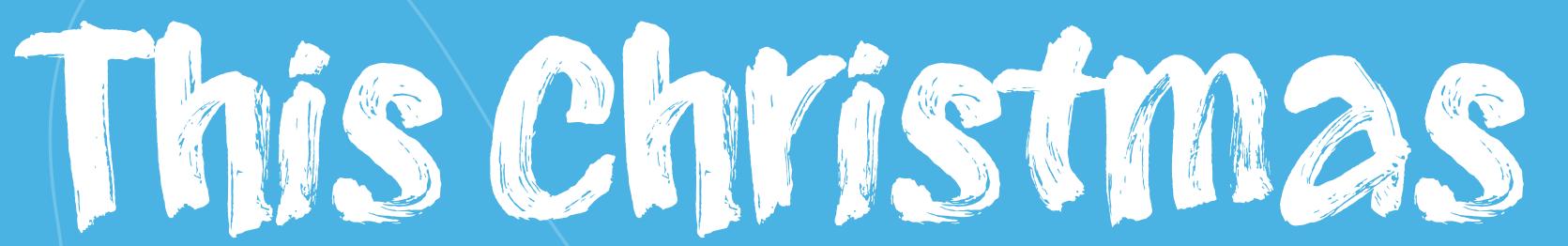


Sales opportunities









The role of influencers Down the Hoteh NU Robert and Lynsey Ainley







Enterprise Development Programme







Dr Lynsey Hollywood 🗾

6,735 Tweets

~

Dr Lynsey Hollywood 🗾

@LynseyHollywood Follows you

P Manager Food & Drink Business Development Centre @UlsterBizSchool #Foodbiz Columnist @Farm_Week | C @DANIAwards Winner @downthehatchni

IN UK FOR HOSPITALITY, LEISURE RECREATION &

M

000

Following

Belfast, Northern Ireland & pure.ulster.ac.uk/en/persons/lyn...
Joined July 2013

1,903 Following 2,496 Followers

Followed by StgensHE DEPT, Geoff Simmons, and 931 others you follow

Ulster University Business School

V

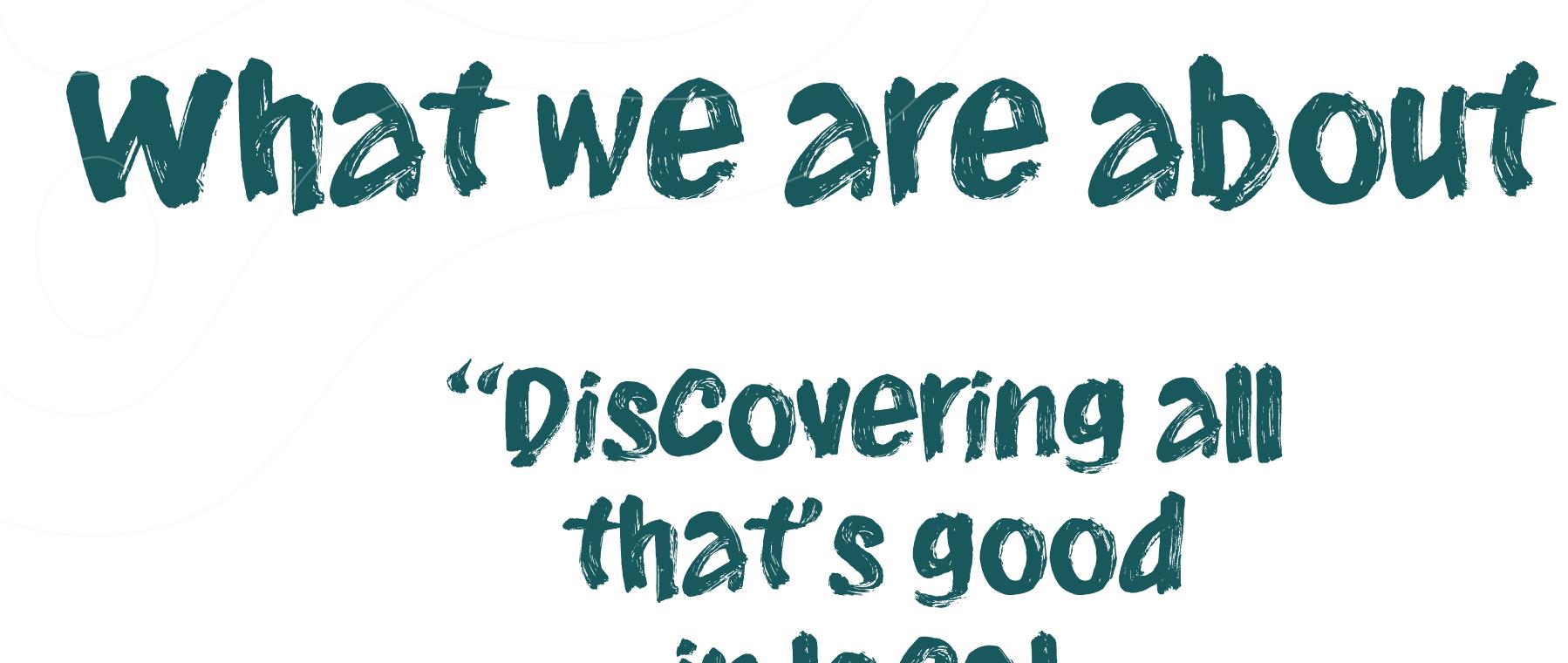












Food and amink"







Instagram

twitter

Instagram April 2016 (using this platform from August 2018

3,344 followers

Twitter April 2016

6,120 Followers





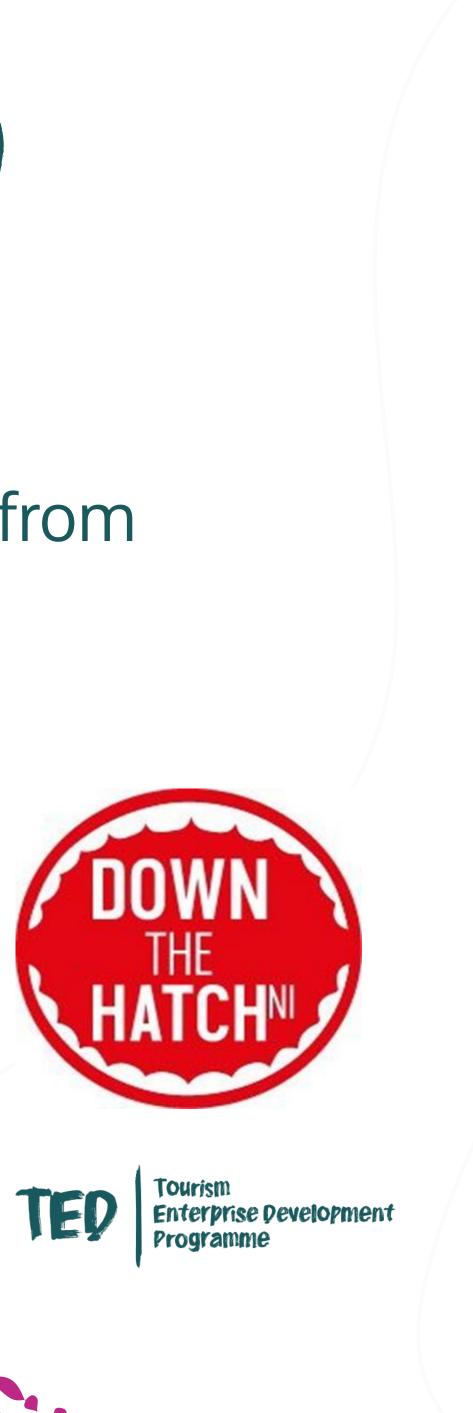
The impact of covid-19

Influencer

- No more events
- Everyone is cooking at home!
- Repetitive content
- Everyone is cooking at home!

Business

- More dine in experiences from restaurants
- Voucher frenzy
- SM becomes a key way to connect to customers





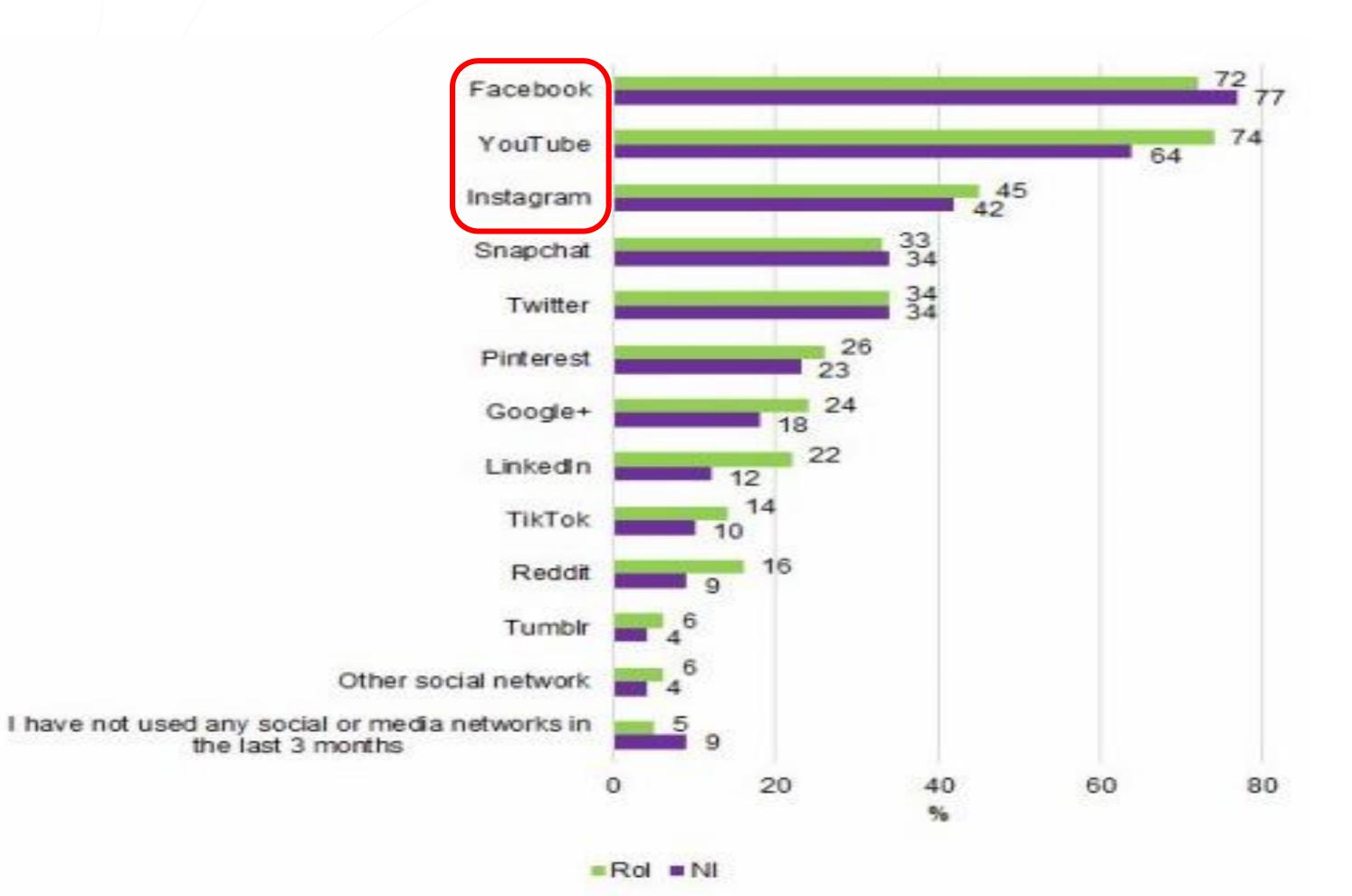
48% in NI and 52% in Rol of Irish Consumers agree that social media platforms have more information on companies compared to their websites. (Mintel, 2020)





Social Networking: Inc Impact of COVID-19 - Ireland - May 2020

what platforms are best







1. Be Consistent in your branding, brand values and tone of voice across social media platforms





2. Consider your Content Carefully – what do your followers want to know about?



Videos - Playlists Search



Holographic Rainbow Choco. 1 week ago | 378,271 views



Cake Rescue from Failed I ... 7 weeks ago | 611,517 views



Plating Cheap Frozen Dess... 3 months ado | 911,815 views



4-hour Billionaire's . 3 weeks ago | 583,118 views



200 year-old crazy desser. 2 months ago | 543.897 views



NEW Debunking Viral Video... 5 weeks ago | 1,841,651 views



Exposing 8 Viral Video Tr ... 3 months ago | 2,571,632 views



NEW Debunking Exposing Fa... 4 months ado | 3.770.182 views



Omelette du Fromage inspired by Dexter's Laboratory



The Broodwich inspired by Aqua Teen Hunger Force



Cake Rescue Fixing Viral ... 4 months ado | 1.721.972 views





home recipes basics about livestream

Binging with Babish is a cooking show dedicated to discovering what the delectable (and occasionally horrible) foods from fiction actually taste like.







Mississippi Queen inspired by **Regular Show**



Brie & Butter Baguette inspired by Twin Peaks



Restaurant Wars inspired by Steven Universe Oct 14, 2020





3. Post Content regularly but Consider your timing

Hashtags

- #Meatfreemonday
- #TacoTuesday
- #WineWednesday
- **#ThirstyThursday**
- **#FastfoodFriday**
- #WeekendVibes
- **#SundayBrunch**

Instagram











Q Search



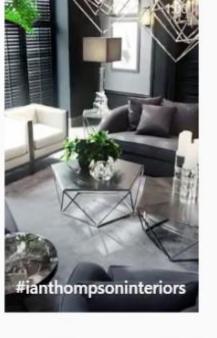




















4. Use trending hashtags to stay relevant and tell the brand story around your business.

Top Christmas & food has	ntags (Instagram sea
#Christmas	147M
#christmastime	13.5M
#christmasgifts	4.4M
#xmas	25M
#photooftheday	860M
#food	418M
#foodporn	246M



arch)

others to consider

#supportlocal

#northernireland

#niblogger

#DiscoverNI

#EmbraceAGiantSpirit

#TastetheGreatness

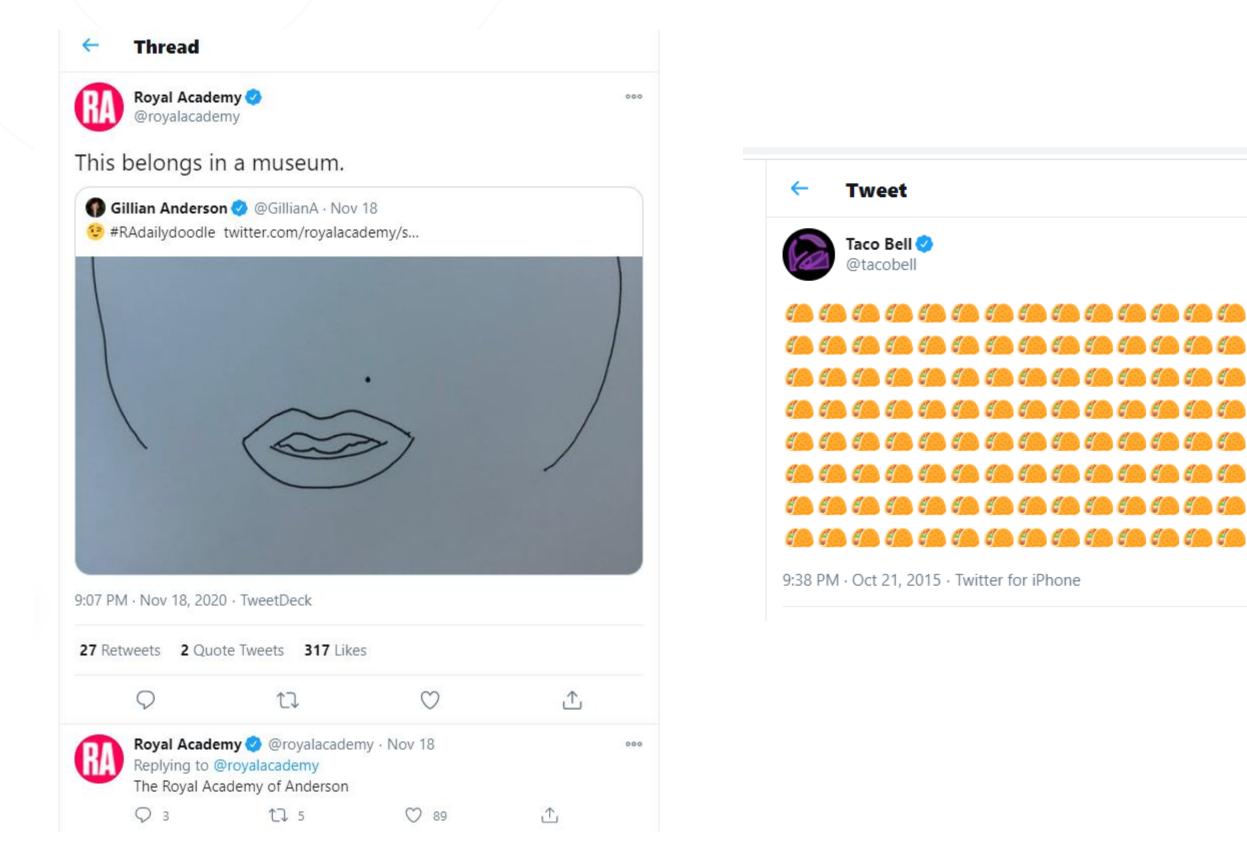
#niexplorer



TE



5. Interact with your followers - e.g. the Instagram algorithm rewards engagement





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View More on Instagram



226 likes

love belfast

Great news! From next weekend @coppibelfast will be delivering their "At Home with Coppi meal" service to ALL of #Northernireland!

This was a delicious feast and highly recommend. Will definitely be ordering again for next weekend. Cooking was so easy with all dishes ready in 2 minutes.

All information and ordering is available via the website, www.coppi.co.uk

#coppi #belfast #cookathome #coppiathome #lovebelfast #foodie #niblogger #tag #love #tagsomeone

view all 8 comments





customers don't want a series of adverts they want to engage in a meaningful way with your brand!

...



twilightant... • Following Twilight Coffee & Bunkhouse





Liked by g_clements and 81 others

twilightantrimcoast Found at Twilight! We've hidden it somewhere around Carnlough Harbour...free hot chocolate to the first person to find it! #larnerocks

> Update: Someone found it! We've posted her picture on our Facebook page.

connecting with your customer



establishedcoffee



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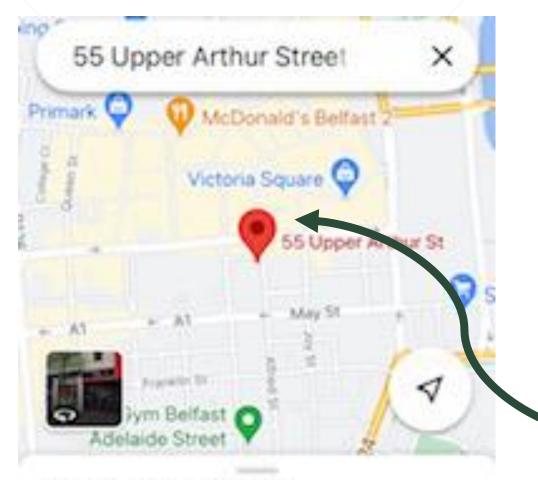
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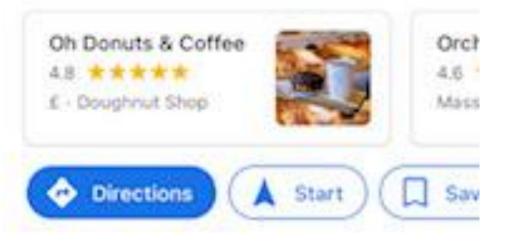


Understanding your customer JOURney



55 Upper Arthur St

55 Upper Arthur St, Belfast BT1 4HG 🛱 22 min





917 17.4 k Posts

Home delivery or collect in-store Belfast: Mon-Sat 0930-1600 Sprucefield: Mon-Fri 0700-1900 Sat 0800-1900



Instagran













- 2. Interesting/fun/honest description
- 3. Makes good use of hashtags and tags
- 4. Provides an opportunity for response
- 5. Authentic with a broad theme
 - (doesn't feel contrived!)

Instagram: @claremg









1. Captivating imagery





what engages our followers



- A sneak peak into our personal life
- The recipes we cook
- The new foodie finds we discover
- Key foodie events
- Foodie trends "have you seen this?"
- Asking them to share with us their foodie

experiences



TEI

The benefits of using influencers

- Reach people in your niche
- Leverage their relationship with others
- Create brand ambassadors
- Appeal to a new market/demographic
- Gain instant authority/appeal BUT
- Choose wisely keep your brand values, tone of voice and target market in mind!









Food bloggers

Claremcqq **Belfast Bites Belfast Food Blogger** Only slaggin Gastrogays Eating ideas DishYouWereHere

Lifestyle bloggers

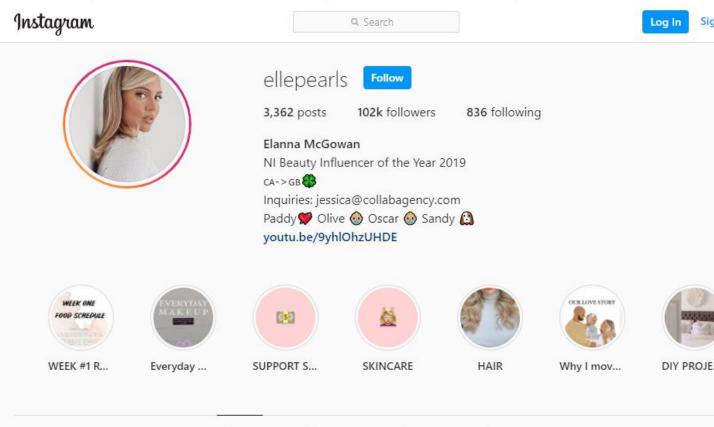
Allthatspretty CathyMartin10 Blossomingbirds EllePearls GlutenfreeFi ChloeHenning MelissaRiddell Danielle Donohoe



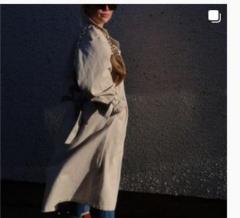
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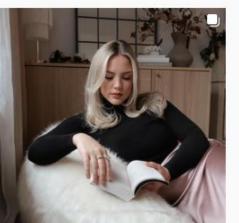


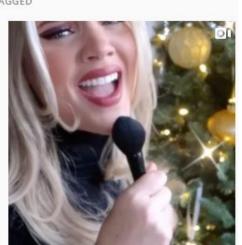
Working with influencers to engage followers



- Offer samples in exchange for a review
- Create a collaborative menu or virtual event
- Go live IGTV







- Recipe sharing/meal planning
- Create curated experiences





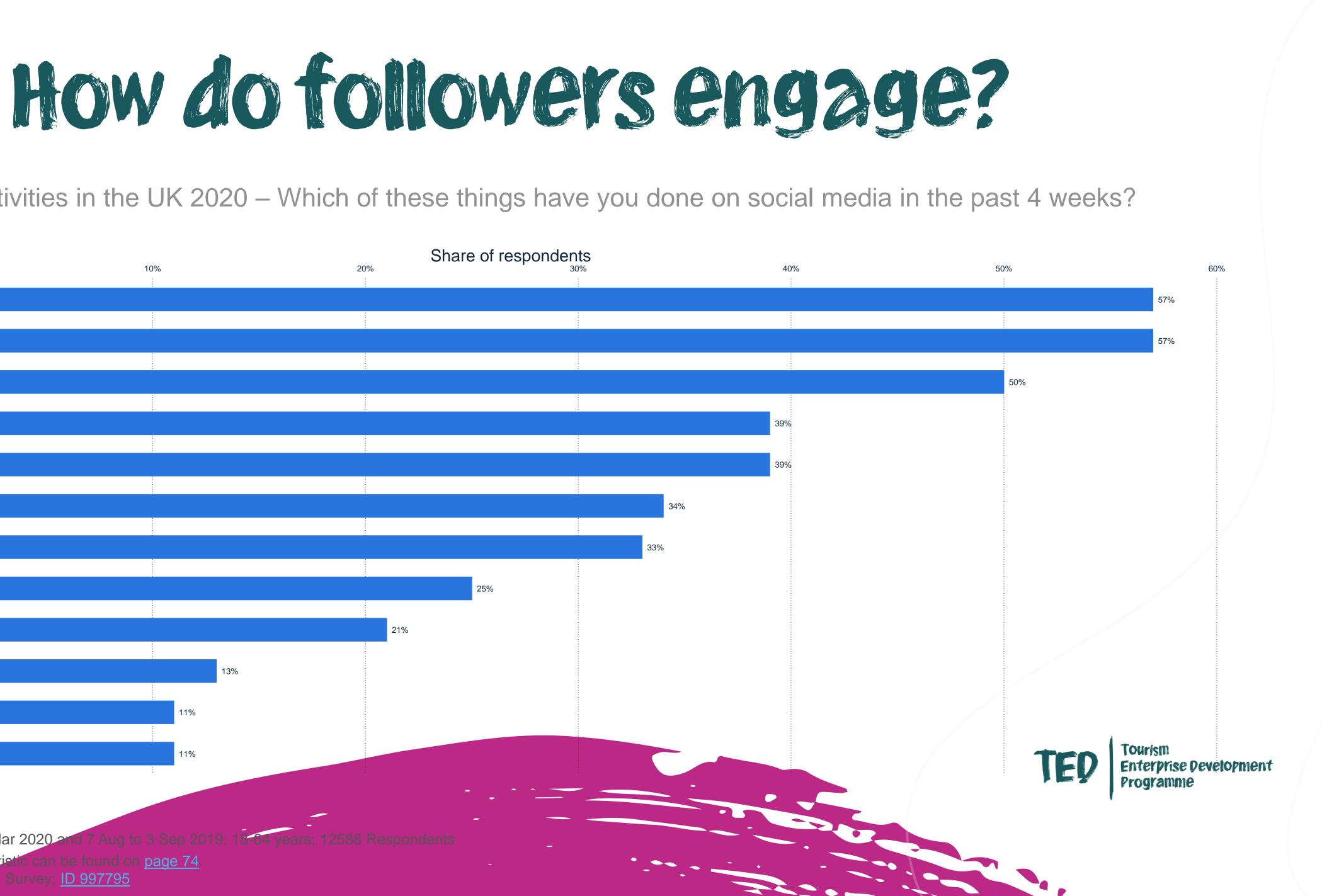


Social media activities in the UK 2020 – Which of these things have you done on social media in the past 4 weeks?

O	% 10%	20% Share
Liked posts by other users		
Sent private messages		
Commented on posts		
Posted pictures / videos		
Followed people		
Shared posts by other users		
Posted texts / status updates		
Liked company posts		
Followed companies		21%
Shared company posts	13%	
I have used social media only passively	11%	
I don't use social media	11%	
		-

Note: United Kingdom; 7 Feb to 27 Mar 2020 and 7 Aug to 3 Sep 2019; 18-64 years; 12588 Respondents Further information regarding this statistic can be found on page 74 Source(s): Statista Global Consumer Survey; ID 997795





curate online experiences use great photography

CHRISTMAS ISN'T CANCELLED!

We know what you're thinking. A virtual Christmas Party sounds a bit cringe...We are here to debunk that theory and help you with some fresh fun virtual Christmas party ideas that your staff will actually enjoy!

Would you like to thank your remote workers and give them a chance to hear what the next 12 months will bring, or just perk up their spirits with some light-hearted fun? Well, we have the solution! Just some of the fun ways to reward staff with a virtual Christmas Party include:

- Festive Virtual Quiz
- Virtual Gin/Beer Tasting Session
- Staff Awards
- Celebrity Host
- Christmas in a box staff hampers



OFFICE VIRTUAL FESTIVITIES

Each member of staff will receive a bespoke branded email invite with a link to login at a specific time, e.g. 4pm Friday 11th December. Prior to the online event, each member of staff will receive "Christmas in a Box" this can include anything you chose such as wine, soft drink, cheese, nibbles, Christmas Props etc.

Libra Events







- Store

Run a festive competition!









Here's some more ideas to engage followers:

- #12 days of.....(e.g. beer, festive visits/walks)
- Targeted gift ideas by price or by person
- Create your own Christmas photo frame for followers to share
- Organise a festive event, e.g. virtual carol singing w/wine & cheese
- Thank your customers with personal emails/messages
- Create and share your festive playlist as your customers dine at home
- Host a secret Santa exchange among your community of followers at an outdoor location (adhering to H&S Covid-19 measures)

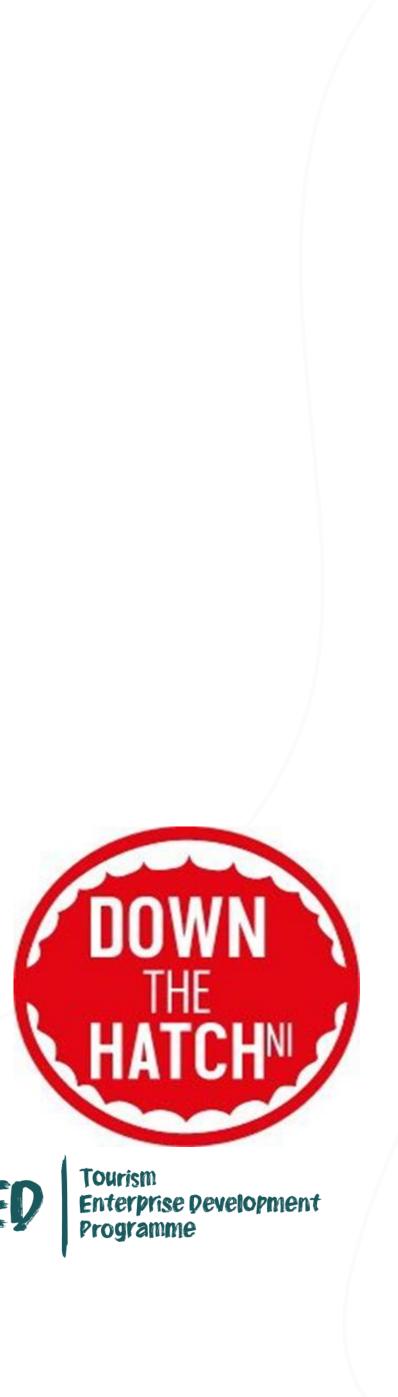


Have some festive fun, e.g. staff singalong video, charity event, **#Christmasjumperday** (11th Dec)



Top tips for christmas!

- Plan out your Content for the next 5 weeks
- 2. Build up a resource bank of festive images (including some of your followers images of your products/services - ask permission to use them)
- 3. Select some key SM activities you would like to use over the next 5 weeks to drive engagement
- Determine if a local influencer could help support your business 4.
- 5. Have fun building Community with your followers!



IE

Email: hellodthni@gmail.com

Instagram & Twitter: @pownthehatchni

Personal Twitter: CRobertAinley ClynseyHollywood











