
| 2  | reels<br>introduce<br>products               | 3       | 4   | croquettes<br>cooking<br>reels           | 5                               | 6<br>good friday<br>post<br>(cod fish)    |
| 9<br>Easter<br>bunny and<br>eggs(croquett<br>es) image | 10   | 11      | 12<br>international day of<br>pink<br>croquettes party<br>pic with pink color<br>post | 13                                       | 14<br>croquettes<br>picnic post | 15  |
| 16   | 17<br>cheese ball<br>video                   | 18      | 19<br>reels<br>introduce which<br>supermarkets<br>people can find<br>the products     | 20                                       | 21<br>snack time<br>with beer   | 22  |
| 30   | 23<br>post<br>cod fish<br>for<br>pescatarian | 24      | 25  | 26<br>party time<br>with friends<br>post | 27                              | 28<br>churros are<br>coming<br>post       |
|  |  |         |   |  |                                 | 29  |

# April Fool's Day

post

copy:

- Enjoy April Fool's prank with our delicious croquettes Who makes the best joke for April Fools? Comment us ☺

-Aproveite o Dia da Mentira com nossos deliciosos croquetes ☺ Vamos ver quem faz a melhor piada para o Dia da Mentira? Faça nos comentários.

#croquettes #snacks #cheese #aprilfool  
#brazilianfood #braziliansnack



# Introduce our products

reel

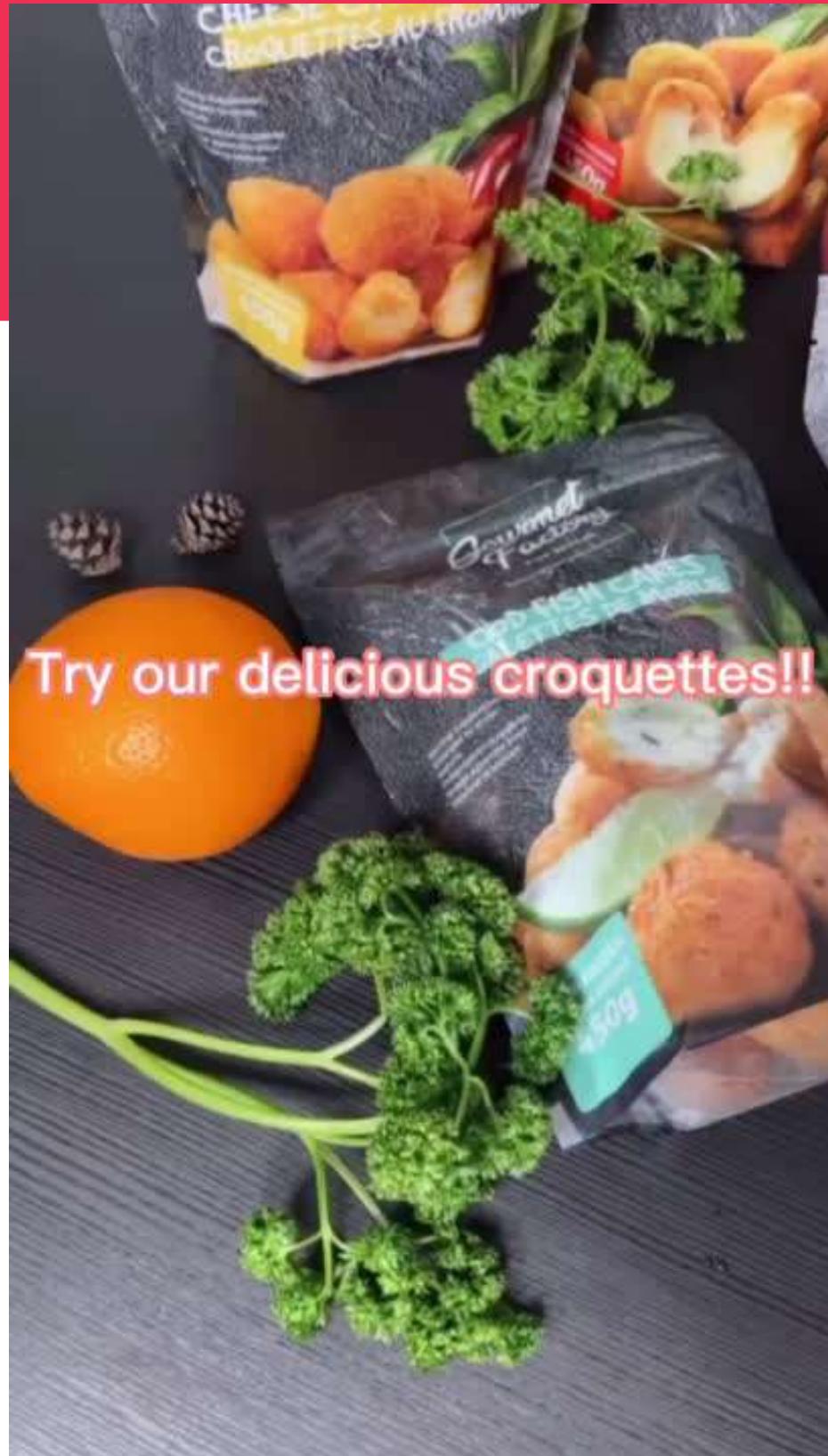
copy:

- Try our best croquettes!! We have 4 types of croquettes, and you can buy them at the grocery stores near your house, such as IGA, Freshco Food, etc. You can see the all shops list where you can get them on our profile!

- Experimente os nossos melhores croquetes!! Como voces podem ver temos 4 tipos de croquetes, e voces podem encontrar-los em mercearias perto de tua casa, como IGA, Freshco Food, etc. Voce tambem pode encontrar uma lista completa com todas as lojas no nosso perfil!

Confira as lojas no link da nossa BIO

#croquettes #snacks #codfish #cheese #sausage #chicken  
#brazilianfood



# How to cook?

reel

copy:

- Here are the tips on how you make our croquettes properly! Check the grocery stores near you, such as IGA, FreshCo Food, etc. And try them cooking this way. The all stores list is on our profile, check them and try our best croquettes! 😊

- Aqui estão as dicas de como fazer nossos croquetes corretamente! Verifique as lojas perto de você, como IGA, FreshCo Food, etc. E experimente cozinhar dessa maneira. A lista de todas as lojas está na nossa BIO, confira e experimente nossos melhores croquetes!

#croquettes #snacks #codfish #cheese #sausage #chicken  
#brazilianfood #cooking



# Good Friday

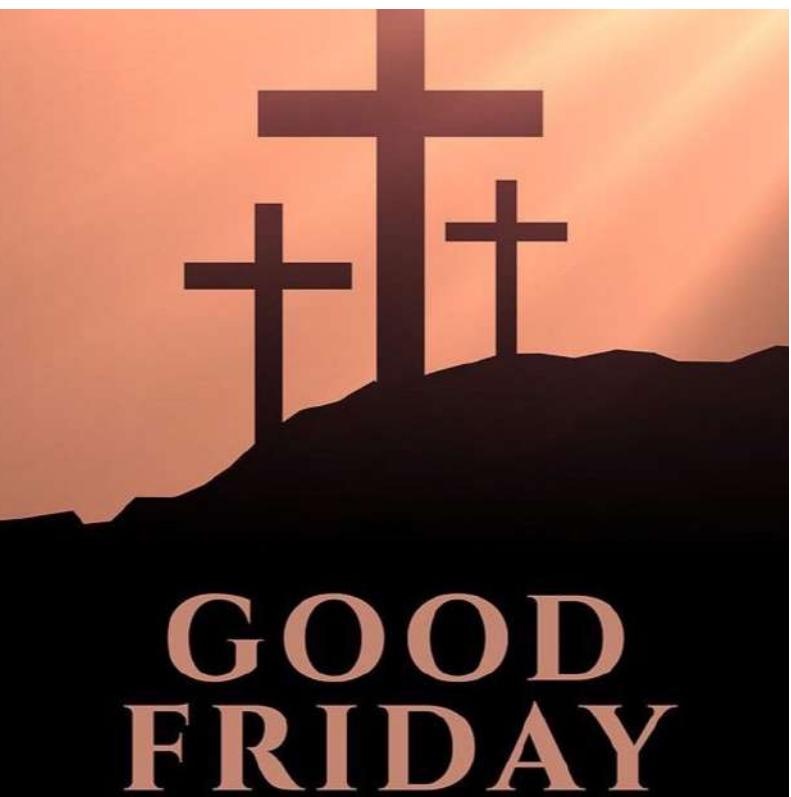
carousel

copy:

- Do you know today is the Christian holiday commemorating the crucifixion of Jesus and his death at Calvary? Christians only eat seafood on this day, and here's one of the options that you can eat, our cod fish croquettes! You can check the list of all the stores where you can get our croquettes on our profile! ✓

- Você sabia que hoje é o feriado cristão que se comemora a crucificação de Jesus e sua morte no Calvário? Os cristãos só comem frutos do mar neste dia, e nos temos uma das opções que pode comer, os nossos croquetes de bacalhau! Consulte a lista de todas as lojas onde pode adquirir os nossos croquetes no nosso perfil!

#croquettes #snacks #codfish #cheese #sausage #chicken  
#brazilianfood #goodfriday



# Easter

Instagram post

copy:

-Yay! Let's celebrate Easter with our delicious croquettes!! 😊 You can see the store list in our bio! Check and try them!!

- Yeee! Vamos celebrar a Páscoa com os nossos deliciosos croquetes!! 😊 Você pode encontrar a lista de lojas em nossa bio! Confira e experimente!!

#croquettes #snacks #codfish #cheese #sausage  
#chicken #brazilianfood #easter



# International day of pink

Instagram post

copy:

- Say no to bullying and Eat croquettes! Today is the International day of pink, which is the day that uses the color pink to raise awareness and fight against bullying, discrimination, homophobia, transphobia, etc.

Let's get together with your friends or family and eat our croquettes!

- Diga não ao Bullying! Hoje é o Dia Internacional do Rosa, dia que usamos a cor rosa para conscientizar e lutar contra o bullying, discriminação, homofobia, transfobia, etc.

Junte-se aos seus amigos e família e coma os nossos croquetes!

#croquettes #snacks #codfish #cheese #sausage #chicken  
#brazilianfood #pinkday #nobullying



# Picnic

## Instagram video

copy:

- Let's go picnic with our delicious croquettes! Get together with your friends, classmates, and family, and enjoy the time with our croquettes! We have 4 flavors (cod fish, smoked sausage & cheese, chicken, and cheese) Croquettes are the best snack to bring to picnics 😊

Check our profile to see the list of all stores that sell our products

- Então bora fazer um piquenique com nossos deliciosos croquetes! Reúna os seus amigos, colegas, família, etc, e divirta-se com os nossos croquetes! Temos 4 sabores (bolinho de bacalhau, salsicha e queijo, frango e queijo) Os croquetes são o melhor lanche para trazer piqueniques 😊

Confira nosso perfil para a lista de todas as lojas onde você pode obter nossos produtos

#croquettes #snacks #codfish #cheese #sausage #chicken #brazilianfood  
#picnic #snacktime



# Cheese Croquettes

Instagram video

Copy:

Cheese Croquettes!

- OMGGG! Are there any cheese lovers here?

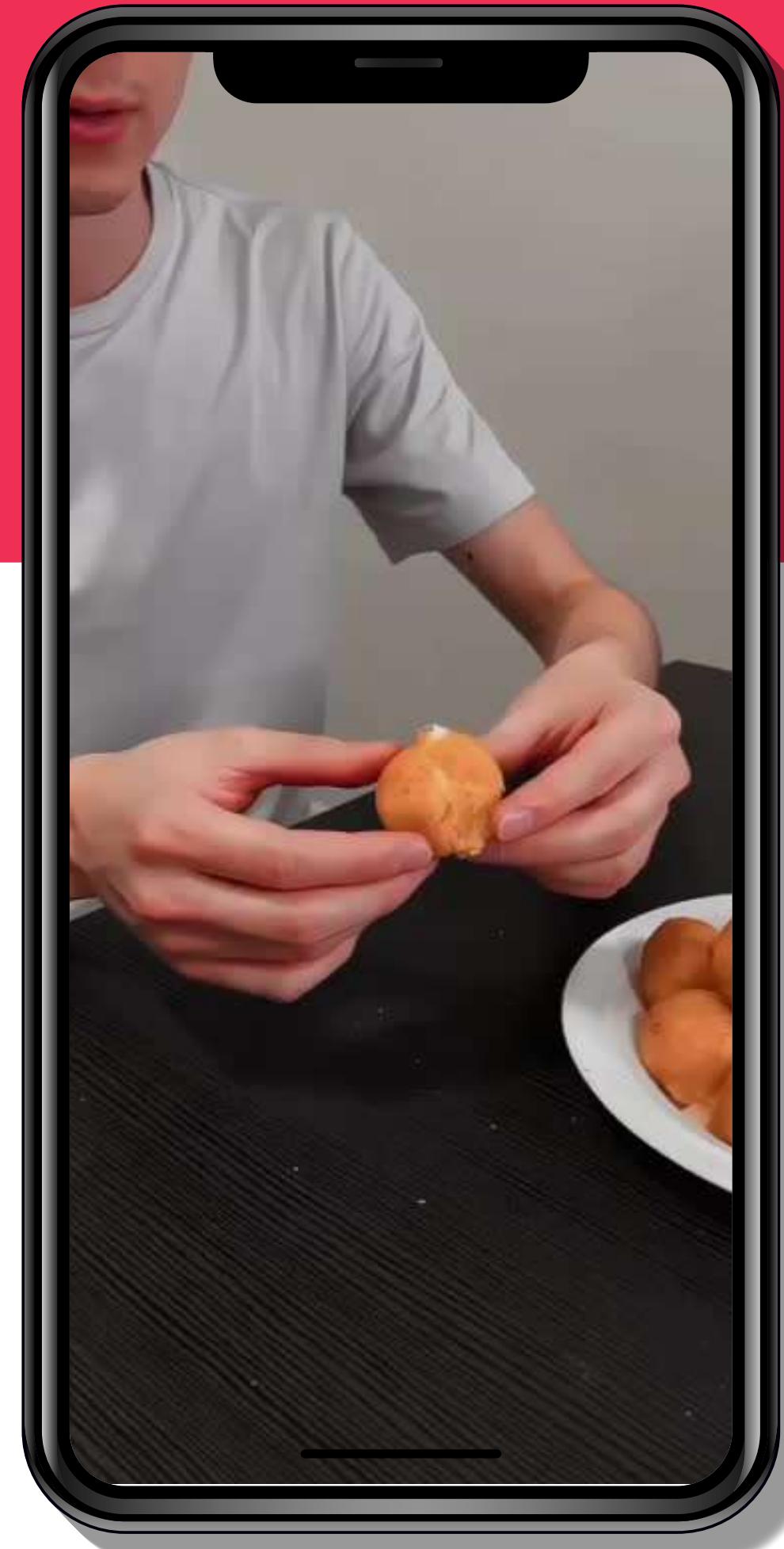
See how cheesy it is! Come to try this delicious food and make a cheese line!!

- Croquetes de Queijo!

OMGGG! Tem algum amante de queijo por aqui?

Veja como é facil! Venha experimentar esta delicia e ver ate quanto voce consegue esticar o queijo!!

#croquettes #cheese #cheeseporn #snack #mozzarella  
#easyrecipes



# Introduce which supermarkets sell the products

Reels

- WHERE CAN YOU FIND OUR PRODUCTS IN VANCOUVER??

Let us show you here!

- ONDE VOCÊ ENCONTRA NOSSOS PRODUTOS EM VANCOUVER??

Vamos te mostrar aqui!

IGA

Freshco Food Mart

See more information at the top of our page!

#croquettes #cheese #cheeseporn #snack #mozzarella #easyrecipes



# Snack time with beer

post

Copy:

- Have a feeling to eat some snacks while drinking the beer?

Come on! We've already prepared for you!

Come to try our croquettes with four types of flavors!

- Está com vontade de comer uns petiscos enquanto bebe uma cervejinha?

Vamos! Já preparamos essa opcao para você!

Venha experimentar os nossos croquetes com quatro sabores maravilhosos!

#croquettes #cheese #chickenflavor

#beer #mozzarella #snacks #braziliansnack



# Cod fish for pescatarian

post

Copy:

- You are Pescatarian, and want to eat some delicious food, right? We know you!!

Here we prepare you guys COD FISH CAKE!

Add this to your meal!

Good combination with vegetables!

- Você é pescetariano, e quer comer uma comida gostosa, certo?

Nós te entendemos!!

Aqui preparamos para vocês BOLO DE BACALHAU!

Adicione na sua refeição!

Boa combinação com legumes!

#croquettes #fishcake #pescatarian

#fishball #codfish #snacks #braziliansnack



# Party time with friends

reels

- Having fun with your friends, and want to eat something?

Holding a party, but have no ideas what to prepare?  
Our Croquettes are your best choice!  
We have four flavors, choose whatever you want!

- Se divertindo com seus amigos e quer comer alguma coisa gostosa?

Vai fazer uma festa, mas não tem ideia do que preparar?  
Os nossos Croquetes são a sua melhor escolha!  
Temos quatro sabores, escolha o que quiser!

#croquettes #partytime #friends

#cheeseball #beer #snacks #braziliansnack



# Churros are coming

post

- Hi guys!

Next month, we are going to release the new product!!!!

CHURROS with dulce de leche inside!

Are you excited about that? We are so excited to see you guys smiling after you eat churros!

- Ei pessoal!

No próximo mês, vamos lançar um novo produto!!!!

CHURROS com recheio de doce de leite!

Você está animado? Estamos muito ansiosos para ver vocês sorrindo depois de comer nossos churros!

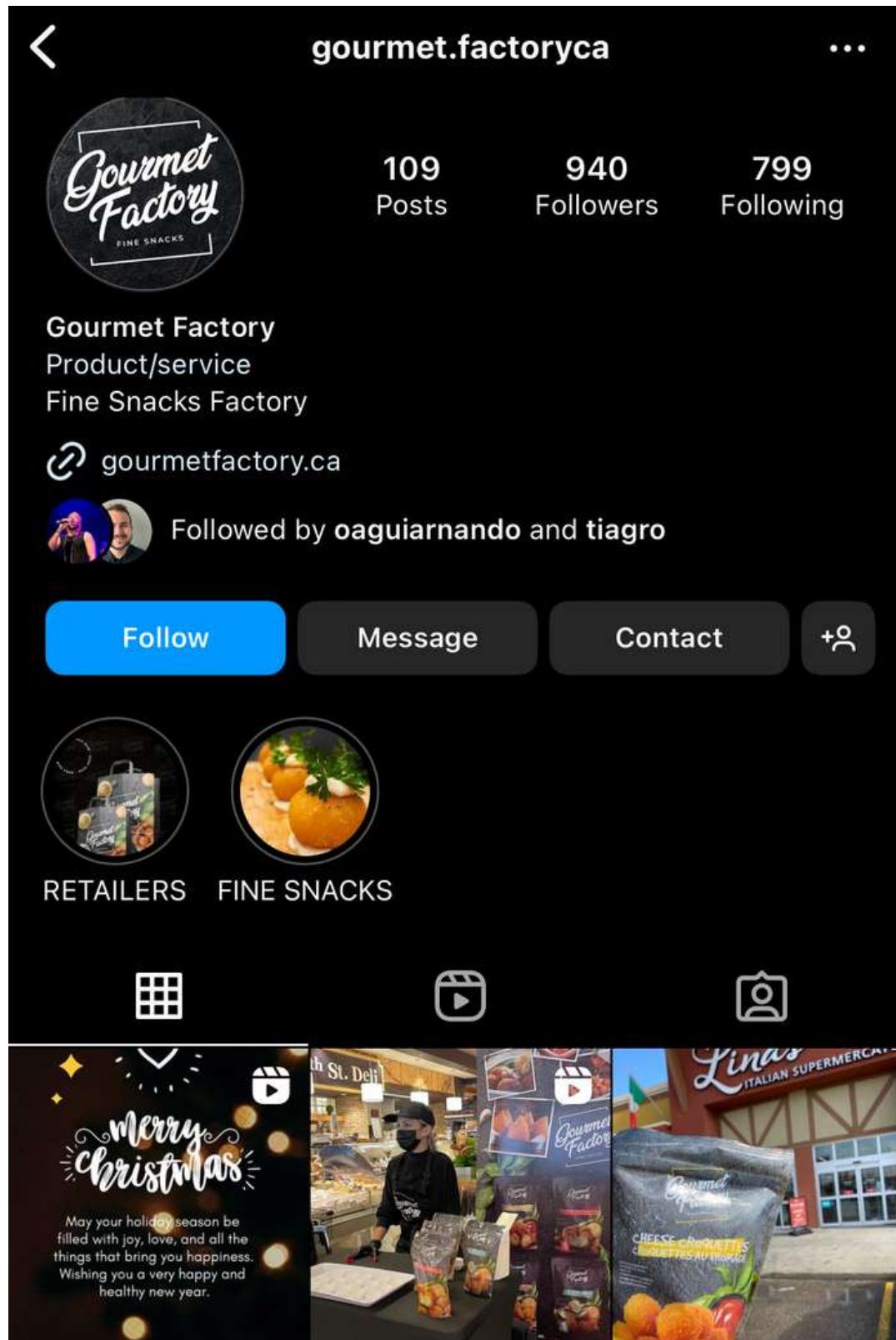
#churros #caramelsauce #sweets

#afternoontea #codfish #snacks #braziliansnack

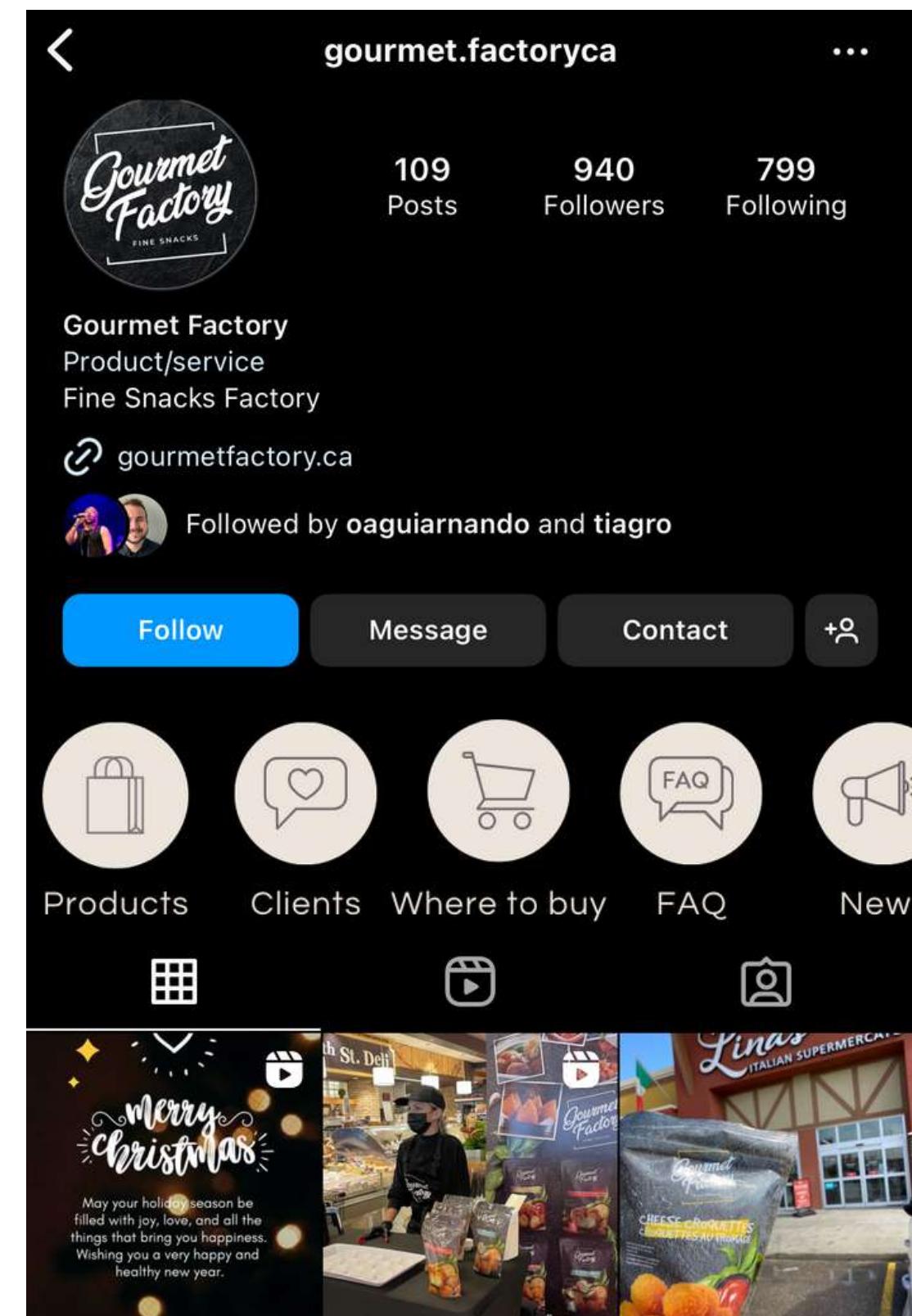


# SUGGESTION

BEFORE



AFTER



# Instagram Ads Strategy





# How to advertise?

## Get a verified mark

According to the research, only **0.87%** of brands have this mark among brands with less than **5000 followers**.

People tend to trust accounts with this verified mark, so having it will be an asset.

<https://rb.gy/4iztpm>

## Use Instagram ads

Research says some shops increased **16%** sales only in 3 weeks after using the ads.

Simply click the Boost button under the post and or use

[Facebook ads](#), in this way you can choose your audience more specifically.

(photo ads, story ads, video ads)

## Optimize the profile

Make sure to have an intriguing bio. Write about who we are, what we sell, and where people can get our products, etc.

# The types of ads on Instagram



## Photo ads

This is a still image, which is either an existing post that you can promote or new content you've created. A static photo ad needs to be eye-catching and engaging.



## Video ads

Video ads can help boost your profile as a business owner and bring in more customers. Besides, in this era, people tend to spend more and more time on video content, so why don't we use video content for ads, right?

# Social Media Ads

## 4 steps

1. Set the budget (daily, lifetime )
2. Customize the target audience  
(location, age, gender, language, interests, behaviors )
3. Choose ads platform (Instagram, Facebook, etc)
4. Create ads



# Social Media Ads



## How much should we spend?

- At least \$1 a day for ad sets charged for impressions.
- Ads charged for clicks, likes, video views or post engagement need a daily minimum budget of at least \$5 a day.
- The daily minimum budget for low-frequency events, such as offer claims or app installs, need to be at least \$40 a day.



# Social Media Ads

Facebook ads  
Brazilian

Budget: **100 CAD** per month (lifetime)

Duration: April 1st to 30th

Location: BC

Brazil (place)

Brazilian cuisine (food&drink)

Brazilian Portuguese (language)

Music of Brazil (music)

Snack food (food&drink)

Snacking

Vancouver

Language: Portuguese (Brazil)

Platform: Facebook, Instagram

***Estimated audience size:  
12,300 - 14,400***

***Reach: 1.4K - 4.0K***

## Audience definition

Your audience is defined.



Specific

Broad

Estimated audience size: 12,300 - 14,400 i

 Estimates may vary significantly over time based on your targeting selections and available data.

## Estimated daily results

Reach i

**1.4K - 4.0K**



The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

# Social Media Ads

Facebook ads  
Canadian

Budget: **100 CAD** per month (lifetime)

Duration: April 1st to 30th

Location: BC

Food and Restaurants  
Foodie (food & drink)  
British Columbia (place)  
Brazilian cuisine  
Snack food  
Snacking  
Vancouver

**Estimated audience size:**  
**1.8M - 2.1M**

Language: English  
Platform: Facebook, Instagram

## Audience definition

Your audience is defined.

 Specific

 Broad

Estimated audience size: 1,800,000 - 2,100,000 

 Estimates may vary significantly over time based on your targeting selections and available data.

## Estimated daily results

Reach 

**2.1K - 6.0K**

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

# THANK YOU!

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