

REPUTABLE REASON

FOOD FOR THOUGHT

Splash Coworking



Campaign

Food Innovation & Technology

- Multiday Conference & Event
- Home food delivery companies
- Consumer packaged goods companies
- Food truck element that is open to the public

Main Idea

- Generate promotions for a 2020 food technology innovation conference (private)
- Food truck festival (public)



Campaign Plan



Our Goals

REACH BUSINESSES

Individual email invitations

Networking and Marketing Opportunities



EXCITE THE PUBLIC

Social media advertising

INCREASE BUSINESS CLIENTELE

Exposure!

Objectives



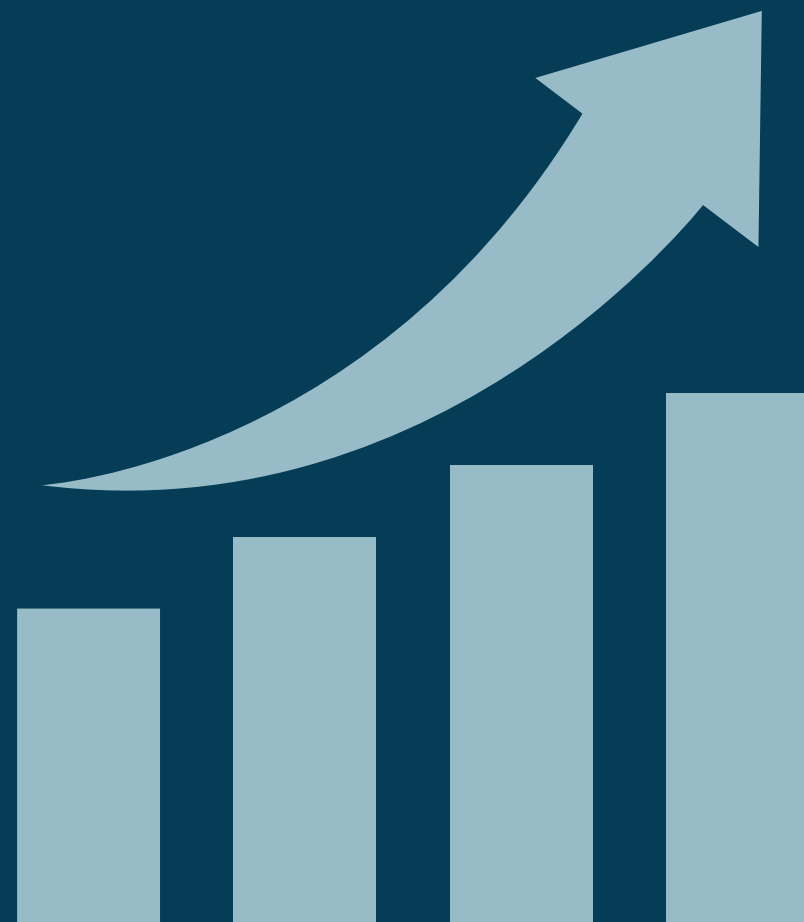
25% social media attendees



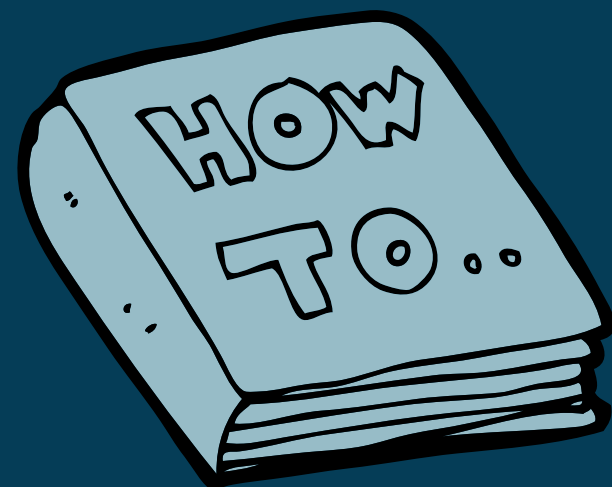
Splash gains 15% traffic increase



Boost Brand Engagement 10%



Strategies



1

Interactive "Food for Thought" posts

2

Reach out to businesses who may be interested

3

Social media takeover!

4

Flyer Handout

FOOD FOR THOUGHT

Food Truck Festival

March 29th
Holiday Inn

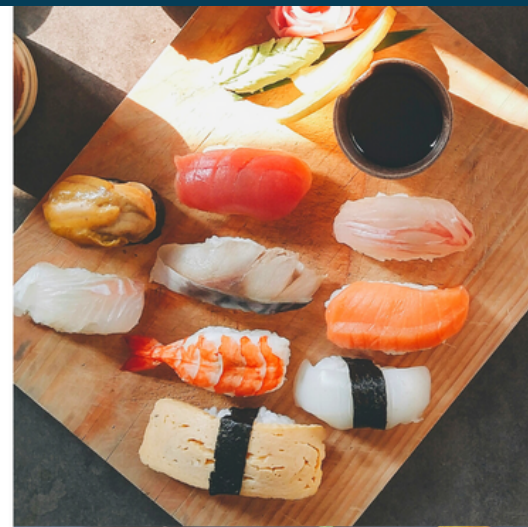


@SplashCowork

Live Music
\$7 Tickets
Raffles

FOOD
FOR
THOUGHT

FOOD



FOOD

MARCH 29
HOLIDAY INN
\$7 TICKETS
LIVE MUSIC

@SPLASHCOWORK

FOOD TRUCK FESTIVAL



FOOD FOR THOUGHT

@SplashCowork

March 29th
Holiday Inn
12 pm - 5 pm

Live Music
\$7 Tickets
Raffles

Bring the family & support your local
Businesses!

Flyers

Editorial Calendar



Reputable Reason						
Splash Coworking Food Tech. Conference & Food Truck Festival						
Tentative Conference Day:	3/28/2020					
Tentative Festival Day:	3/29/2020					
Date	Platform	Post Time	Content	Post Topic	Post Content	Images / Links
Sunday, March 01, 2020	Instagram	11:00 AM	Poster	Event Announcement	It's a food truck fiesta! If you love food trucks, join us on Sunday, March 29th for Splash Coworking's Food Truck Festival! #SMFoodForThought	Poster
Sunday, March 01, 2020	Twitter	11:00 AM	Poster	Event Announcement	It's a food truck fiesta! If you love food trucks, join us on Sunday, March 29th for Splash Coworking's Food Truck Festival! #SMFoodForThought	Poster
Sunday, March 01, 2020	Facebook	11:00 AM	Poster	Event Announcement	It's a food truck fiesta! If you love food trucks, join us on Sunday, March 29th for Splash Coworking's Food Truck Festival! #SMFoodForThought	Poster
Friday, March 06, 2020	Instagram	3:00 PM	Photo	Community Outreach	Just 21 days until the Splash Food Truck Festival! Tag your favorite local business and maybe they'll attend! #SMFoodForThought	Flyer
Friday, March 13, 2020	Instagram	2:00 PM	Photo / Boom.	Behind the Scenes	Here's a sneak peek of something to look forward to at the Splash Food Truck Festival! #SMFoodForThought	Blue
Friday, March 13, 2020	Twitter	3:00 PM	Meme	Community Outreach	Only 2 weeks left until the Splash Food Truck Festival! What's the best dish you've ever gotten from a food truck? Share below! #SMFoodForThought	Navy Poster
Tuesday, March 17, 2020	Facebook	2:00 PM	Meme	Community Outreach	There's 12 days left to prepare your palate for the Splash Food Truck Festival! What's your favorite type of food truck dish? Let us know in the comments! #SMFoodForThought	Navy Poster
Friday, March 20, 2020	Twitter	3:00 PM	Photo	Fun Fact	Did you know that food technologists are often hired to help make secret recipes for food brands? Come support local food technologists at #SMFoodForThought on March 29!	Flyer
Saturday, March 21, 2020	Instagram	3:00 PM	Photo	Awareness	Is your mouth watering yet? We're just a week away from the Splash Food Truck Festival! Get your tickets today! #SMFoodForThought	Media Graphic
Saturday, March 21, 2020	Twitter	2:00 PM	Photo	Awareness	Delicious food? Live music? Family & pet friendly? The Splash Food Truck Festival will have it all! #SMFoodForThought	Trucks
Saturday, March 21, 2020	Facebook	12:00 PM	Photo	Awareness	Is your mouth watering yet? We're just a week away from the Splash Food Truck Festival! Get your tickets today! #SMFoodForThought	Media Graphic
Tuesday, March 24, 2020	Instagram	12:00 PM	Graphic	Giveaway	GIVEAWAY!!! We have 3 FREE tickets to giveaway for our #SMFoodForThought Event!! If you would like to enter the drawing, all you have to do is Like, Follow and Share this	Giveaway
Tuesday, March 24, 2020	Twitter	2:00 PM	Graphic	Giveaway	GIVEAWAY!!! We have 3 FREE tickets to giveaway for our #SMFoodForThought Event!! If you would like to enter the drawing, all you have to do is Like, Follow and Retweet this	Giveaway
Friday, March 27, 2020	Instagram	12:00 PM	Photo / Boom.	Awareness / FOMO	The day is almost here! Don't miss the Splash Food Truck Festival this Sunday only! #FoodForThought	Intro
Friday, March 27, 2020	Twitter	12:00 PM	Photo	Awareness / FOMO	Sunday's the day! Don't miss the Splash Food Truck Festival this Sunday only! #FoodForThought	Intro
Saturday, March 28, 2020	Instagram	11:00 AM	Poster	Reminder	Get your palates ready, because the Splash Food Truck Festival is tomorrow! #FoodForThought	Navy Poster
Saturday, March 28, 2020	Twitter	11:00 AM	Poster	Reminder	It's almost time for the Splash Food Truck Festival! Stop by tomorrow for an amazing afternoon of food truck goodness! #FoodForThought	Blue
Saturday, March 28, 2020	Facebook	11:00 AM	Poster	Reminder	One day left until the Splash Food Truck Festival! Join us tomorrow for this one-day food truck fiesta! #FoodForThought	Blue
Sunday, March 29, 2020	Instagram	12:00 PM	Photo of Venue	Call to Action	The Splash Food Truck Festival is on it's way! Drop by the Holiday Inn at 105 Bintu Dr. and get a taste of the best food truck delicacies around and more! #FoodForThought	Trucks
Sunday, March 29, 2020	Twitter	12:00 PM	Photo of Venue	Call to Action	Hungry yet? Because the Splash Food Truck Festival has begun! Stop in at the Holiday Inn at 105 Bintu Dr. for all sorts of food truck goodness, live music and more! #FoodForThought	Media Graphic
Sunday, March 29, 2020	Facebook	12:00 PM	Photo of Venue	Call to Action	Get your forks and knives ready, because the Splash Food Truck Festival has begun! Join us at the Holiday Inn at 105 Bintu Dr. for this one-day only extravaganza! #FoodForThought	Trucks

EVENT
ANNOUNCEMENT

FOOD FOR THOUGHT

SPLASH COWORKING



JOIN US

FOOD TRUCK FESTIVAL
MARCH 29TH 2020
HOLIDAY INN



Notable Postings

Social Media

TICKET
GIVEAWAY



**Notable
Postings**
Social Media



THANK
YOU

SPLASH COWORKING WANTS TO SAY:

THANKS A TRUCKLOAD



**Notable
Postings**
Social Media

Evaluation



ATTENDANCE

How many businesses attended and/or presented?

ENGAGEMENT

Has brand engagement increased since the conclusion of this campaign?

LASTING IMPACT

Are start-ups using tactics they learned?



Thank
YOU