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Introduction

Ranka Foods, located in Katunayake, Sri Lanka, is a beloved restaurant known for its diverse range of food items, including rice dishes, Chinese cuisine, BBQ, short eats, submarines, and an extensive selection of bakery items. Our primary focus is on cakes and pastries, offering a variety of options from special event cakes to budget-friendly blueberry cakes. Our target audience consists of middle-class customers who seek quality and affordability. We maintain an active presence on Facebook and Instagram and provide delivery services through Uber Eats and Pick Me. This content plan outlines our strategy for engaging with our audience and showcasing our delectable offerings from August 15th to September 15th, 2024.

Content Themes

- **Total Posts:** 14 (10 image posts, 4 reels)
- **Platforms:** Facebook, and Instagram
- **Duration:** August 15th to September 15th, 2024

Content Plan Overview

- Image Posts: 10
- Reels: 4

Content Breakdown

Image Posts

Content Count: 1

- Title: Showcase Post 1 (Cheese Koththu)
- Description: Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- Content Type: **Image Post** **Showcase Post**
- Main Goal: To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 2

- Title: Showcase Post 2 (Club Sandwich)
- Description: Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- Content Type: **Image Post** **Showcase Post**
- Main Goal: To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 3

- Title: Showcase Post 3 (Cream of Vegetable Soup)
- Description: Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- Content Type: **Image Post** **Showcase Post**
- Main Goal: To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 4

- Title: Showcase Post 4 (Chili Prawn)
- Description: Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- Content Type: **Image Post** **Showcase Post**
- Main Goal: To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 5

- Title: Showcase Post 5 (Mie Goreng)
- Description: Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- Content Type: **Image Post** **Showcase Post**

- **Main Goal:** To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 6

- **Title:** Showcase Post 6 (Tomato with onion salad)
- **Description:** Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- **Content Type:** Image Post Showcase Post
- **Main Goal:** To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 7

- **Title:** Showcase Post 7 (Roast Chicken Koththu)
- **Description:** Highlight a popular dish or bakery item from the restaurant. Focus on visual appeal and key ingredients.
- **Content Type:** Image Post Showcase Post
- **Main Goal:** To attract attention to one of Ranka Foods' staple dishes, emphasizing quality and taste to draw in customers looking for a delicious and satisfying meal.

Content Count: 8

- **Title:** Behind-the-scenes
- **Description:** Behind-the-scenes look at the kitchen or baking process.
- **Content-Type:** Image Post
- **Main Goal:** To provide customers with an insider view of the preparation process, building trust and interest in the quality and care that goes into making Ranka Foods' items.

Content Count: 9

- **Title:** Testimonial
- **Description:** Customer testimonial or review highlights with a picture of the dish they enjoyed.
- **Content Type:** Image Post
- **Main Goal:** To leverage positive customer experiences to build credibility and encourage potential customers to try Ranka Foods based on peer recommendations.

Content Count: 10

- **Title:** Interior
- **Description:** Highlight the restaurant's ambiance and seating area.
- **Content Type:** Image Post
- **Main Goal:** To showcase the inviting and comfortable atmosphere of Ranka Foods, making it an appealing destination for dining.

Image Posts

Content Count: 1

- Title: Time-lapse
- Description: Time-lapse of cake decorating in the bakery.
- Content Type: Reel
- Main Goal: To captivate the audience with a visually appealing process, highlighting the skill and artistry involved in creating Ranka Foods' beautiful cakes.

Content Count: 2

- Title: Making Video
- Description: Detailed cake-making process from mixing to baking.
- Content Type: Reel
- Main Goal: To engage viewers with the intricate process of cake-making, showcasing the quality ingredients and skilled techniques used, thereby promoting the bakery's expertise.

Content Count: 3

- Title: Day In a Life.
- Description: Showcase a day in the life at Ranka Foods, from opening to closing.
- Content Type: Reel
- Main Goal: To give a comprehensive and engaging overview of the daily operations at Ranka Foods, highlighting the hard work and dedication that goes into providing excellent food and service.

Content Count: 4

- Title: Fun Video
- Description: A fun, engaging reel featuring staff interactions and the friendly environment at Ranka Foods.
- Content Type: Reel
- Main Goal: To humanize the brand by showcasing the friendly and welcoming staff, enhancing the appeal of the restaurant as a warm and enjoyable place to dine.

Conclusion

This content plan for Ranka Foods aims to strategically enhance brand visibility and customer engagement across social media platforms. By showcasing a diverse range of menu items through engaging image posts and dynamic reels, the plan highlights the restaurant's and bakery's offerings while also providing a behind-the-scenes look and customer testimonials. The combination of showcase posts, creative insights, and interactive reels is designed to attract and retain middle-class customers, emphasizing quality, variety, and a welcoming atmosphere. This approach ensures that Ranka Foods stands out in the competitive food and beverage market, driving both interest and foot traffic to their establishment.