

Battalion SEO & Social Media Campaign Plan





1. Objectives

Categorized by low lift to high effort & cost:

→ **SEO**

Keywords, search ranking & other elements to add to the website

→ **Social Media**

What is working, room for improvement, packaging & photo opportunities

→ **Influencer Marketing**

Internal & External Efforts

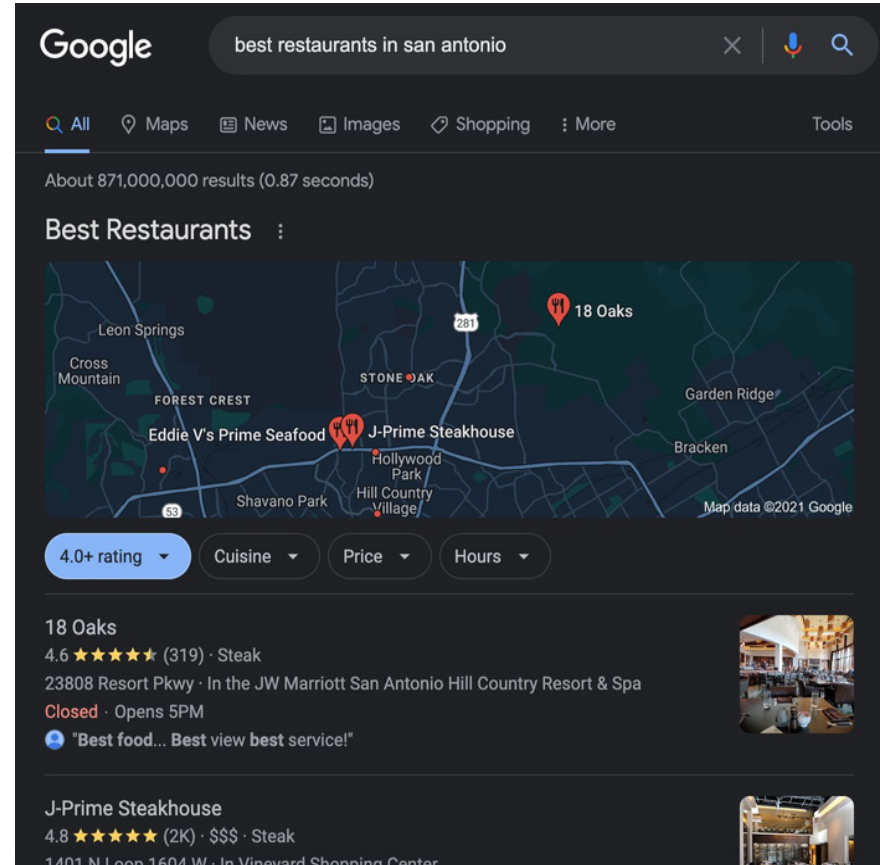
SEO- Search Engine Optimization

Keywords & Ranking:

- #14: best restaurants in san antonio
- #2: restaurants in san antonio:
- #2 modern americana restaurants in san antonio

Voice Search vs. Text Search

- “Where to eat in SA” vs. “italian restaurants SA”



SEO- Improve through Website Optimization



Objective:

- Add as many keywords as possible on your website related to your business so that customers will easily find your website through search engines such as Google and Bing.

How to do this:

- Adding [links](#) to articles showcasing your business
- Adding keywords and phrases that would appear in a voice search like “where to eat in SA,” “italian food in SA,” and “takeout italian in SA”
- Add video to increase website visitor time on your page
- Adding a menu to the website internally
- Improve all other website errors such as images not [loading](#)

SEO- Optimization Examples from Battalion

PRIVATE DINING & EVENT INQUIRIES



ONLY COMPLETE THIS FORM FOR PRIVATE DINING & EVENT INQUIRIES, FOR REGULAR DINING RESERVATIONS PLEASE USE THE OPEN TABLE WIDGET AT THE TOP OF THE [ORDER ONLINE](#) © f



<https://www.battalionsa.com> :

Battalion

Battalion. Web-BG-Image-1024x576.jpg. battalion kitchen-60.jpg. renieri-1.jpg. battalion kitchen-1.jpg.

You've visited this page 3 times. Last visit: 10/28/21

Eat

Dinner Menu. View Menu. Contact
210.816.0088 604 S Alamo San ...

Visit

Contact 210.816.0088. General
Manager Naomi Huizar ...

[More results from battalionsa.com »](#)

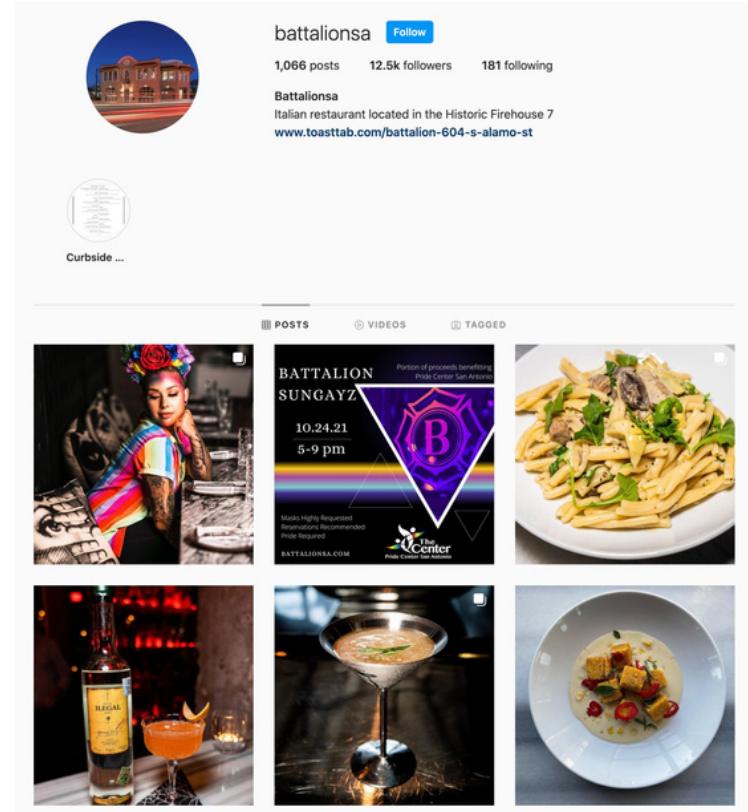
Social Media- Focusing on Instagram

Overview of current Social Media:

- Great photos to recycle and work with
- Impressive following
- Low engagement

Immediate Action to Take:

- Post daily Instagram Stories
- Attach polls, questions, music, donations, quizzes, etc. to those stories
- Add Instagram Story Highlights
- Follow target accounts & engage w/ their content
- Add link tree to bio instead of toasttab



Social Media- Focusing on Instagram

Continued..

Although Battalion wasn't built to be a "bad bitch" paradise, this marketing ploy is a prime example of what gen z and more modern diners are looking for – a cute, restaurant photo op.

- Creating more "Instagram worthy" photo opportunities to gain free, transferable social media traffic
- Consider a table-side service that gets Gen Z and beyond to take a photo / video at your restaurant
- Identify a couple of items that you think could be transformed into a social media icon



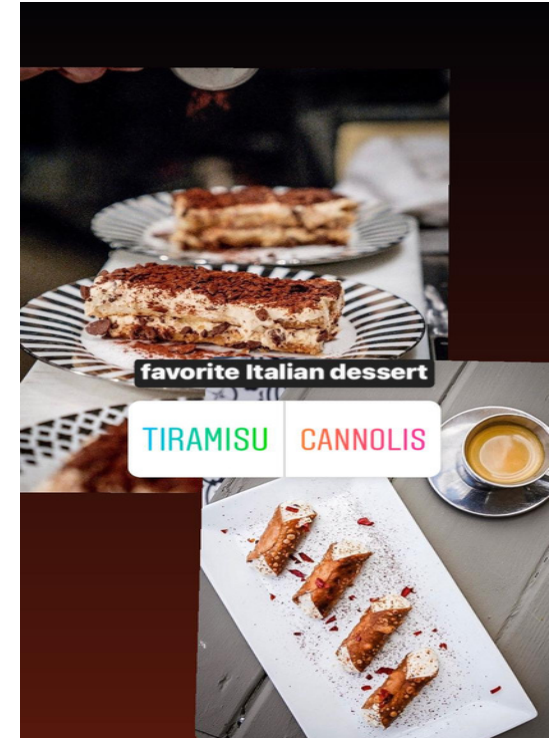
Instagram Stories- Implementing an Instagram Story Style

Whenever we post Instagram stories, we want to ensure we stay on brand. The same color scheme, fonts, and other branding elements should be cohesive to gain followers' trust and credibility. These templates can be found on Canva (it's FREE) or purchased from similar websites with graphic design templates.



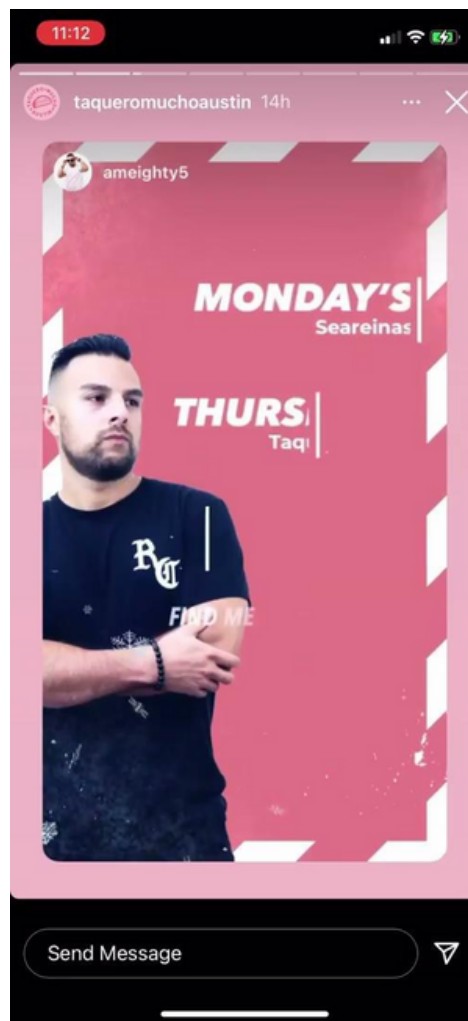
Instagram Stories- Interactive Polls

Customers WANT to interact with you if you're a modern, exquisite restaurant in a larger metropolitan city (which Battalion IS!) This is a great example of how to increase follower engagement through Instagram stories.



Instagram Stories-

Examples of Musical Appearances



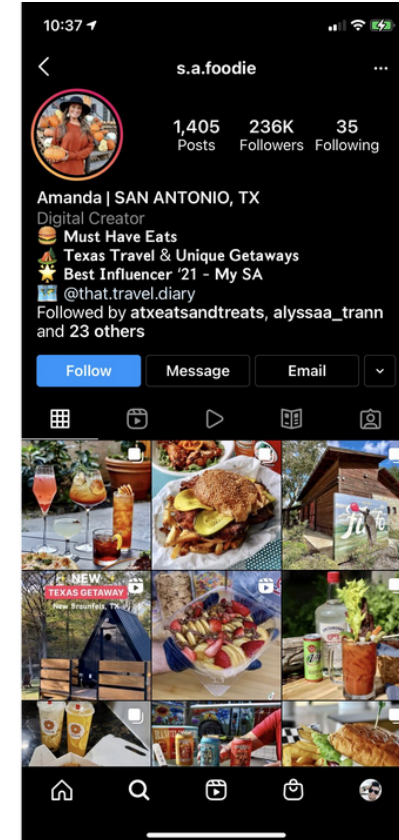
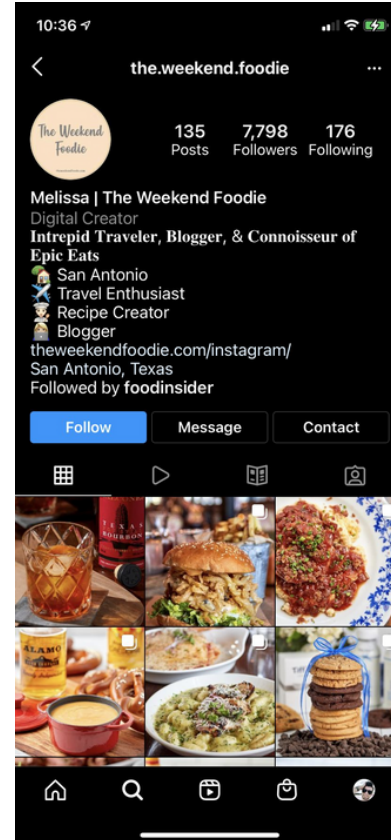
Influencer Marketing - Internal

Overview:

- Incentivize your staff to promote the business online and become primary advocates for the restaurant

How-to:

- Do a gift card/cash giveaway each week for the staff member who receives the most instagram story engagement
- This should also be backed by data to ensure that their engagement is real and working to improve restaurant foot traffic



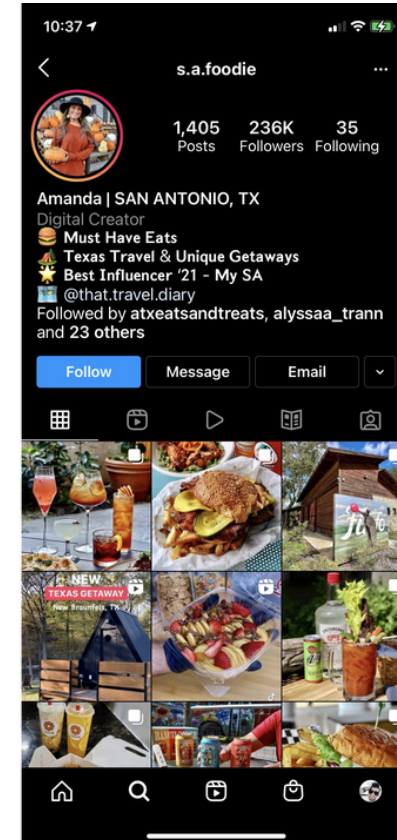
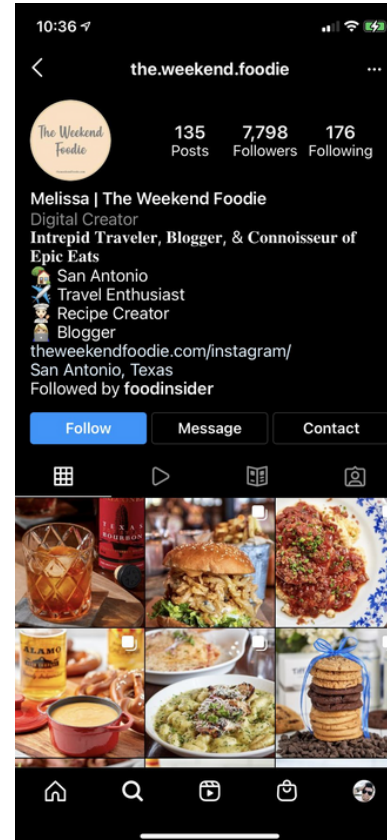
Influencer Marketing - External

Overview:

- This is your gateway to increasing word of mouth, social media traffic AND ultimately, restaurant foot traffic

How-to:

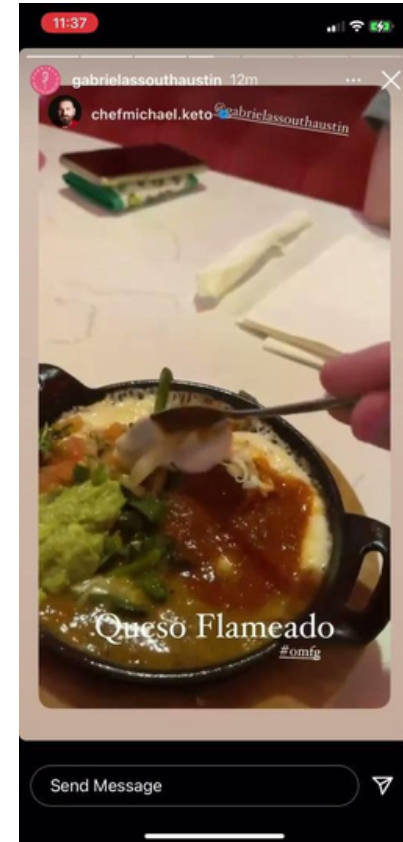
- Find more influencers like these two (more so like Amanda) in the SA area who are willing to showcase your business in the form of TikToks/Instagram reels

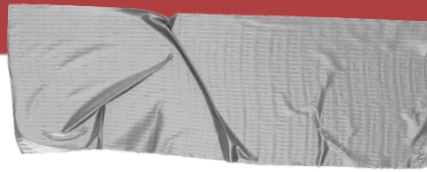


Influencer Marketing - Instagram

Story Video Example

Food influencers are typically experts at creating mouth-watering videos showcasing your cuisine. Even though these stories disappear after 24 hours, you can pin them on your profile to your profile indefinitely as long as they tag you.





Q & A