



HONEY'S KETTLE - DIGITAL MARKETING PLAN

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I. EXECUTIVE SUMMARY

Industry

The restaurant industry has undergone many changes as consumer lifestyles and trends evolve, and so have industry standards. The advancement of technology has increased the presence of social media, applications, and online orders and made today's customers prioritize accessibility, efficiency, and speed in their dining experience. Competition is fierce as many restaurants compete to be consumers' go-to places. With the saturated nature of the industry, it is more prevalent than ever to have a distinguishable quality to stand out from competitors.

Honey's Kettle is an American soul food restaurant specializing in fried chicken. The restaurant falls under the fast-casual category since they offer casual table service dine-in options with the convenience of their fast-food menu with lots of variations. In 2019, the fast-casual restaurant industry's market was valued at \$125.6 billion and was expected to grow significantly to reach \$209.1 billion by 2027. The rise in popularity of fast-casual restaurants is due to the convenience and variety of options available. It's quick, easy, relatively cheap, and a healthier alternative to fast food chains. Fast casual thrives in different areas, whether in urban centers or the suburbs, and appeals to customers of all demographics which makes Honey's Kettle an especially appealing option to many.

Lastly, Honey's Kettle also operates a ghost kitchen, another category in the industry that has been on the rise, especially since the COVID-19 pandemic. Ghost kitchens, also known as cloud kitchens, do not have storefronts or dining areas. Its primary purpose is for cooks to prepare the food that will get picked up by a food delivery system or customers. However, ghost kitchens have limited menus since they focus on efficiency. If included in the ghost kitchen, some items on the menu will take longer to prepare and deter from the purpose of one. Honey's Kettle experienced an influx of orders during the pandemic and was quick on its feet to find a solution by opening its ghost kitchen. The ghost kitchen was a tremendous success as it met the customer's demand while meeting the safety and precautionary measures to prevent the spread of the virus. Having a ghost kitchen gives Honey's Kettle an advantage in serving a larger group of customers through delivery.

Competitors

Honey's Kettle's competitors include other fast-casual restaurants that focus on soul food, especially other fried chicken places. Their most notable competitor is Roscoe's Chicken & Waffles. As the name suggests, Roscoe's is known for their chicken and waffles. We identify this as Honey's Kettle's top contender because the two are in the same food category and have similar price points, especially with Honey's Kettle's recent focus on expanding its pancake mix. Roscoe's was founded before Honey's Kettle in 1975 and has eight locations in Los Angeles.

Although competition can be a threat, it is also a source to learn. This paper will further analyze Roscoe's success and how we can implement changes to help Honey's Kettle achieve their goals.

Honeybird is another competitor for Honey's Kettle. The restaurant is southern-inspired and specializes in fried chicken and handcrafted pies. Honeybird is a smaller chain like Honey's Kettle and has three locations in Los Angeles. One of its locations in particular is in the USC Village. This is another aspect of why Honeybird is Honey's Kettle competition. With Honey's Kettle's ghost kitchen located in DTLA, they will have to compete with Honey Bird's USC Village store since the two serve similar menus. Convenience is of huge importance for college students, thus Honey's Kettle must have a competitive advantage so it can draw students more to them instead of Honeybird.

Current Position

We have analyzed Honey's Kettle's current position by performing SWOT analysis for different categories with respect to our digital marketing efforts below.

SWOT (*Strengths, Weaknesses, Opportunities, Threats*) Analysis: Social media: Instagram, Twitter, TikTok

The **strengths** of Honey's Kettle's social media are that they have different posts featured, such as: behind scenes of how their chicken is fried, promotions of the buttermilk mix, people eating their food, and different types of food posts.

As for **weaknesses**, Honey's Kettle needs to post consistently, which can cause their audience not to remember them when they crave similar types of food that Honey's Kettle sells. Honey's Kettle only sometimes responds to their customers' comments. More research has shown that they responded in older posts compared to now. Also, they only have a few tagged posts on their social media, but Honey's Kettle mostly curated their own, which they tag themselves in. Honey's Kettle could fix this by creating more aesthetically pleasing packaging, leading to more customer posts and tags that they can reuse on their social media platforms for more content.

The **opportunities** ahead for Honey's Kettle are like those mentioned above by creating more aesthetically pleasing packaging, which will lead to more people posting them on their social media, which Honey's Kettle can use to post more often. Honey's Kettle can also promote their shakes, drinks, and pancake mix more to create higher revenue. Honey's Kettle can also take the opportunity to post more about the company's owners and the places they are being featured. Doing this will show a more behind-the-scenes experience and give their restaurants more of a mom/pop feel on their social media matching the feel of their restaurant.

One of the **threats** that Honey's Kettle has is that its competitors are doing more advertising than Honey's Kettle, allowing the other companies to take their customers away. Lastly, Honey's

Kettle is making less money than it could because it is not consistently promoting itself to its target market. Creating a more consistent promoting schedule will allow customers to forget about Honey's Kettle and make another company their go-to.

SWOT (*Strengths, Weaknesses, Opportunities, Threats*) Analysis: Email

The **strengths** of Honey's Kettle's email marketing are that they try to reach out to current customers/ new customers by providing the text option to receive information about Honey's Kettle and an email option.

The **weaknesses** of Honey's Kettle's email marketing are that they do not send any emails, which can cause potential/current customers to have a wrong impression of Honey's Kettle.

The **opportunities** of Honey's Kettle email marketing are to send reminders of the brand, share updates on Honey's Kettle and promote deals to entice customers to come and purchase.

The **threats** of Honey's Kettle email marketing are that other companies in the same field are doing a more consistent job with their email marketing, helping them to have more conversions online/in stores.

SWOT (*Strengths, Weaknesses, Opportunities, Threats*) Analysis: Website

The **strengths** of Honey's Kettle's websites are they do a great job promoting the owner's story and providing credibility to current/potential customers. Promote their catering business and their ability to order delivery services.

The **weaknesses** of Honey's Kettle's websites are that some links need to be fixed; they are still promoting merchandise that has yet to be sold.

The **opportunities** of Honey's Kettle's websites can be updated to reflect their current conditions, such as removing the merchandise they are not selling and updating the links. Make sure their email marketing works as well.

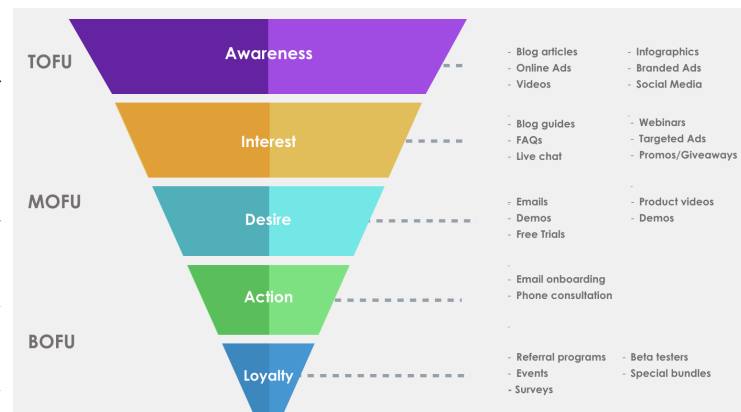
The **threats** of Honey's Kettle's websites are that other competitors have more up-to-date information on their websites, allowing them to be viewed as more credible, and enabling potential customers to trust them more.

II. TARGET AUDIENCE AND BUYER PERSONAS

When we think about our customer base, we want to take the time to ask ourselves: Where is our target market on the AIDA funnel? Of course, Honey's Kettle has existing customers, but we wish to target new customers, particularly with their Buttermilk Biscuit, Hotcake, and Waffle

Mix. Because of this, they should focus on Top-of-Funnel strategies to attract the above-mentioned customer personas.

For Honey's Kettle to garner awareness and interest, they must employ demand generation strategies like improving SEO, employing paid search, and using online advertising. For Example, Honey's Kettle can invest in ads on Instagram and keep investing in expanding their reach on TikTok and Instagram Reels. It's also a good idea to implement ways to harvest emails in this stage through means like giveaways and discounts for example.



While Honey's Kettle wishes to gain new customers within the demographics mentioned above, they must have a loyalty-based demand harvesting plan as well to keep customers returning through means like posting and sending regular newsletters to emails gained in the top-of-funnel strategies. For example, since they wish to target college students and people in a younger demographic, they may want to employ strategies that help remove barriers between them and their customers' conversions like financial and location-based obstacles, for example. This can be as simple as providing student discounts and making it known that there is a DTLA Ghost kitchen location available on Doordash for them. For our other buyer persona, they also face obstacles associated with their lifestyle. For example, they may also face financial obstacles due to the need to feed an entire family, so something as simple as sending coupons and general updates via email about possible family deals and events can help lead them to an easier conversion.

In terms of the types of customers Honey's Kettle is looking to attract, we have identified two buyer personas which sum up the characteristics of the typical Honey's Kettle customer. Persona 1 is named Chloe. Chloe is a college student in the 18-24 year-old age group who values affordability and convenience above all else when choosing somewhere to eat out, due to her limited budget and busy schedule. She is extremely active on social media, particularly Instagram, TikTok, and Twitter, and is up to date on all the latest trends. Chloe wants to live life to the fullest while in college, which involves seeking new experiences, spending time with friends, and being an active member of her school community. She gets most of her information from social media, word-of-mouth, influencers and celebrities, and other media such as movies and TV shows. Although Chloe enjoys the experience of dining at a restaurant, she is somewhat restrained by the fact that as a student, she does not have a car and therefore is limited in the restaurants she can visit.

Buyer Persona 2 is named Carl. Carl is in many ways the opposite of Chloe, in that he is older (in the 35-44 year age group), is a working professional, and has a wife and two children. As an older Millennial/younger Gen X, Carl is not so active on the newer social media platforms, but does make frequent use of Facebook and email. When in search of a restaurant to bring his family to, Carl looks for a place that is family-friendly and places high focus on their story and values. He and his family are most likely to be loyal to a restaurant that offers both a grab-and-go option and a sit-down alternative, somewhere they can rely on getting a great meal from regardless of how busy the family is on any given night. These two buyer personas, while quite different in many ways, are both perfect target markets for Honey's Kettle, and can both be attracted and engaged by the recommendations we have provided for your business.

III. BRAND VOICE AND MOOD BOARD

The brand voice of Honey's Kettle should match the company's story, people, and values. When people read a piece of writing or watch a video, they should be able to tell that it came from Honey's Kettle through the voice that is used. To develop a brand voice, we recommend focusing in on three qualities of the brand and building a voice from there. Based on the backstory and all that we know about Honey's Kettle as a brand, our three recommended "voice characteristics" are warm, authentic, and family-oriented.



To build a warm-feeling voice, it is important to send the message that Honey's Kettle welcomes everyone to its stores, and that it is a comforting place to come to enjoy a delicious, timeless meal. Using words such as "welcome", "invited", "delight", and "indulge" can all help achieve this feeling. To demonstrate authenticity, the goal is to speak to consumers in a way that clearly comes from Honey's Kettle and is not borrowed from other brands. Here, we recommend looking intrinsically into what makes Honey's Kettle unique beyond its products, and using phrases such as "tried and true" or "unique atmosphere" in marketing copy. Finally, to give Honey's Kettle's brand voice a family-oriented feel, the best method is to push messaging about how the restaurant serves "something for everyone", food that can be enjoyed by the whole family, and an experience that the entire family will be excited to have time after time.

In terms of the visual themes for Honey’s Kettle, we have prepared a “mood board” that we feel represents the brand. The photos, colors, and words that we have chosen were pulled both from Honey’s Kettle’s own content and from our own visions of the brand. Honey’s Kettle features warm, bold colors reminiscent of the chicken itself, and the rustic, homey feel of the Culver City store would translate well in a digital setting using textures such as exposed brick in content.

IV. GOALS AND OBJECTIVES

When it comes to improving a company's marketing outreach, clear goals and objectives must be set to have a way to measure success. Knowing which actions are the most important to prioritize helps a company avoid decision paralysis. In addition, goals and objectives keep employees accountable for their progress and responsibilities, and motivated in working towards the same goals.

One popular and effective method to create good goals is by using the SMART goal framework, which stands for specific, measurable, attainable, realistic, and timely goals. They are intended to be high level enough to include the core outcomes of what you would like to achieve while being achievable within a certain time period. Having too many goals can be an indicator that you are more focused on tasks than on the end results.

To know what kind of goals and objectives to set, we will take a look at the company’s business model, past successes, and future direction to decide. Based on our SWOT analysis, client needs, and available resources, we have created the following table to list goals and objectives that can improve Honey’s Kettle’s social media, email marketing, drop kitchen promotion near campuses, and website layout developments.

Goals	S	M	A	R	T
Increase average social media engagement across all channels by 20% in the next 6 months	Boost engagement across all platforms	20% increase in average post engagement	Can make use of high social followings on Instagram and TikTok to achieve	Higher engagement rates make Honey’s Kettle more likely to be top of mind	In the next 6 months
Begin consistently sending a biweekly email to each of our 3 segments, beginning in January 2023	Send a biweekly email to each segment	Measured by whether the emails are sent (we can focus on email-driven conversions later)	If they create a template, sending 6 emails a month is very attainable	Email marketing provides consumers with valuable information about Honey’s Kettle and vice versa	Beginning January 2023 (enough time to create a template and start planning content)

Attend at least 2 events as a vendor by May 2023 (farmer's markets, school events, etc.)	Be a vendor at events such as farmers markets or school events	At least 2 events	USC and other colleges/schools have many events that Honey's Kettle	Increases sales and awareness of the brand among the target market	By May 2023 (5 ½ months)
Update website to reflect all changes since its creation by January 1, 2023	All changes since website's creation (social media handles, shop products, press, clicking on text on the menu page doesn't take you to the menu, etc.)	Measured as a "yes or no" for each element which needs to be updated	Honey's Kettle has an active relationship with the company who created their websites	Website is the ultimate interaction between customers and the brand (not including the actual store experience)	By January 1, 2023 (1 ½ months)

V. METRICS

While goals and objectives help communicate the general direction the company hopes to head towards, key performance indicators (KPIs) and benchmarks track specific data to determine success. For example, if our goal is to increase social media engagement by 20%, then our key performance indicators would include tracking likes and comments, shares, and campaign hashtag use. There are many types of KPIs a company can use, but to avoid "analysis paralysis", a company should prioritize most relevant KPIs to its core objective. The type of business determines its desired marketing outcomes and corresponding KPIs. Since Honey's Kettle is a modern mom-and-pop food retailer business looking to drive more sales conversions, our team will list KPIs that reflect how successful Honey's Kettle's email marketing and website design are in attaining customer sales.

Email Marketing

Email marketing is a great way to maintain a relationship with previous customers, bring them further down the AIDA funnel, and potentially convert leads into future sales. To learn more about how to create an effective email marketing strategy for Honey's Kettle, please refer to section "VIII. Email Marketing" below for more information.

The five key performance indicators we have identified for email marketing are:

1. Open Rate
2. Click Through Rate

3. Conversion Rate
4. List Growth Rate
5. Bounces

Open rate: To start off, open rate tracks how many users have opened the email, which often shows how good the quality of the email subject line is. For many customers, the subject line is the only thing they will care to see on their email list, which is why the subject line needs to be maximized to pique the reader's interest and increase open rates. We recommend Honey's Kettle to 1) use an email marketing software to conduct an A/B test on a portion of the email list to find the winning subject line, and 2) keep the subject line to around 6 to 8 words or 25 to 40 characters. Since the average email open rate is about 20% across industries, we project Honey's Kettle should be able to match that percentage.

Click Through Rate: Click through rate measures how many people clicked a link on the email, which shows how effective the email is in leading users to its web pages. This can be improved by using strong call to action phrases such as "Visit Stores" or "Sign Up Now", or appealing images such as photos of freshly made fried chicken. The average CTR is about 3.5%, which we will use as a goal for Honey's Kettle email marketing KPI.

Equation: $\text{Total clicks OR unique clicks} \div \text{Number of delivered emails}) * 100$.

Conversion Rate: Conversion rate measures how many users clicked the link and completed a desired action, such as lead generation or purchasing a product. This metric is especially important because it measures if our email marketing is driving actual sales. To account for how many conversions are caused by the email marketing campaign, Honey's Kettle can create unique tracking URLs specifically for email links. Retail sites on average have a conversion rate of 3% to 5%, which we will use as a goal for Honey's Kettle.

Equation: $(\text{Number of people who completed the desired action} \div \text{Number of total emails delivered}) * 100$.

List Growth Rate: List growth rate measures the rate at which your email list is growing. The natural decay of email marketing lists is about 22.5% every year, which is why we should create a good process for generating new email subscribers over the months. To grow your email list, offer discounts, personalize emails through segmentation, using a double opt-in form, and host competitions that gather emails from participants. According to Marketingsherpa.com, the average email marketing size grows by around 5.2% per month. For Honey's Kettle, since we are just starting out, we will aim for around half of that, which is a growth of 2.5% per month.

Equation: $(((\text{Number of new subscribers}) \text{ minus } (\text{Number of unsubscribes} + \text{email/spam complaints})) \div \text{Total number of email addresses on your list}) * 100$.

List Growth Rate: List growth rate measures the rate at which your email list is growing. The natural decay of email marketing lists is about 22.5% every year, which is why we should create a good process for generating new email subscribers over the months. To grow your email list, offer discounts, personalize emails through segmentation, using a double opt-in form, and host competitions that gather emails from participants. According to Marketingsherpa.com, the average email marketing size grows by around 5.2% per month. For Honey's Kettle, since we are just starting out, we will aim for around half of that, which is a growth of 2.5% per month.

Equation:
$$[(\text{Number of new subscribers}) - (\text{Number of unsubscribes} + \text{email/spam complaints})] \div \text{Total number of email addresses on your list}) * 100.$$

Bounces: Bounces measure the number of emails that are sent by the company but do not reach user inboxes. While this metric is not based on the effectiveness of email marketing strategy, it is crucial to track down hard bounces, soft bounces, and non-openings because internet service providers use bounce rates to determine if an email sender should be listed as spam. Hard bounces are email addresses that are fake and need to be removed. Soft bounces happen when a user's email inbox is full, and needs to be removed after 4 soft bounces in a row. Non-openings are a result of sending emails to a non active/ abandoned email address.

To prevent bounces from happening in the future, we recommend Honey's kettle to use double opt-in when asking a customer if they want to subscribe to their emailing list. In addition, always provide an unsubscribe option and comply immediately with unsubscribe requests with email marketing software packages. As a bonus point, making a landing page that asks how Honey's Kettle can help customers stay on the list can let us know a customer's preference in what kind of content they want to see and how frequent they want to be emailed.

Website Design

Websites should be designed to optimize sales conversions. To do so, we recommend using website optimization tools, such as Google Analytics, to gain insights about the best traffic sources, desired content changes to improve conversions, and methods to increase translation size.

The five key performance indicators assigned to website design are:

1. Traffic Source/Medium
2. Pages per session
3. Average Time on page
4. Conversion rate
5. Average order value

Traffic Source/Medium: This can be found in Google Analytics, and it indicates which source is sending traffic to the main website. Organic traffic includes Google, Bing, or Yahoo searches,

and social sources include Facebook, Twitter, Instagram, and Tiktok. We see 53% of traffic due to organic sources (up to 75% with paid ads) and 20% of traffic due to social sources for Honey's Kettle.

Something to note is that email marketing is not categorized as a source but rather a medium in Google Analytics. Since we are focusing on implementing an email marketing strategy, we want to see how effective it is by tracking traffic emails sent to websites. To do so, Step 1: Create a Google Analytics Account. Step 2: Create a Trackable URL. Step 3: Insert the URL in the Email. Step 4: Monitor the Email Campaign in Real-time.

Pages per session: This metric tracks how engaged users are by counting how many pages they view per session. Higher pages viewed per session means a higher chance that the customer has read the menu, browsed the shop (which includes the waffle mix), and delighted by the praise food review websites have for Honey's Kettle. Our aim is to have an average user visit of three pages before leaving the website since that is the average.

Average time on page: Similar to pages per session, the average time a user spends on a page shows how engaged the user is with the website. Since Honey's Kettle's landing page has a call to action to "Order now", one page is enough to create our desired action which is sales conversion from the customer. We are aiming for 52 seconds for a customer's average time spent on page.

Conversion rate: Our most important goal is to convert the leads into sales. Therefore, we want to use conversion rates to track the amount of actual conversions we get for the total number of visitors to our website. We expect a conversion rate of 2 to 5% for a website.

Like email marketing, we recommend using A/B testing to test various aspects of the website and find a winning layout. To improve conversions, we believe Honey's Kettle should bring the call to action above the fold, fix any broken links, increase product availability (example clothing), and put their waffle mix on the first page of the website since that's one of their focus products they hope to sell.

Average order value: Although the average conversion rate across industries is pretty low at around 5%, if the website can increase the amount of money earned per transaction by enticing shoppers to buy additional items or higher priced items. For example, if Honey's Kettle can create a pop up to recommend similar dishes or similar products after a purchase, it can increase average order value.

VI. DIGITAL MARKETING CHANNELS, PLATFORMS, AND TACTICS

After identifying the target audiences of Honey's Kettle and closely analyzing their demographic, psychographic backgrounds, and social media usage preferences, we think that our client should primarily use these digital marketing channels: Instagram, Twitter, TikTok, and Facebook.

The main goal of digital marketing is to utilize different social media channels to build a consistent brand image and generate profits. The four social media channels we suggest our client use each target different audiences, construct a constant and intriguing brand image, and promote goals using different tactics.

First, we think our client should continue using Instagram, but it could post more about events that target USC students and also interact more with the school's official accounts. Based on our secondary research, about 80% of college students are active users of Instagram. College students (18-25), especially college students in the DTLA area, are the target consumers of our client. Since our client wants to expand its consumers to college students in DTLA areas and also promote sales of the ghost kitchen located in DTLA, Instagram should be its primary platform to communicate and interact with college students, especially USC students. Instagram Ads is another tool that we suggest our client use. Most of our DTLA college students live within 25 miles of Honey's Kettle's DTLA location, so it is easy for Instagram to target and put up ads based on the location.

We identified the following main issues that need to be addressed for the Instagram account. First, we suggest our client verify the account, as a verified account is more accessible for consumers to find and also increases the credibility of the content. The other problem we identified is the landing page for "order food" on Instagram only shows Culver city's location, and we suggest our client make both DTLA and Culver city's locations available to order. Next, since our client also wants to join the USC weekly farmers' market on Wednesday, we suggest our client communicate with USC's Instagram account manager and ensure that Honey's Kettle is tagged in USC's posts about the farmers' market. In addition, we also suggest our client post special promotions for USC students in the beginning two weeks of joining the market, as it will increase brand awareness and visibility. We also think our clients can create challenges/Contests/Sweepstakes content on Instagram to make college students more intrigued and involved. We also notice that our client is not really responsive to comments, and we think actively replying to comments, and commenting on consumer-generated content can help build brand loyalty.

Second, we think Twitter is another platform that our client can use to target college students and build a more vivid brand image. Although Twitter is not as widely used by our target consumers, Twitter can be a channel for consumers to directly communicate with the brand. Similar to Instagram, we also suggest our client verify the account on Twitter first. Although Musk's new verification subscription policy might change the dynamic, we still think it is a safe choice to get the account verified for now. The main tactic for Twitter is frequency. Unlike other social media

channels, posting twenty tweets is considered normal. We think our client should at least post 1-3 tweets every day and always replies and reposts consumers' posts. Our client should also use the hashtag feature on Twitter to create a space for consumers.

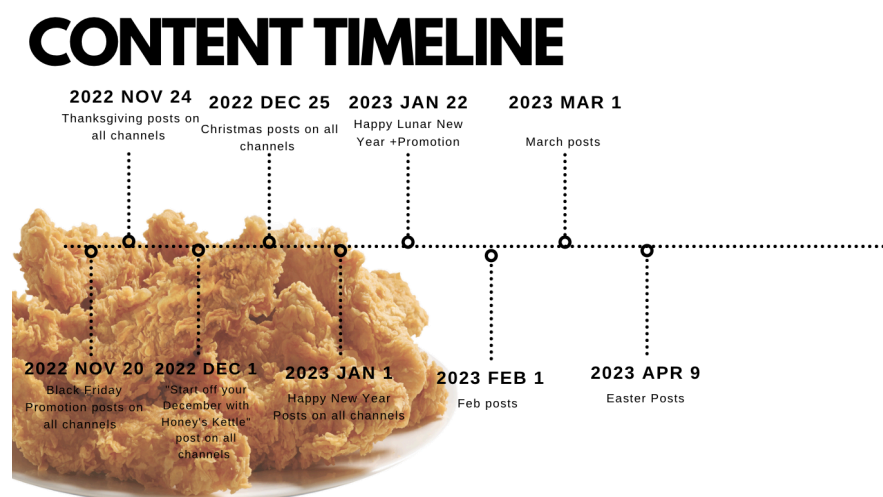
Third, TikTok's increasing users and content can also help our client to reach more potential customers. Based on our secondary research, 60% of TikTok users are between the ages of 16-24, which fall under Honey's Kettle's target audiences. The current Honey's Kettle account has 24.7 K followers, and our goal is to maintain and increase the number of followers. The study also shows that more and more people use TikTok as a search engine. Honey's kettle can benefit from the search engine trend because people are likely to search for "best-fried chicken," etc.

Besides getting the account verified on TikTok, our main tactic for TikTok is to be creative and involving. Unlike Instagram, Twitter, and Facebook, TikTok posts can be more fun and creative because it has younger audiences. For example, carved pumpkin that looks like chicken (Popeyes), making fried-chicken pizza (popeyes), and special chicken filters (McDonald's). We also noticed that there are many food review influencers on TikTok, and it would be a great opportunity to collaborate with influencers to gain exposure.

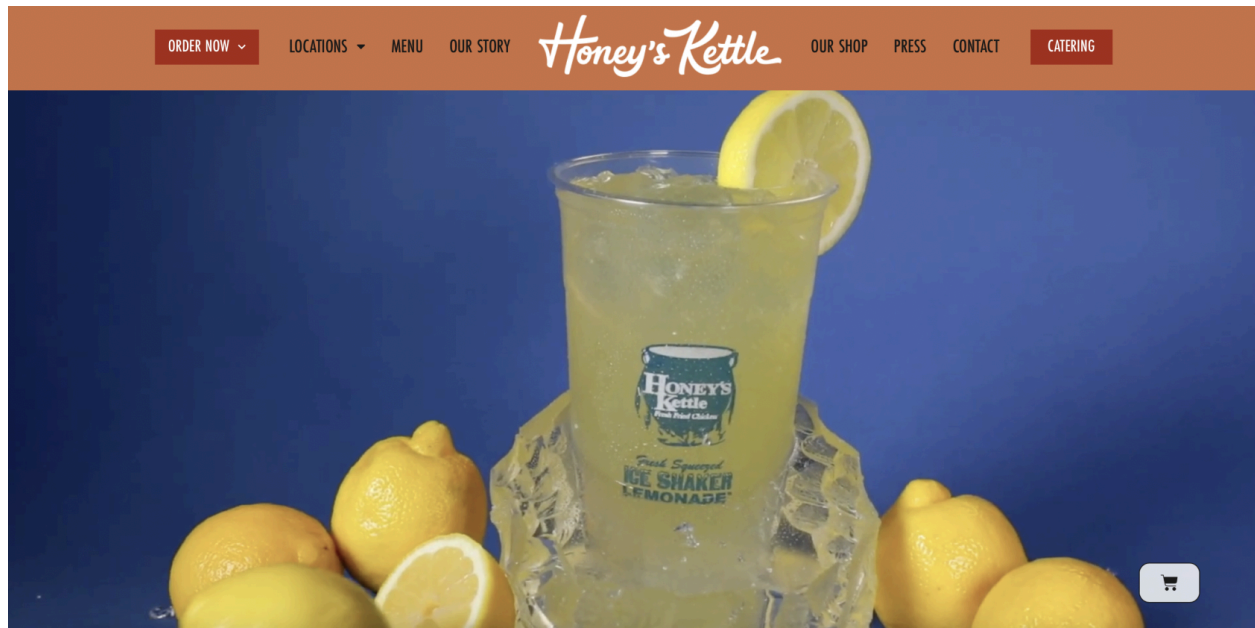
Lastly, our second group of target audience is families between the ages of 35-44, who are probably married with children. We think Facebook will be the best social media channel to reach them. Secondary research shows that Facebook is heavily (60%) used by people aged 25-55.

We found that there are currently more than one page titled "Honey's Kettle," which causes consumers confusion, and we think it is crucial to verify the account and link the Facebook page to social media, or linktree, to prevent confusion. The Facebook page should primarily focus on Culver City consumers and mainly post deals, holiday promotions, and interviews/press.

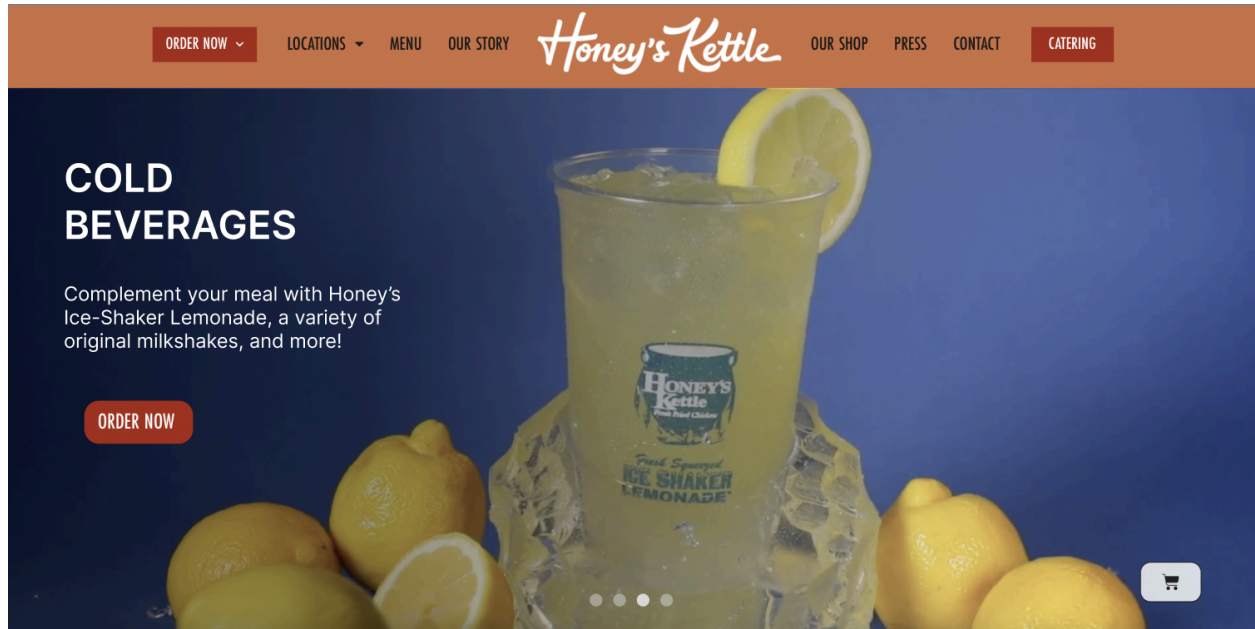
In addition, we also suggest a general content timeline for our client:



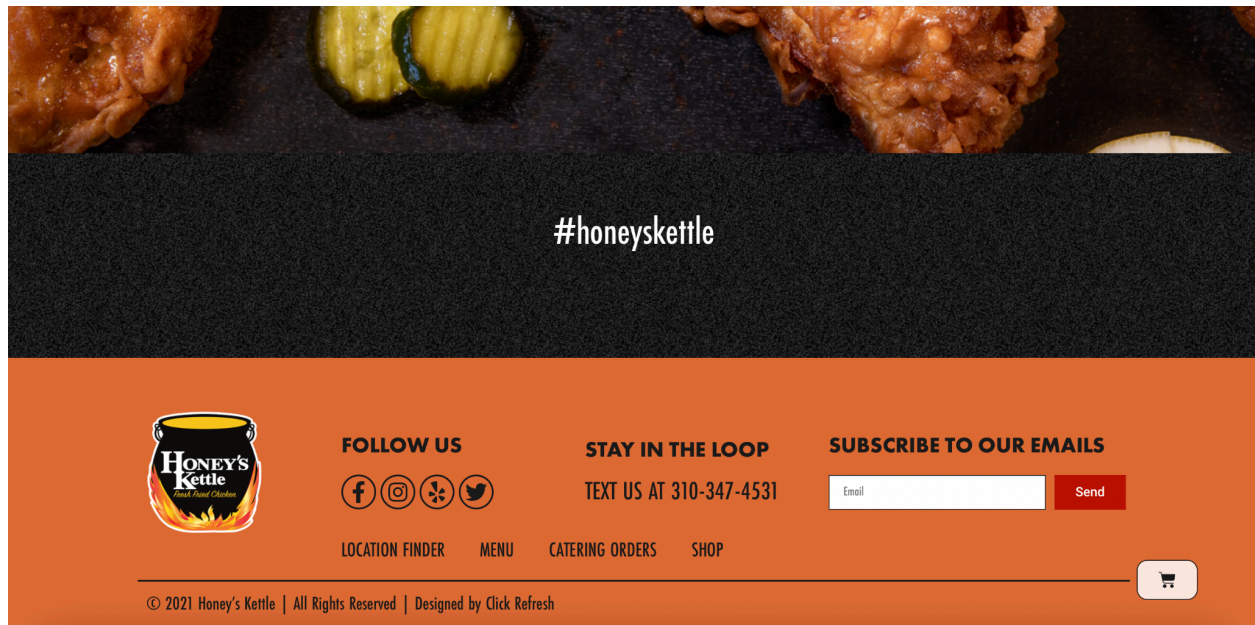
VII. WEB DESIGN



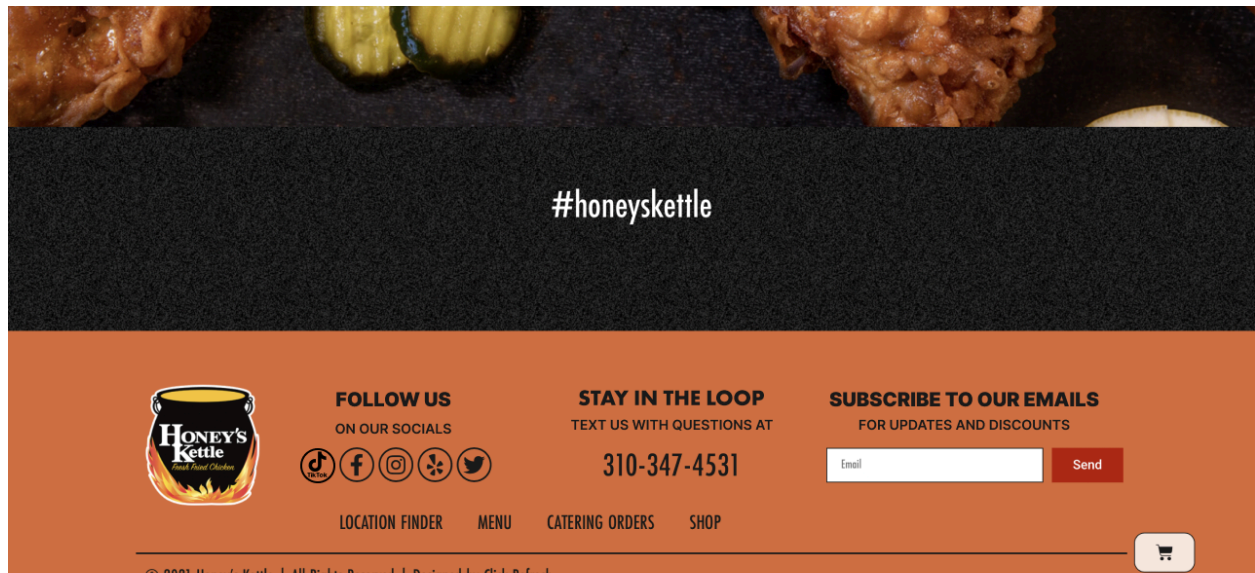
Notice how the website's above-fold portion, the portion visible to a viewer before they scroll down, is quite bare. While the video of the food is nice and engaging, it is slightly distracting from the Call-To-Action symbols at the top and bottom of the page. While it's relatively easy for one to figure out how to navigate the site from here, by simply scrolling, it is not guaranteed that viewers will scroll. Additionally, the navigation bar at the top is good and effective as it follows website conventions and offers an easy way to navigate the site, however the overwhelmingly large video may be disorienting to the viewer.



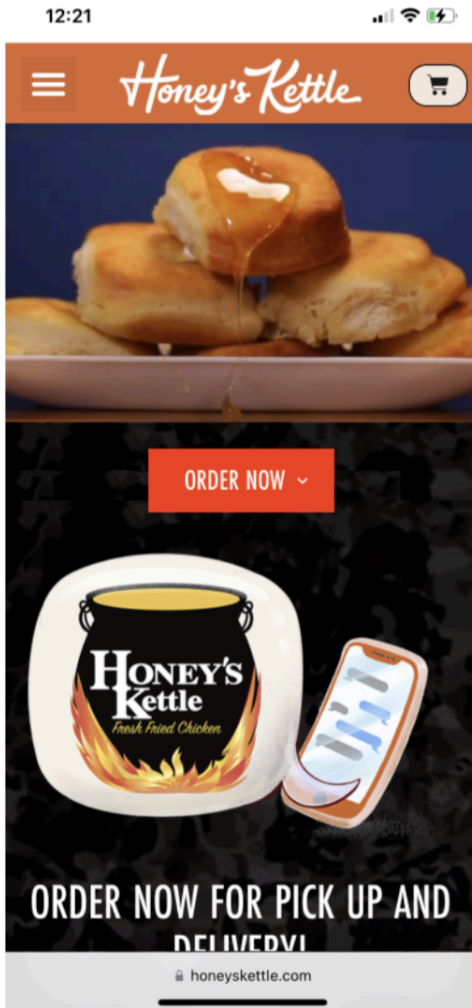
Here we've made a few revisions to the issues previously mentioned. Note the addition of the item description to the left of the drink in the video. This serves to not only add differentiation to the blue background of the video, but it also serves to explain what is onscreen and link to it, thus creating a Call To Action and offering a quick navigation option. Additionally, we've added a scrolling option at the bottom of the page that will allow viewers to toggle between videos and descriptions. This will automatically change as well. This feature also offers ways to advertise for any sales, deals, events, and more that may arise in the future and offers a swift navigation to these possible events. With these changes, we believe that the above-fold portion of the site's landing page can be improved and lead to more conversions.



We also thought it would be beneficial to look at the contact section of the landing page. We want to highlight the phone number; we found it a bit confusing. Is this phone number for inquiries only? Does it help with checking up on orders? What exactly does a customer text to this number? We also found it would be a good idea to offer a small reason or incentive as to why people should subscribe to emails. Additionally we noticed that the Honey's Kettle Fried Chicken TikTok page is not linked at the bottom alongside the other social media icons. We found the TikTok page to be very good and believe that it should be linked below.



Above is the contact section of the landing page with the revisions we recommended. Notice that the “Subscribe to our Emails” text has text below it suggesting that viewers should subscribe to the email list for store updates and possible discounts. These incentives can be changed to whatever Honey’s Kettle offers in these emails, but having similar incentives may lead more people to subscribe, thus leading to the accumulation of more emails which is a valuable set of customer information. We've also modified the phone number section by adding text under “Stay in the Loop” which indicates that customers should text the number below with any questions they have about the store. Finally, we have added another social media icon with the Honey’s Kettle Fried Chicken TikTok page linked. These modifications will lead to more effective contact between customers and Honey’s Kettle.



Additionally, we believe that changes to the mobile site would be beneficial. Similar to our recommendations for the website, we recommend taking advantage of the above-fold portion of a customer's phone screen as well. With this in mind, on our modified version of the website landing page to the left, we've moved the hamburger icon to the left side because not only is that where it is conventionally placed, but it allows us to center the Honey's Kettle Logo for a more symmetric design and lets us place the shopping cart in the top right corner, thus adding another CTA. Additionally, we've made the video window with food smaller in order to better use the space above the fold. With this space, we've moved the "Order Now" button just below it in order to add yet another CTA that is clear to the customer once they get to the Honey's Kettle site. We feel that with these changes, customers will be more inclined to click one of our CTA buttons, be more inclined to scroll, and hopefully make a conversion.

Finally, some minor redesigns we would like to recommend are fixing any broken links on the website, putting in the Waffle mix into "The Kettle Shop", and creating a challenge or a CTA for the hashtag #honeyskettle on the bottom of the page because right now it looks very stand alone

and random with no context. To increase email collection, Honey's Kettle can create a pop ad that shows up on the side of the webpage to ask users to sign up. To increase average order value, the catering section should have a payment option in order to close the purchase. And make sure to create a webpage that tells the user to check their email for a confirmation after signing up for email marketing.

VIII. EMAIL MARKETING

Email marketing is an incredible resource for businesses of all sizes to engage their potential customers. Customers who willingly sign up for a company's email list are demonstrating that they have some interest in the brand, and want to gain more information about them. These customers are easier to convert into sources of revenue as they are further down the AIDA funnel, as discussed earlier. Email marketing also allows your brand to be top-of-mind to potential customers when they are trying to find a place to eat and remember seeing your name in their inbox. With that being said, we have developed an email marketing strategy for you which we believe will be successful in engaging and retaining customers.

The first step to developing a successful email marketing strategy is proper segmentation to ensure that customers are being given the most relevant information to them. We recommend three segments with three different email marketing strategies. Two of these segments are based on the location of the customer's nearest Honey's Kettle and tend to line up with the buyer personas we have identified, and the third segment is an all-encompassing grouping for any potential Honey's Kettle customer.

In order to segment out these groups in the simplest and least intrusive way possible, we recommend sending an initial email immediately after the user signs up for the mailing list, to confirm that they have successfully done so. This email should include a thank-you note for signing up, and a survey in which the recipient can select which location they would like to receive updates from. By doing this, customers are able to place themselves into segments and Honey's Kettle does not need to figure out by themselves which recipients belong where.

Segment 1 consists of people nearest to the drop kitchen. These are the college students, people who frequently eat delivery food due to their tight schedules and lack of cooking amenities. This segment values quick, easy meals at affordable prices, and Honey's Kettle's drop kitchen can provide them. The email marketing for this segment should include education on what a drop kitchen is, as well as deals and coupons, updates on events in the area that Honey's Kettle plans to attend, and promotion of social media challenges in which recipients are encouraged to participate. Many college students do not know what a drop kitchen is, and consumers as a whole are not likely to use a product or service which they do not understand. Therefore, the Segment 1 email list is a great place to educate customers who have expressed an interest in Honey's Kettle on what a drop kitchen is through videos, photos, or written descriptions. In addition, college students are always looking for new local events to attend, especially ones where their favorite

brands may also be present. If Honey's Kettle decides to get into farmer's markets, school festivals, or other events in the Downtown/USC area, Segment 1 members would likely be interested in attending and supporting the business.

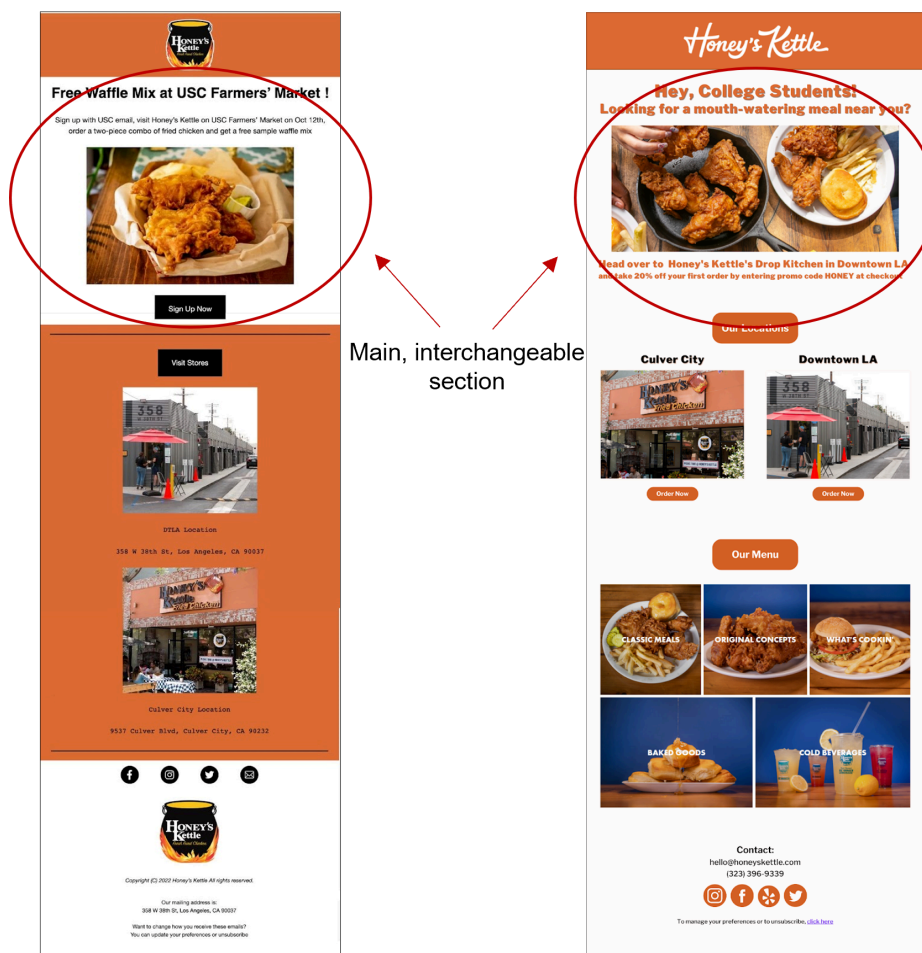
Segment 2 focuses on Honey's Kettle's Culver City location, and the other identified buyer persona. This persona includes people in the Culver City area who are looking for a casual, family-friendly dining experience. Because this audience is significantly different from those who would frequent the drop kitchen, the email marketing should reflect that. Members of Segment 2 are more likely to care about the story and values behind Honey's Kettle rather than just the taste and the price. Therefore, the email marketing for this segment should include any press articles or writing from Honey's Kettle about the company's journey and family values. This segment's emails should also include any events in the Culver City area that Honey's Kettle plans to attend, as well as promotions on family meals and testimonials from past customers.

Segment 3 is a combination of Segments 1 and 2, as well as any customers who may have signed up for the mailing list without choosing a specific location to receive updates from. That is to say, while individuals can choose which of the first two segments they wish to be a part of, everyone who signs up for the Honey's Kettle mailing list will automatically add themselves to Segment 3. This is the segment to which Honey's Kettle will send the initial thank-you email after a new member signs up, as well as general information about the company, big news or particularly important press articles, special events being hosted at either location, and exclusive promotions or deals only available to mailing list recipients. This segment can also be used to run contests through platforms such as Wishpond (pictured below), where participants can win free meals, hot cake mix, apparel, etc.

We recommend that each segment be sent a bi-weekly email, with Segments 1 and 2 staggered with Segment 3 (sample schedule for clarity added below). This way, customers are not overwhelmed with emails but are still receiving enough for Honey's Kettle to be top-of-mind when they are looking for somewhere to eat out.

Week 1	Week 2	Week 3	Week 4
Segment 3	Segment 1 Segment 2	Segment 3	Segment 1 Segment 2

For maximum efficiency, we recommend creating a template in which only the initial/main section needs to be changed out from email to email, and all other sections remain relevant for any segment or subject. We have attached some sample emails with main sections geared toward Segment 1, but with surrounding elements which could apply to any other email.



Sample emails

IX. SOCIAL MEDIA

As previously mentioned, the presence of social media has never been greater and it is arguably the customer's preferred platform to gain information. With Honey's Kettle's goal to target a younger audience, especially college students, we believe that Instagram, TikTok, and Twitter are the best platforms to use for such an audience. Additionally, Honey's Kettle also has a very strong customer group that consists of families and we want to keep engaging and further expand that customer by utilizing Facebook. We have compiled a comparison of social media performances for both Honey's Kettle and Roscoe's below.

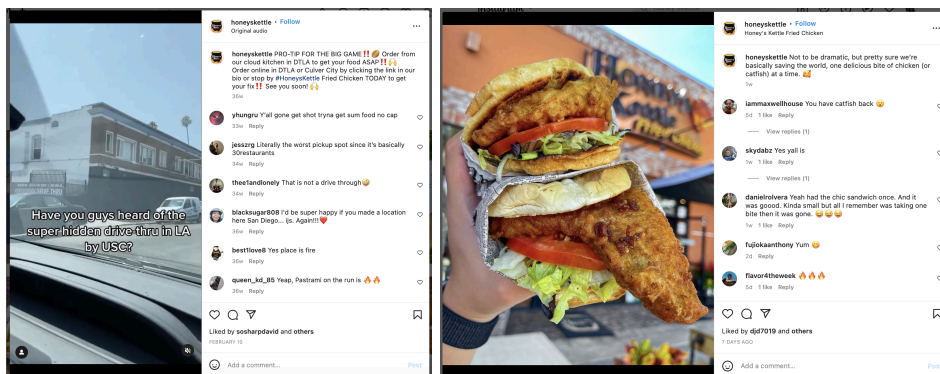
Social Media Following	
Honey's Kettle <ul style="list-style-type: none"> - IG: 49.1K (@honeyskettle) - Twitter: 944 (@HoneysKettle) - FB: 9.1K (Honey's Kettle Fried) 	Roscoe's Chicken & Waffles <ul style="list-style-type: none"> - IG: 77.2K (roscoesofficial) - Twitter: 1,411 @OfficialRoscoes - FB: 70,508 (@RoscoesOfficial)

Chicken)
- TikTok: 24.7K (@honeyskettle_la)

- TikTok: N/A

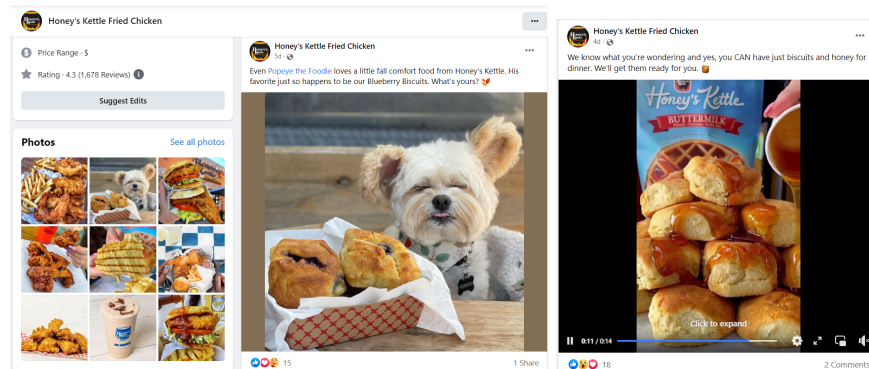
Honey's Kettle

Instagram



Honey's Kettle

Facebook

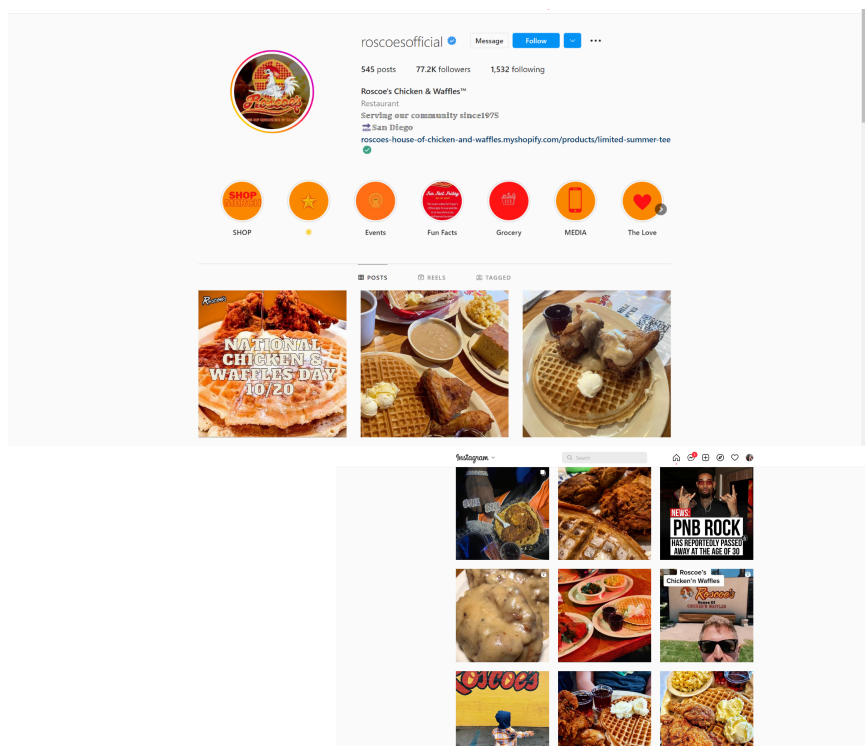


Twitter



Roscoes Chicken

Instagram



roscoesofficial • Message Follow ...

545 posts 77.2K followers 1,532 following

Roscoe's Chicken & Waffles™
Restaurant
Serving our community since 1975
San Diego
roscoes-house-of-chicken-and-waffles.myshopify.com/products/limited-summer-tee

SHOP Events Fun Facts Grocery MEDIA The Love

POSTS REELS TAGGED

45K
53.4K
15.5K
13.1K
3,360
25.4K
16.1K
3,471

NEWS:

PNB ROCK

HAS REPORTEDLY PASSED AWAY AT THE AGE OF 30

roscoesofficial • We are deeply saddened by the death of Rabin Nathaniel Allen, (also known as PNB Rock), an incredible artist in Los Angeles and everywhere. His passing represents an enormous loss to each and every one of us. Our most heartfelt condolences, thoughts, and prayers go to the Allen family at this difficult time. The safety of our employees and guests are our utmost priority. We have and will continue to keep our place of business as safe as possible. 🙏🙏🙏

iamdanstate 🙏🙏🙏 I just want our kings to live

ridley.solmsen Appreciate the response Roscoe's!

mariah722bruhh Y'all Dead Wrong

xtrk18 R.I.P I love his songs

toocoldma Bad luck for y'all business if I say! 🙏🙏🙏

Liked by latelwa_1 and others
SEPTEMBER 12
Add a comment...

Facebook

Roscoe's Los Angeles
@RoscoesOfficial

Home Photos Reviews Posts Videos About Community

Photos

PNB ROCK
REPORTEDLY PASSED AWAY AT THE AGE OF 30

Roscoe's Los Angeles
Restaurant in Los Angeles, California
3.8 ★★★★★
Open now

Community
71,732 people like this
70,008 people follow this
169 check-ins

About

1514 N Gower St (235.45 mi)
Los Angeles, CA 90028
Get Directions
(323) 466-7453
Contact Roscoe's Los Angeles on Messenger
www.roscoeschickenandwaffles.com/

Roscoe's Los Angeles
@RoscoesOfficial

Home Reviews Photos Posts Videos About Community

Videos

Watch the video that Roscoe's Los Angeles is finally bringing their home food to San Diego

1514 N Gower St (235.45 mi)
Los Angeles, CA 90028
Get Directions
(323) 466-7453
Contact Roscoe's Los Angeles on Messenger
www.roscoeschickenandwaffles.com/

Page transparency
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - June 28, 2017

People
71,732 likes
169 posts

Related Pages

Roscoe's Los Angeles
@RoscoesOfficial

Home Reviews Photos Posts Videos About Community

What are you, chicken? We've teamed up with @GoBigShowTBS to give you the supersized Go-Big Show Special for a limited time. Ask for #13 at our Hollywood and West LA locations through January 9th to go big or go home. Don't miss all the action when America's most extreme talent competition returns TONIGHT at 9/8c on @TBSnetworks/GoBigShow. #GoBigShow

42
3 Comments 5 Shares

Local Business
Vizio Caffè e Cucina
Escape Room Palm Springs
Chef Robert Irvine
Top Champ


Places • Los Angeles, California • Restaurant • Roscoe's Los Angeles

English (US) • Español • Português (Brasil) • Français (France) • Deutsch

Privacy • Terms • Advertising • Ad Choices

Twitter

← **Roscoe's Waffles**
50 Tweets



Roscoe's Waffles
@RoscoesWaffles

Roscoe's Original & Sweet Potato Waffles are available in retail stores & restaurants throughout SoCal.

roscoestoasterwaffles.com Joined April 2015

1,350 Following 916 Followers

Tweets Tweets & replies Media Likes

Roscoe's Waffles Retweeted
@stuntastic14 · Feb 26, 2014
*frozen Roscoes waffles

Roscoe's Waffles Retweeted
JP @anteakound · Aug 9, 2014
Roscoes has frozen waffles? #eggoinomore

Roscoe's Waffles Retweeted
The Impulsive Buy @theimpulsivebuy · Sep 22, 2014
SPOTTED ON SHELVES: Roscoe's Frozen Original Waffles and Roscoe's Frozen Sweet Potato Waffles



theimpulsivebuy.com
SPOTTED ON SHELVES: Roscoe's Frozen Original Waffles and Roscoe...
There's Roscoe's House of Chicken and Waffles frozen waffles, but no Roscoe's House of Chicken and Waffles frozen fried chicken. Sigh. I ...

Roscoe's Waffles Retweeted
King Ca\$his @TheRealCashis · Sep 9, 2015
Roscoes frozen waffles... Hell yea

Roscoe's Waffles Retweeted
Dy @DolceDyiamond · Nov 14, 2015
Replying to @MsRoyaly
@MsRoyaly you know Roscoes sells frozen waffles now?

Roscoe's Waffles Retweeted
Sicc @JuiceTown1503 · Oct 11, 2010
Imagine frozen dinners from roscoes chicken & waffles

Roscoe's Waffles Retweeted
Heat Sapp @Heat626 · Mar 27, 2011
I need Roscoes to make frozen waffles I can buy in the store..... I think I would need a bigger toaster though...

Roscoe's Waffles Retweeted
dun @DDUNAGAIN · Jul 22, 2011
@Larrydog15 you know what Ralphs has those frozen waffles 2 for \$4.00 that may challenge roscoes waffles

After further analyzing their performances, we found that the two have certain things in common when it comes to their posts that contribute to the respective restaurant's brand voice. Both organizations post videos and user-generated content of their products and showcase their menu such as fried chicken, waffles, as well as customers and families eating together. In addition, both restaurants establish their respective brand personality in a similar manner through videos and photos of their founder and staff. Lastly, both Honey's Kettle and Roscoe's understand the importance of providing the customer with ease when they want to learn more about the restaurants by categorizing story highlights into food, events, and press, and linking their websites in the bio.

Additionally, the following are the differences we found between Honey's Kettle and Roscoe's.

	Honey's Kettle	Roscoe's
Messages in their posts	<p>Bright and cool toned colors.</p> <p>Friendly and welcoming ambiance utilizing words such as "zen", "comfort food", "smiles", and various emojis.</p> <p>Showcasing a sense of community through pictures and videos of customers eating their food outdoors.</p>	<p>Highlight the black community and DTLA culture.</p> <p>Emphasize their long heritage of serving chicken and waffles in the area.</p> <p>Showcasing culture through posts such as classic cars, using words like "GOAT", "hype", and "W.T.F. (where's the food)" to use a common language as their targeted consumers while equally showcasing their waffles and chicken combination through pictures.</p>
Instagram	<p>Less Variety</p> <p>Majority are posts regarding their foods through pictures and videos.</p> <p>Lots of outdoor pictures.</p>	<p>More Variety</p> <p>In addition to their menus, Roscoe's have Holiday graphics, user-generated selfies, among others).</p> <p>Lots of indoor pictures.</p>
Twitter	Inactive since 2021.	Inactive since 2020.
Facebook	Conversational tone	"Trendy" language, as well as acronyms (POV, PSA) and direct calls to action
Least effective posts	Twitter posts are least effective because their target audience does not seem to	Posts regarding PNB's death on both of their Facebook and Instagram accounts are least

	utilize Twitter to get updates on Honey's Kettle.	effective – seems like a poor attempt to gain publicity since the posts are not in regards to grieving his death.
Engagement	Low on Twitter.	Low on Twitter.

After comparing Honey's Kettle's social media presence to its top competitor, Roscoe's Chicken & Waffle, below are some observations and social media recommendations for Honey's Kettle.

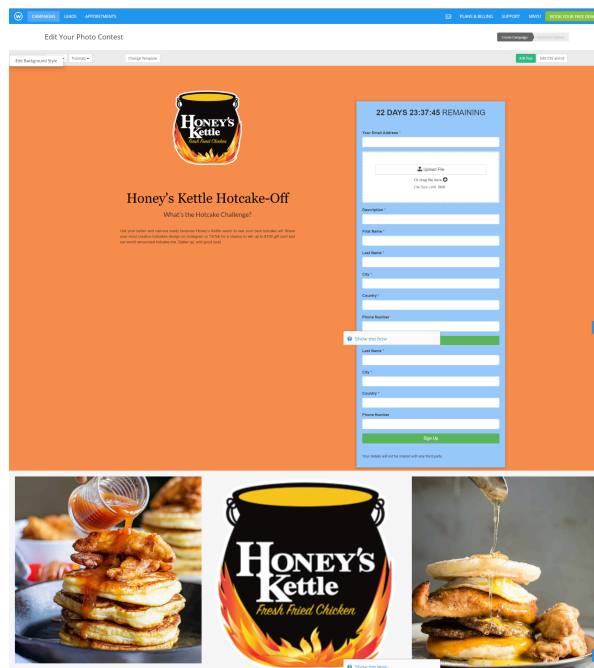
Observations

Overall, Honey's Kettle does a wonderful job of conveying the restaurant's ambiance and presence on their social media. Their consistent style and visually appealing pictures are translated through bright colors, high-resolution pictures, and proper framing which successfully draws customer's attention. Finally, through the three pinned videos Honey's Kettle effectively provides potential customers key information of the restaurant such as the restaurant's founder, the brand, and the two different locations.

Social Media Recommendations

While Honey's Kettle has a clear tone they want to convey in their social media, there are several steps that can be implemented to further improve their page. It is pertinent that the restaurant gets verified in each social media platform as it immediately establishes authenticity and trust in customers while also improving their recognition since it puts them higher in the search result. Once trust is established, Honey's Kettle needs to continue establishing the customer relationship by further engaging with them on their page. This can be done by replying to comments, tagging customers, and responding to reviews. An often overlooked detail is utilizing one social media page to bring attention to the restaurant's other accounts and various landing pages. Honey's Kettle can incorporate this by providing a LinkTree on their Bio that will provide links to their website, twitter, facebook, and press coverages, to name a few.

Additionally, to help increase awareness for Honey's Kettle Pancake Mix, we have created a Hotcake-Off challenge as a potential strategy. The challenge will consist of reaching as many customers to participate in creating the best hotcake art and posting them on social media. The top three entries will be given one \$100 gift card to the restaurant along with three of Honey's Kettle's pancake mix. This activation will generate awareness and curiosity about Honey's Kettle pancake mix. Through this challenge,

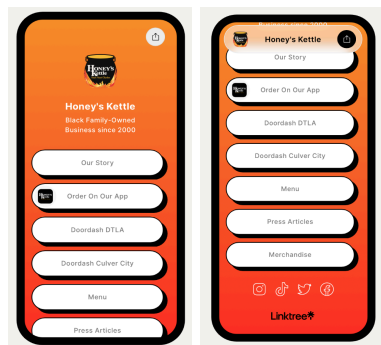


Honey's Kettle will be able to collect customers' emails as well and utilize that to further engage with them and have their restaurant top of mind for customers.

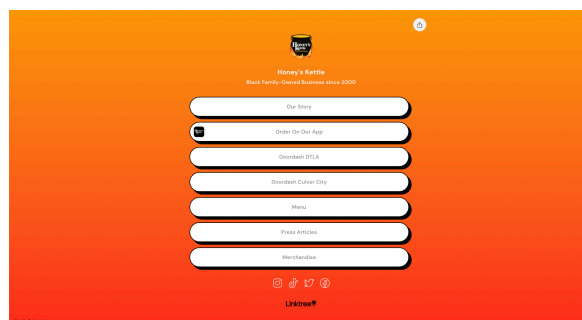
(Linktree sample)

Linktree link: <https://linktr.ee/mkt425.4pm>

Mobile:



Desktop:



X. FINAL RECOMMENDATIONS

As a group, we came up with many solutions for the final recommendations for Honey's Kettle. First, it would benefit the company to hire a marketing team with specific roles for each employee. Examples of those roles are social media marketing, email marketing, website designer, and photographer/videographer. The social media marketing role can be allocated to two employees to keep up with Honey's Kettle's Facebook, Instagram, Tiktok, and Twitter. It would be beneficial for those two employees to work together to ensure that content is consistently created for each platform that will be best suitable for them. The email marketing role can be in charge of all email marketing to ensure that each of Honey's Kettle's target segments receives appropriate communication from them. As for the website designer role, it would be up to them to keep everything up-to-date on the website and app. Our last final role recommendation would be for an employee to be a photographer/videographer; they would help Honey's Kettle create content that could be used for all social media platforms by social media marketers. Our second recommendation for Honey's Kettle would be to focus more market research on close competitors. By doing so, it will help Honey's kettle to be able to compare how well they are doing in terms of their digital marketing compared to other companies who sell similar things. If what close competitors are doing are very successful strategies, Honey's Kettle should also consider implementing them into their approach if it fits Honey's Kettle's voice and brand. Our third and final recommendation for Honey's Kettle is to implement all of the recommended changes throughout the paper and maintain regular communication with their audiences after those changes are made. By doing this, Honey's Kettle can keep up with their competitors and ensure that they retain its audience.