Poppin Joe's Content Strategy

Introduction

The reasoning behind this report is to analyze and help develop the website and social media for Poppin' Joes. This content strategy will help us create the best website to serve our clientele for their needs. We will be updating the website to best allow our clients the content that they want to see, and when and where they see it. The report will content the following:

- Key Messages and Purpose
- Intended Audience and Personas & Scenarios
- Competitive Examples
- Website Content Strategy
- Social Media Content Strategy
- Managing Our Website and Social Media
- Information Re-Use
- Style Guide
- Let's Get to Work

Key Messages and Purpose

We have been poppin' since October of 2000 and created a successful launch in April of 2005. Joe is a successful DS-ASD entrepreneur and sole proprietor. The purpose of the website and social media is to:

- Sell 5 types of popcorn
- Schedule us for events, work functions, and fundraisers
- Point of contact for volunteer organizations
- Provide locations on where to buy the popcorn

Intended Audience

The intended audience for Poppin Joe's website and social media is people that enjoy fresh popped popcorn with 5 different flavors. The website is also intended for people who are looking for a small business to support for their next event.

A big push for the target audience will be tapping into the corporate market. Having a corporate audience as well as a consumer market will lead to a larger revenue and increase the ability to fundraise.

The reasoning behind finding the intended audience, is to develop content that will walk them through the steps of the website. (Carroll, 2017)

Our audience will be local, that uses social media as well as traditional media.

I have created 4 personas to help build the website and social media around them. I have included their age, occupations, gender, income levels, education levels, and ethnicities. (Carroll, 2017)

Personas & Scenarios

The following will show 4 personas based on the targeted audience for Poppin Joe's website and social media.

The typical scenarios that involve our audience:

Tiffany owns a homecare business with her sister in Kansas City. She enjoys spending her free time in the downtown area and spending time with her kids and grandchildren. She is always looking for ways to improve her relationships with her clients as well as the community.

Craig is a divorced father with children that are grown and out of the house. He lives in a small town outside of Atlanta and enjoy the simple life. He finds himself going to festivals and events but would like to do more. He enjoys volunteering and wants to go to events while doing something for his community.

Hannah is a stay-at-home mother of two in Savannah. She is the room mom of her daughter. Hannah and her husband enjoy going to the beach and frequent Savannah fairs and shows with their kids. She puts together the fundraising and events that are put on by the school. She is always looking for something different and fun for the kids. She would like to create a learning experience for the kids with business model focus.

George is married with three children in the Atlanta area. He owns and operates 3 chiropractic centers. He enjoys going to the outdoors and spending time in the Georgia State Parks. George and his family enjoy going to art festivals and state fairs. George is looking to create an event to help support members of the Autism and Down Syndrome community.

Tiffany

"A big business starts small."

55/ Generation President/ CEO
Kansas City, Kansas
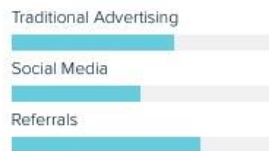Widowed with children and
grandchildren

Goals:
Build strong relationships with
clients and families
Frustrations:
Finding a good business
relationships

Channels

Traditional Advertising

Social Media

Referrals

Craig

*"Life begins at the end of
your comfort zone."*

50/ Generation X
Engineer
Marietta, Georgia
Divorced with children

Goals:
Finding a purpose bigger than
myself
Frustrations:
Finding a balance between fun and
volunteering

Channels

Traditional Advertising

Social Media

Referrals

Hannah

*"If I had to do it over again, I
would do it exactly the same."*

32/ Millenial
Stay-at-home mom/ Room Mom
Savannah, Georgia
Married with children

Goals:
Teaching my kids how to be a
better human.
Frustrations:
Getting schools and parents on the
same page of a partnership with
fellow businesses.

Channels

Traditional Advertising

Social Media

Referrals

George

*"You are one adjustment away
from a good mood."*

62/ Boomer
Chiropractor
Decatur, Georgia
Married with children

Goals:
Building bridges with the
community and his business
Frustrations:
Sorting through the different
organizations and businesses

Channels

Traditional Advertising

Social Media

Referrals

Competitive Examples

Poppin Joe's has its own competitors throughout the country. We need to be aware of the way they are using social media and building their relationships with their audience.

Here are 3 strong examples of websites and companies that we are competing with:

- https://popcornmonkeyllc.com
- https://www.chicagokernel.com
- https://www.sha-poppingourmetpopcorn.com

[Popcorn Monkey](#) is a popcorn shop that specializes in popcorn flavors similar to us but are located in Virginia. They do offer more of a selection than popcorn, but they started with just popcorn.

Popcorn Monkey is focused more on their shop but do events for corporations and large-scale festivals.

The website of Popcorn Monkey is very clean and easy to read. Their homepage does include some scrolling but is chunked in a way that is easy to scan. The homepage leads right into the sale of their popcorn. The pictures of the popcorn are clean and easy to see what the flavoring looks like. The prices are clearly written in big letters under each picture.

Their about us page is too long of a paragraph, but it shows great personality in the writing.

POPCORN MONKEY...PUT SOME FLAVOR IN YOUR MOUTH!

Gourmet popcorn, retro soda pop, retro candy, cinnamon glazed nuts, and more!

**Welcome to my world — the world of gourmet popcorn.**

The concept of owning a popcorn company was formulated years ago when as a youngster back in the late 70's my uncle took me to my first baseball game at old Cleveland Municipal Stadium to watch our beloved Cleveland Indians. Bobby Bonds and Rick Wise were our heroes. We would sit in the upper deck just past third base and I couldn't wait for a chance to shag a foul ball and for the popcorn guy to come our way. My uncle knew I loved the fresh popped popcorn and always ensured I got two bags. I'll never forget the sweet aroma of the buttery popcorn. It filled the stadium with a pleasantness only a boy with his trusty glove could appreciate. I'll never forget the smells and sounds of that old stadium and those special memories have never faded. I have since grown to not only appreciate the aroma of fresh popcorn but the many flavors as well. In my free time I learned all I could about various kernels and flavors and realized I could surpass the taste of yesterday and expand on the flavors of today. Thus, the Popcorn Monkey brand was born. Quality, flavor and memories is what the Popcorn Monkey is all about. We focus on utilizing the finest ingredients and produce it one small batch at a time. Give it a try and we guarantee you'll be back for more. Stop by my shop and say hello while experiencing the best popcorn in the land. As they say, Experience the Monkey and Put Some Flavor In Your Mouth!

Deltone L. Moore Founder, Popcorn Monkey

The website is easy to navigate between the pages and the words are easy to read.

The social media accounts for Poppin Monkey a little hidden on their website but are easy to access once found at the bottom of the page. The social media is also hyperlinked very nicely.
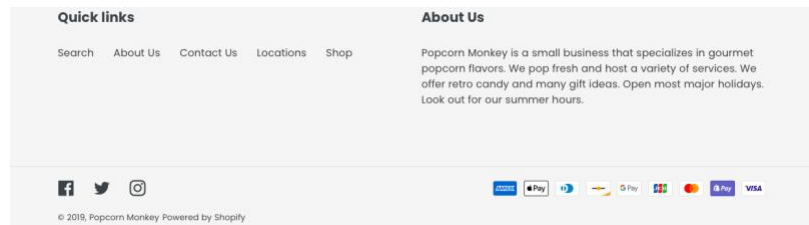
The Facebook page is very active, with almost 4 posts a weeks, sometimes twice in one day. The cover photo is a little too zoomed in to be able to see clearly.

The page is filled with things that are about upcoming events, current events happening as well as an easy contact page.

There is also an easy click to sign up for emails.

The Facebook also always to see the current partnerships and new product launches.

The Instagram is well kept up and looks very enticing. The photos are beautiful and captions for the photos have a lot of hashtags.
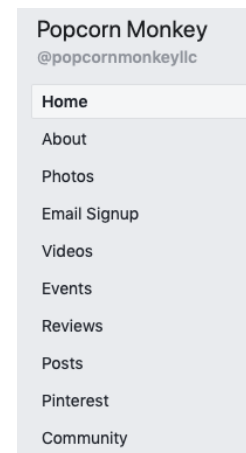
The number of followers is small as well as the amount of likes and comments on each post. They have 1,269 followers and are following 806, which is not a good ratio for trying to promote a business.

[Chicago Kernel](#) has created a name for themselves throughout the Chicago area. They do have a store fronts as well as participate in Chicago festivals and events.

Their homepage goes right into the products and is very bland. There isn't much to the website other than their products.

Under the product page, it is just a bulleted list and doesn't provide photos of the product. However, they list the taste profile of the under each flavor which is a nice additive.

- **Chicago Kernel Mix™**
  - Classic Caramel and Golden Cheddar mixed together.
  - Customers Favorites
  - Top Seller Mix
- **Classic Caramel**
  - A special blend of sweet, salty ingredients and rich butter that provides a delicious glaze over corn we call it classic caramel.
  - Perfect taste of buttery caramel

Chicago Kernel only has [Facebook](#) and [Twitter](#).

The Facebook hasn't had a post since February 25 and the one before that was May of 2018. The posts are very simple but long. The following for Chicago Kernel is large with 2,500 followers but the likes on the page are only 1.

The Twitter account is a ghost town. They haven't posted anything since 2016. When they were making posts, they kept up on a 2 posts a week basis. The posts were simple and attention grabbing.

Chicago Kernel relies mostly on the store front locations and referrals than social media.

[Sha-Poppin Gourmet Popcorn Shoppe](#) is another popcorn shop that has specialized in gold popcorn. This is what they are known for around the Chicago land area.

The homepage of the website clearly states what they are known for and shows wonderful images. The website contains easy scan-ability and allows for their audience to view all product with the ease of their menu bar.

The photos for their products are stock and don't show the reality of their product. It is very commercialized and doesn't show the personality of the business. The pricing under the products also show too drastic of a difference.
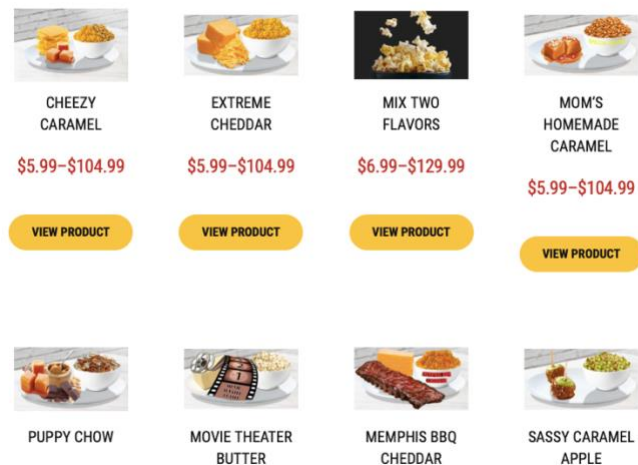
The social media accounts for Sha-Poppin include [Instagram](#) and [Twitter](#).

As I clicked on the icons for Instagram and Twitter, is was linked into another tab, which is a nice additive. It allowed me to have their website up while looking at their social medias.

The Instagram started out active but has not had a post since in 4 weeks. It looks as though all the posts were made on the same day, and nothing has been added since.

The number of followers for Sha's is under 200, and they are following almost the same amount as followers.

The post that have been made also don't include hashtags or much content other than a few words describing the photo.

The twitter account for Sha's is nonexistent. They have yet to make a post.

If a company is going to link their social media page on their website, then the account should be active. Sha's activated their account in April of 2018.

Sha-Poppin' Gourmet Popcorn Shoppe
@Real_Sha_Poppin
Joined April 2018

Following 43   Followers 4

@Real_Sha_Poppin **hasn't Tweeted**
When they do, their Tweets will show up here.

Website Content Strategy

The website and social media pages for Poppin Joe's need a total refresh. The current website is hard on the eyes and difficult to scan. The website will need a new layout as well as reduce the amount of clutter.

I will reduce the number of things scattered and repeats of the same photographs.

The new websites menu bar will contain:
- Home
- About Us
- Products
- Fundraising
    - Calendar
    - Photos
- News and Recognition
- Contact
    - Links to social media pages
    - FAQ List

Home page
The home page is the first thing that opens on a website. It is the what grabs their attention and helps them make the decision to stay and become a consumer.

The home page will be simple and clean. The background will be white and will load with the photo of Joe scooping the popcorn.

The home page will also include a simple welcome note stating the basis of Poppin' Joes.
"At Poppin Joe's, we want to create artisanal popcorn that helps support a community with fundraising."

Another added portion of the home page will include professional photographs of each flavor of the popcorn.

About Us page
The About Us page is the most important page when conveying our message and increasing our visibility.

This page will need to be cut down immensely. The photo that will be used on this page will be a professional photo of Joe and his family.

The paragraph following the photo will be same, but chunked and easier to read. We will also highlight that we 'proudly support the troops in Iraq.'

The special news & highlights area will be removed as well as the Comments section. The specials news and highlight will be moved to the tab of News and Recognition.

Products page
The products page is used to show our audience what we can offer them as far as the product goes.

The product page will need to showcase our wonderful popcorn with professional pictures of the 5 flavors and the descriptions.

I will also add a way of ordering online to help ease the usability for the user. Under each photo will be a button to add to the cart.

I will remove the pricing for the festivals and events, because that is something that can be viewed at the events.

The paragraph on how to buy Poppin Joe's will be removed and moved under the contact page. I will also remove the final paragraph about contacting us as that will be under the contact page.

Fundraising page

The fundraising page will showcase the incredible work we do throughout the community.

The page currently has too much writing. The bulleted list that has too much written. I will reduce the amount on the bulleted list as such:
- Poppin Joe's™ will pop and retail Gourmet Kettle Korn
- Your organization provides the volunteers necessary to assist with managing the booth
- A portion of the sales will then be donated to the participating organization

On the fundraising page I will also remove quote stated from Diane Drayer. This will be moved to the tab of News and Recognition.

The form to fill out for fundraising opportunities will be concise. The information that will be grabbed will be the Name, Zip Code of Event, Email, and Phone Number.

A subpage of the fundraising will be the Calendar of Events.
The current calendar is just a list of events from 2018. I will create an actual calendar that is linked with Google so new events that are added can be shown on the day of.

Under the Calendar of Events there will be space to add an email to be put on the email list. And get updates of the list of events.

The phots subtab that is under the fundraising will be used as a way to show our consumers what it is like to work and be with Poppin Joe's.

Each photo will be a caption explaining what is happing in the photo. There will also be a time stamp for reference.

The subpage will also not include a paragraph explain the photos nor a photo heading. This portion of the photo pages will be removed:

photos
Enjoy Poppin Joe's™ photo gallery where you will see Joe and his family and friends poppin' up some great Poppin Joe's™ Gourmet Kettle Korn for recent festivals and fundraisers. You'll also see Joe being honored at speaking engagements and special events.

News and Recognition page

This page is great to show our audience the things that we are involved in the community and are actively engaged.

Under this tab will be the bulleted list of Special News and Honors.

This tab will also include comments from our customers and previous partners we worked with. The list will be chunked to easily scan through. Here is where pathos will be engaged.

Contact page

The contact page will be used for future clients and partners. This page is also used for our clients to give their comments and ask additional questions.

The current contact page is simple and well planned out. I will add a forum page for the clients to add an email and message so we can contact them, if that is how they choose to contact us. We want to create the best way for our user to get in contact with us.

The subpage of the contact page will be a FAQ list. This will enhance our audiences time on the website by seeing answers to things that are continually being asked. The voice is most important when writing of the FAQ list. (Carroll,2017)

The voice will be written in a formal, sincere tone. The attitude will also be empathetic in trying to help our customers.

Footer

The current footer is nonexistent.
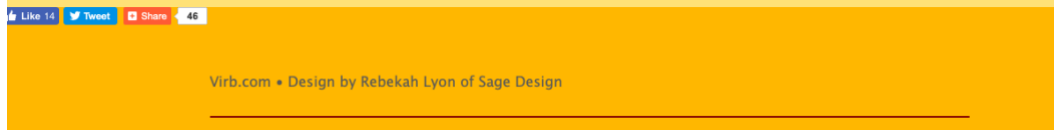
The new footer will contain icons to link to the Twitter, Instagram and Facebook pages. There will also be a quick links from the navigation bar.

The footer will also contain the payments we accept and well as a quick contact email.
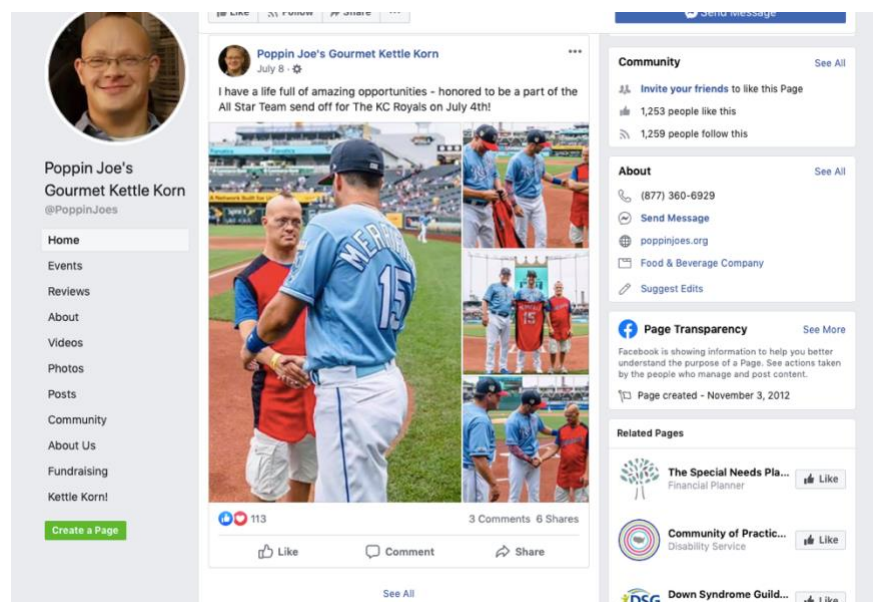
Social Media Content Strategy

With everyone on some sort of social media these days; our Instagram, Facebook and Twitter need to be a major source of energy in this revamp.

There is so much content on the internet, we need to hone in on the people that are continually searching and trying to find the next big thing.

Facebook

The current Facebook page is too casual for a business. We need to be providing content for the viewers to see current products and upcoming events. We want to add visibility.
The photos of the baseball game are a great marketing tool. We will add more photos of the popcorn and the events that we have done.

There should be at least 3 posts a week related to popcorn, jokes, past events, and future events.

I will also increase the shareability content on the posts to increase followers and generate more traffic to the website and social media pages.

Twitter

The current Twitter page hasn't been updated in over a year. There needs to be a continual usage of the website. With twitter, there should be retweets from tagged posts.

On the twitter page, there will also be tweets about what is going on in the news of Autism and Down Syndrome.

Other related tweets will include upcoming events, and pictures of our delicious popcorn.

Because there are only 75 followers, we want to increase that. We want to follow a ton of local organizations, businesses and partners.

We want to add a 'retweetablility' to out twitter page.

Instagram

The current [Instagram](#) page needs a lot of love. There have only been 3 posts in the past year and have only 19 followers.

We don't want to look too forward with our posting, so I will be posting 3 posts a week for 3 months. This will create a substantial amount of content for our future clients and partners.

Hashtags will need to be used with every post. Hashtags to be used on every post should be as followed:

- #popcorn
- #popcornlove
- #cheeseypocpron
- #kettlekorn
- #poppinjoes
- #supportlocal
- #georgia
- #kansas
- #austismspeaks

Managing Our Website and Social Media

The job I have, Web Content Manager, will be to create and manage the website and social media accounts of Poppin Joe's.

The current employees and volunteers that we work will all have great ideas to help contribute to the design and content. I will be working with them to show them how I create the website and build a following on social media.

I want Poppin Joe's to be poppin all over the states with how wonderful the idea, popcorn and volunteers are.

I think this will also be a great opportunity to learn the other side of the business world that is social media. The time taken when showing Joe about that reasoning behind hashtags and how important the content we share and post is.

Information Re-Use

The current information scattered through our social media account will be re-used in a way to benefit Poppin Joe's.

It is important to keep things familiar for our previous clients, but to update it for our future clients and organizations.

Style Guide

There is no current style guide for Poppin Joe's on the website. I will be creating a guide for the website as well as a language guide so all posts and future content will flow seamlessly through each media outlet.

The style guide will be a concise guide at the beginning, and once an understanding is built, we can add more as the project moves along.

The guidelines will be as following:
- Font sizes for headings, subheadings, body copy, etc.
- Font styles (e.g. typeface, bold, italic, etc.)
- Layout requirements (e.g. where headings should go, white space, locations of images, etc.)
- Color palette requirements (e.g. background color, text color, text color on background color, etc.)
- Voice and tone
- Image requirements (e.g. types of images, size of images, image frequency, image quality, etc.)
- Logo usage requirements (e.g. where logo should be used, how big the logo should be, etc.)
- Grammar and spelling requirements

Let's Get to Work

Joe has created great groundwork for me and the team, but the wheels are turning.

I am excited to see where the website and social media can bring Joe and his popcorn.

The future is endless, and the partnerships and friendships will come in twofold when we can get our name out.

I will be here to answer and guide through any questions. I will be working on all aspects of the project and helping teach Joe how he can transform his business through social media.

References

Carroll, B. (2017). *Writing and editing for digital media*. New York: Routledge Taylor & Francis Group.