



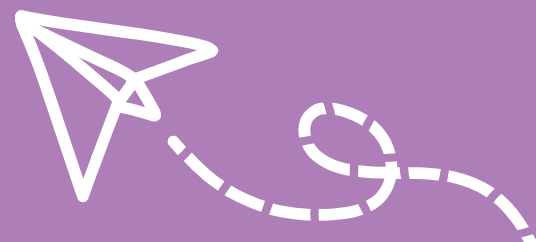
Social Media Marketing Strategy Project



About Kabum Marketing

Kabum marketing is a marketing agency that targets small to medium business located in Vancouver BC.

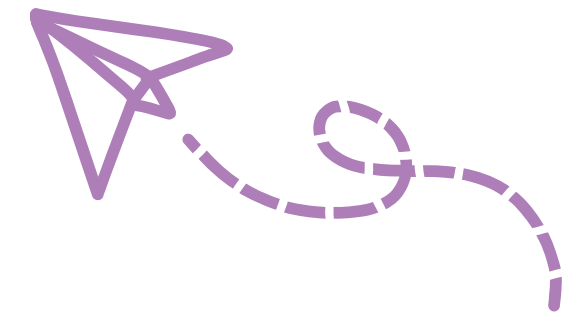
We specialize in organic social media optimization and provide a huge catalog of single individual marketing services.



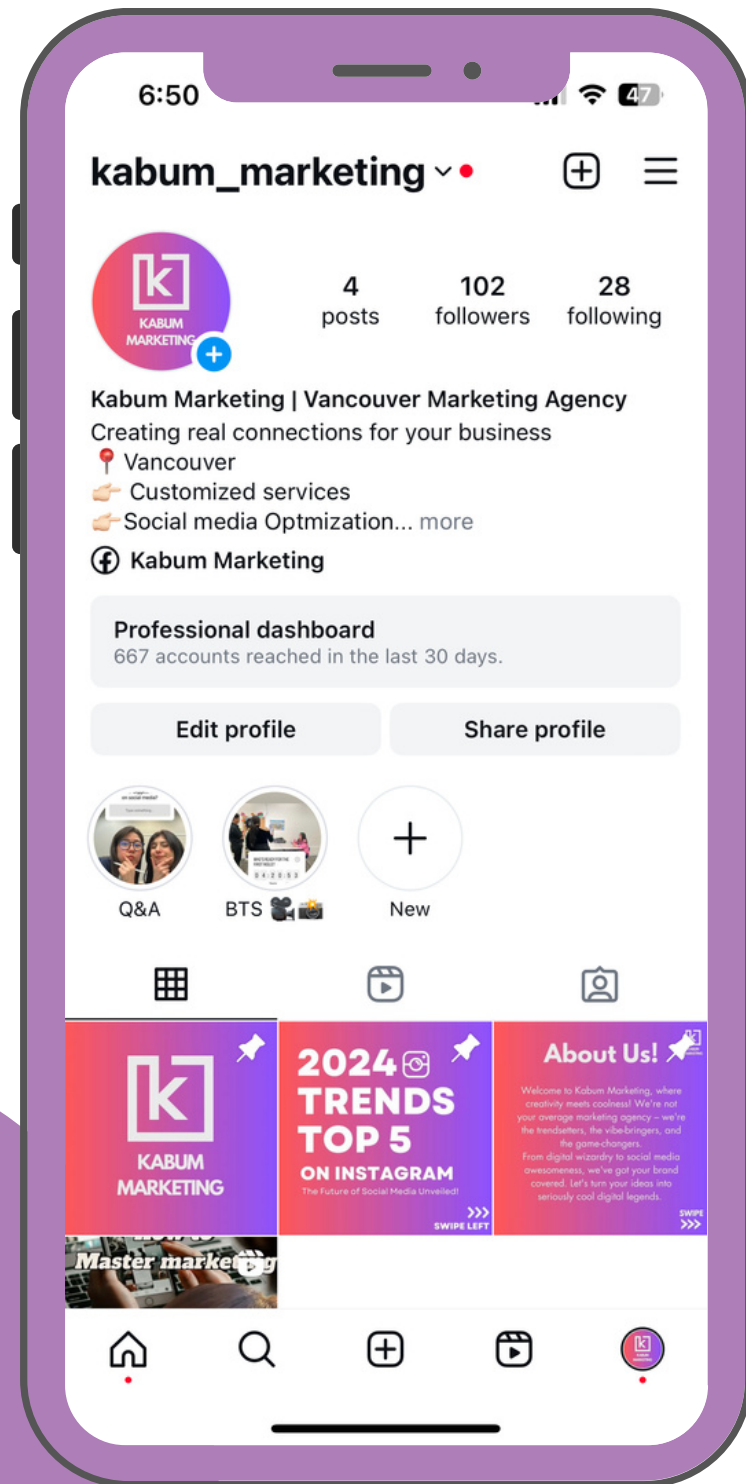


Our Goal/Mission

Our mission is to empower business of all sizes to thrive in the digital landscape, by creating customized strategies that will be sustainable to maintain on the long run without our supervision. We like to think about social media as a marathon and we are here to help you taking the first step.



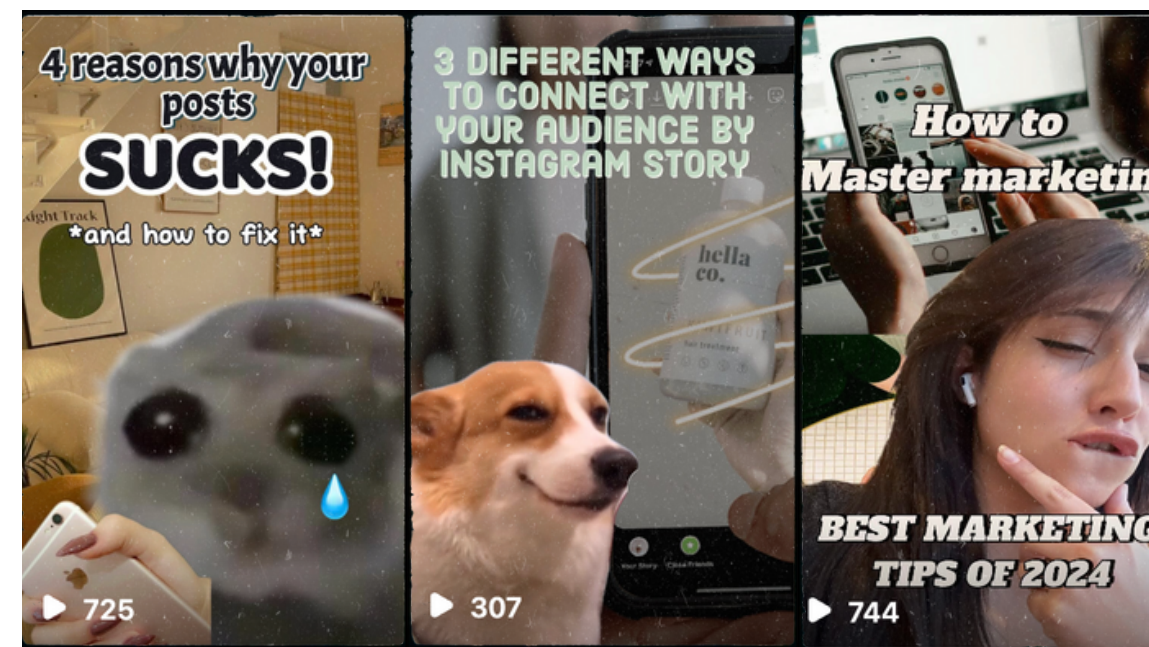
Instagram Page

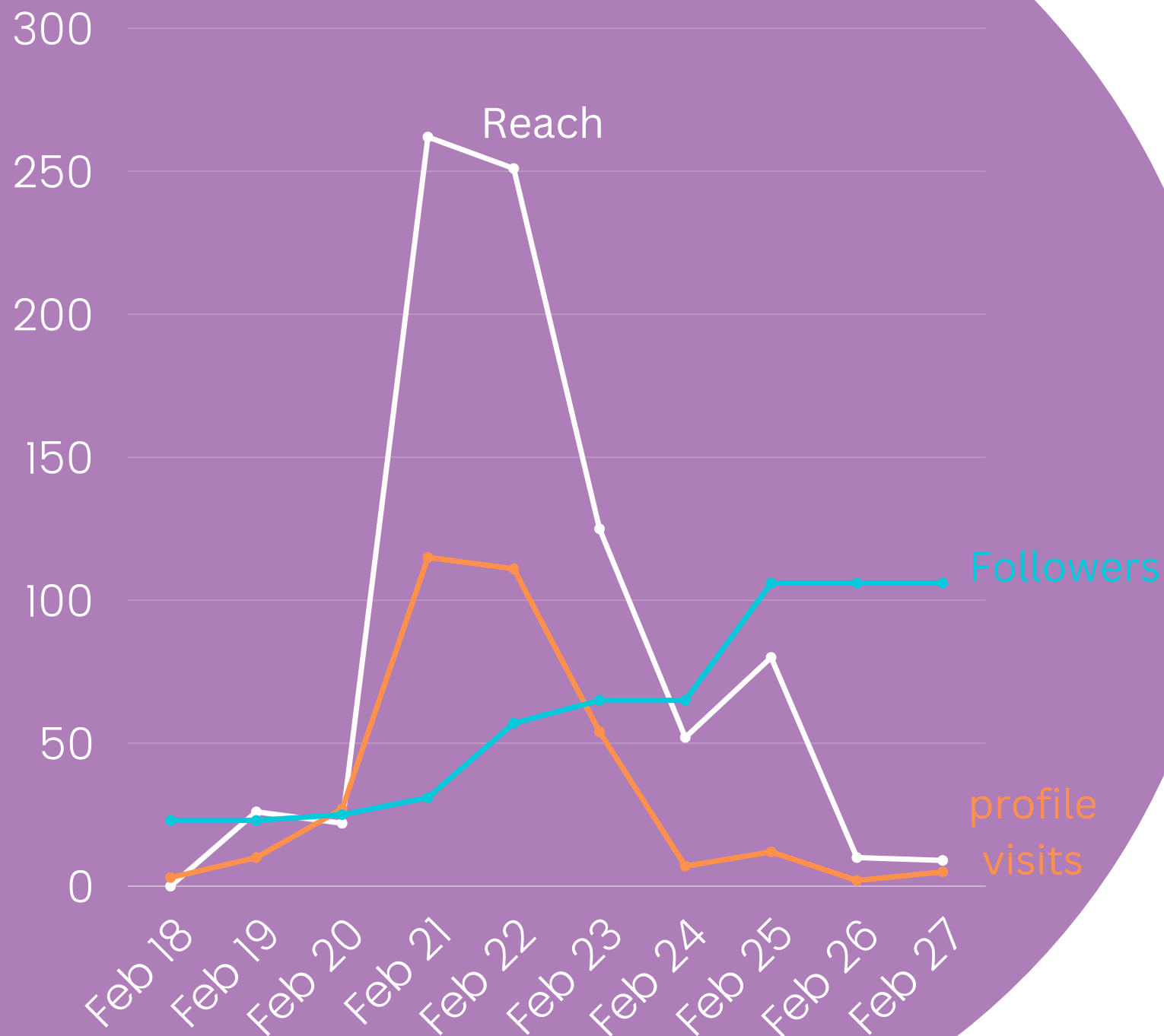


Pink and Purple are our main brand colors to associate with Instagram which is one of our main social media management for clients.

Also, we have experienced video creators so by posting some reels, we show the audience what we do clearly

Reel





Followers
106

Reach
668

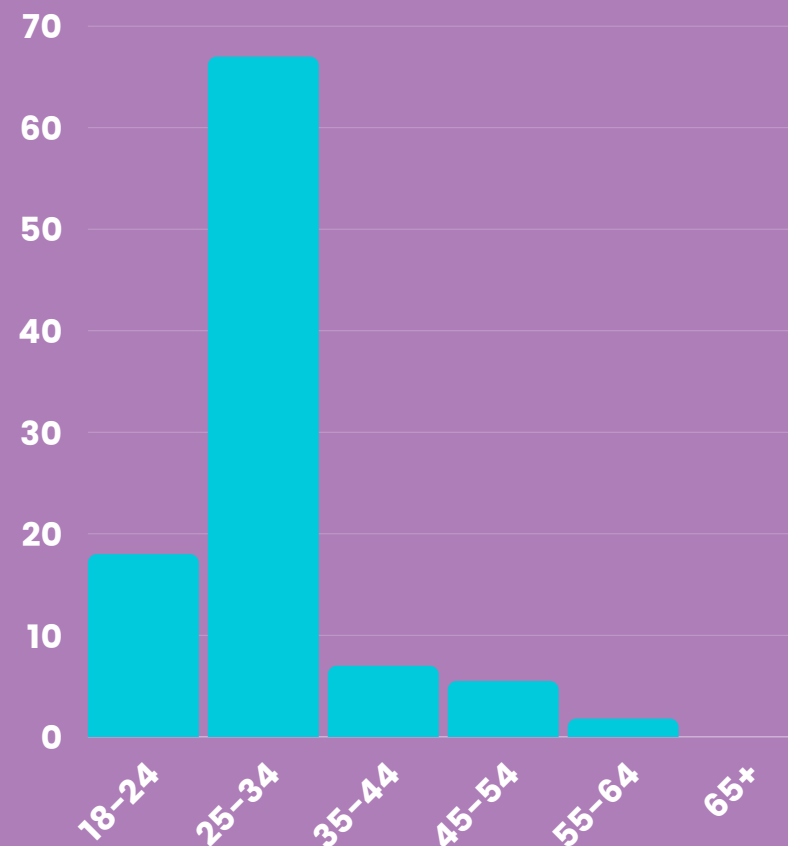
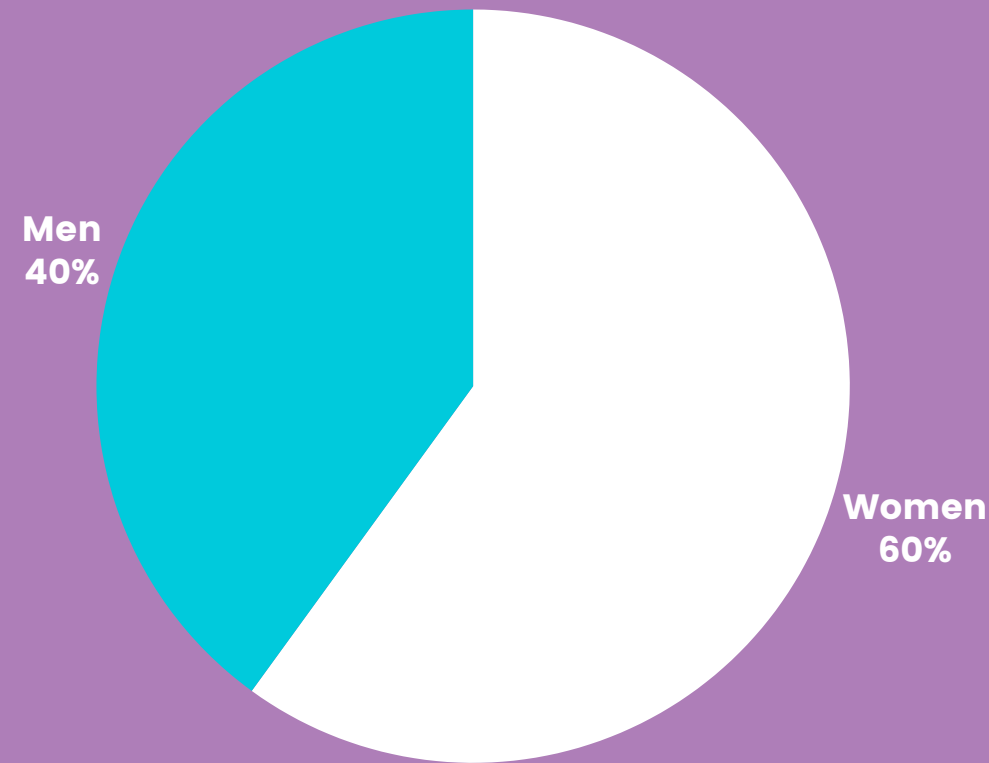
Profile visit
442





Audience

We reached 106 followers within a week of establishing the account by creating efficient bio and contents, audience engagement










Tip

We named business name on our bio “Kabum MArketing | Vancouver Marketing Agency”.

By using this term considering SEO, we got 1st position on search page when people search “digital marketing vancouver”

WEEKLY CONTENT CALENDAR

INSTAGRAM

Monday	Tuesday	Wednesday	Wednesday	Thursday	Friday	Saturday
						
Reel	Post/Reel	Post/Reel	Post/Reel	Story	Reel	Story
<p>Caption:</p> <p>Starting the Monday right with some beginner marketing fundamentals for your business.</p> <p>Visual</p> <p>Reel video post with quick marketing tips.</p>	<p>Caption:</p> <p>1. Welcome to Kabum Marketing – where creativity meets impact! Follow us for cutting-edge solutions. Let's make your brand stand out! 📁</p> <p>2. Ready to level up your brand? 🚀 Let's redefine success together! 📁 Join us on this journey of transformation!</p>	<p>Caption:</p> <p>🌊 Hey Insta Fam! Ready to ride the wave of 2024 trends? 🌊</p> <p>Swipe left for my predictions and stay ahead in the digital game! 💡</p>	<p>Caption:</p> <p>If you struggle with engagement here's a few ways to fix it.</p> <p>Visual</p> <p>Reel video post with marketing tips about engagement with audience</p>	<p>Caption:</p> <p>Got burning questions about digital marketing? 🔥 It's Q&A Wednesday! Drop your questions in the comments, and our experts will answer them! #AskKabum"</p> <p>Visual</p> <p>A creative graphic encouraging followers to ask questions.</p>	<p>Caption:</p> <p>Unlock the power of Instagram Stories with Kabum Marketing! 🌟</p> <p>Ready to discover 3 game-changing ways to connect with your audience and elevate your storytelling game? Let's dive in with Kabum!</p> <p>Visual</p> <p>Reel video post about Instagram Stories</p>	<p>Caption:</p> <p>What goes into making your digital dreams come true? #SundayBTS</p> <p>Visual</p> <p>Story post featuring candid photos of team members, office life, or the creative process.</p>
6:00 p.m	7:00 p.m. and 8:00 p.m.	7:30 p.m.	7:00 p.m.	6:00 p.m.	1:00 p.m.	5:00 p.m.



Our Amazing Marketing Services

We created a social media proposal for a local healthy food delicatessen (cafeteria-style food) based on a market research, and a pre-interview about their business style, pain point, previous social media activities, and insight.

Social Media Proposal for

KABUM MARKETING



About Kabum Marketing

Welcome to Kabum Marketing – a team of enthusiastic digital marketing students from Greystone College on a mission to elevate your business in the online world.

Who We Are:

Kabum Marketing is a group of students passionate about digital marketing, and we're here to bring the power of the online space to businesses like yours. Even though we're just getting started, our approach is grounded in practical strategies that make a real difference.

Our Focus:

We primarily work with small and medium businesses, understanding that each one has its unique story. Our goal is to introduce you to the opportunities the digital world offers, providing services like SEO optimization, content creation, marketing plans, and social media management.

Our Approach:

Diversity is at the core of our approach. We know that not all small businesses are the same. Some are startups, and others have been around for a while. We believe that every business, regardless of its size or history, can benefit from a fresh perspective in the digital space.

Our Vision:

Our vision is simple – we want to help businesses like yours thrive online. We aim to do this by offering creative solutions that resonate with different audiences. We're not just about marketing; we're about making your business stand out in the digital world.

Our Mission:

Kabum Marketing is here to provide practical and ethical marketing solutions tailored to your needs. We want to be the team that helps your business grow, leveraging our knowledge to boost your brand in the digital era. Through personalized campaigns and a commitment to excellence, we aim to empower your business to reach its goals.

What Makes Us Different:

What sets Kabum Marketing apart is our dedication to understanding your unique needs. We're not just using marketing jargon; we're here to work with you to create digital experiences that genuinely reflect your brand. With us, it's not just marketing – it's a partnership focused on bringing your brand to new heights.

Join us at Kabum Marketing, and let's take your business on a journey of digital success

Market Analysis Healthy Food Industry

The global healthy food market presents an exciting opportunity for businesses to tap into a growing consumer demand for wellness-focused products. At Kabum Marketing, we recognize the significance of this trend and aim to position our clients strategically within this thriving market.

Anticipated Growth

The global health food market is poised for substantial growth between 2023 and 2030. Consumers are increasingly prioritizing health and wellness, creating a conducive environment for businesses in this sector.

Steady Growth in 2022

As of 2022, the market has been witnessing consistent growth, indicating a sustained interest in health-oriented products. This steady trajectory sets the stage for businesses to capitalize on emerging opportunities.

Regional Market Sizes

Our analysis delves into specific market sizes across different regions, providing valuable insights for businesses targeting global, regional, or localized strategies. Key regions include China, the US, Europe, Asia-Pacific, South America, and the Middle East and Africa.

Factors Driving Growth

The demand for health-focused products, catering to daily and medical purposes, is identified as a primary driver for market expansion. Consumers' increasing awareness of the link between nutrition and well-being contributes to the growing popularity of health food applications.

Leading Regions

Our research pinpoints North America, Europe, Asia-Pacific, South America, and the Middle East and Africa as leading regions in the healthy food market. Understanding the dynamics of each region is crucial for tailoring marketing strategies that resonate with diverse consumer preferences.

At Kabum Marketing, we are committed to helping your business navigate and leverage these market trends. Our goal is to assist you in effectively positioning your brand within the health food industry. We can provide data-driven insights and a strategic approach to empower your brand, enabling it to thrive in this dynamic and evolving market landscape. Especially in Vancouver, a city renowned for its cultural diversity, there exists a significant opportunity for your business to grow and establish a robust presence.

Performance Overview Instagram Analysis

's Instagram account stands as a commendable digital asset, showcasing a blend of appealing content that resonates with its target audience. With 1,365 followers, has built a modest yet engaged community. has laid a solid foundation on Instagram, and with Kabum Marketing's strategic interventions, we aim to elevate the brand's performance, foster increased engagements, and drive substantial growth in the follower base. Our data-driven approach will ensure tailored strategies that align seamlessly with 's brand identity and resonate effectively with its audience.

Engagement Highlights

The engagement metrics over the last 30 days reflect positive trends. achieved a reach of 2,623, with 585 from existing followers and an additional 2,038 from non-followers. Impressively, this demonstrates an active interest from both the current community and a broader audience.

Engagement Rate

The engagement rate, calculated from 146 interactions, is a noteworthy aspect. A robust engagement rate is pivotal for sustaining a meaningful connection with the audience and enhancing the visibility of the brand.

Follower Growth

, experienced a growth of 107 new followers in the last 30 days, indicating a steady influx of individuals expressing interest in the brand. However, it's crucial to address the 20 unfollows during the last 30 days period to optimize retention strategies.

Active Audience Periods

Understanding the audience's most active times (9 am to 9 pm) provides a valuable insight for content scheduling. Leveraging peak activity periods can amplify content visibility and engagement.

Areas for Improvement

While 's Instagram is performing well, there's an opportunity to enhance engagement further and increase follower acquisition. Kabum Marketing aims to implement strategies that foster increased community interaction and attract a wider audience.

Current Challenge

01 Bio Optimization

The bio should mention the community focus and market location. Only user name & Business name affect SEO on Instagram. The user name has only their brand name which makes it hard to be found by a potential customer. Too many highlight collections. The motto can be alternatives by a brief business description.

02 Lack of Subtitles in Videos

Videos lacking subtitles and cover photos on Instagram hinder accessibility for mute users, impacting engagement and lead generation. Enhancing these elements will ensure a more inclusive and captivating social media experience, especially on the feed and reel pages.

03 Post Design

While Instagram's photos are eye-catching, there's a need for more informative content to guide followers to visit the store and make purchases. Striking a balance between aesthetics and information is crucial. Considering the audience's inclination to skim captions, leverage visually edited pictures to convey essential details. Additionally, standardize hashtags for consistency and improved brand visibility across posts.

04 Generic Content Ideas

While Instagram caters to fitness enthusiasts, office workers, wellness enthusiasts, working-age adults, and the fashion industry, current posts lack segmentation for these specific audiences. Tailoring content to each group and addressing fitness enthusiasts more directly by providing nutritional information, collaborating with fitness clubs, or featuring fitness influencers will enhance engagement and better resonate with their niche target audience.

Solution Idea

01 Bio Optimization

- **Strategic Location Inclusion:** Add the specific location of the restaurant or food company to attract local customers.
- **Keyword Business:** Integrate key business-related terms and phrases into the biography. Ensure that these keywords align with search terms your target audience might use when looking for a place to eat.
- **Integrate niche keywords** related to your food business. This not only improves search ability but also communicates the unique offerings of your business.

02 Success Case

- **Editing Review:** Ensure all uploaded videos have accurate and readable subtitles. Revisit the video editing process to correct any errors or missing subtitles.
- **Caption Engagement:** Encourage viewers to turn on captions in your post captions. This helps in cases where the subtitles might not automatically display.

03 How to communicate with your audience

- **Create Carousel Posts:** Design posts in a carousel format to showcase the top 3 dishes. This provides a visually appealing and interactive experience for followers. Each image in the carousel can feature a different dish with a brief description.
- **Authentic Engagement:** Share relatable and genuine stories, respond to comments personally, and use a conversational tone in captions. Building an authentic connection with your audience humanizes your brand, making it more approachable and relatable.

Solution Idea

04 Hashtag

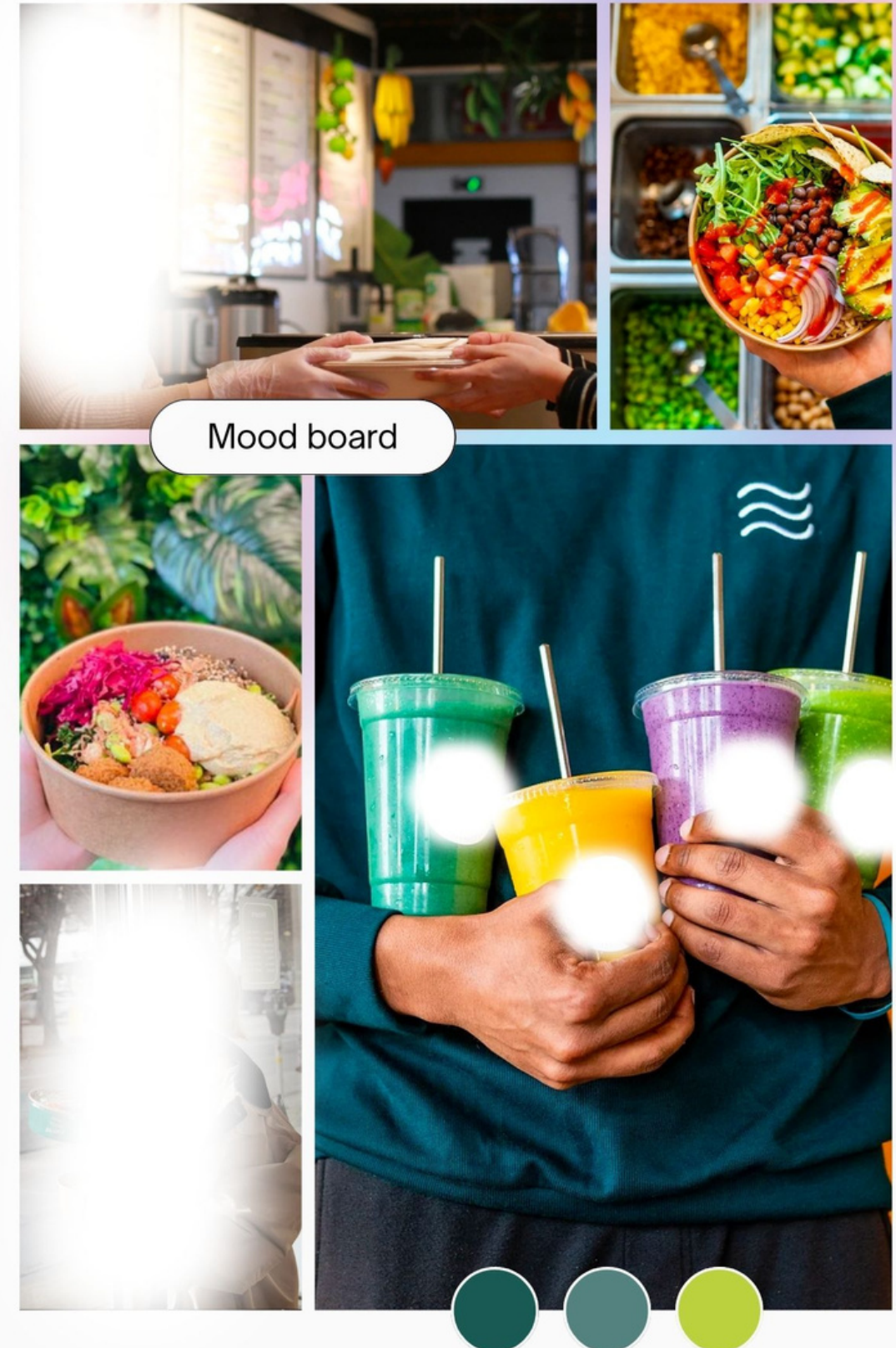
- **Incorporate Relevant Keywords:** Integrate industry-specific and trending keywords within your captions, comments, and bio. Identify terms related to your cuisine, ambiance, or special offerings. This strategic use of keywords not only boosts discoverability but also aligns your content with the interests of your target audience, making it more likely to appear in relevant searches.
- **Create Unique Branded Hashtags:** Develop a unique and memorable branded hashtag for your restaurant or campaign. Encourage followers to use it when sharing their experiences or engaging with your content. Branded hashtags not only strengthen brand identity but also make it easier to track user-generated content.

05 Keep their attention

- **Compelling Stories:** Share emotionally resonant stories about your dishes, team, and journey to forge a deeper connection.
- **Empathetic Communication:** Respond with genuine empathy to comments and messages, addressing concerns with understanding.
- **Tailored Content:** Customize content to address audience needs, showcasing a customer-centric approach.
- **Interactive Engagement:** Use polls and surveys to involve followers, making them feel valued and part of decision-making.

06 Opening your possibilities

- **Tailored Content:** Develop content that resonates with the male demographic, considering their preferences and interests. This can include showcasing dishes popular among men, sharing behind-the-scenes content, or incorporating elements that appeal specifically to a male audience.
- **Engagement Tactics:** Use interactive features such as polls or quizzes in stories to engage the male audience. Encourage them to share their food preferences or opinions.



Our Offers

For starters

CAD1000 /month

- Hashtag research
- 3 feed posts a week (2 images + 1 carousel)
- 3 story's ideas per week
- 2 IG reel scripts a week
- Q&A once a month
- Analytics report
- Audio and trends research
- Content Calendar
- Customized social media strategy

Best seller

CAD1500 /month

- Customized social media strategy
- Hashtag research
- Posting
- Content Calendar
- 4 feed posts a week (2 images + 2 carousel)
- 4 IG reel scripts a week
- Light editing on reels and posts
- Q&A twice a month
- Analytics report
- Audio and trends research
- Captions
- 8 story's ideas per week
- Monthly meetings and reports

Elite

CAD3000 /month

- Customized social media strategy
- Captions
- Hashtag research
- Posting
- Content Calendar
- 7 feed posts a week (4 images + 3 carousel)
- 7 IG reel scripts a week
- 14 story's ideas per week
- Full editing on reels and posts
- Analytics report
- Audio and trends research
- Monthly meetings and reports
- One day content shooting bi-weekly
- Competitors analysis
- Community engagement and response
- Cross content for TikTok

Contact

You can reach us for any questions or to move forward with our proposal.

 555 Richards St, Vancouver, BC V6B 2Z5



https://www.instagram.com/kabum_marketing/

What Our Customers Have to Say

In reviewing the marketing report, I found several aspects particularly commendable. The suggestions provided, such as utilizing carousels for posts and refining our bio and content subtitles, are indeed relevant and insightful.



ARE YOU INTERESTED IN
OUR SERVICE?

CONTACT KABUM MARKETING

WE ARE HERE FOR YOU

