

# SOCIAL MEDIA CAMPAIGN STRATEGY PROJECT

DMC 200



# Foodpanda



# PART ONE: FROM A SMALL BUSINESS



**Foodpanda is an online food and grocery delivery service operating across Asia . The company partners with local restaurants and retailers to provide convenient delivery through its mobile app and website. Foodpanda maintains active presence on social media platform, particularly Facebook, where it promotes discount, and special offers.**

**Foodpanda's target audience consists primarily of students, working professionals, and families aged 18-45 who value convenience and digital services. It's clients is largely urban and mobile oriented, making social media a key channel for customer engagement and brand awareness.**



# PART 2 : DEVELOP SOCIAL MEDIA STRATEGY

- Foodpanda currently uses Facebook as it's main social media platform.
- Content includes promotional posts about the food and limited time offers.
- Facebook analytics shows strong engagement among users 18-45, particularly in urban.



- The campaign will focus on promoting convenience, fast delivery, and limited time discounts to encourage more app users.
- For this project, I chose Facebook because it fits Foodpanda's business and target audience very well.
- Facebook allows Foodpanda to track engagement reach and click through rates, making it suitable for campaign optimization.

# PART 3 : DEVELOP A SOCIAL MEDIA STRATEGY - SUGGESTED CHANGES



**CONVENIENT! FAST DELIVERY! GOOD DEALS!**

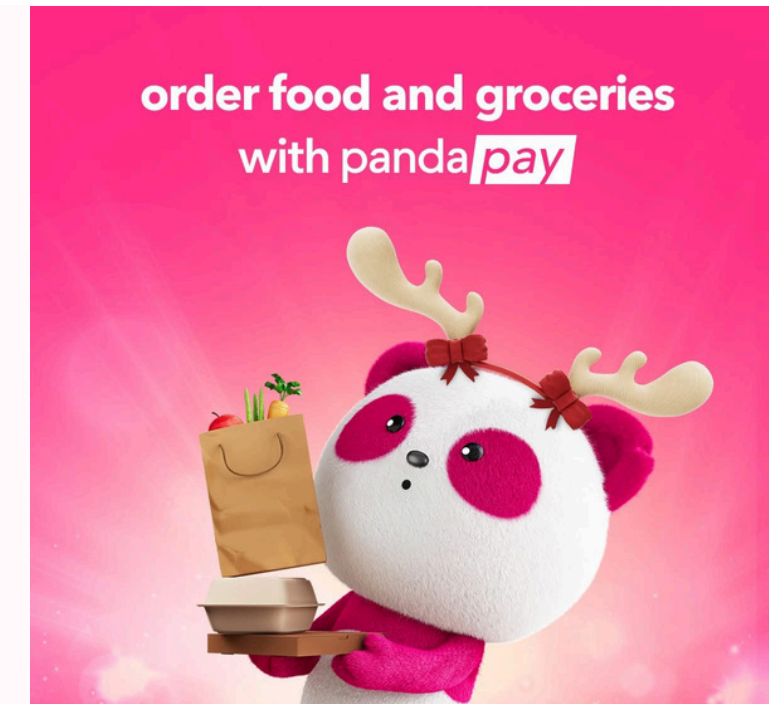
Campaign Description

**INCREASE ENGAGEMENT ON FOODPANDA'S FB PAGE**

Main Objective

**SMART GOALS • TIMELINE • ANALYTICS**

- Facebook engagement likes, comments, shares by 20%
  - Completed orders by 10%
  - Campaign duration for 4 weeks
- Facebook Insights will be used to track reach, engagement, clicks
  - High-performing posts will be repeated or boosted
  - Low-performing content will be adjusted or replaced



order food and groceries  
with panda **pay**



# PART 4 : DESCRIPTION & REASONING BEHIND CAMPAIGN CHOICE



**ORDER NOW**

VALID UNTIL FEBRUARY 15, 2026

up to  
**50% off**

**exclusive deal**  
on your 1st order

+ free delivery\*

- This campaign promotes Foodpanda as an easy and affordable food delivery option.
- Discounts like up to 50% off and free delivery attract first time and budget conscious users.
- Limited time validity creates urgency, motivating users to order quickly.
- This content is ideal for Facebook and Instagram Ads, where Foodpanda's audience is active. Clicks and app orders will measure how effective the ad is.
- High performing posts will be boosted, Analytics help adjust timing offers and visuals.

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