

Eat2Meet Media Plan

I. September 1st “Launch Day”

- A. Start Guerilla Marketing September 1st and keep doing it heavily until July 30th. Then review how well our plan is doing to see if there is need for improvement and in what aspects.
1. Abbot Kinney First Friday Sept 2nd. Hand out bottle openers and get the word out about eat2meet. This would be great to target because people who like deals and food/drinks will be out for the first Friday deals and events going on. We can hand out bottle openers and give them a line like “eat2meet is a social meet and eat site, where you can meet new people online and then go out to eat with them and get 25% off your meal at participating local restaurants. Check it out. Here is a free bottle opener.” The reason for bottle openers is because it is an item people will keep and hold onto rather than a flyer, which at an event like this they would throw away or not want to be handed one.
 2. Farmer’s markets giving away grocery bags (143 bags to be given away at each location. One location will have 142 because since there are 7 locations and only 1000 bags it cannot be split up evenly) At the front of every Farmers Market there should be 2 people standing and handing out the grocery bags so that people will then use the bags right away to put their purchases in. Might have to contact each contact person in order to see if it is alright for us to hand out bags on site.
 - Saturday Sept 3rd - Virginia Avenue Park, Pico Blvd. at Cloverfield Ave, 8:00 AM - 1:00 PM, Open All Year Market Contact Person: Ted Galvan Contact Phone: 310-458-8712
 - Saturday Sept 3rd - Arizona Avenue & 3rd Street Promenade Saturdays, 8:00 AM - 1:00 PM, Open All Year Contact Person: Mort Bernstein Contact Phone: 310-458-8712
 - Sunday Sept 4th - Santa Monica Main Street at Ocean Park Blvd. in Heritage Park every Sunday, 9:30am – 1:00pm, Open All Year Contact Person: Jodi Low Contact Phone: 310-458-8712
 - Wednesday Sept 7th - Santa Monica Arizona Avenue & 2nd Street, 8:30 AM - 1:30 PM, Open All Year Contact Person: Laura Avery Contact Phone: 310-458-8712
 - Friday Sept 9th Venice County: LOS ANGELES Location: Venice Way & Venice Blvd, Fridays, 7:00 AM - 11:00 AM, Open All Year Market Operator: Contact Person: James Murez Contact Phone: 310-399-6690
 - Saturday Sept 10th Brentwood Location: 1st Street between Oak & Chestnut Streets 8:00 AM - Noon, May - October Market Contact Person: John Silveira Contact Phone: 800-949-FARM

- Sunday Sept 11th Brentwood County: LOS ANGELES Location: 741 S. Gretna Green Way, 9:00 AM - 2:30 PM, Contact Person: Fernando Oxa Contact Phone: 818-591-8161
3. After doing the farmer's markets we can post flyers in store fronts (Starbucks, Coffee Bean, Yogurt Places) (if possible) From Sept 8th-30th. This is the most basic form of guerilla marketing. Street marketing is a good way to get your service known. Getting the word out allows word of mouth to take over and friends tell friends and they sign up. It's a good domino effect that eat2meet needs implemented.
 4. Hitting up major malls around the area and asking the managers if we can leave flyers at their registers (e.g. Westfield Century City Mall and 3rd Street Promenade, The Streets of Brentwood 2565 Sand Creek Rd Brentwood, CA 94513) every weekend 9th-11th, 16th-18th, 30th-2nd because more people are at the malls on the weekends then on the weekdays. Also the people we want to target to become users will more likely be at the mall then. Make sure to leave flyers at the food courts on the tables. It is the best exposure in the mall. People always have to eat.
 5. Cars around the SM, Brentwood and Venice areas (a big maybe) if we decide to do this we can just do it whenever we are in the area and have time through out the month.
 6. We could use the members of the club to pass out flyers but there are several drawbacks to that. For instance they could throw the flyers out instead of passing them out. (UCLA & SMC)

UCLA:

Bruin Marketing Club: Advisor: Kris Kaupalolo Phone: 626-758-2852 E-mail: Ivanatay@gmail.com might be able to get some flyers or interns (when the time comes) from this group since they have joined the group to learn more about marketing tactics and efforts

Bruin Advertising and Marketing Team: Advisor: Kris Kaupalolo Phone: 310-429-0153 E-mail: nmshamtoob@gmail.com Same reason as Marketing Club

Media, Marketing and Management Team: Advisor: Kris Kaupalolo E-mail: contact@kunaal.in same reason as Marketing Club

Creative Entrepreneurs Association: Advisor: Kenn Heller Phone: 310-570-2924 E-mail: Benjamin.wagner.2011@anderson.ucla.edu

Unfortunately there are no groups that fall into the culinary, food, or restaurants categories when I searched UCLA's club site. I thought they would be great to help us out as well but there are none.

SMC:

Doesn't have clubs all year long. The next available list of active clubs & their contact information will be available 9/15/11. So all we can do is flyer their campus and make them aware of eat2meet once launch occurs then when 9/15 arrives I will get the list and we will be able to target clubs for maybe help by getting interns or just have them help us spread the word on campus.
http://www.smc.edu/associated_students/government_sites/ICC/as_government_ic_officers.htm

7. Look into when the Glow festival is being held. No new date has been posted. If it works with the launch date then we can go there and pass out bottle openers or something else. We need to hand out something that the patrons won't throw away. And other people will comment on. Glow is an art festival that occurs surrounding the pier. There is no set date for this years festival or if there is going to even be a one this year. I will watch their website to see when 2011 date is posted
 8. When September 30th comes around see how much traffic has come to the site to see how much of an impact the flyers are making in order to continue or change the pace of the guerilla marketing. Street marketing is really a trial and error based form of marketing. We have to try certain marketing tactics out to see if they work in getting web traffic and people to sign up as users for the site.
- B. Two weeks after launch and Guerilla Marketing is set into affect to increase traffic flow to website start using Twitter Adder and directing tweeters to our twitter which directs them to the website. The reasoning behind doing this a week after launch is to see how the website, flyers, and grocery bags have impacted the amount of traffic we are getting to the site as well as followers and fans on twitter and facebook. If twitter is lacking in friends this is a perfect way to start obtaining more followers. The more followers obtained the better chance we have to maximize exposure of the site online. If spamming is done at a good pace we can get even more twitter followers then just the flyers, advertisements, and word of mouth leading them into being active eat2meet users.
1. Run Twitter adder periodically through out the week in order to get followers and not get flagged for spamming. (Send 200 following requests every other day so not to get flagged as spam or draw attention to ourselves). After following followers give them 3 days to follow us back. To not get flagged for spam all people we are following that are not following us need to be removed from our follow list.
 2. Post informative copy everyday on facebook fan page to get the fans to share & comment on our page in order to get more "likes". Keep up communication with the fans to keep them interactive and interesting in anything posted on facebook to keep them using the eat2met site. The more "likes" we get on facebook the easier is for us to communicate with our users and tell them about updates and get their feedback on the site.

3. Use facebook page to post our link on other pages that local people visit or are fans of such as Santa Monica hotels, local restaurants, the resturants signed up with eat2meet, and so on.
- C. After a good amount of users are signed up for eat2meet then we spam the blog sites (maybe a month or two after launch) This will maximize our exposure online even more to outlets and people who might not hear about eat2meet through other sources.
1. Spam the whole local blogger list. If there is a way to comment, post, upload, any form of being able to get the word out about eat2meet on their site it should be done. We will post copy that will state something along the lines of “Hey there, do you like to meet new people, try new places, and eat some delicious food? Well we have the site for you. Eat2Meet is a social meet site where locals can meet other locals and then once acquainted online can go out and grab a bite to eat. To even sweeten the deal, you get 25% of your entire meal.” The link will be posted as well with the comment. This will show up on their site and their followers can be able to read and click the link taking them to eat2meet where they can sign up. It will maximize our exposure online in addition to everything already stated in the plan. Any way we can maximize eat2meet’s exposure online at no cost to the company should be taken advantage of in order to get more active users on the site.
 2. Contact local chiefs, food blogs, and list of writers so we can get the word out if they write blogs about the site. Go through the blogger list. Look through list and determine which blog sites are being updated on a daily basis and have the most followers (if able to see the number of followers they have because some blog sites have their follower list private)
- D. While all of A-C is going on there will be website display advertising going on as well which combined with all of our marketing efforts is the maximum exposure we can get using online and street marketing.
1. Facebook ads
 2. Linkedin ads
 3. SM Daily Press Online
 4. SM Daily Press Online
 5. LA Times
 6. Maybe StumbleUpon.com