



@Foodaholic.nyc

By
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Presentation Overview



- Introduction
- Competitors
- Posting Process
- Demographics
- Research
- Competitors
- Original vs. Updated Forecast
- Promotions
- Survey
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Introduction



@Foodaholic.nyc

Name: Foodaholic.nyc

Goal: Post the best food around NYC

Engagement Rate = $3211/8501 = 37.77\%$
(likes+comments+saved)/reach) X 100%

Key Metrics:

Engagement + Reach + Follower count





Process

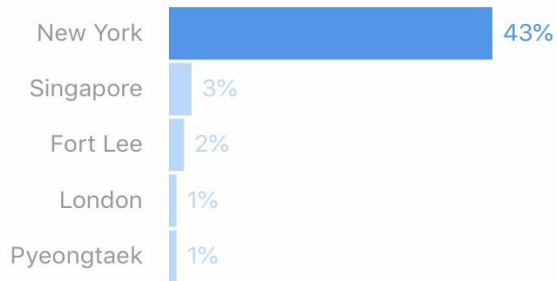
- Emailing for survey, word of mouth, texting and DMing friends
- Food holidays, weather, day of week, time of day, or simply what we ordered
- Post photo/album with alt text and with caption that should include @restaurant
- Hashtags in comment
- Like other posts for traffic to our account

Target Demographics

Top Locations

Cities

Countries

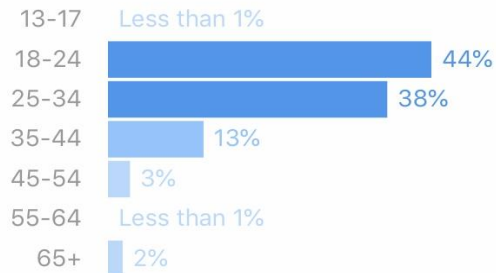


Age Range

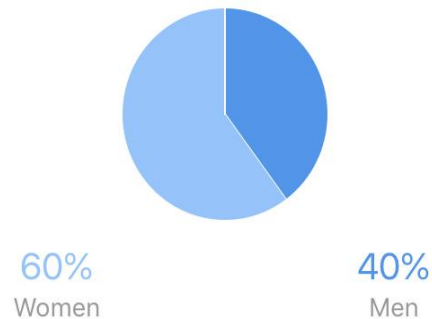
All

Men

Women



Gender



Research

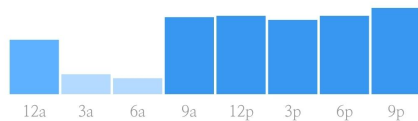


- Sunday (11 AM - 3 PM EDT)
- Monday (12 PM - 6 PM EDT)
- Tuesday (6 AM, 10 AM - 7 PM EDT)
- Wednesday (6AM, 12 PM - 4 PM EDT)
- Thursday (6 AM, 12 PM, 4 - 5 PM EDT)
- Friday (6 AM, 10 AM - 5 PM EDT)
- Saturday (12 PM EDT)

Followers ⓘ

Hours Days

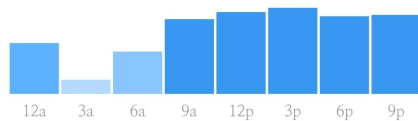
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Followers ⓘ

Hours Days

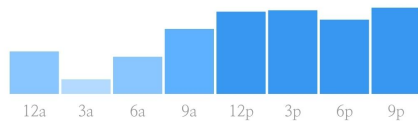
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Followers ⓘ

Hours Days

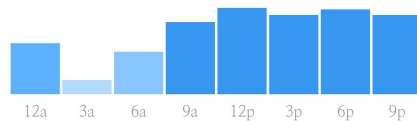
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Followers ⓘ

Hours Days

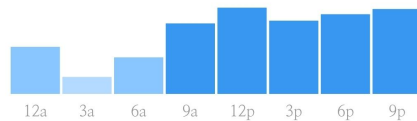
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Followers ⓘ

Hours Days

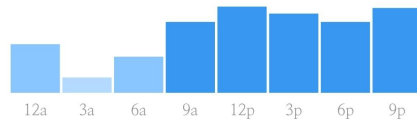
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Followers ⓘ

Hours Days

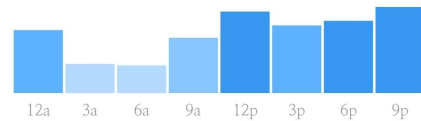
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Followers ⓘ

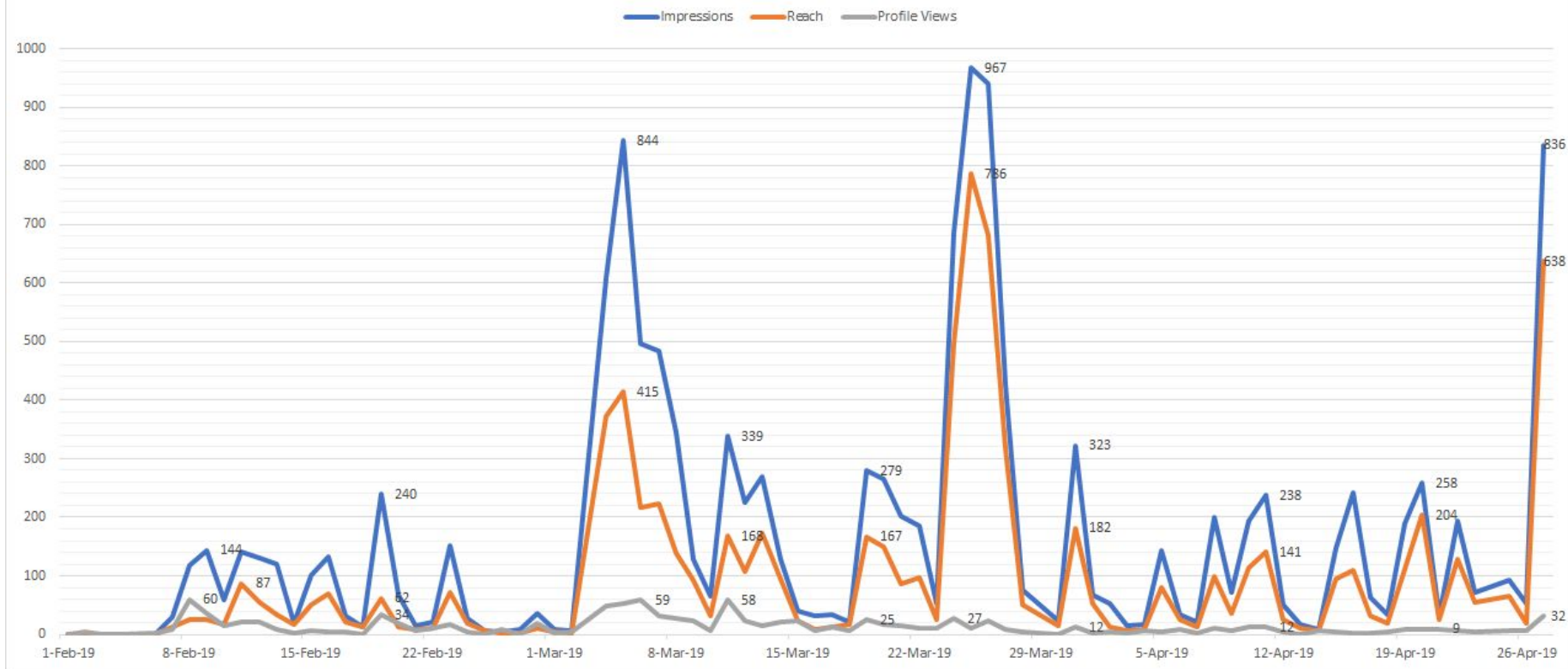
Hours Days

< Saturdays >



Activity Time of Our Followers By Hours

Foodaholic.NYC



Profile Growth and Discovery Feb 2019 - April 2019 (Impressions, Reach, Profile Views)



Competitors

@2nd_belly: 106 followers

- variety of meals from desserts to Asian cuisine, pizza, and sandwiches
- posts multiple times a day on their story, and
- posts on their feed once or every other day. quality and vibrancy in their photos edits and puns in captions

@newyorkerswhoeat: 120 followers

- variety of dishes like sushi, seafood, pizza, pasta, and Afghan food
- 3 posts per week
- captions include the area of the restaurant, recommended cuisine, and what kind of food is offered



Competitors (continued)

@nyc_served: 322 followers

- vary from a main courses like pizza to desserts such as raindrop cakes
- write a lot in their caption to describe the restaurant or the food
- engagement at the end such as “See you there” or “What does everyone want to see next? Comment below!”

@travel.food4561: 137 followers

- travel pictures and food pictures such as cup of coffee, ramen, burgers and Mexican food
- upload approximately three times per week hashtags that they use in their posts for food are general: #location, # lunch, #eating, # instafood
- their caption mentions the restaurant name and describe the food

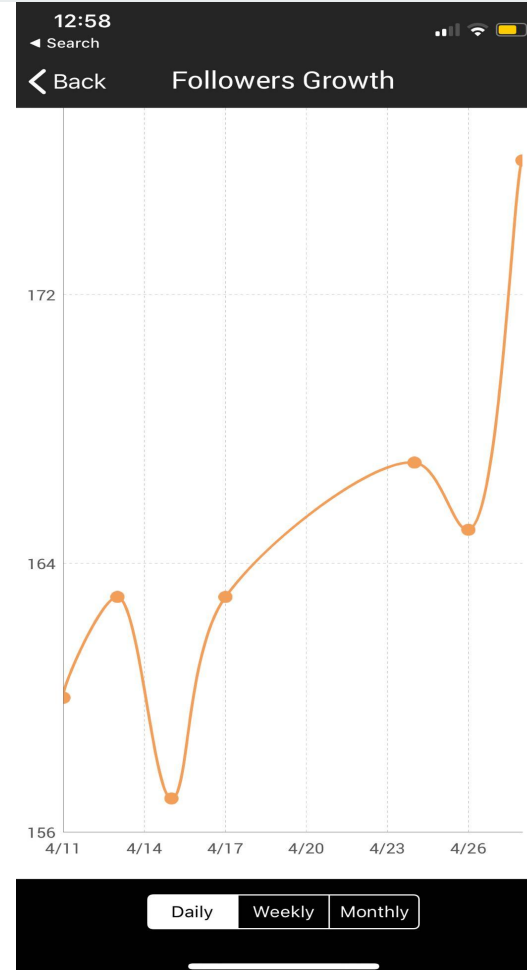
Forecast

Original: 500 followers

Midterm: Goal of 200 followers

Final results: 180 followers

- Drastic up and downs with highest 180 and lowest 150
- Averaging about 160 throughout the semester

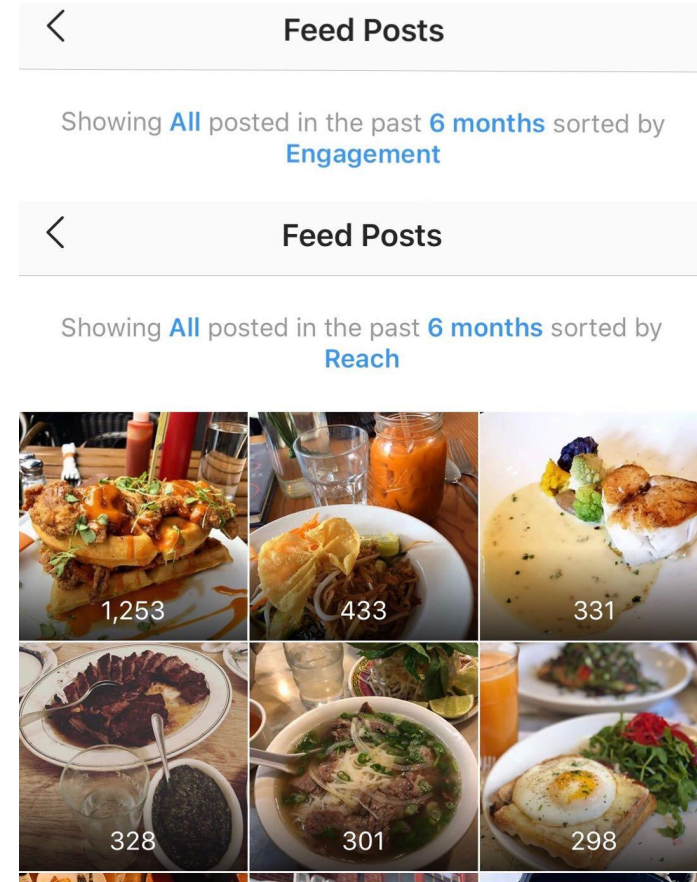


What did we consider success? Before and After

Original Key Metrics: **Followers**

Final Key Metrics: **Engagement + Reach**

$$\text{Engagement Rate} = \frac{\text{Likes} + \text{Comments} + \text{Saved}}{\text{Reach}} \times 100 \%$$



Instagram Promotions- Taiyaki NYC



Caption: “Have you been to @taiyakinnyc for their Matcha & Black Sesame Swirl? What are you waiting for?”

Hashtags: #nycfoodies #foodaholicnyc #instagood #instafood #newforkcity #food #dailyfoodfeed #eastcoastfoodies #foodporn #nyceats #nycfood #treatyoself #eatupnewyork #forkyeah #feastagram #feedstagram #intsafoodie #foodlover #foodblogger #taiyaki #taiyakinnyc #mochi #matcha #icecream #chinatown #chinatowneats #foodstagram



Promotion Insights



Posted on 03/19/19, 3:57pm

284 12 8

Interactions

7

Promotion Clicks

Visit Profile 24
29% from promotion

Discovery

831

People reached
86% weren't following you
71% came from your promotion

Impressions 1,096
54% from promotion



Promotion Insights

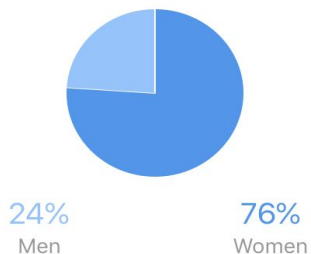
Follows 0

Promotion

Spend \$4
100% of your \$4 budget

Audience

Gender



Promotion Insights

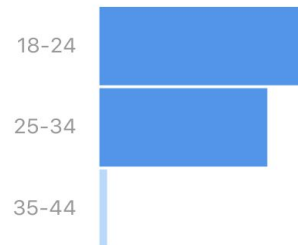
Follows 0

Promotion

Spend \$4
100% of your \$4 budget

Audience

Age Range



Instagram Promotions- Boba Guys Bubble Tea



Caption: “Have no fear, Spring is here! Spring into @bobaguysnyc for some refreshing Rose Black Tea with Almond Milk on the left and Lychee Green Tea with Oat Milk on the right”.

Hashtags: #nycfoodies #foodaholicnyc #instagood #instafood #newforkcity #food #dailyfoodfeed #eastcoastfoodies #foodporn #nyceats #nycfood #treatyoself #eatupnewyork #forkyeah #feastagram #feedstagram #intsafoodie #foodlover #foodblogger #nyfoodsharings #foodstagram #bubbletea #bobaguys #bobaguysnycpopup



Promotion Insights



Posted on 03/20/19, 2:04pm

339

1

5

Interactions

10

Promotion Clicks

Visit Profile

40% from promotion

25

Discovery

1,292

People reached

91% weren't following you

87% came from your promotion

Impressions

68% from promotion

1,775



Promotion Insights

Follows

1

Promotion

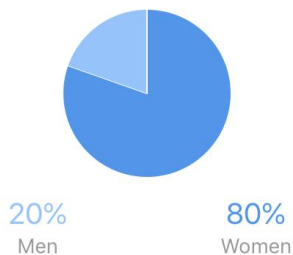
Spend

\$9

100% of your \$9 budget

Audience

Gender



Promotion Insights

Follows

1

Promotion

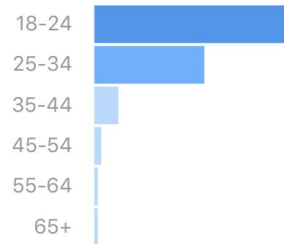
Spend

\$9

100% of your \$9 budget

Audience

Age Range



Survey



- Most consider Instagram as go-to social media
- People mostly follow their Friends, Family, Food a 3rd tie with celebrities
- People get recommendations from Friends, Family, Instagram & Yelp tied for 3rd.



How would you rank the following factors when going to a food spot? (1 most important, 7 least important)

Location

Promotion

Limited Time

Want to try something new

Price

Picture/Video Quality of the post (ie., looks cool)

Suggested by Family/Friends/etc.



		Do you visit a food spot because you want to go for the picture or actually try it?			Total
		For the gram	Actually try it	I do not go to the place.	
Do you believe the place was worth going to or only good for the 'Instagram picture'?	Only good for the gram	1	3	2	6
	Expected more	1	19	2	22
	Was what I expected	3	30	1	34
	Total	5	52	5	62



Add Stub



		Did you visit a food spot after seeing a post about it on Instagram?		
		Yes	No	Total
How likely are you to visit a food spot after seeing a post about it on Instagram?	Extremely likely	7	0	7
	Somewhat likely	31	5	36
	Neither likely nor unlikely	5	9	14
	Somewhat unlikely	1	6	7
	Extremely unlikely	0	0	0
	Total	44	20	64

What matters most?



- Community engagement
- Persistent posting
- Interacting with comments