



Content Marketing Proposal
Dec '18

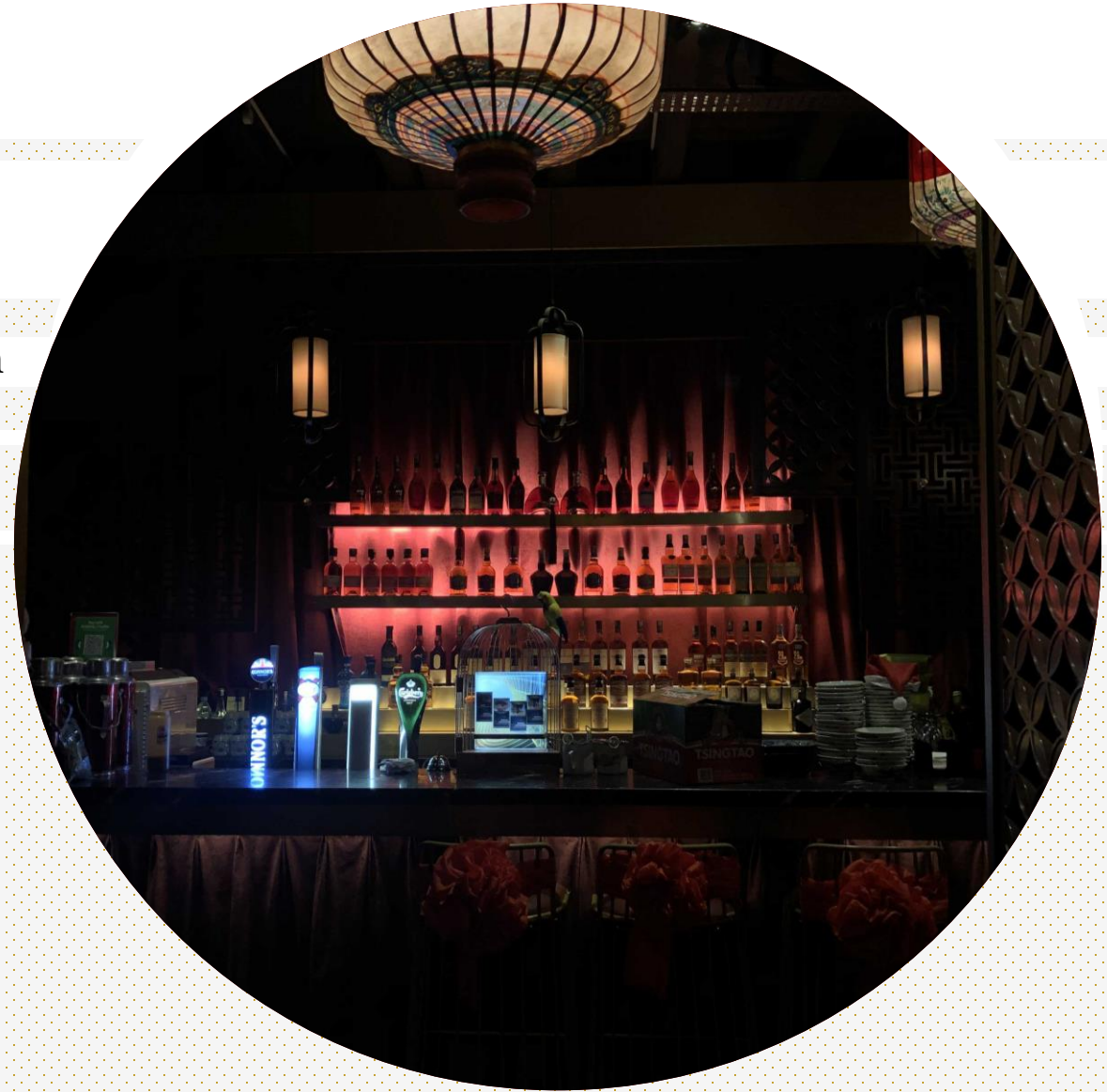
► Objectives

- To convey Manchu's **brand culture directly with customers**, thereby deepening their relevance and connection.
- Focusing content posting on Facebook and Instagram with Manchu's **chic & charismatic vibe**.
- Content delivery:
🖼️ Photos – 70% | 🎬 Videos – 30%

📷 Instagram – 60% | 📘 Facebook – 40%

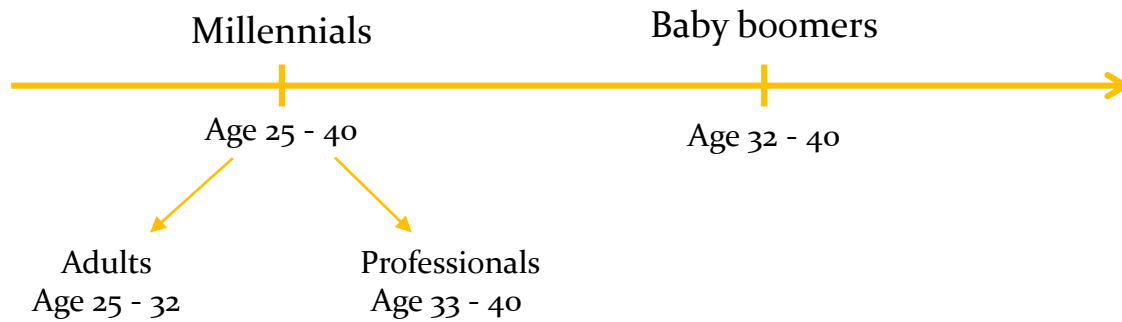
► Brand values

chic *fine* entertainment





Target Audience Segmentation





Target Audience Online Persona

Millennials (Adult 25 - 32)

- » Very tech savvy
- » Social Media inclined
- » Spends most of their spare time on mobile devices
- » Visually attracted
- » Look forward to personalization and uniqueness

Millennials (Professionals 33 - 40)

- » Utilize social media to connect with friends
- » Share exciting events on social media
- » Visually attracted
- » More likely to engage with content
- » Spend only some spare time on social media

Baby Boomers (40 – 52)

- » Not tech savvy
- » Not social media savvy, majority use technology as needed for work and/or increasingly to stay in touch with friends on social networks
- » Spend more time on WhatsApp, E-mail
- » Very low Instagram penetration, better on Facebook
- » Attracted by visuals and would read captions as well
- » Still more used to traditional marketing tactics (eg, radio, TV)

Targeted Social Media Platform



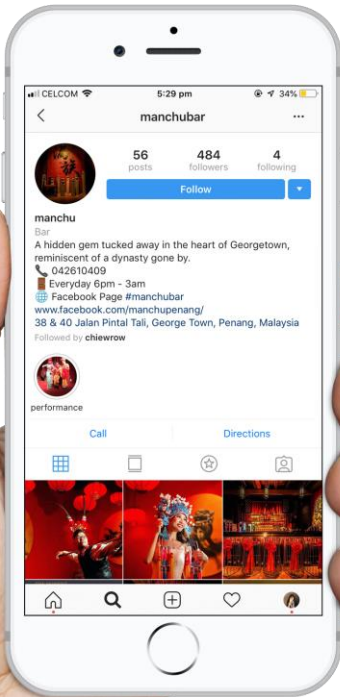
Facebook usage – 40%

Due to the drop of organic reach on Facebook and how saturated the platform is filled with sponsored posts. Users are starting lose attention on it.



Instagram usage – 60%

The usage of Instagram is steadily growing. Most users would choose Instagram as the platform to post food & beverages on their feed or story. This acts as the best platform to get consumers to recognize a brand.



- ✓ Weekly updates
- ✓ Remarketing
- ✓ Engagement
- ✓ Monthly Event highlights

- ✗ Can be 'noisy' with Ads
- ✗ Not personal
- ✗ Lower user attention

- ✓ Insta-story is very widely used by target audience
- ✓ Direct target to personal accounts
- ✓ More attention when it comes to photos of beverages and events
- ✓ Engagement

- ✗ Difficulty in tracking engagement
- ✗ Not able to reach all target audience (Especially Age between 32-49)

Content Strategy

Facebook & Instagram



Weekly Posting

- Updates on weekly special performances

For example: Posting a 10 – 15s teaser video or images

- Introduce cocktails (Be it new or current)
- Introduce professional bartender
- Introduce performer/special guest
- Puns or Quotes on Beverage Names

For example :

When life gives you lemons, you make Yuzu Whiskey.

These strategies are for updates and better understanding on Manchu's brand culture.

Content Strategy

Facebook & Instagram

Monthly Posting / Highlights of the month

- Performance
- Festive events

For example : Christmas, New Year's , Chinese New Year, Anniversaries etc.

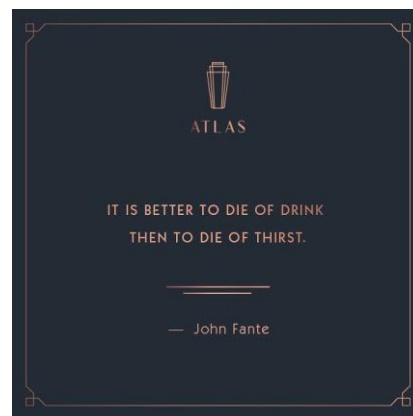
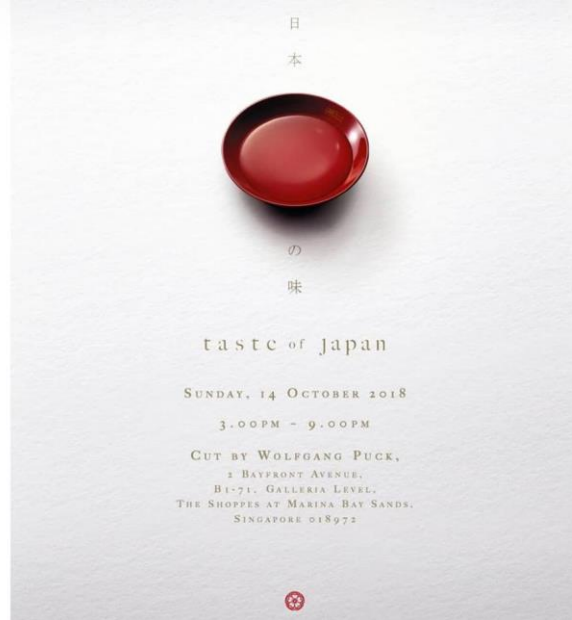
- Themed events

For example: Gatsby Party, Retro Night, Back to the 80s, Wild Wild Night, Girls night out

- Giveaways / Games

In order to measure the effectiveness of digital marketing efforts, clients are encouraged to organize some giveaways to entice more offline customers to follow or subscribe to the page on social media.

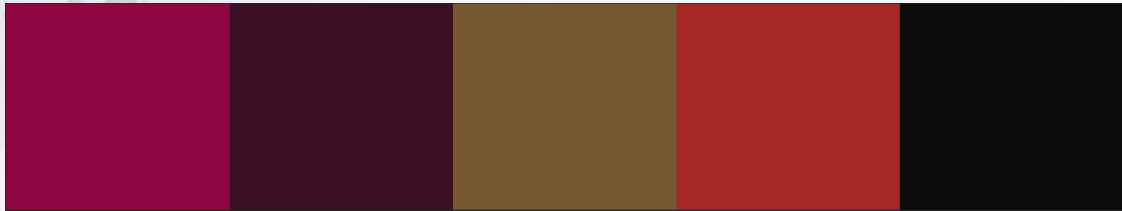
- 30secs to 1 minute Videos (BTS, up coming event teaser, past event highlights, etc)



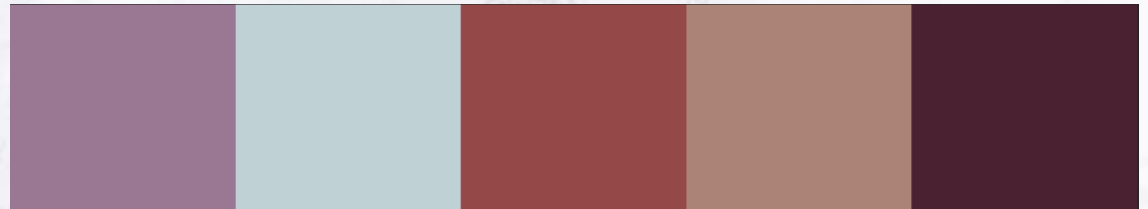
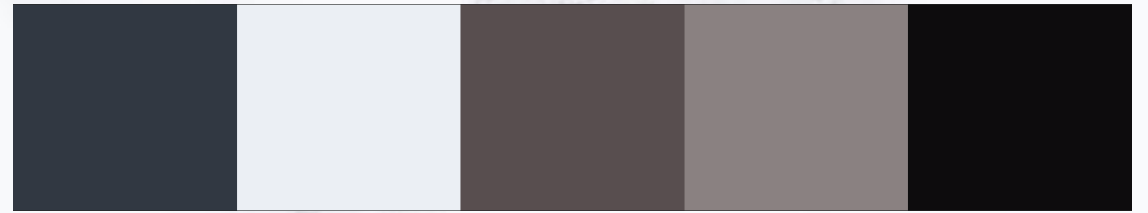
Content design mood board

Colour Palette

Dark tones



Light tones



Conclusion

Due to the rise of competition in the market, we believe that it is critical to fully utilize social media to engage with your current and prospective customers. With Instagram growing steadily, we do see the opportunity for Manchu to target directly to its customers with aesthetically beautiful photos and videos that carries the Manchu vibe on this platform. On the other hand, the effort spent on Facebook is largely targeted to retrieve new customers and collect data to expand customer base.

We are aiming to build a network of loyal followers on your social media accounts, especially Instagram. As the best sales and marketing tool is, undoubtedly, the word of mouth. With Manchu's business nature, posting consistent high-quality images and videos at least twice a week will be the best method to showcase the message of prestige, chic and entertainment values behind the brand.

The proposed are preliminary strategies, with time and trail we are confident that we will be able to bring up the brand in a more consistent way through the digital space. And with that, Manchu- the brand will be able to reach itself possibly to at least 1% of Penangites.

