

Fall 2020

MKT 5397E Social Media
Marketing Plan



Krause's
NEW BRAUNFELS, TEXAS

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EXECUTIVE SUMMARY

Krause's Cafe looks to increase restaurant foot traffic at breakfast and lunch times as well as increase tourism traffic. In addition, Krause's seeks recommendations on leveraging their brand and social media presence to obtain additional clientele during low traffic hours targeting families, elders, tourists, and businesspeople. Additionally, they hope to create a communications plan that alleviates service complaints.

We focused our scope on increasing restaurant foot traffic during lunchtime between 11am-3pm, Monday-Thursday and alleviating service complaints. Through our research, we found that businesspeople were a significant potential market in the New Braunfels area. Using this information, we created fictional, yet applicable real-life buyer personas that Krause's might appeal to. This market segmentation research gave us insight into an untapped market in New Braunfels.

We investigated their main social media platforms: Facebook and Instagram. We found that Krause's posts frequently on Facebook, however, not consistently. Their Facebook audience is about 11,224, while their Instagram has about 4,182 followers. Additionally, we found Krause's did not respond often to customers compliments, inquiries or complaints. Their Instagram is currently not well maintained but they still have an audience of 4,100 which shows their clientele's dedication. Krause's has overall positive ratings online from four major sources: Google, Facebook, Yelp, TripAdvisor, with an average rating of 85%.

The SWOT analysis revealed that Krause's has a strong client base, a lot of seating, as well as a great beer and food selection. These internal strengths can be leveraged across social media platforms. Key weaknesses included low user generated content, customer engagement, and social media posts. Our external analysis revealed a key opportunity for reaching new markets amidst the growing New Braunfels area, as well as a key threat from their "social media savvy" competitor Gristmill River Restaurant & Bar.

Focusing on our scope and businesspeople target market, we developed a six-month social media strategy centered around Facebook and Instagram. Content would be filtered through a brand voice of "Ein Prosit der Gemütlichkeit meets Howdy Y'All" and we broke down our content plan into four main categories: monthly business-focused themes, weekly food & service, "Business Menu", and community engagement. The business-focused themes would attract the new target market, while food & service posts, alongside a "Business Menu" that highlights kitchen items of 20 minutes or less would engage the target market and alleviate service complaints. Lastly, their community content would keep their market engaged and create goodwill for the company.

Using Krause's maximum monthly marketing budget of \$3,750, we utilized between \$3,000-3,500 per month, alternating spending between a CPM (Cost per Thousand) or CPC (Cost per Click) model for the advertising strategy.

OVERVIEW OF KRAUSE'S

Company Overview

Krause's Café is a staple to the New Braunfels community. Opened originally in 1938 under "Gene's Place", the location reopened in 2016 to owner Ron Snider. Krause's Café aims to serve the New Braunfels community, providing a community gathering space, and serving German classics and Texas favorites. The location contains an indoor space and large Biergarten and has a selection of 70+ beers on tap. Additionally, Krause's is a space for live music, hosting a variety of musicians, from traditional German polka to contemporary music. In response to COVID-19 and the social distancing measures, Krause's management decided to completely revamp their restaurant set up by removing tables, chairs, and other furniture that would have been closed due to social distancing to give off the perception that they are still full. This elicits the notion they are moving forward while dealing with the effects of the pandemic (Krause's Biergarten & Cafe).

Current Social Media Presence

Krause's Cafe currently has a Facebook, Instagram, Twitter, and YouTube account. Additionally, they have reviews on Yelp and Trip Advisor. Their Facebook and Instagram accounts are more frequently utilized. Their Facebook account has over 11,000 likes and follows, and over 43,000 check ins (Krause's Cafe – Facebook); while their Instagram account has over 4,000 followers (Krause's Cafe –Instagram). Currently, their Twitter account is not heavily utilized (Krause's Cafe—Twitter) and their YouTube account acts primarily as a host site for video content, but currently it is not utilized in a social function.

Competitive Analysis

Krause's is one of the larger restaurants in New Braunfels. About 65-75% of their business is food and the remaining portion of their business is attributed to beverage service. Krause's largest competitor is Gristmill River Restaurant & Bar in Gruene, TX where they compete with the restaurant on food, large-scale capacity, and live music. Within town, they compete with a few other local restaurants, and their main beverage competitors Pour Haus and Downtown Social. (R. Snider et al., 2020)

Goals & Strategies

Krause's recently hired new management staff to work on several changes including implementing a new logo design that pivots their contemporary "K" logo—which looked too much like the Circle K logo—to a more traditional Hops and Stein logo (R. Snider et al., 2020).



a: Former Krause's logo



b: Current Krause's Logo

Additionally, Krause's simplified their menu to allow for more efficiency in the kitchen and decrease wait time. They seek to implement a communications plan that helps combat service complaints that can be used in conjunction with their goals to create a more efficient kitchen. Currently they see a good dinner crowd and see opportunity to improve their business for breakfast and lunchtime. Furthermore, they would like to see more tourists frequent their restaurant. From a monetary perspective, Krause's Cafe aims for about \$40-50 price per person during their dinner hours (R. Snider et al., 2020). When comparing breakfast and lunch to dinner service, we predict that an average ticket per person for a breakfast or lunch crowd would be approximately \$20-\$30.

Target Market

Krause's Cafe currently sees a lot of locals and tourists during the dinner hours or on weekends. They have a strong current target market and would like to expand their market by finding people to fill their breakfast and lunch crowd. Krause's seeks to fill in service gaps by expanding their target markets, and discussed incorporating business people that are not immediately located in downtown New Braunfels, locals including families and people 65+, and tourists or "daycationers" who visit New Braunfels for its various activities throughout the year (R. Snider et al., 2020).

Tools, Implementation, & Monitoring

Krause's currently uses a third-party company to help with social media. They have some staff members who are interested in helping with social media and contribute on an "as-needed" or part-time basis. Eventually Krause's would like to bring all social media in house with one full-time person. They seek to better address engagement and responses and to post more content. While their third-party agency uses a posting schedule, since Krause's Cafe does not yet have a

full-time social media person on staff, they do not currently utilize many social media marketing monitoring or scheduling tools (R. Snider et al., 2020). Additionally, there are gaps in third party consultants which results in lack of consistency in posting and responding to customer's questions, inquiries, or feedback.

Budget

Currently Krause's has a budget of \$3,000-\$5,000 per month that is split between Krause's and its sister restaurant 188. Krause's receives about 75% of this budget, giving Krause's about \$2,250-\$3,750 per month to spend on marketing. This budget includes newspaper ads, radio ads, social media engagement, website hosting, etc. but it does not include billboards, social media salary/payroll expenses (R. Snider et al., 2020).

TARGET MARKET

Krause's primary focus is to bring in a larger breakfast and lunch crowd during the days of Monday-Thursday. Their primary potential target markets include businesspeople not immediately located in downtown New Braunfels, locals including families and people 65+, tourists or "daycationers."

Selected Target Market

Our project scope will focus on the lunch crowd. After conducting research of Krause's customers as well as researching people in the New Braunfels areas, the best target market to attract a lunchtime crowd was determined as businesspeople. Specifically, we define this target market as:

"New Braunfels and surrounding area community members who work from home or in the area and want a place to get out and eat lunch during the week."

Market Segmentation

Using a combination of sources, we reviewed data from the initial intake interview with Krause's, DataUSA (New Braunfels, TX.), TownChart (New Braunfels Texas Education Data), and World Population overview (New Braunfels, Texas Population, 2020) to identify market segmentation information. Using market segmentation information, we were able to further define the target market.

Demographics:

- Comprised of both males and females, a larger percentage of males
- Ages 30-65, various career stages
- Predominantly Caucasian and secondarily Hispanic/Latino, reflecting the New Braunfels population
- All high school graduates, with many holding Bachelor's degrees and some holding Master's degrees
- Full time employees with income levels ranging from \$40,000-85,000 individually with dual income potential of up to \$125,000
- Likely married, but may be single

Psychographics:

- 30-45 age demographic are typically married and balancing work and family life. In their personal lives, they are more willing to go out, want excitement and memories, and

family time. In their work lives, they are busy yet want relaxation and a place to get out of the office.

- 45-65 are in the latter half of their careers. This demographic will appear more confident and interested in being involved with the community. If in upper management, they may be interested in giving back opportunities, hosting meeting at restaurant, or other philanthropy. Their kids are likely in late high school/college or grown.
- They generally lean conservative and value family, time to relieve work stressors, and enjoy their community
- They are likely proud or at least aware of the New Braunfels German heritage
- Seek “new” experiences, they are eager to get back to business, supportive of community and small businesses and believe the pandemic shouldn’t inhibit life
- Middle class, appreciate good value—quality to cost/ROI
 - Spending power varies some in the demographic range depending on their age, spending, children, and historic costs of living
 - Beach home ownership is popular in their area and likely for those with higher spending power
- Active lifestyles, fishing/hunting is popular, many dog owners, enjoy golfing, sports, football

Geographics:

- Place of residence:
 - New Braunfels proper
 - Surrounding New Braunfels: Canyon Lake, San Marcos, North S.A.
- Place of work:
 - Work from Home (New Braunfels)
 - New Braunfels area (may include parts of north S.A., Canyon Lake, San Marcos)

Behaviors:

Spending habits/patterns:

- Cheaper cost of living in New Braunfels results in not as much financial concern, they are willing to spend on what they see as good value
- New Braunfels has a high median income (~\$59,000) which allows for more disposable income on restaurant visits and other activities

Frequency of going out/Readiness to buy:

- High readiness to buy, going out is a high priority especially after being shuttered from the pandemic
- Frequency could be more than once a week

Brand loyalty:

- More fluid brand loyalty in under 37 where trendiness or going into a bigger city might attract people
- More brand loyalty in 37+ where tastes start to become more ingrained and static, if Krause's can attract this market, they have the potential to gain loyal customers
- 45+ customers would be very interested in the Stammtisch aspect of Krause's

Buyer Personas

Using this market segmentation information, three distinct buyer personas were created for this target market. The buyer personas share similar goals, motivations, pain points, and weaknesses.

Persona Name: Owen Hoffman "Opportunistic & Outdoorsy Owen"	
Age: 42	Location: New Braunfels (proper)
Gender: Male	Income: \$85,000-90,000
Occupation: Construction Business Employee, mid-level	Family: Married, two kids, Shelby 14, Owen Jr. 11
Job title: Senior Construction Account Manager	Social networks: Work, Family
Company size: Corporate-large, smaller 25-150 employee NB office	Interests: Golfing, hunting, spending time with work friends, enjoys family time
Pain points: Enjoys favorite spots, less willing to try new places without knowing it will be of good value. Expects service to be efficient for a lunch hour spot. Enjoys some variety. Where and how they purchase: Willing and able to go out to eat lunch, not every day, but at least once a week	Values: Family, being able to provide for his family, send his children to college, and retire with his wife. Enjoys feeling part of a business and community. Enjoys time to himself.
Bio: Owen lives and works in the New Braunfels area. He owns a 4-bedroom home and lives with his wife and two children, Shelby and Owen Jr. They have a chocolate lab named Jake that the family takes duck hunting every season. His family recognizes the importance of the city's German roots. Owen works fulltime at a local construction company, his wife works part-time and they have a dual household income of \$85,000-90,000. Owen enjoys golfing and hunting. He's a proud Ram owner. He enjoys spending time with this children.	

<p>He is extroverted and also enjoys time with friends as well as time to himself.</p> <p>Owen is focused on providing for his family, getting his kids through college, and retiring. He and his wife aspire to buy an RV when they retire.</p> <p>Currently, Owen wants a community and space to call his own. He wants to be able to decompress from the stresses of work and life in his lunch hour.</p>	
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Persona Name: "Homebody" Hannah	
Age: 32	Location: New Braunfels (proper)
Gender: Female	Income: \$40,000
Occupation: Texas State University	Family: Married, new baby/toddler
Job title: Student Services Account Coordinator	Social networks: Friend group, Mom's group, Work, Family
Company size: Large	Interests: Fun activities, hanging with her friends, enjoys connecting with her Mom group and ensuring she has enough downtime to recharge and sleep
<p>Pain points: Less flexible budget, when she does go out, it has to be worth it. Difficult to get her young child to a lunchbreak out of the house. Working from home right now, so no real reason to leave the house for lunch. Less familiar with the New Braunfels area because even though she lives her, until now her workplace has been in San Marcos.</p> <p>Where and how they purchase: Will purchase online and in store. Sometimes it is easier to do carryout or delivery with their young child.</p>	<p>Values:</p> <p>Family, professional development opportunities to further her career, opportunities for her child, opportunities to recharge and spend time with her husband</p>
<p>Bio:</p> <p>Hannah enjoys the community and family oriented feel of New Braunfels. She has lived in New Braunfels for several years, however she works as a coordinator for Texas State University in San Marcos. Her job can be done remotely, so she is currently working from home and intends to work from home for the foreseeable future.</p> <p>With her young child, she enjoys the time she gets to spend working from home. Though she lives close to Krause's she is less familiar with the New Braunfels area as most of her lunch spots have been in San Marcos.</p>	

She would enjoy going out for lunch, especially with working and parenting at home—she often feels confined to the house. However, it can be a bit of a challenge to get out of the house with her young child. Her husband’s salary took a pay cut from the pandemic, so they are also cognizant of finances and can’t afford to go out too often.	
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Persona Name: “Settling Down” Scott	
Age: 57	Location: Canyon Lake Area
Gender: Male	Income: \$85,000
Occupation: Real Estate Firm	Family: Married, one kid in college, one kid in grad school, two kids post college with grandkids
Job title: Senior Real Estate Manager	Social networks: Work, Family, Grandkids, Church Community outreach/volunteer activities
Company size: 10 in house staff, various contracted agents, etc.	Interests: golfing, church groups, spending time with grandkids,
Pain points: Higher risk of COVID, while they are not fearful of going out, they will want to ensure there are precautions in place, community safety is important. Enjoys supporting community oriented organizations, is less included to support if they don’t have community involvement. Where and how they purchase: Typically in person	Values: Community support and outreach, supporting small businesses and the NB community, family time, workplace enjoyment, wants to create an enjoyable and productive workplace for his staff
Bio: Scott is late in his career and holds a Senior Management position at a local Real Estate Firm in New Braunfels. He is married and they have four beautiful children. Two children are still in their undergraduate and graduate studies at University, and two children have blessed him with beautiful grandchildren. Scott is an active member of the community and enjoys his Church and spiritual groups, his children and grandchildren, and community outreach/volunteer activities. He believes in small businesses and having his company and others give back and get involved.	

Scott enjoys going out, but due to his age, does want to ensure COVID precautions are in place. He is not fearful, but is cognizant of keeping the health and safety of his family and community in mind. He also enjoys supporting businesses that support the community in some way.	
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SOCIAL MEDIA AUDIT

In order to make recommendations regarding social media presence, we conducted research on the social media platforms Krause's utilizes and found metrics that provided us insight to social media use.

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engageme nt per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	11,224	15 posts b/w Aug 23- Sept 19 (avg 0.75 posts/day)	54	1,519	Yes
Instagram	Partially	4,184	10 posts (Aug 23- Sept 19)	23	-	Yes
Twitter	No	214	No posts since 2019	-	-	-
LinkedIn	N/A	-	-	-	-	-
Pinterest	N/A	-	-	-	-	-
Snapchat	N/A	-	-	-	-	-
YouTube	No	4	1 video total	-	-	-
Other	N/A	-	-	-	-	-

Krause's Social Media Findings

- Platforms that perform best:
 - Facebook is the best performing social media platform. Not only is this due to higher activity such as an increased posting, but also because Krause's has thousands of followers and thus a higher reach. Therefore, Krause's should utilize this strength and continue to leverage this well performing platform to its greatest extent
 - Instagram is their second best performing platform, though the platform has very little user generated content and inconsistent communication
- Findings of reviews and testimonials:

- Most reviews are positive and rave about Krause's. The few who write negative reviews complain mostly about the slow service and occasionally about the food taking too long, arriving cold, or things of a similar nature
- On Facebook when customers write detailed reviews, Krause's most often responds with a like and/or comment
- When reviews are short, there is a tendency for no response, though overall Krause's is responsive. On Instagram, there aren't many customer inquiries, and Krause's typically responds within a day to inquiries
- Average response rate to customer inquiries:
 - A few days is the main frequency of responses, usually 100% response time if less than a week on their Facebook account
 - The response rate on Instagram is quick, but there are also much fewer inquiries
- Content gaps, lack of posting, poor branding, etc.:
 - There was a large gap in posting when they were closed during the summer months on Instagram. On Facebook, there was a shorter gap of content for about a month around August.
 - This was primarily a result of COVID-19 and the shutdowns, as Krause's began to post when reopening plans were in sight

Ratings:

- Google: 4.4/5 stars – 2,803 reviews
- Facebook: 4.6/5 stars – 707 votes
- Yelp: 4/5 stars – 604 reviews
- TripAdvisor – 4/5 stars – 337 reviews
- **Overall rating based on the above four sites: 85%**


Summation of Findings

Krause's has done an amazing job keeping their reviews high and overall online presence very active despite some posting inconsistencies and under-utilizing their Facebook and Instagram accounts. We believe that Krause's Cafe has a dedicated clientele with room to grow in capturing additional target markets. This could aid in expanding the business, especially during service hours that have lower traffic. By utilizing their social media presence and engaging with customers online, Krause's Cafe can reach these new goals and grow their customer base.

Facebook / Feedback on Krause's Café:

Rebecca Hennessey reviewed **Krause's Cafe** — August 26, 2018 · 🌐

I absolutely love this place!! Everytime we go, whether it be with the family or just my husband and I, we have such a good time! The atmosphere is awesome, the staff is wonderful, the selection of beer is badass, and the food is always delicious! I highly recommend it to EVERYone!! ♦♦♦♦♦



BEER GARDEN • 11,049 LIKES
Krause's Cafe

1 · 1 Comment

Like Comment Share

Gina Oyola Jones recommends **Krause's Cafe**. September 13 at 8:32 PM · 🌐

One of my favorite places in New Braunfels. Good food, GREAT Margaritas and the music is always good. So glad y'all are open again!!

1 · 1 Comment

Like Comment Share


Krause's Cafe
Danke! We are glad you enjoyed it! Come again! ...

Like · Reply · 1w

Write a comment...

James Paul Wishart reviewed **Krause's Cafe** — August 21, 2018 · 🌐

It's merely ok as far as I'm concerned. Fries were poor and the meat was overcooked. The red cabbage was tasty.



BEER GARDEN • 11,049 LIKES
Krause's Cafe

1 Comment

Like Comment Share

Debbie Bartoshevich doesn't recommend **Krause's Cafe**. September 19 at 3:49 PM · 🌐

Our first time at Krause's Cafe and we were excited to try it out. Service was terrible. We waited 1 1/2 hours for our table. People around us were being served and we were told we had to sit under the awning to receive service! So, don't sit outside the awning space or you won't be served. Brats were cold and it was a complete waste of time to wait for a crummy meal.

Slow service

3 Comments

Like Comment Share

Krause's Cafe
Thank you for your feedback on your recent dining experience at Krause's. Please accept our apologies for the issues with the service and the Brats. Please contact us directly to provide additional information so we can approve. ...

Like · Reply · 1w

👉 Krause's Cafe replied · 2 Replies

Shown above are Facebook comments that capture opposite ends of the spectrum. The two posts on the left are from 2018, one was a compliment, and one was more of a mediocre review. On the right side, more recent posts are displayed, highlighting a compliment and a complaint. Krause's responded to both, which was great, as they are addressing and responding to customers. This type of engagement will be important for the long-term success of Krause's Cafe.

COMPETITOR ASSESSMENT

According to Krause's staff, their largest competitor in town is Gristmill River Restaurant & Bar. Upon researching Gristmill's social media presences, several differences and comparisons could be made to Krause's.

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand ?
Facebook	Yes	52,547	.56 posts per day approx (18 posts between Sept 27 th and August 25 th)	441.39	Approx~ 400+ (no hard analytics available, posts do have a lot of comments/reach)	Yes
Instagram	Yes	8,696	12 posts in the last 30 days (.4 posts per day)	174.92	No metrics available. With 8,696 followers, we can infer good number of reach even though engagement is low	Yes
Twitter	N/A	-	-	-	-	-
LinkedIn	N/A	-	-	-	-	-
Pinterest	N/A	-	-	-	-	-
Snapchat	N/A	-	-	-	-	-
YouTube	N/A	-	-	-	-	-
Other	N/A	-	-	-	-	-

Competitive Analysis Findings

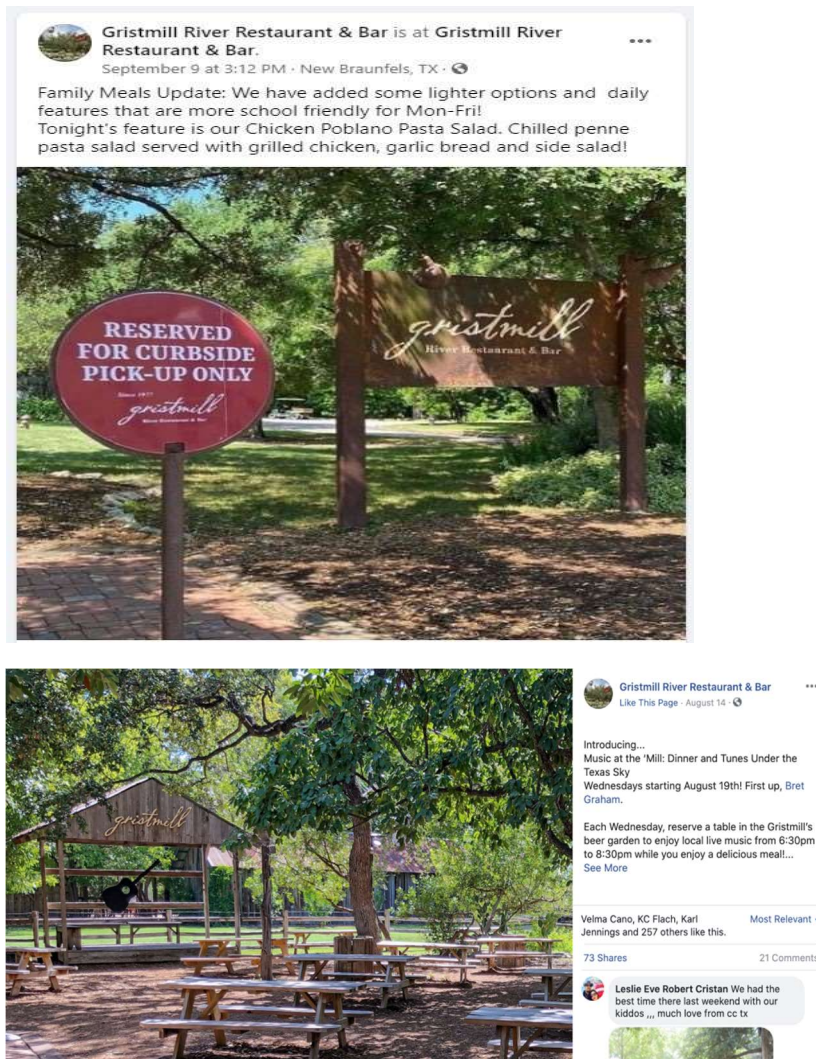
Gristmill has 5x the followers on Facebook and 13x the number of followers on Instagram compared to Krause's

- Platforms that perform best:
 - Facebook and Instagram are their only two active platforms and also seem to be the best performing. On both sites, they seem to advertise very well and have many pictures that back up what they offer at the restaurant
- Findings of Reviews and testimonials:
 - From Facebook: Rating – 4.7 - 9,003 votes
 - From TripAdvisor: Rating – 4.5 - 3,267 reviews
 - From Yelp: Rating – 4.0 - 1,704 reviews
 - From Google: Rating – 4.6 - 6,735 reviews
 - *Overall rating from the 4 rating sites: 89%*
- Customer inquiries:
 - Gristmill seems very inconsistent in responding to customer requests on social media platforms as well as when they post their new content
- Average response rate to customer inquiries:
 - 1 day or not at all
- Content gaps, lack of posting, poor branding, etc.
 - Gristmill does a very good job of posting their material but not consistently responding to customer inquiries, requests or questions

Summation of Findings

There was no access to Gristmill's social media insights to comment on top-performing posts. However, two posts were included that highlight points of competition with Krause's. The first post highlights Gristmill's curbside service, which is something that Krause's is not offering and does not plan to offer. The second is Gristmill's outdoor seating area which competes with Krause's for restaurant service and live music. In contrast, Gristmill states reservations recommended, while Krause's does not offer reservation. Additionally, Gristmill does a very good job of being clear and concise on any new additions as well as updates on events at their restaurant.

Facebook / Gristmill Feedback:



Conclusion

Krause's main competitor, Gristmill, while using the exact two same platforms as Krause's, currently maintains their social media presence at a much higher level than Krause's. Gristmill's overall rating is 89% compared to Krause's 85% in terms of reviews. The largest separation was the social media audience when comparing Gristmill to Krause's. Gristmill has 13 times the amount of Instagram followers compared to Krause's and five times more followers on Facebook. Krause's has opportunity to build their online presence, create consistence, and target content to more quickly and efficiently build audience.

SWOT ANALYSIS

Many aspects of Krause's Cafe were assessed through a SWOT analysis, including the growth of New Braunfels, the impact of COVID-19 on businesses, and competition. The following SWOT analysis chart shows what we believed are the biggest strengths, defining weaknesses, external opportunities, and external threats to Krause's.

<p>Strengths:</p> <ul style="list-style-type: none"> • Large outdoor space, can be easily photographed or posted • Quantity of seating is great, ability to advertise amount of seating in a socially distanced setting • Dedicated clientele, high social media following on Facebook • Lots of beer and food choices, 70+ beer tap wall picture highlighted on Facebook • Live music seems to be enjoyed by the customers, and performs well on both Facebook and Instagram • Great reviews from social media outlets • Consolidated menu helps eliminate waste and social media service complaints while refocusing on their prime selling items 	<p>Opportunities:</p> <ul style="list-style-type: none"> • New Braunfels community leans conservative and people are more willing to return to restaurants, will be more willing to engage on social media in relation to restaurants • Growing population in New Braunfels (3rd fastest in the country as of 2019), potential target market is growing with the city • 75% capacity is now available (lifting of COVID-19 restrictions), Krause's can utilize this and their outdoor seating via social media • A German heritage in New Braunfels and surrounding areas can appeal to target markets through social media
<p>Weaknesses:</p> <ul style="list-style-type: none"> • No set posting frequency or consistency • Branding and voice are not consistent across the board, unclear purpose of each social channel • No user-generated content • Low amount of customer engagement on posts • Inconsistency on timing of posts • Low amount of references to the Krause's establishment by customers • Slow or no responses to customer inquiries on social media platforms 	<p>Threats:</p> <ul style="list-style-type: none"> • High competition for remaining restaurants in business, with limited capacity and shutdowns, smaller markets and greater competition could threaten obtaining new target markets via social media as customers might stick to what they already know • Competitors may highlighter faster kitchen times on social media and make themselves known as a more business friendly environment • New markets in the area may not be familiar with the New Braunfels German Heritage and less inclined to search for traditional New Braunfels or German restaurants on social media

	<ul style="list-style-type: none"> • Gristmill customers post more photos/reviews than do Krause's customers leading to a higher exposure for Gristmill
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Conclusion

As a result of our team's analysis we found that dedicated clientele and large outdoor space are amount Krause's top strengths. Additionally, with the menu scaled down, the kitchen can focus on items they are good at producing which will improve service and maintain customers.

A key weakness is inconsistent management and upkeep on social media platforms. Posts can be sporadic in terms of timing of new content and that there is not much follow up with customers posts. An opportunity for growth is increasing engagement on their social media platforms.

A huge external opportunity we saw is the New Braunfels area is among the top 5 fastest growing cities in the United States according to multiple reports in terms of percentage growth. This allows for an expanded market and new set of customers Krause's can acquire through social media.

A main threat is their competitor Gristmill, who has a much larger social media presence, following, and engagement. On top of this, as the population grows, so will the number of restaurants in the area. While new people moving into the area can be attractive, it's also a double-edged sword because new entrants may make it harder for Krause's to reach people on social media.

GOALS, OBJECTIVES, METRICS

Two primary goals were identified for Krause's Café to address the overall goal of bringing in a larger lunch crowd for the target market of the New Braunfels working community.

Goal #1:

Attract an increased number of business customers between 11am-3pm Monday-Thursday by targeting the lunch crowd through social media marketing tactics highlighting lunchtime specific content on a weekly and overall monthly basis. In addition, we are highlighting Krause's large outdoor space for safe larger workplace gatherings.

Objectives:

- Create a "lunchtime" focused content calendar
- Publish at least one lunchtime focused piece of content per week for six months
- Create a monthly lunchtime theme
- Create content that focuses on large outdoor table space that provides a safe gathering place for small or large work groups
- Have ~1,800 impressions between individuals and business accounts for social media posts on Facebook advertising lunch 3 months after implementation

Metrics:

- # of posts per week and overall monthly posting activity
- # of interactions for lunchtime content
- # of engagement for monthly theme
- Track new "business account" followers

Goal #2:

Optimize a communications plan that will alleviate service complaints by creating a social media plan that focuses on heightening accessibility and speed for the lunch hour business crowd.

Objectives:

- Create a "business" menu for Krause's to post on social channels that highlights fast kitchen items that take about 20 minutes. This allows approximately 10 minutes to order, 20 minutes for food prep, 30 minutes to eat, which would meet most people's hour lunch restrictions (give or take commute time)
- Highlight a menu item each month that is the business lunch special. Could work with the kitchen to create a relatively fast tweak on a longer kitchen menu item, or a small change to create a monthly business special. Even if not a new item, enter into POS system as the "business special" to track order metrics

- Highlight that Krause's seats immediately, and no reservations are required. For businesspeople that may not know which day, exactly when during lunchtime, or who they are bringing to lunch, the fact that they can come in and sit down immediately for lunch will be important to highlight.
- 20% decrease in negative customer reviews about slow service within 2 months (focus on reviews posted during lunch hours if possible)
- Increase number business lunch menu items sold by 30% within 2 months

Metrics:

- Track service metrics of fast lunchtime items to see if there is an increased quantity of items purchased during the lunch hour
- Track business special metrics
- Review interactions and comments on service/speed
- Ask host/hostess to casually and friendly ask/get to know whether groups are coming from a workplace or not, track workplaces whose employees consistently return to Krause's

ROLES & RESPONSIBILITIES

Krause's has a good monthly marketing budget and is working towards bringing on a full-time marketing staff person. Therefore, the roles and responsibilities are framed around a full-time staff member fulfilling the roll of Marketing & Social Media Manager with additional contractors that can assist with content creation and marketing/analytics support. Due to the high ratio of views to cost for social media (Charello, 2019) Krause's can focus a large portion of its marketing budget on social media campaigns and advertisements.

Estimated budget:

- \$2250-\$3750 per month for Krause's
 - Total is \$3,000-\$5,000 total with 75% Krause's/25% 188
 - Not included: Billboard advertising not included, social media staff/payroll expenses
 - Included: This budget includes newspaper ads, radio ads, social media engagement, website hosting, etc.

Required personnel:

- Full time/On Staff
 - Marketing & Social Media Manager
- Contractors (as needed)
 - Photography – Event & Campaign based
 - Video, A/V services –Event & Campaign based
 - Graphic Design/art advertising –Event & campaign based
 - Data & Analytics – Campaign based

Roles and responsibilities for each:

- Marketing & Social Media Manager
 - Assess marketing goals and objectives related to social media posts as well as general marketing objectives outreach
 - Works with Krause's team to develop monthly content themes and weekly content calendars
 - Creates list of content that needs to be contracted out
 - Crafts and creates new content to publish
 - Schedules and publishes new content on daily, weekly, monthly basis to help reach new and broader audiences on social media platforms
 - Works with management staff to flag and respond to customer inquiries, customer service issues, etc.
- Content Creation
 - One or multiple companies creates high quality content for Krause's marketing in the form of photography, video, a/v, graphic design
 - Reports and works with Krause's marketing management to create and deliver content for campaigns or other needs

PLATFORM SELECTION & SOCIAL MEDIA STRATEGY

Social Media Platform Selection

While Krause's hopes to hire one full time staff person to manage marketing and social media, the scope of the restaurant is large. Therefore, in order to elicit successful marketing campaigns, Krause's should focus on quality over quantity. It is to that nature that a maximum of two main social media platforms are utilized. Facebook and Instagram were chosen as the primary platforms for the restaurant. In the restaurant industry, Facebook, Instagram, YouTube, Twitter, TripAdvisor, and other food ratings platforms are the most useful while Twitter requires much more interaction and maintenance, and is typically used to highlight someone high profile like the chef, bartender, or manager (The Fork Manager, 2020).

It will be important for Krause's to focus its efforts on building audience and creating quality content on the platforms it does utilize. While Krause's currently has a Twitter account, it is not updated frequently and is the least useable restaurant social media platform. Therefore, it is recommended that Twitter is eliminated as a social media platform and efforts are focused elsewhere. YouTube is a great source for Krause's to store and upload video content from advertisements or events. There is a high-quality Krause's video currently located on this platform that is also linked to their website. YouTube will be a good place to include supplementary video content, however it does not need to be a primary social media platform in its use for engaging customers. As Krause's increases capacity and events at the location, more video content material should be posted to YouTube. However, Krause's should focus their efforts on maintaining and creating quality content for Facebook and Instagram.

Primary Platform – Facebook

Facebook has the largest user base and is accessible to an older demographic. 79% of Facebook users are between 18-49 years of age, they typically have higher income levels, and there is a good mix of males and females, individuals, and businesses using the platform (Charello, 2019).

This fits with targeting businesspeople for lunchtime, as it is likely that ages 30-65 have a Facebook account and will be working in a job where they can afford to eat out. Additionally, Krause's has a good number of people who like, follow, and check in to the restaurant. Their profile is filled out to include their phone number, business, hours, and their biography well describes their brand.

Primary Platform – Instagram

Instagram holds a large user base and is owned by Facebook. When considering advertising and marketing with a small one-person marketing staff, the advertising capabilities that allow posting to both Instagram and Facebook on the same platform will optimize time constraints. Though Instagram targets a younger audience with 67% of users aged 18-29 (Charello, 2019), the photographic nature of this platform is primed for the restaurant industry. With food bloggers and high quality phone pictures, restaurants are able to give people a highly visual and quality experience of what their restaurant is like (10 Restaurants, 2020) . Instagram is uniquely able to highlight a restaurant atmosphere and meal specials and therefore is a great choice for Krause's.

Krause's currently has an Instagram with a good number of followers. Additionally, they have increased post frequency to focus on their music performances (Krause's Cafe –Instagram). With increased posting consistency they are primed to utilize Instagram to its fullest capabilities. Their profile is well filled out and leads to a link in bio that directs people to their menu, events, and their partner restaurant 188 South. Krause's could clarify the 188 South link as their sister restaurant as it is not clear from an initial click. Additionally, Krause's currently features a lot of text heavy and music content which does not highlight the restaurants atmosphere, food, or large seating space. Krause's can focus on more internal content to post on Instagram.

Brand Strategy & Voice

Krause's brand voice is polite and customer focused. The brand exudes trustworthiness and demonstrates quality. They display stability, quality, and good customer service. The brand speaks to customers with a mix of Southern Texas Charm and Bavarian "Gemütlichkeit" Charm.

¹ The brand is community driven and personable. The personable qualities are never at the expense of others, so while the brand is friendly professional, warm, and playful, the brand is not snarky or sarcastic.

Strategy Overview

Using Facebook and Instagram as primary social media platforms, Krause's will be able to focus their efforts on creating quality content under the "Ein Prosit der Gemütlichkeit meets Howdy Y'All" brand. The content will be posted consistently and with high quality that engages the target market. The strategy will focus on awareness, as well as engaging with customers to create a larger business community.

¹ Gemütlichkeit refers to coziness, peace of mind, belonging, wellbeing, social acceptance, good cheer

“Ein Prosit der Gemütlichkeit meets Howdy Y’All”

Voice Characteristic	Description	Do	Don’t
Southern Texas Charm meets Bavarian “Gemütlichkeit” Charm	We mix together Southern hospitality and German hospitality. We’re your German Oma and Texas Pa’Paw all in one.	-Address customers as Herr and Fraü for formal inquiries -Can playfully add phrases like “bitte”, “danke”, “prost”, “schatzi”, “Eins, Zwei, Drei, G’suffa”, or “zugabe” ² depending on the post content -Intersperse Texas language such a “y’all”	-Say anything your grandparents wouldn’t say -Use too much of one language or the other
Polite and Customer Forward	We’re polite and customer focused, displaying qualities of stability, quality, and good customer service.	-Respond politely to all consumer inquiries -Keep responses customer forward	-Use sarcasm -Brush off customers concerns or not take them seriously -Respond untruthfully or appear not genuine
Community oriented	We share and get excited about things happening in the community. The “stammtisch” community of locals is important in how we come across in our tone.	-Bring people to the “stammtisch” by sharing community posts and engaging with the community online	-Speak too formally to customers or act like they don’t exist -Appear not inclusive or not interested
Honest and trustworthy	We’re humble and honest.	-Don’t skirt around how the company runs in terms of wait times, reservations, menu items, etc. -Answer customers with straight forward answers	-Make things up or tell half-truths to look better

² Prost = cheers, Schatzi = sweetheart, Zugabe = encore | A mix of common Bavarian words

CONTENT & DISTRIBUTION STRATEGY

The social media content strategy will focus on four primary content types to address the goals of attracting lunchtime customers and addressing service complaints. This content will span six months from December 2020 to May 2021.

Content Types

Monthly Themes – Business Focused

Krause's will focus on different business-related themes each month and cater content to that theme. Content will include posting blog posts or articles that relate to the theme, re-sharing content from other businesses, or other theme relevant content. This will create an inclusive and business-focused environment at Krause's and work towards attracting and engaging the target market.

Content Themes:

- December: End of the Year/Holiday Parties
 - Content will include booking restaurants for holiday parties and end of the year events
- January: New Year Business Strategy, Planning, and Team Kickoff
 - Content will focus on tips for bringing coworkers on board regarding company mission and vision, New Year Team Retreats and Team Business planning to start the new year with a restaurant focus
- February: Business Self Care and Work-Life Balance
 - Content will focus on work life balance, taking lunch breaks, and business self-care
- March: Staff Appreciation & Team Building
 - March 5th is Employee Appreciation Day, so content will focus on appreciation and team building. Additionally, Administrative Professionals Day is April 21st, so content can also incorporate this day as well
- April: Business Philanthropy and Community Engagement
 - Texas Giving Day is May 5th and Earth Day is April 22nd so content will focus on things happening in the New Braunfels community in regard to philanthropy and community engagement projects. Krause's will repost content from previous events at their restaurant and highlight future events
- May: Maifest – Business confused contest/user generated content and engagement
 - German Maifest celebrates the arrival of Spring with the Maibaum (maypole), this other large festival aside from Oktoberfest will be celebrated through a user generated content focus in the form of a contest

Platforms:

- Facebook
 - Frequency: 1-2 posts per month
- Instagram
 - Frequency: 1 post per month

Weekly Specials – Service & Food Focused

Krause's will highlight fast kitchen items and specials on a weekly basis. This will allow people to become more familiar with the menu from the comfort of their office so they might be ready to order immediately upon walking into the restaurant. Additionally, these posts will highlight immediate seating and service without a need for a reservation. This will attract the Monday-Thursday 11am-3pm lunch crowd that Krause's is looking for.

Platforms:

- Facebook
 - 1 post a week to highlight either "fast kitchen" items or immediate seating and service. The post will also include a picture, information about the dish, and a picture of the Krause's atmosphere
- Instagram
 - 1 post a week of high-quality image of a "fast kitchen" food item, appetizer, or drink

Ongoing – Business Targeted menu

Krause's will compile a graphically pleasing business-focused menu that highlights Krause's fast kitchen items. While the Krause's menu itself will not change, this "business" menu will highlight items that businesspeople going to lunch could order and receive in about 20 minutes. This would allow them to have lunch at Krause's in about an hour. This will not only attract the target market during the lunch hour, it will increase their readiness to buy by creating familiarity with the menu. This will also delight the target market giving them a sense of belonging to the restaurant.

Platforms:

- Facebook
 - 1 menu post of a static menu image, updated and reposted as changes are needed
 - 1/week, Re-share menu in stories section
 - Advertisement of menu image, promoted during lunchtime
- Instagram
 - 1 menu post of a static menu
 - 1/week Re-share menu in stories section

- 1/month Menu infographic highlights
- Advertisement of menu item, promoted during lunchtime

Ongoing – Community Engagement

Krause's will make an effort to create a "stammtisch" community on social media. They will promote non-profit or other community organizations hosting their events at Krause's. Additionally, they will advertise and make Krause's accessible as a community event gathering space. This will engage the target market, as they are community focused, and it will also delight them through creating goodwill on social media and in the community.

Platforms:

- Facebook
- Instagram

Content Calendar, Content Examples, and Distribution Schedule

Please see Appendix for content and distribution strategy examples for 2 months.

ADVERTISING STRATEGY

Krause's will focus on a select few pieces of content from its social media content strategy to advertise and promote through their Facebook and Instagram platforms. These advertisements will include all four content themes of business themes, weekly specials, a business menu, and community engagement.

Krause's Café is currently operating at a budget of \$2,250-3,750 per month which is very reasonable and allows for much flexibility. We recommend utilizing about \$3,000-3,500 per month on social media marketing.

We researched a Cost per Mille (CPM) model that advertises based on a cost per thousand model. This model was used to bring exposure and awareness to Krause's as the payment model functions on impressions or views (CPM Calculator). The current CPM rate for Facebook is about 7.19 and 7.91 for Instagram (CPM Calculator: Free Online).

We also used a Cost per Click (CPC) model that spends advertising dollars based on clicks and user engagement. Click and engagement rates would be used as a focus in the engagement and delight stages of marketing, as well as encouraging and increasing user generated actions (CPM Calculator). The current model shows about a \$2.00 CPC cost (CPM Calculator: Free Online).

Advertising Spending Overview

We grouped our spending into December-April and May. December-April contain similar content themes, whereas May focused on engagement and user generated content with Maifest. Spending per month fluctuates some but remains within \$3,000-3,500 on average.

December-April Total Budget: \$3,000/month

- \$1,900 for social media ads
- \$1,100 for content creation, hire third party contractors to produce video materials, graphics, contest material etc.

May Total Budget: \$2,965-3,750/month

- \$2,965 for social media ads and social media contest prizes
- \$785 give or take to be allocated towards news ads, radio ads, web hosting, and any top performing posts they want to boost as needed

Monthly Themes – Business Focused

Advertisement: Key blog posts/articles that incorporate monthly businesses themes

- Platform: Facebook
- Objective/Goals: Awareness
- Targeting Options: Businesspeople, New Braunfels area, age 30-65, professionals/work from home, fast dining options, lunch spots
- Format: Blog and/or articles, resharing of content on platforms
- Ad duration/length:
 - Facebook: 2 times per month (December-April)
- Budget: \$300
 - Facebook: \$150 for 20,000 impressions CPM for twice a month
- Content: Krause's will focus on different business-related themes each month and cater content to that theme. Content will include posting blog posts or articles that relate to the theme, re-sharing content from other businesses, or other theme relevant content. This will create an inclusive and business-focused environment at Krause's. Memes with written content, reshared article w with written content, shared pictures and posted links leading to an article.

Advertisement: Maifest Contest

- Platform: Facebook and Instagram
- Objective/Goals: Engagement
- Targeting Options: Businesspeople and working professionals
- Format: Mainly photos with two videos
- Ad duration/length: 1 month during the month of May
- Budget: \$1,365
 - Prizes Contest: \$300 Business Lunch for 4 people (\$150 for FB, \$150 Instagram)
 - Prizes for Review: \$15 Beer/Free Drink (about \$7 per platform winner)
 - Prizes for Giftcard: \$50 (\$25 per platform)
 - Facebook Ad: \$500, cost per click around \$2.00 for about 250 clicks, once a month
 - Instagram Ad: \$500, cost per click around \$2.00 for about 250 click, once a month
- Content: Bring awareness to Maifest as well as the contests that Krause's will be holding during the month of May, of which there will be 3. In addition, we are wanting to bring awareness to other items that Krause's has on their menu while showing that Krause's is a great spot for business lunches. Images of selected food, images of customers eating food, images of winning posts from the contest, image of a Krause's gift card, video of Krause's, shared image of reviews

Weekly Specials – Service & Food Focused

Advertisement: Immediate seating and service, no reservations required

- Platform: Facebook and Instagram
- Objective/Goals: Consideration to Conversion stage
- Targeting Options: Businesspeople, casual diners, new clientele, New Braunfels area, age 30-65, professionals/work from home, fast dining options, lunch spots
- Format: Photo
- Ad duration/length: 1 post per week
- Budget: \$800
 - Facebook: \$100 per week about 13,908 CPM
 - Instagram: \$100 per week about 12,642 CPM
- Content: We are bringing awareness to highlight “fast kitchen” items as well as immediate seating and service. No lunch plans? No worries! We can seat you immediately, no reservations required. #gutenappetit

Ongoing – Business Targeted menu

Advertisement: “Business themed menu” - Focus on items that are high in demand as well as having a shorter cook time to accommodate for business type lunches

- Platform: Facebook and Instagram
- Objective/Goals: Consideration to Conversion stage
- Targeting Options: Businesspeople, casual diners, new clientele, New Braunfels area, age 30-65, professionals/work from home, fast dining options, lunch spots
- Format: Carousel of images
- Ad duration/length: 1/month
- Budget: \$500
 - Facebook: \$250 per month about 34,771
 - Instagram: \$250 per month about 31,606
- Content: Mittagspause! Drop by your lunchbreak and enjoy a home cooked meal from Krause's. We'll have these items ready in 20 minutes or less!

Ongoing – Community Engagement

Advertisement: Krause's is a great space to host community/philanthropic/fundraising events.

- Platform: Facebook and Instagram
- Objective/Goals: Awareness
- Targeting Options: 40-65
- Format: Photo(s), any reshares if applicable
- Ad duration/length: 1/month

































- Budget: \$300
 - Facebook \$150 per month for about 20,862 CPM
 - Instagram \$150 per month for about 18,963 CPM
- Content: Hosting a fundraiser for a community organization? Krause's is a great place for community gatherings!

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APPENDIX

Please review content on the following pages

January Theme: Annual Business Planning & Team Development						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
Monthly Business Themes					Talk about Business menus	
Weekly Specials, Service, & Food						
Business Menu						
Community Content						
3	4	5	6	7	8	9
Monthly Business Themes		Monthly Business Themes		Weekly Specials, Service, & Food		
 				 		
10	11	12	13	14	15	16
Community Engagement Content: Repost what NB community it doing 						
Business Menu	Monthly Business Themes	Weekly Specials, Service, & Food		Weekly Specials, Service, & Food	Monthly Business Themes	
	Business Menu  			 	 	
17	18	19	20	21	22	23
Monthly Business Themes	Weekly Specials, Service, & Food			Weekly Specials, Service, & Food	Community Content	
	 			  	 	
24	25	26	27	28	29	30
Monthly Business Themes	Monthly Business Themes			Weekly Specials, Service, & Food	Monthly Business Themes	
				 	 	
31	1	2	3	4	5	6
Monthly Business Themes						
 						

Time & Network	Content Theme	Post Location	Content Type	Topic	Post Text	Link/ Reference Idea
Sunday 1/3/2021						
Facebook						
3:00pm	Monthly Business Themes	Stories	Meme w/written content	Post Holiday: Back to Work	Not ready for work after the holidays? Ease back into the work week at Krause's! We'll be open tomorrow for lunch! #worklunch #backtowork	https://bayhqimages.com/wp-content/uploads/back-to-work-that-would-be-great-meme.jpg
Instagram						
8:00pm	Monthly Business Themes	Stories	Meme w/written content	Post Holiday: Back to Work	Back to work? Forgot about lunch? We'll help you ease back into the workweek! #worklunch #postholiday #backtowork	https://bayhqimages.com/wp-content/uploads/back-to-work-that-would-be-great-meme.jpg
Tuesday 1/5/2021						
Facebook						
9am	Monthly Business Themes	Timeline	Reshare article w/written content	Kickstart the Year Meeting	Guten Tag Ye!!! Planning to kick off the new year with an annual business meeting? Get creative and try meeting in a new location! We have large tables to bring the whole team! #teamwork	https://www.andmeetings.com/blog/post/kickstart-the-new-year-with-an-inspirational-meeting
Thursday 1/7/2021						
Facebook						
9am	Weekly Specials, Service, & Food	Timeline	Image of Food and Seating	Weekly Food	Guten Appetit! Warm up for lunch and try our potato soup at one of our large Biergarten tables. #lunchtime	Picture of people eating potato soup
Instagram						
9am	Weekly Specials, Service, & Food	Feed	Image of Food	Weekly Food	Guten Appetit! Our potato soup is a great lunchtime favorite to keep you warm. #lunchtime	Picture of potato soup with steam
Sunday 1/10/2021						
Facebook						
3pm	Business Menu	Timeline	Image Carousel	Monthly Business Menu	Mittagspause! Krause's special business menu offers items in 20 minutes or less! Drop by during your lunchbreak for a home cooked meal. #lunchbreak #fast	Menu images of fast kitchen items, dimensions optimized for Facebook
Monday 1/11/2021						
Instagram						
8am	Business Menu	Feed	Multiple Images	Monthly Business Menu	Mittagspause! Drop by your lunchbreak and enjoy a home cooked meal from Krause's. We'll have these items ready in 20 minutes or less! #worklunch #backtowork #lunchbreak #fast	Menu items of fast kitchen items, dimensions optimized for Instagram
8am	Monthly Business Themes	Stories	Repost	New Year Business Tips	Check out these business tips we found for starting the new year off right!	Repost business tips from another Instagram account on stories and add copy
Tuesday 1/12/2021						
Instagram						
9pm	Weekly Specials, Service, & Food	Feed	Video	Seating Area	We have plenty of table space for lunchbreak with your coworkers!	Video tour of lunchtime seating areas
Thursday 1/14/2021						
Facebook						
9am	Weekly Specials, Service, & Food	Timeline	Image of Service	Weekly Service	No lunch plans? No worries! We can seat you immediately, no reservations required. #gutenappetit	Picture of hostess booth at Krause's, no line
Instagram						
9am	Weekly Specials, Service, & Food	Feed	Image of Service	Weekly Service	No lunch plans? No worries! We can seat you immediately, no reservations required. #gutenappetit	Picture of hostess booth at Krause's, no line
Friday 1/15/2021						
Facebook						
1pm	Monthly Business Themes	Stories	Share pictures	Team Meetings	We loved hosting these New Year Business meetings!	Reshare pictures and posts from other businesses at meetings
Instagram						
1pm	Monthly Business Themes	Stories	Share pictures	Share pictures	We loved hosting these New Year Business meetings!	Reshare pictures and posts from other businesses at meetings
Sunday 1/17/2021						
Facebook						
3pm	Monthly Business Themes	Timeline	Share article	ess Retreat/New Year meeting	There's still time for those New Year Business resolutions and team retreats! Enjoy lunch at Krause's and work through goals with your coworkers. #newyear #business #lunchbreak	https://www.1dive.com/blog/business-new-year-resolutions/
Monday 1/18/2021						
Facebook						
	Weekly Specials, Service, & Food	Timeline	Image	Food Special	Guten Appetit! This week our chef's have a new special to try during your lunch!	Image of the dish
Instagram						
	Weekly Specials, Service, & Food	Feed	Image	Food Special	Guten Appetit! Try this week's special during lunch!	Close up image of the dish
Thursday 1/21/2021						
Facebook						
9am	Weekly Specials, Service, & Food	Timeline	Image of Service	Weekly Service	Immediate seating for all your coworkers! Our large Biergarten style tables can seat a few or all of your coworkers. Join us for lunch!	Wideshot view of indoor seating space displaying tables
Instagram						
5pm	Community Content	Feed	Repost of another post	Engagement in NB	Excited to host the local Boy Scouts Troop for their annual fundraiser! We're proud of the New Braunfels community and we are happy to be the host to so many wonderful community events.	Repost a picture from the Boy Scouts and write copy
9am	Weekly Specials, Service, & Food	Feed	Image of Service	Weekly Service	Immediate seating for all your coworkers! Our large Biergarten style tables can seat a few or all of your coworkers. Join us for lunch!	Wideshot view of indoor seating space displaying tables
Friday 1/22/2021						
Facebook						
3pm	Community Content	Timeline	Repost of another post	Engagement in NB	This week we're hosting the local Boy Scouts Troop for their annual fundraiser! We're proud of the New Braunfels community and we are happy to be the host to so many wonderful community events.	Repost the Boy Scouts post and add additional copy
Sunday 1/24/2021						
Facebook						
3pm	Monthly Business Themes	Timeline	Post a link to an article	usiness Meeting at a Restaurant	Wondering how to have the most successful New Year business meeting while hosting it in a casual space? We found this article about hosting a meeting at a restaurant, and we think Krause's is a great space!	https://chisholmwchila.com/tips-hosting-business-meeting-restaurant/
Monday 1/25/2021						
Instagram						
9pm	Monthly Business Themes	Stories	Repost	Meeting Tips	We found these meeting tips for the new year! Don't forget to take a lunchbreak!	Reshare post from another account with the added copy
Thursday 1/28/2021						
Facebook						
9am	Weekly Specials, Service, & Food	Timeline	Image of Food and Seating	Weekly Food	Guten Appetit! Try our pretzel this week for a quick lunchtime bite. #lunchbreak #bavaria	Picture of people eating at table with a pretzel
Instagram						
9am	Weekly Specials, Service, & Food	Feed	Image of Food	Weekly Food	Guten Appetit! We love this pretzel as the perfect lunchbreak snack.	Close up of Pretzel with mustard
Friday 1/29/2021						
Facebook						
1pm	Monthly Business Themes	Stories	Share pictures	Team Meetings	We loved hosting these New Year Business meetings!	Reshare pictures and posts from other businesses at meetings
Instagram						
1pm	Monthly Business Themes	Stories	Share pictures	Team Meetings	We loved hosting these New Year Business meetings!	Reshare pictures and posts from other businesses at meetings
Sunday 1/31/2021						
Facebook						
1pm	Monthly Business Themes	Stories	Share videos	Team Meetings	Wow! January really flew by, we enjoyed hosting your teams and new ideas for 2021, we hope to see you all soon on your lunchbreak!	Share highlights of the January business retreats at Krause's
Instagram						
1pm	Monthly Business Themes	Stories	Share videos	Team Meetings	Wow! January really flew by, we enjoyed hosting your teams and new ideas for 2021, we hope to see you all soon on your lunchbreak!	Share highlights of the January business retreats at Krause's

May Theme: Maifest						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<div>Monthly Business Themes</div> <div>Weekly Specials, Service, & Food</div> <div>Business Menu</div> <div>Community Content</div>	<div>Facebook</div> <div>Instagram</div>				1	2
					<div>Talk about Business menus</div>	Monthly Business Themes
						<div>Facebook</div> <div>Instagram</div>
3	4	5	6	7	8	9
			Monthly Business Themes			Monthly Business Themes
			<div>Facebook</div> <div>Instagram</div>			<div>Facebook</div> <div>Instagram</div>
10	11	12	13	14	15	16
Community Engagement Content: Repost what NB community it doing <div>Facebook</div>						
			Monthly Business Themes		Monthly Business Themes	
			<div>Facebook</div> <div>Instagram</div>		<div>Facebook</div> <div>Instagram</div>	
17	18	19	20	21	22	23
Monthly Business Themes			Monthly Business Themes			Monthly Business Themes
<div>Instagram</div>			<div>Facebook</div> <div>Instagram</div>			<div>Facebook</div> <div>Instagram</div>
24	25	26	27	28	29	30
Monthly Business Themes					Monthly Business Themes	Monthly Business Themes
<div>Facebook</div> <div>Instagram</div>					<div>Facebook</div> <div>Instagram</div>	<div>Facebook</div> <div>Instagram</div>

Time & Network	Content Theme	Post Location	Content Type	Topic	Post Text	Link/ Reference Idea
Sunday 5/2/2021						
Facebook						
9:00am	Monthly Business Themes	Posted to Timeline	2 images uploaded: First image of Business lunch menu and second image is a picture of a bright green spinach salad	Welcome, Maifest!	Want to celebrate the start of Spring? Come into Krause's for one of our delicious, fresh salads!	https://www.verwyellfi.com/warm-spinach-salad-with-hot-bacon-dressing-2242414
Instagram						
9:00am	Monthly Business Themes	Posted to Feed	2 images uploaded: First image of Business lunch menu and second image is a picture of a bright green spinach salad	Welcome, Maifest!	Want to celebrate the start of Spring? Come into Krause's for one of our delicious, fresh salads!	https://www.verwyellfi.com/warm-spinach-salad-with-hot-bacon-dressing-2242414
Thursday 5/6/2021						
Facebook						
1:00pm	Monthly Business Themes	Timeline	Image of business team eating lunch at Krause's	Want to Win a Free Lunch for Your Team?	Post a picture of you and your team having a business lunch at Krause's for a chance to win a free lunch for you and 3 coworkers! Don't forget to tag us at #krausescale! Contest details: "link"	Image of a smiling business team of 3-4 dressed in business casual clothes eating lunch at Krause's talking amongst each other
Instagram						
5:00pm	Monthly Business Themes	Feed	Image of business team eating lunch at Krause's	Want to Win a Free Lunch for Your Team?	Post a picture of you and your team having a business lunch at Krause's for a chance to win a free lunch for you and 3 coworkers! Don't forget to tag us at #krausescale! Contest details: "link"	Image of a smiling business team of 3-4 dressed in business casual clothes eating lunch at Krause's talking amongst each other
Sunday 5/9/2021						
Facebook						
9:00am	Monthly Business Themes	Timeline	Image of bright spring decorations in Krause's interior	Business Lunch < Business Lunch at Krause's	Are you looking for a bright and open space for you and your coworkers to have lunch? Come into Krause's and choose from our tasty business lunch menu items while enjoying our spacious sitting area and colorful spring decorations!	Spring decorations at Krause's
5:00pm	Monthly Business Themes	Stories	Shared posts of contest entries so far	-	Thanks to all of our contestants so far! Keep the entries coming!	Shared images of user-generated content entries
Instagram						
9:00am	Monthly Business Themes	Feed	Image of bright spring decorations in Krause's interior	Business Lunch < Business Lunch at Krause's	Are you looking for a bright and open space for you and your coworkers to have lunch? Come into Krause's and choose from our tasty business lunch menu items while enjoying our spacious sitting area and colorful spring decorations!	Spring decorations at Krause's
5:00pm	Monthly Business Themes	Stories	Shared posts of contest entries so far	-	Thanks to all of our contestants so far! Keep the entries coming!	Shared images of user-generated content entries
Thursday 5/13/2021						
Facebook						
3:00pm	Monthly Business Themes	Timeline	Image of winning post	Congratulations to Krause's Free Business Lunch Winner!	A huge thank you to all those hard-working teams to entered! Stay tuned for more contests this month!	Image of winning business team's post
Instagram						
5:00pm	Monthly Business Themes	Feed	Image of winning post	Congratulations to Krause's Free Business Lunch Winner!	A huge thank you to all those hard-working teams to entered! Stay tuned for more contests this month!	Image of winning business team's post
Saturday 5/15/2021						
Facebook						
9:00am	Monthly Business Themes	Timeline	Image of Krause's gift card	Want a Free Krause's Gift Card?	Post a picture of you and your business team's favorite lunch item from our Spring Business Menu to win a chance to get a free Krause's gift card!	Krause's gift card on wooden bench surrounded by lively spring decorations
Instagram						
9:00am	Monthly Business Themes	Feed	Image of Krause's gift card	Want a Free Krause's Gift Card?	Post a picture of you and your business team's favorite lunch item from our Spring Business Menu to win a chance to get a free Krause's gift card!	Krause's gift card on wooden bench surrounded by lively spring decorations
Instagram						
9:00pm	Monthly Business Themes	Feed	Video of Krause's	Spring at Krause's	Still haven't visited Krause's for Maifest yet? Take a look at our decked out restaurant!	Video includes entering Krause's spring-themed restaurant with a smiling waitress walking by carrying food and drinks on a platter, employees serving customers food and customers talking and enjoying food; 360 degree shot of the restaurant showing bright colors
Thursday 5/20/2021						
Facebook						
3:00pm	Monthly Business Themes	Timeline	Video of Krause's	Spring at Krause's	Still haven't visited Krause's for Maifest yet? Take a look at our decked out restaurant!	Video includes entering Krause's spring-themed restaurant with a smiling waitress walking by carrying food and drinks on a platter; employees serving customers food and customers talking and enjoying food; 360 degree shot of the restaurant showing bright colors
Sunday 5/23/2021						
Facebook						
3:00pm	Monthly Business Themes	Timeline	Image	Congratulations to our Krause's Gift Card Winner!	Congrats to our gift card winner, @_____! Thank you to all who participated! Don't get down if you didn't win this one, we have one more contest this month coming soon!	Shared image of the menu item from the gift card winner
Instagram						
5:00pm	Monthly Business Themes	Feed	Image	Congratulations to our Krause's Gift Card Winner!	Congrats to our gift card winner, @_____! Thank you to all who participated! Don't get down if you didn't win this one, we have one more contest this month coming soon!	Shared image of the menu item from the gift card winner
Monday 5/24/2021						
Facebook						
9:00am	Monthly Business Themes	Timeline	Shared image of review	Write a Review and Get Free Beer!	Want to win a free beer? Starting today, everyone who writes a review on their recent Krause's experience is entered into a raffle! The winner will be announced this Saturday! Contest Details: "link"	Shared image of glowing review from a Krause's customer
Instagram						
9:00am	Monthly Business Themes	Feed	Shared image of review	Write a Review and Get Free Beer!	Want to win a free beer? Starting today, everyone who writes a review on their recent Krause's experience is entered into a raffle! The winner will be announced this Saturday! Contest Details: "link"	Shared image of glowing review from a Krause's customer
Saturday 5/29/2021						
Facebook						
5:00pm	Monthly Business Themes	Timeline	Stock image of beer with winner's @ and their review	Congratulations to our Krause's Free Beer Winner!	Congrats to our free beer winner, @_____!	Stock image of beer with winner's @
Instagram						
5:00pm	Monthly Business Themes	Feed	Stock image of beer with winner's @ and their review	Congratulations to our Krause's Free Beer Winner!	Congrats to our free beer winner, @_____!	Stock image of beer with winner's @
Sunday 5/30/2021						
Facebook						
9:00am	Monthly Business Themes	Timeline	Multiple images	Auf Wiedersehen, Maifest!	We here at Krause's want to thank everyone who participated in this month's contests! As a locally-owned business, we know the hard work that companies and their employees put in every day. For that, we say cheers!	Images of all the months contest winners
Instagram						
9:00am	Monthly Business Themes	Feed	Multiple images	Auf Wiedersehen, Maifest!	We here at Krause's want to thank everyone who participated in this month's contests! As a locally-owned business, we know the hard work that companies and their employees put in every day. For that, we say cheers!	Images of all the months contest winners