

Maximising

Sales Opportunities

This Christmas



Northern
Ireland
Embrace
a Giant
Spirit



TED

Tourism
Enterprise Development
Programme



tourism
northernireland

The role of influencers

Down the Hatch NI

Robert and Lynsey Ainley



TED

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Programme



tourism
northernireland

Who we are

← **Dr Lynsey Hollywood** 
6,735 Tweets



   **Following**

Dr Lynsey Hollywood 
@LynseyHollywood Follows you

📍 Manager Food & Drink Business Development Centre @UlsterBizSchool #Foodbiz
| 📰 Columnist @Farm_Week | 🏆 @DANIAwards Winner @downthehatchni 🍷 |
Views my own.

📍 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



What we are about

“Discovering all
that’s good
in local
food and drink”

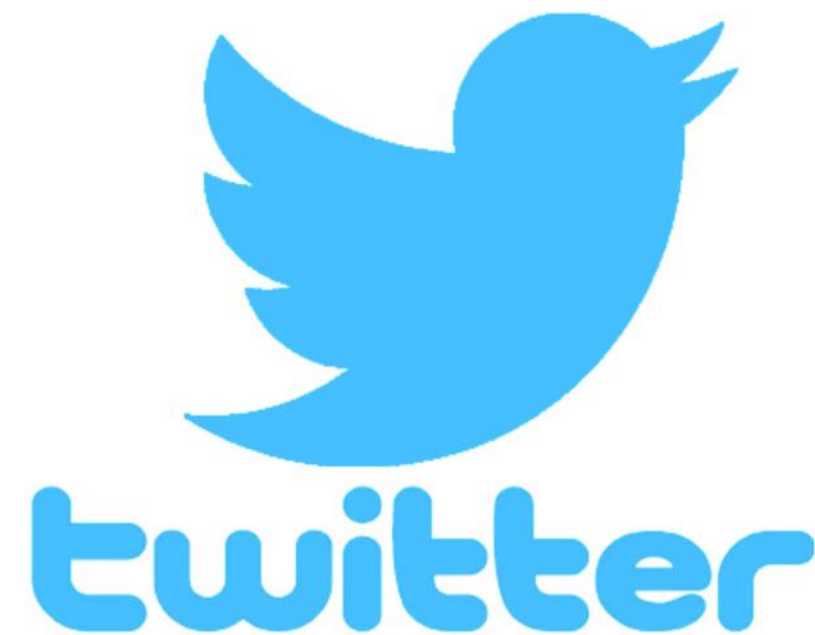


Where you can find us!



Instagram

Instagram
April 2016
(using this platform from
August 2018)
3,344 followers



Twitter
April 2016
6,120 Followers



Facebook
April 2016
592 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

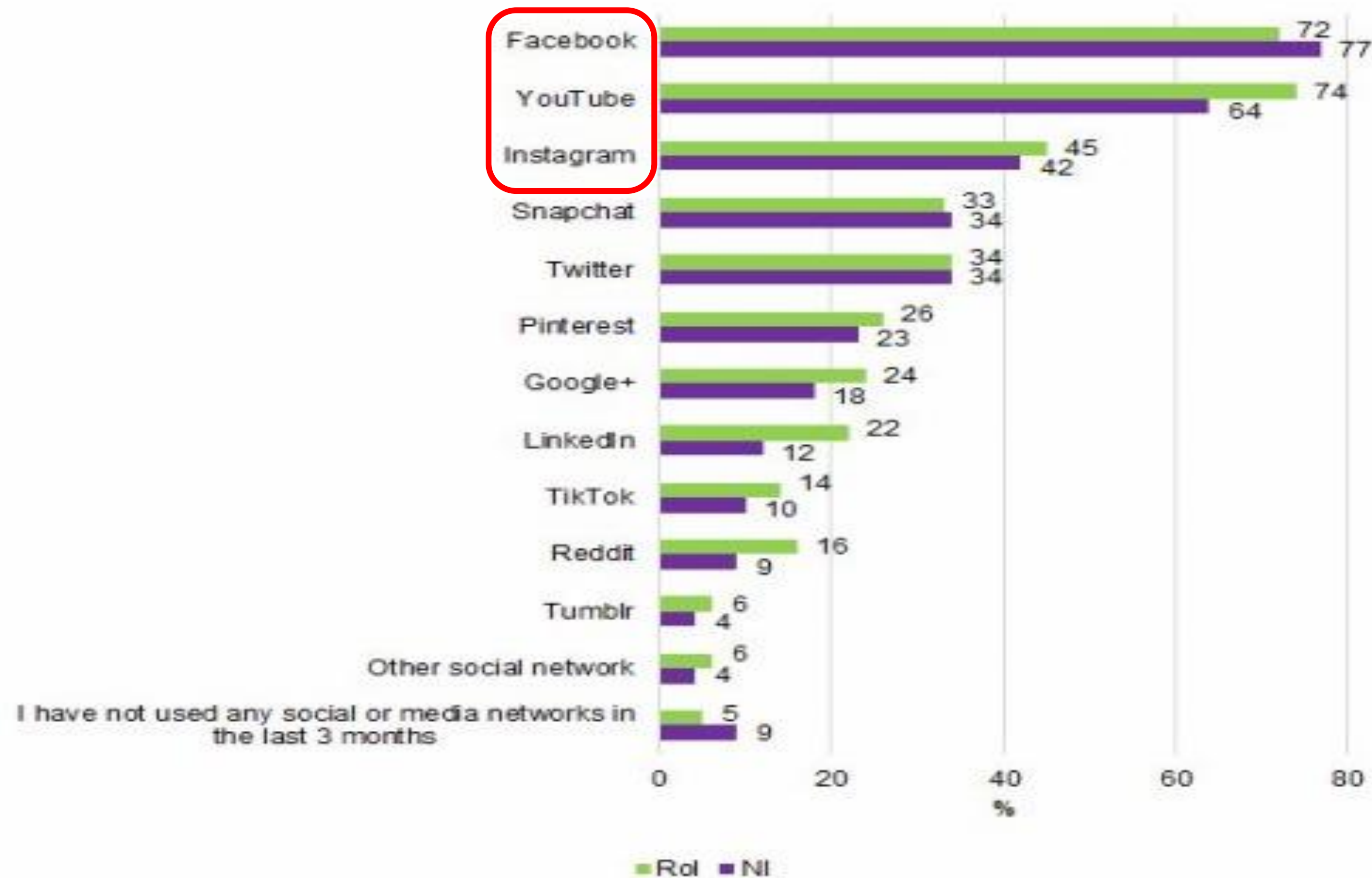


Why use social media

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

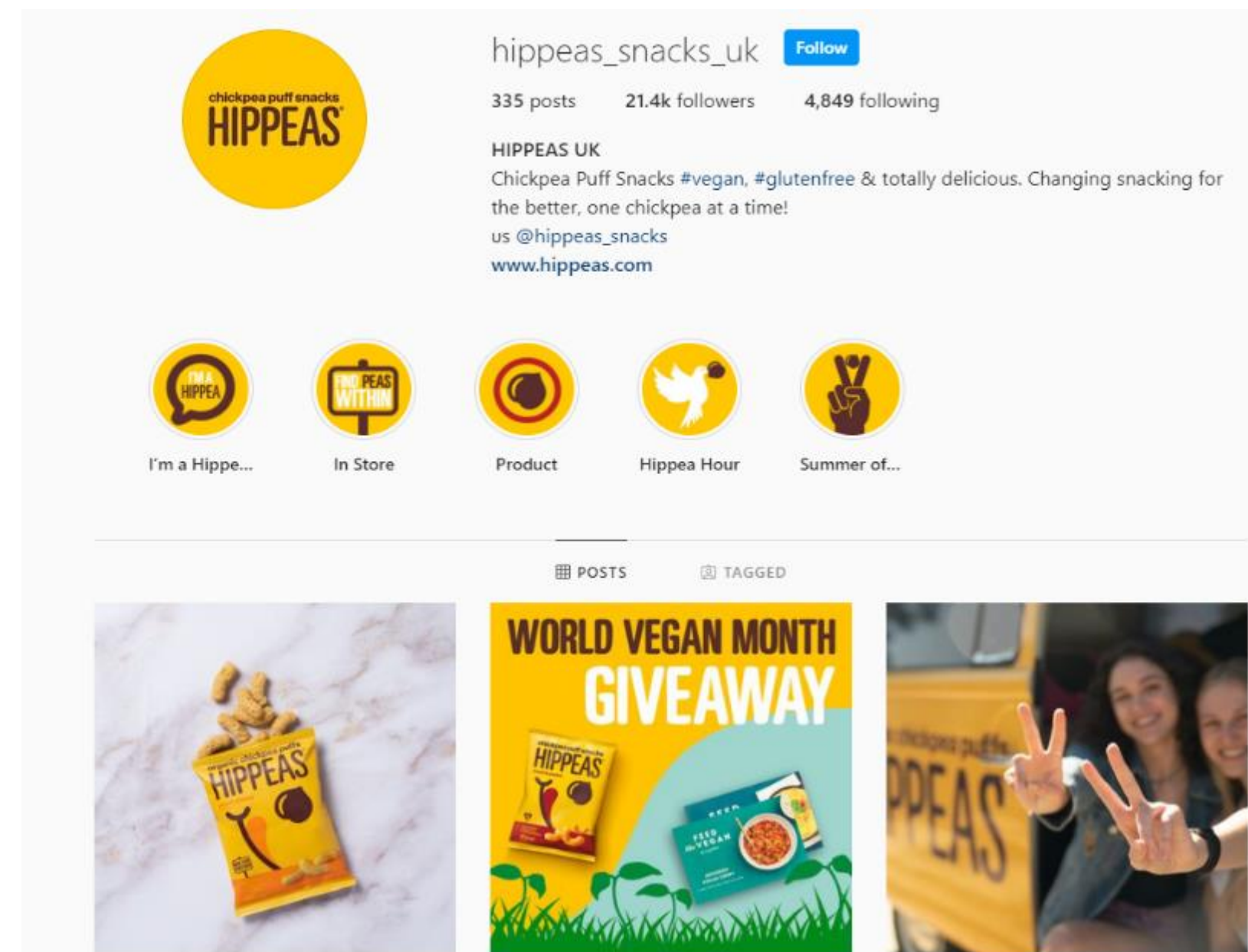


What platforms are best



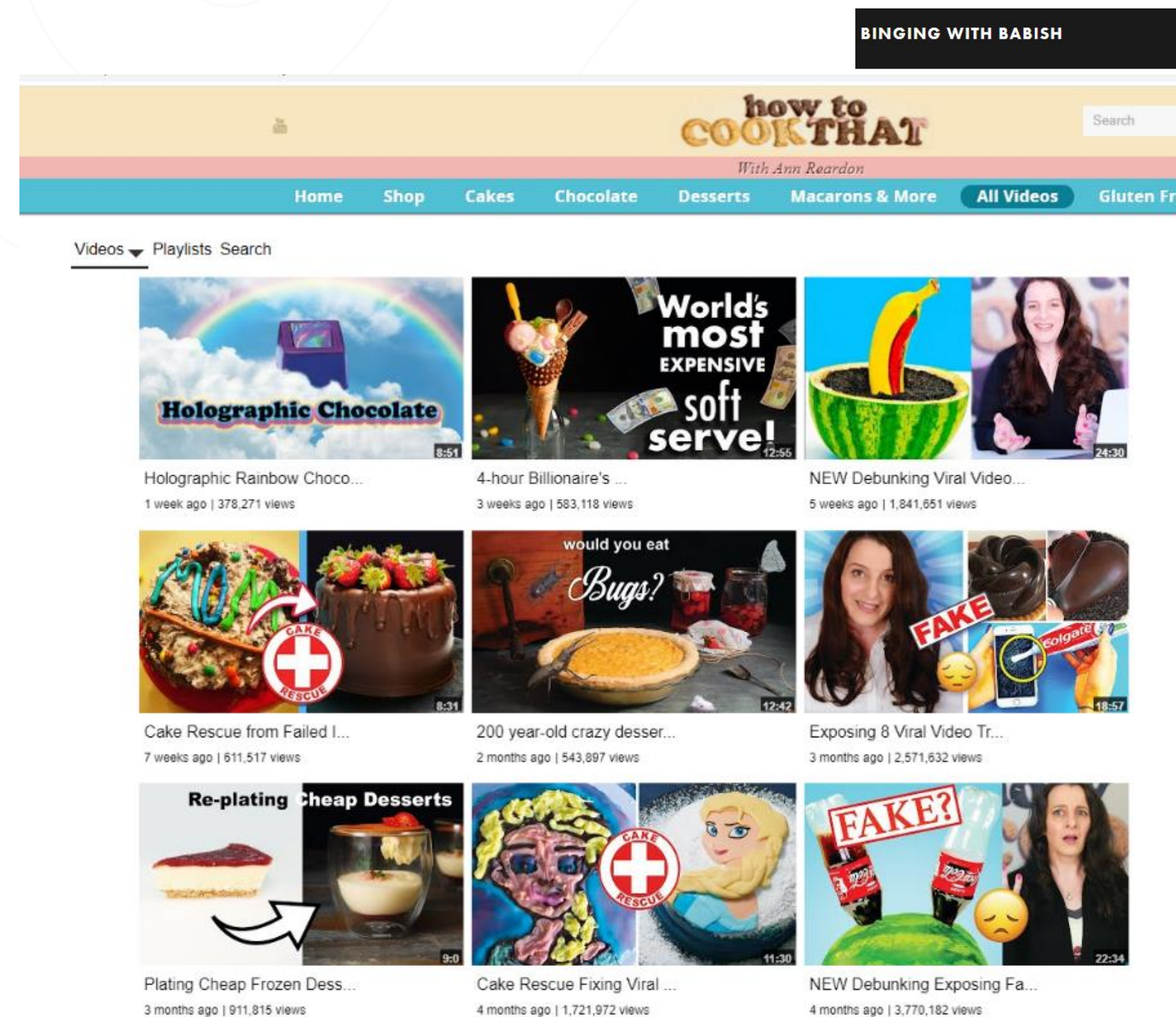
Building your brand presence

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

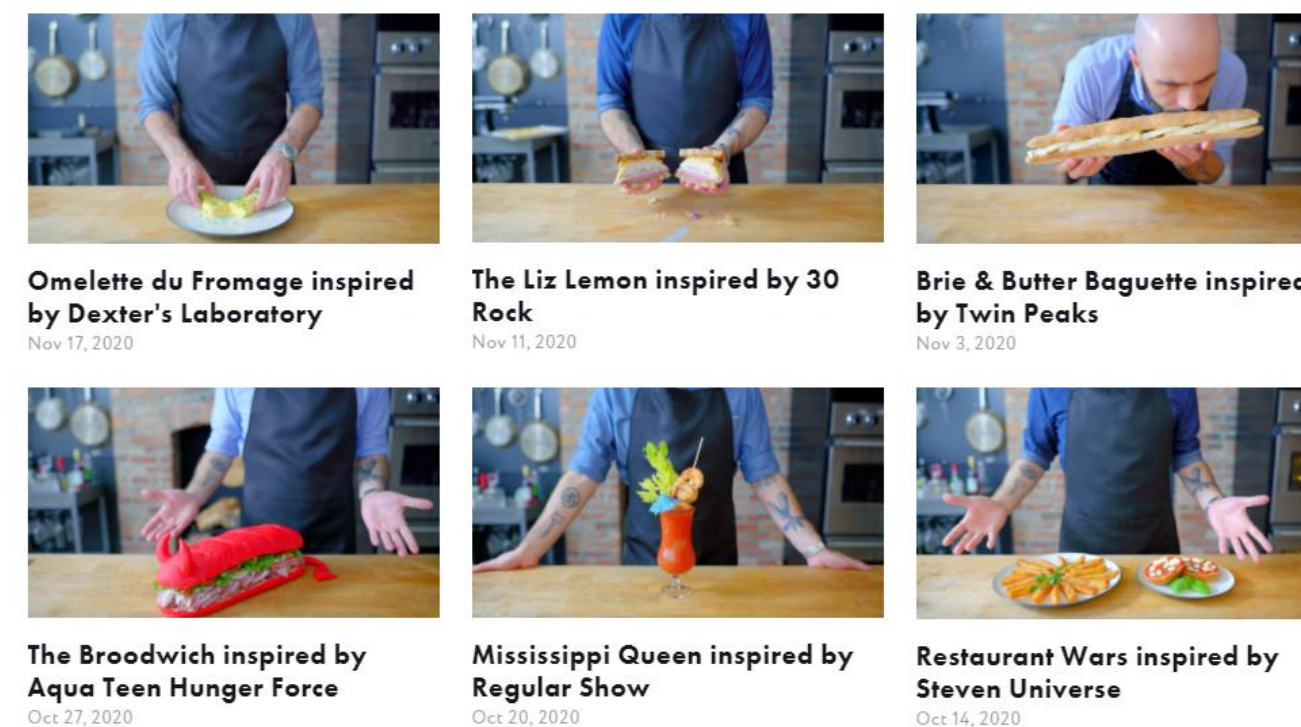


Building your brand presence

2. Consider your content carefully – what do your followers want to know about?



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



Building your brand presence

3. Post Content regularly but Consider your timing

Hashtags

#Meatfreemonday

#TacoTuesday

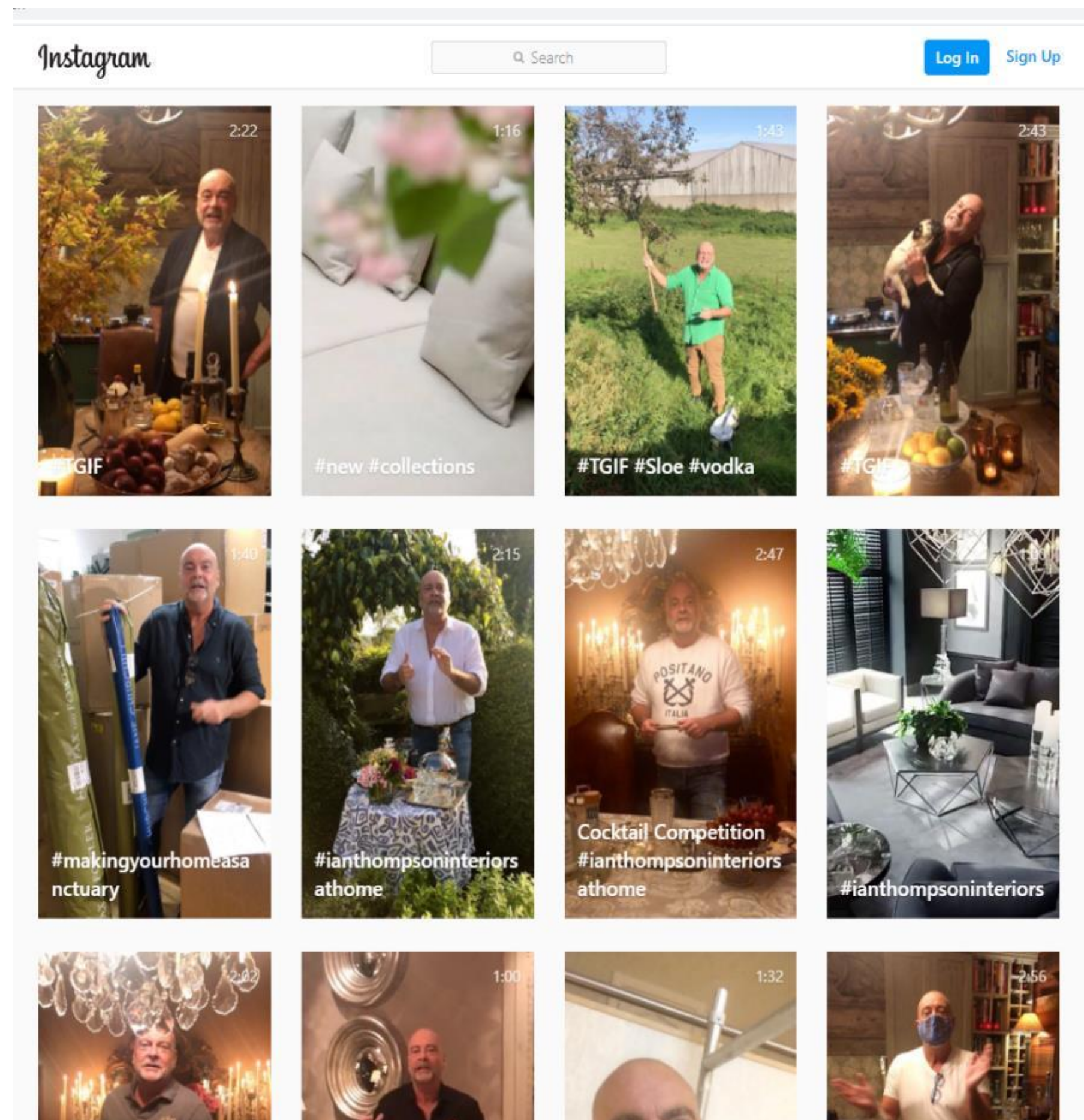
#WineWednesday

#ThirstyThursday

#FastfoodFriday

#WeekendVibes

#SundayBrunch



Building your brand presence

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

Top Christmas & food hashtags (Instagram search)

#Christmas	147M
#christmastime	13.5M
#christmasgifts	4.4M
#xmas	25M
#photooftheday	860M
#food	418M
#foodporn	246M

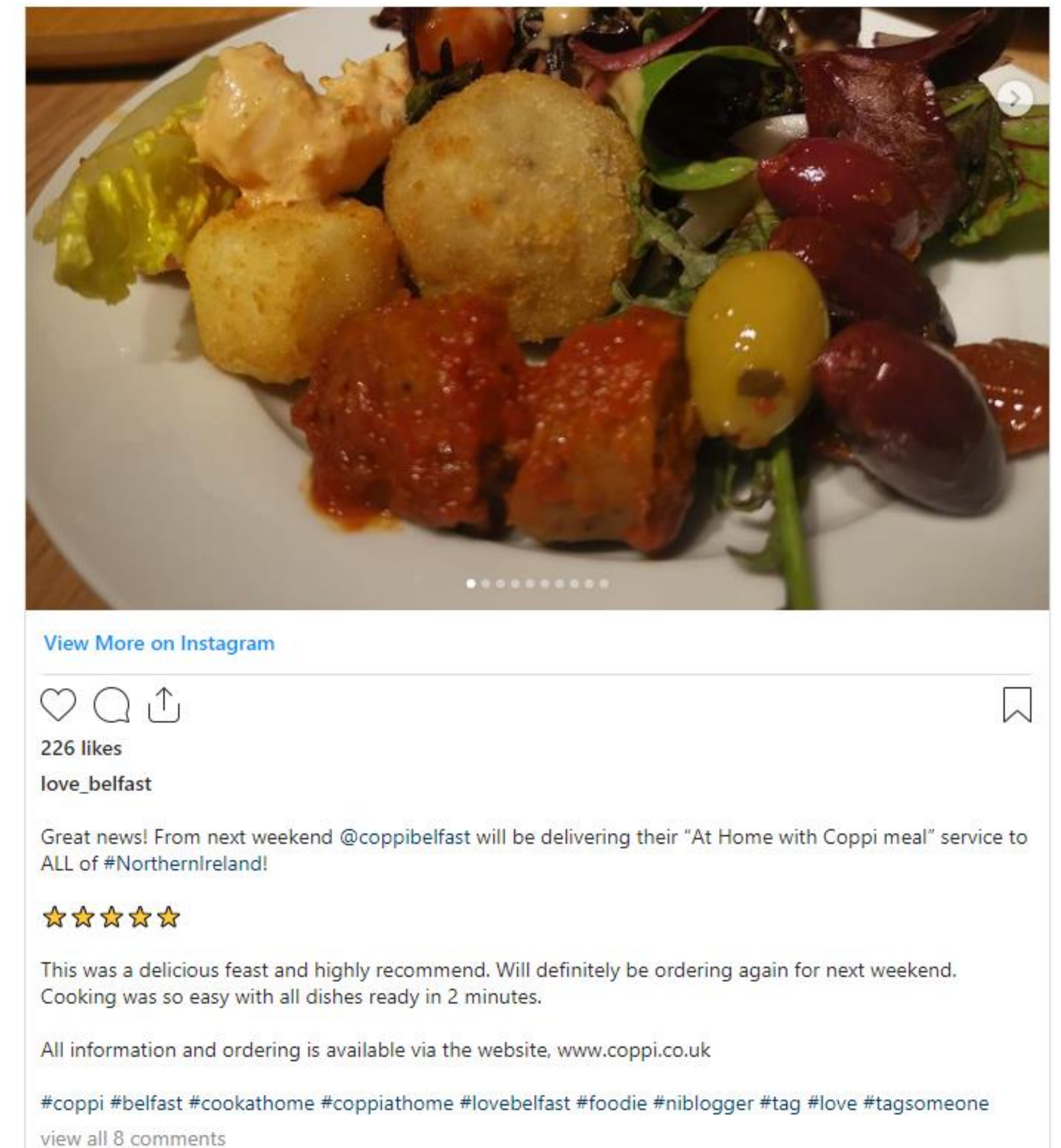
Others to consider

#supportlocal
#northernireland
#niblogger
#DiscoverNI
#EmbraceAGiantSpirit
#TastetheGreatness
#niexplorer



Building your brand presence

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

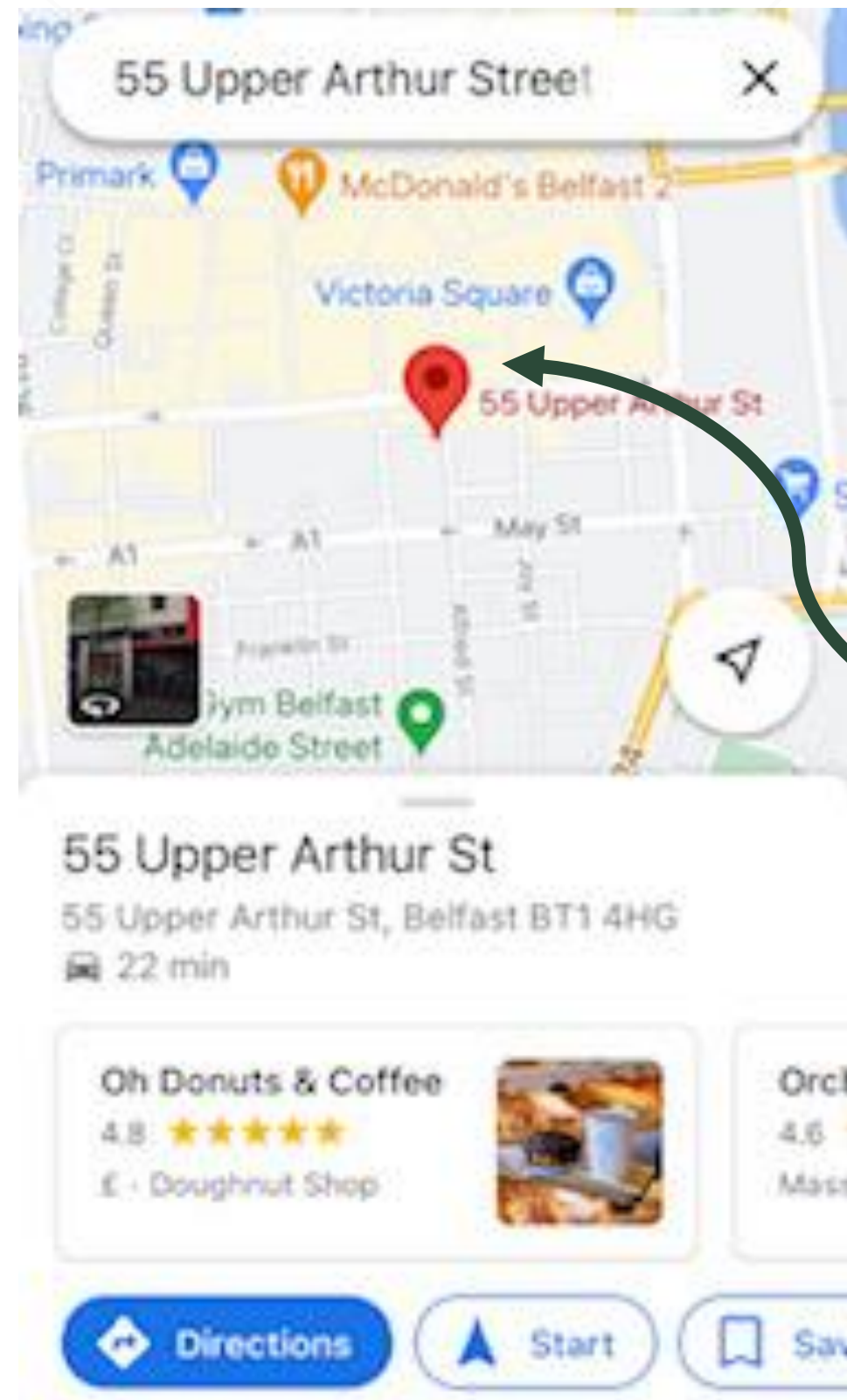


Connecting with your customer

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



understanding your customer journey



917 Posts 17.4 k Followers 234 Following

Oh! Donuts & Coffee

Gourmet donuts & awesome coffee

Home delivery or collect in-store

Belfast: Mon-Sat 0930-1600

Sprucefield: Mon-Fri 0700-1900 Sat

0800-1900

DeliverOH! 📍

www.ohdonuts.co.uk/orders

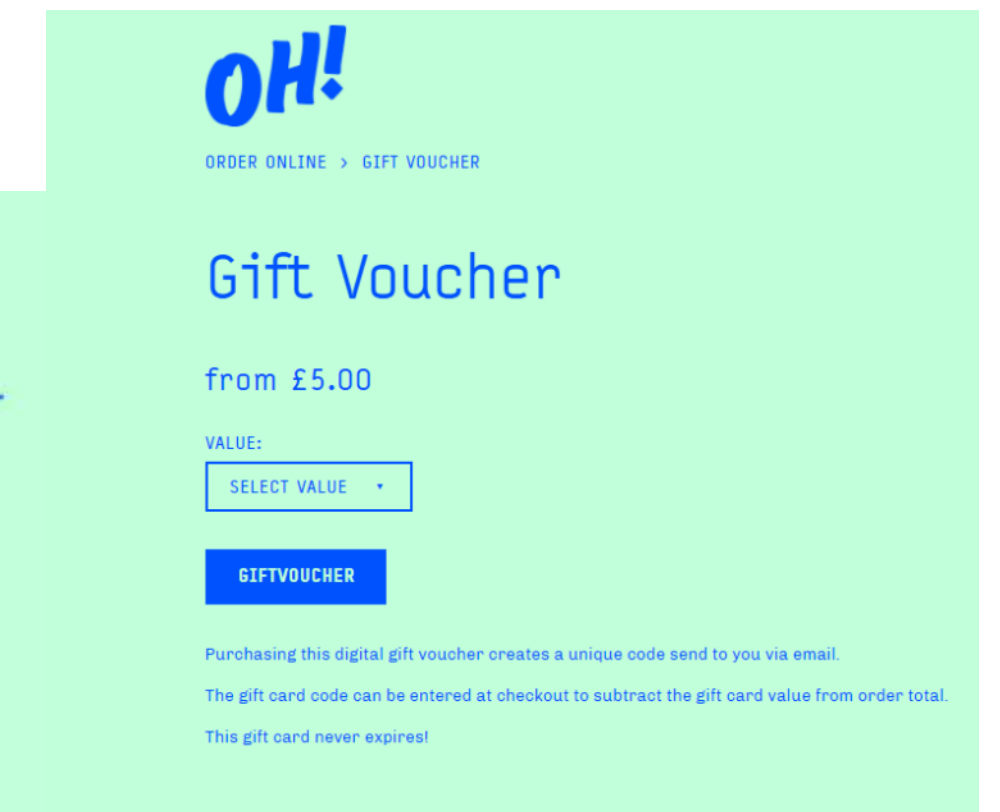
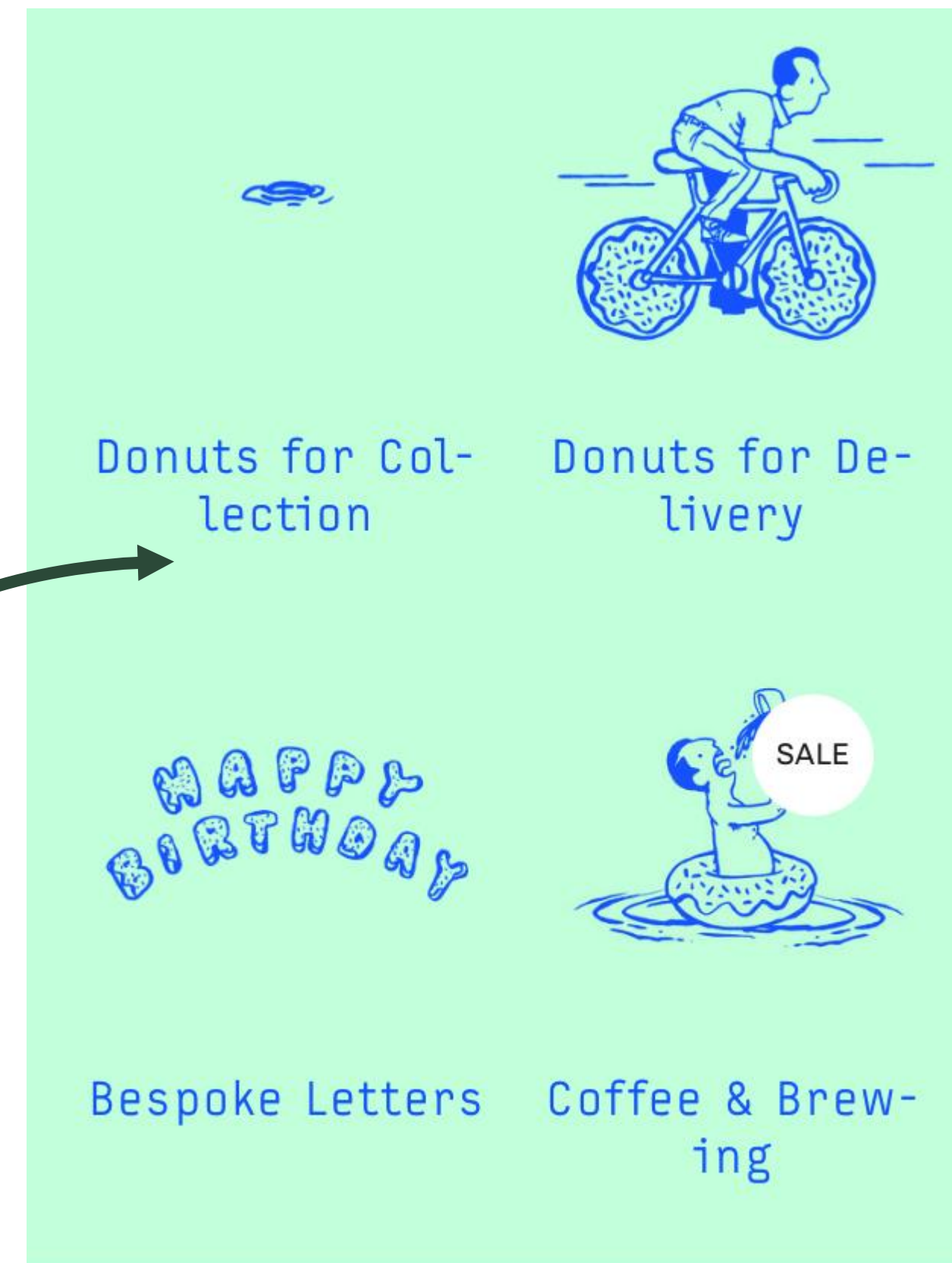
55 Upper Arthur Street, Belfast, United Kingdom

Followed by [halohealthykitchen](#), [arcadia.deli](#) and 190 others

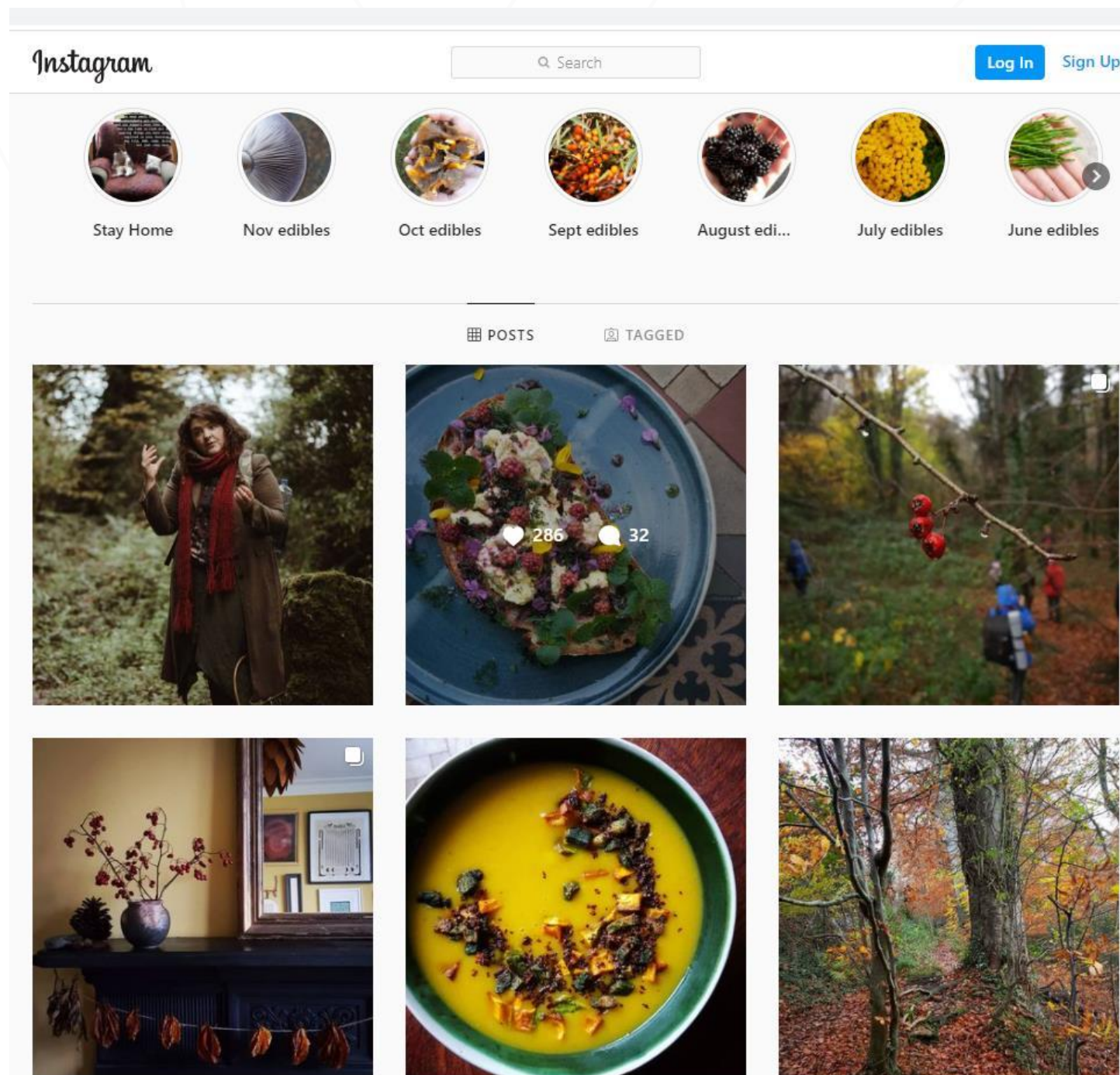
Following

Message

Call



What makes a good post?



Instagram: @claremq

1. Captivating imagery
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!)



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



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!



Examples of local influencers

Food bloggers

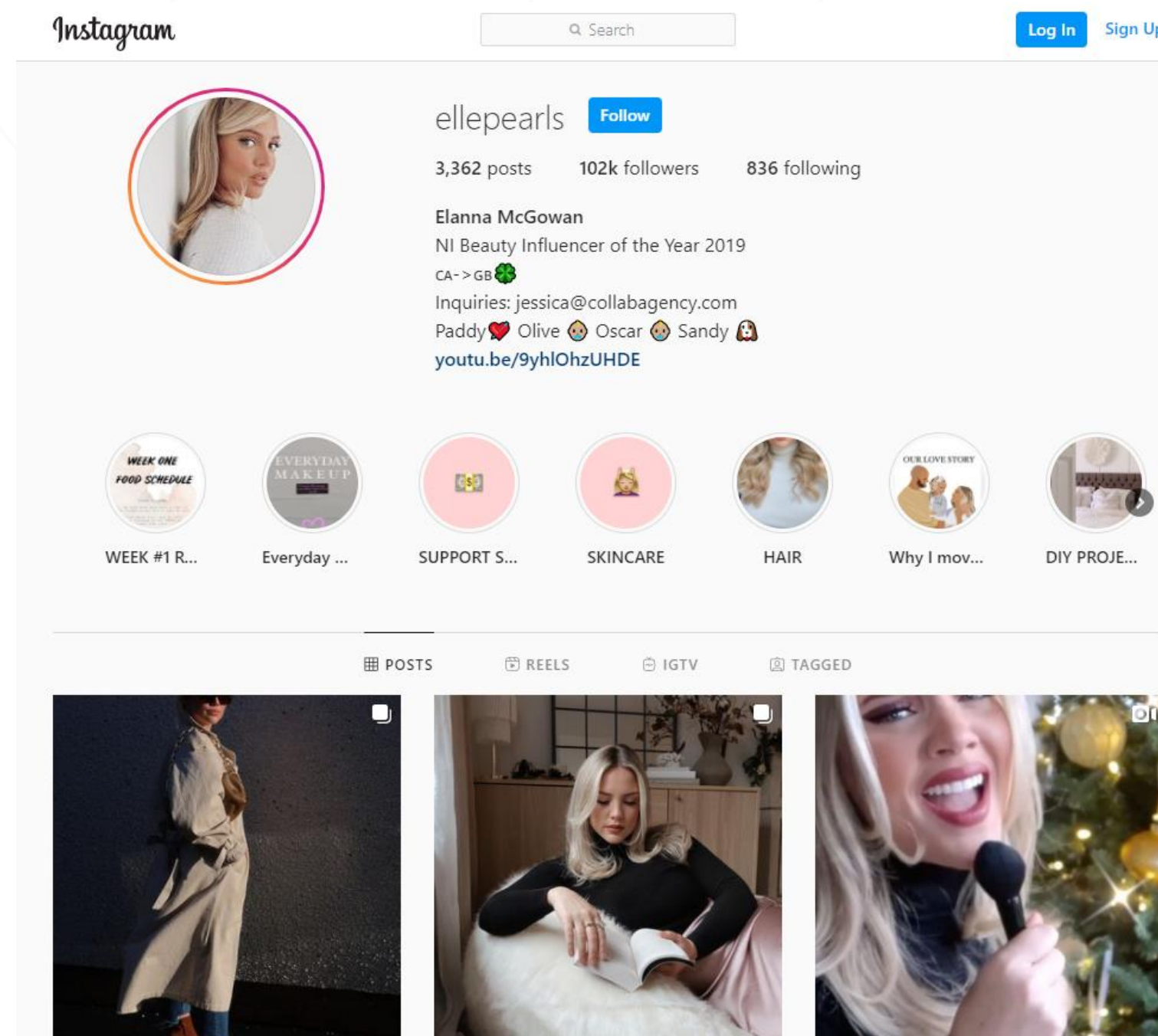
Claremcqq
Belfast Bites
Belfast Food Blogger
Only slaggin
Gastrogays
Eating ideas
DishYouWereHere

Lifestyle bloggers

Allthatspretty
CathyMartin10
Blossomingbirds
EllePearls
GlutenfreeFi
ChloeHenning
MelissaRiddell
Danielle Donohoe



Working with influencers to engage followers

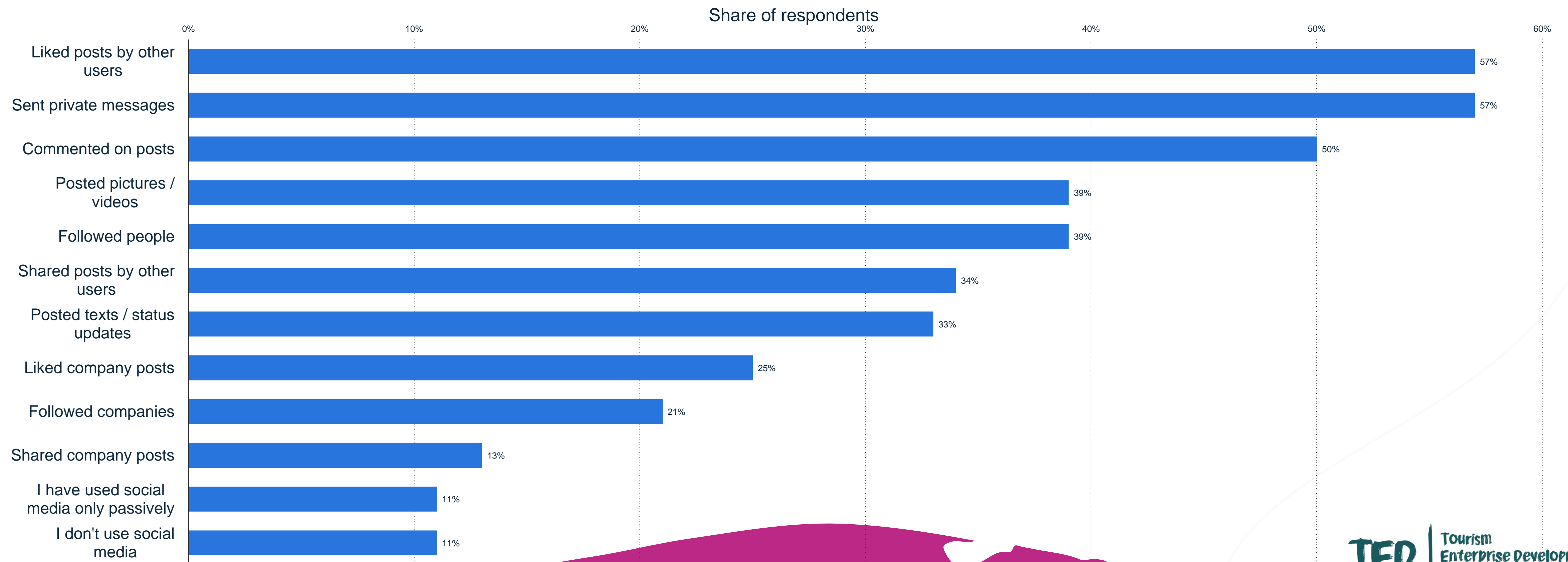


- Offer samples in exchange for a review
- Create a collaborative menu or virtual event
- Go live - IGTV
- Recipe sharing/meal planning
- Create curated experiences



How do followers engage?

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



Christmas is Coming!

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



Run a festive
Competition!



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Christmas is coming!

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!

1. 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
4. Determine if a local influencer could help support your business
5. Have fun building community with your followers!



Feel free to get in touch!

Email: hellodthni@gmail.com

Instagram & Twitter:
[@Downthehatchni](#)

Personal Twitter:
[@RobertAinley](#)
[@LynseyHollywood](#)



Thank
you

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