



# Merchandise and Social Media Marketing ***Makeover***

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# Overview



**Overall  
Strategy**



**Instagram  
Content**



**Offline  
Merchandise  
Promotion**

# Overall Strategy

## Marketing Objective

Increase merchandise sales

*Ultimately, have people pay to represent the brand*

## Strategies

Use social media to portray a clear *brand personality and identity* and leverage Instagram to pique interest in merchandise

Use offline tactics that encourage people to purchase merchandise

**Target:** Gainesville residents, especially college students



# First Steps

1. Put up photos of the merchandise on the Dick Mondell's website
2. Connect Ecwid with Instagram, so products can be tagged in posts, and users can purchase directly through the app
3. Add “merch” to Instagram bio



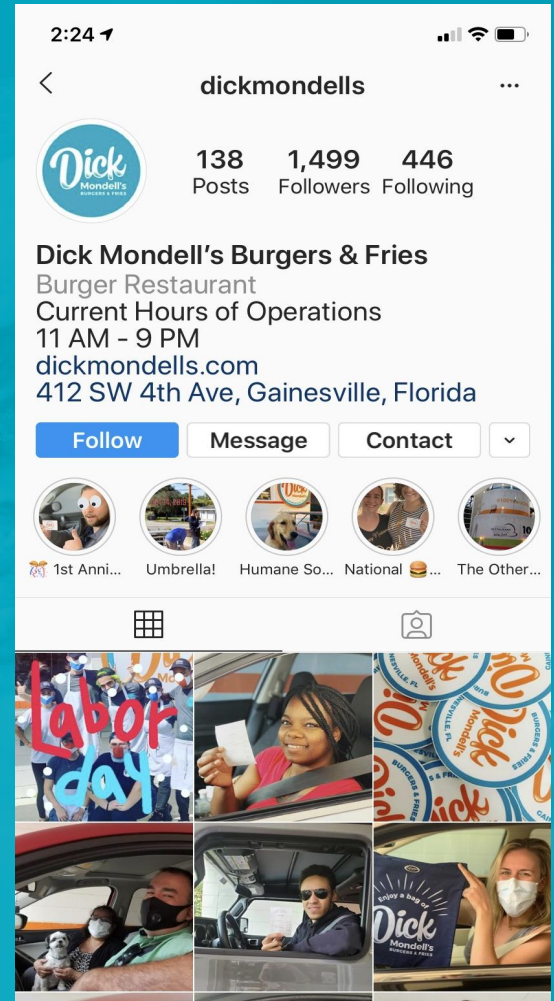
# Instagram Strategy

## Current Instagram Account Pros

1. Solid following (about 1500)
2. Connection with community
3. Free ticket Friday

## Areas for improvement...

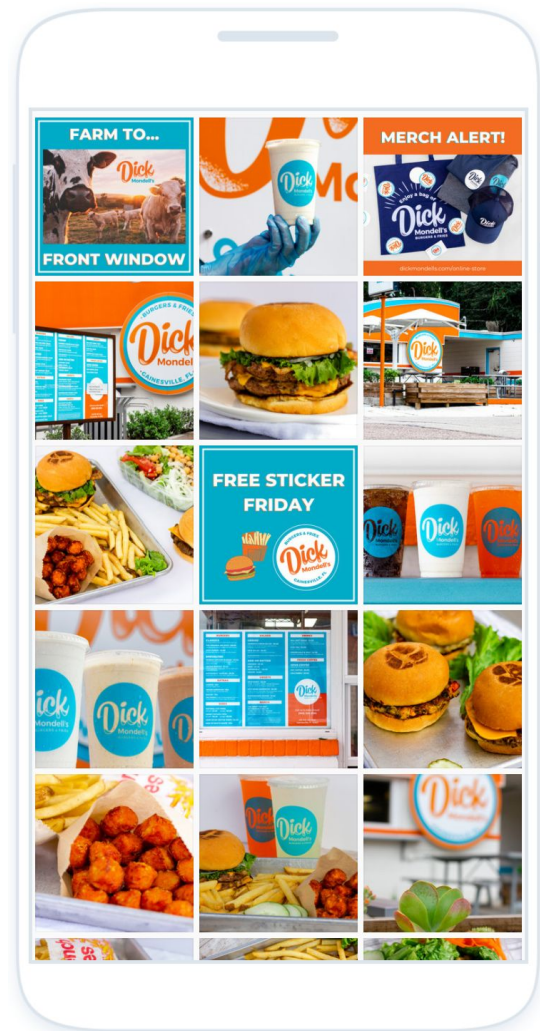
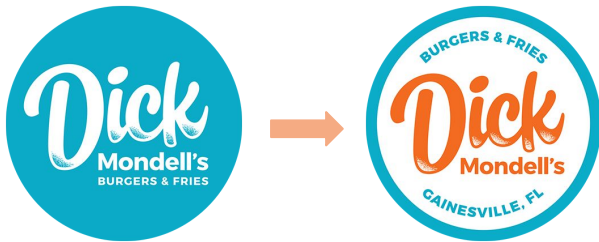
1. Overall aesthetic
2. More content
3. Increased engagement



# Overall Aesthetic

## Incorporate brand color scheme for a consistent look and feel

- It should be clear what the account is about (right now, it is mostly random people in their cars) →
  - Post more pictures of menu items
  - Include graphics with brand colors and fonts
  - Use captions that portray the brand's playful voice and personality
- Change profile picture



# More Content

## Aim to post at least twice a week

- People will see Dick Mondell's on their feed more often
- They will be reminded of the brand more frequently
- Ultimately, they will make more purchases

## Utilize different types of posts...

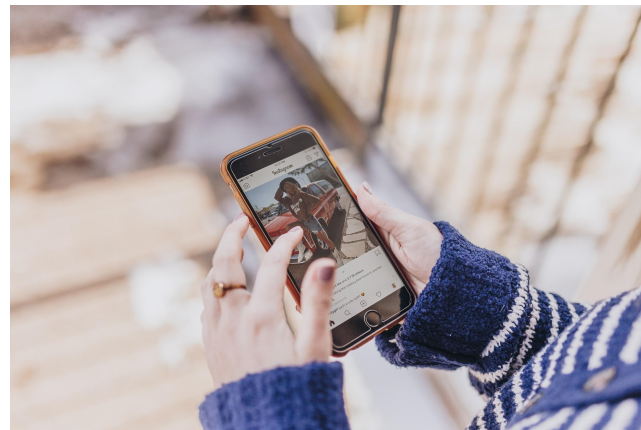
- Classic posts
- Stories
- Reels
- IGTV



# Increasing Engagement

## Post content that is *relevant and valuable* to customers

- User-generated content
  - Encourage customers to share photos of Dick Mondell's products (offer incentives and re-post)
  - Micro-influencer marketing + community connection
    - Ex. @gainesvillevegans, @eatgainesville, @bestofgainesville, @gainesvillescene
- Instagram Stories
  - Use polls, sliders, and other stickers to prompt engagement
  - Re-post stories from customers
- Instagram Reels
  - Chance to go viral, show personality, and have fun!
- Giveaways + contests
- Sales promotions + specials
- Events + partnerships



... utilize engagement **INSIGHTS**





## CONTENT EXAMPLES



**Big Dick = 10,000x better than Big Mac**  
Especially when it comes to freshness, quality,  
and, of course, flavor. [#eatatdickmondells](#)



**We know our milkshakes bring all the boys to the yard,** but we'd rather see you in your car carefully following COVID safety guidelines. Drive by for deliciousness! We're open from 11am-9pm daily. [#maskupGainesville](#)

## No meat? No problem.

Our house crafted veggie burger and plant-based sauce are vegan foodie approved.

#Gainesvillevegans





## On today's menu:

The chance to win some delicious eats and pretty sweet merch!

Simply snap a photo of your favorite Dick Mondell's food, post it on your Instagram story, and tag @dickmondells!

A lucky winner will receive \$5 any order and a free t-shirt.

Contest ends (date)



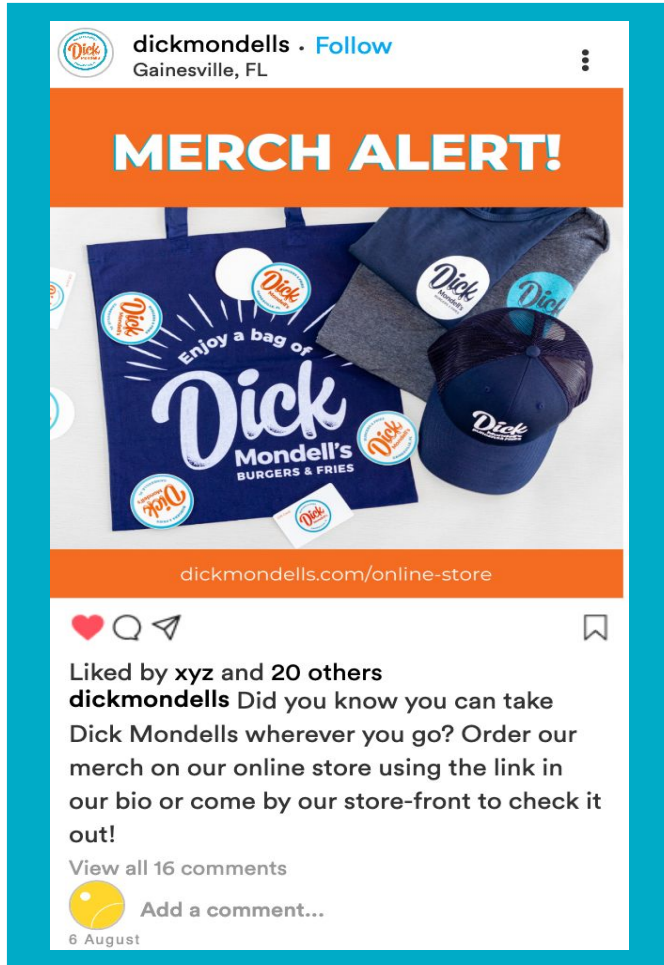
**Yum. Yum. Yum.** Our mouths are watering just thinking about this food!



Freshness and partnerships with local suppliers are important facets of the brand, and they definitely set Dick Mondell's apart from other fast food restaurants.

**This “farm to front window” post is a great way to show users what the brand is about. Be sure to tag local suppliers too.**

This graphic also incorporates Dick Mondell's colors and personality with an eye-catching graphic and tagline.



Informing every drive-thru/walk up customer about merch is tedious and ineffective

Social media platforms are an efficient way to grab your customer's attention. Plus, this may help boost online sales.

**Let your Instagram do most of the talking**

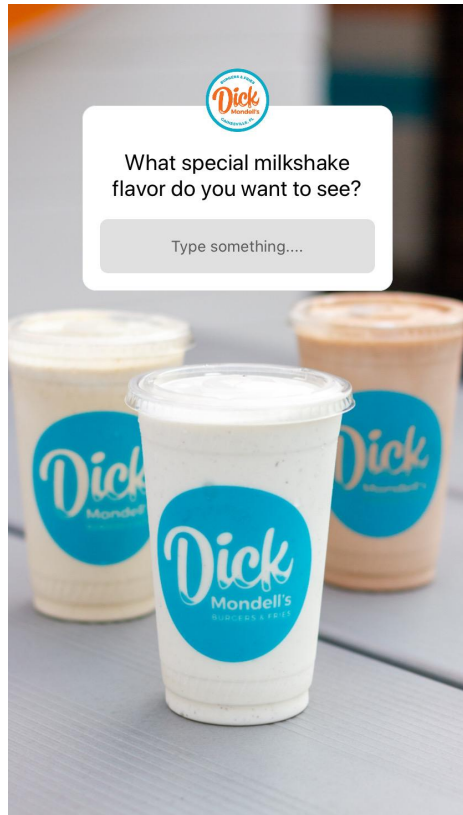




All customers get a free vinyl Dick Mondell's sticker with their order for one day only

**Hopefully, they will be seen around town afterward, and others will want to purchase...**

Also offer \$1 off instead if customers do not want a sticker to save inventory



Instagram story ideas that foster engagement

# Instagram Scheduling

Use an Instagram planning tool, such as [Later.com](https://www.later.com), that allows you to schedule these posts in advance.

This helps with **posting consistently** and makes considering the overall **aesthetic** easier.

It is especially important for posting content associated with sales promotions at the proper time!





Strategy #2

# Offline Merchandise Promotion

# Punch Card

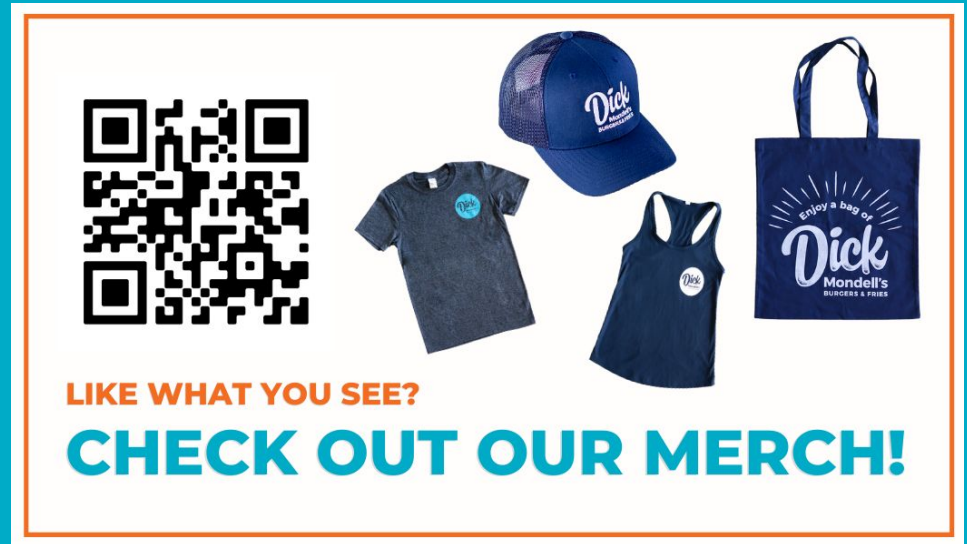
Encourages people to buy food and puts more merchandise into circulation around Gainesville



# Mini Merch Flyer

Place it in the “bag of Dick Mondell’s” at the drive through checkout

1. Prompts people to check out the merchandise
2. Sends customers directly to the online merchandise shop with a simple QR code
3. Less pushy than telling people about it



# Point of Purchase Flyer

## Hang near the ordering window

1. During drive-thru process
  - a. Merch enters consumer's mind for 1st time
2. During/After their meal, the mini merch flyer will be discovered
  - a. Merch enters consumer's mind for 2nd time



**ASK ABOUT OUR  
MERCHANDISE!**



# Keep marketing!

Strategies we have suggested will hopefully push viewers to purchase the merchandise you already have on hand...

The consistency and frequency required to maintain this presence requires some work.

In order to maximize your long-term business success, you may want to consider hiring marketing interns to execute tasks.



**Any Questions?**