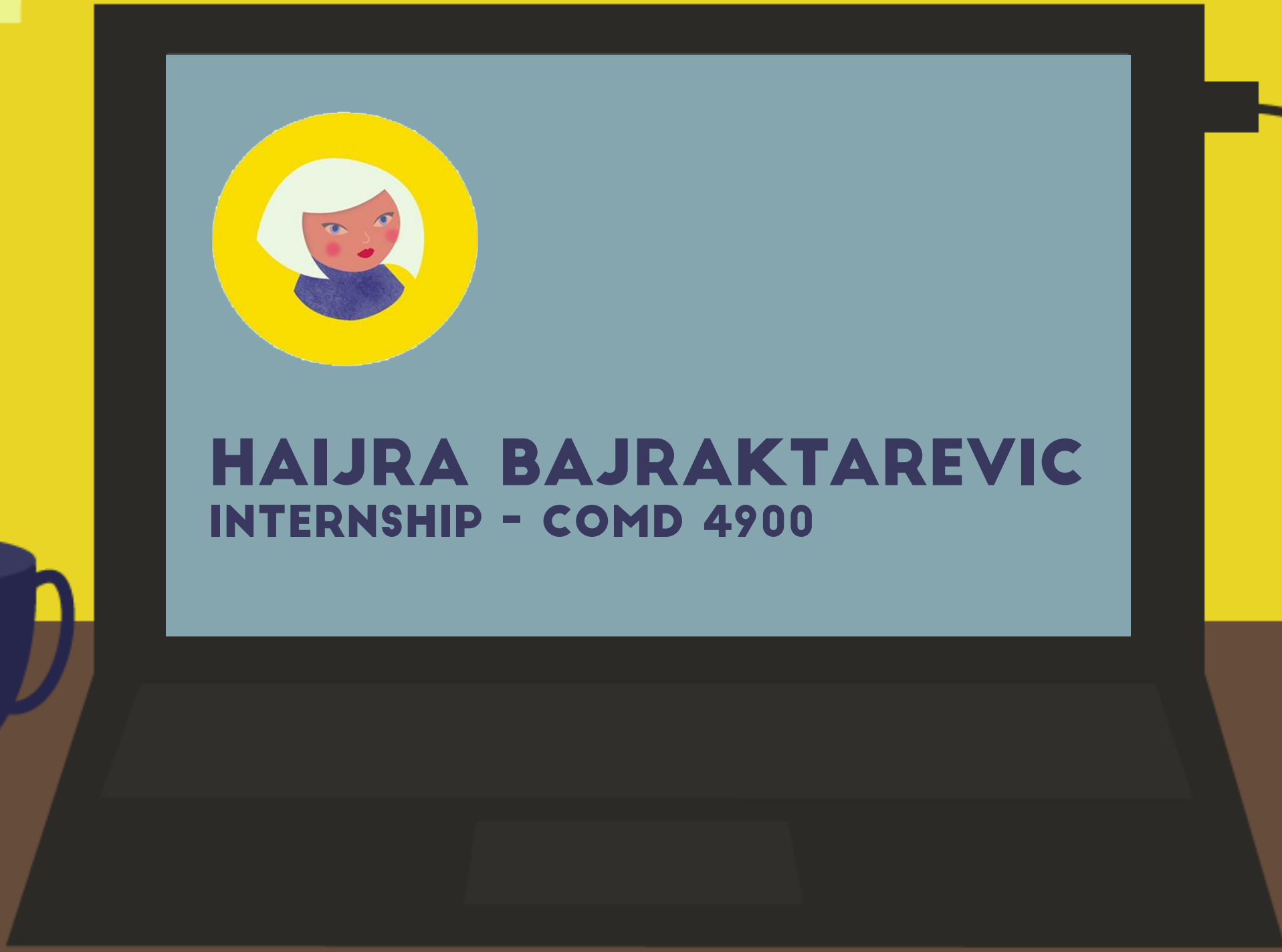


FIND  
MISSING  
SOCKS.

YOU  
CAN  
DO  
IT!

APPOINTMENT  
WITH CLIENT  
TOMORROW AT  
1PM.



**INTRODUCTIONS  
ARE IN ORDER**

# Komeeda

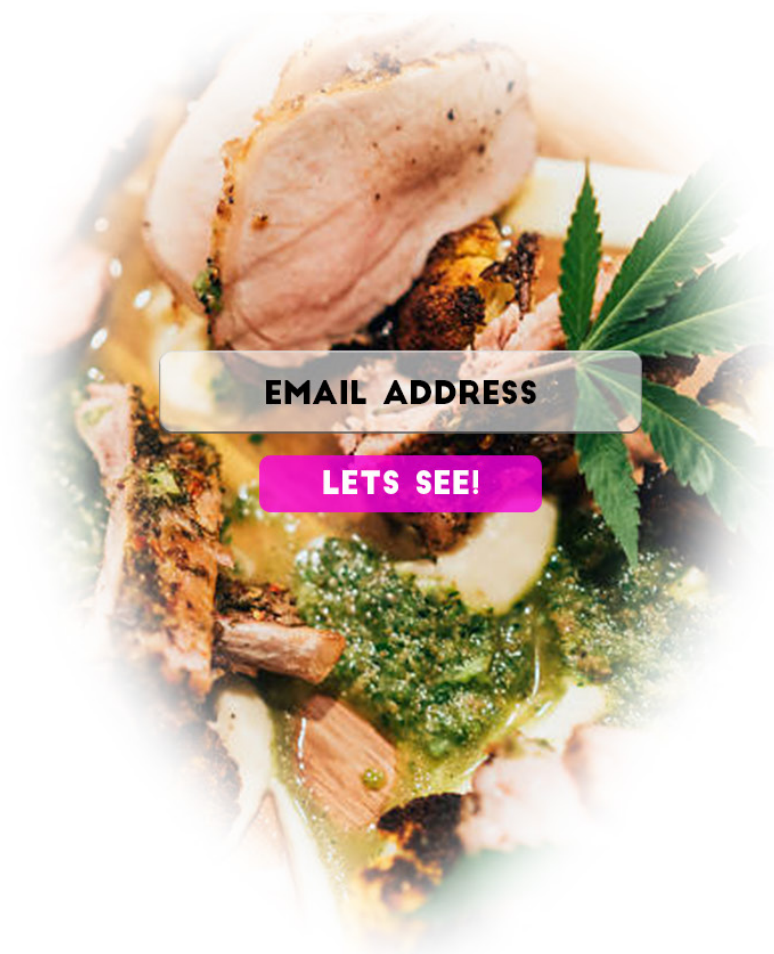
**CHANGING THE WAY WE EXPERIENCE  
FOOD THROUGH FUN FOOD EVENTS.  
BASED IN NYC BUT ALSO IN  
WASHINGTON D.C., & AUSTIN, TX.**

**WHAT DO I DO  
FOR KOMEEEDA?**

**I AM THE DESIGNER.**

**I WORKED ON BOTH MARKETING STRATEGIES  
ALONG WITH GRAPHIC ELEMENTS. THE WORK  
TOOK PLACE MONDAY-THURSDAY FROM  
10AM TO 6PM FROM HOME.**

**SOME OF MY WORK  
LOOKS LIKE THIS...**



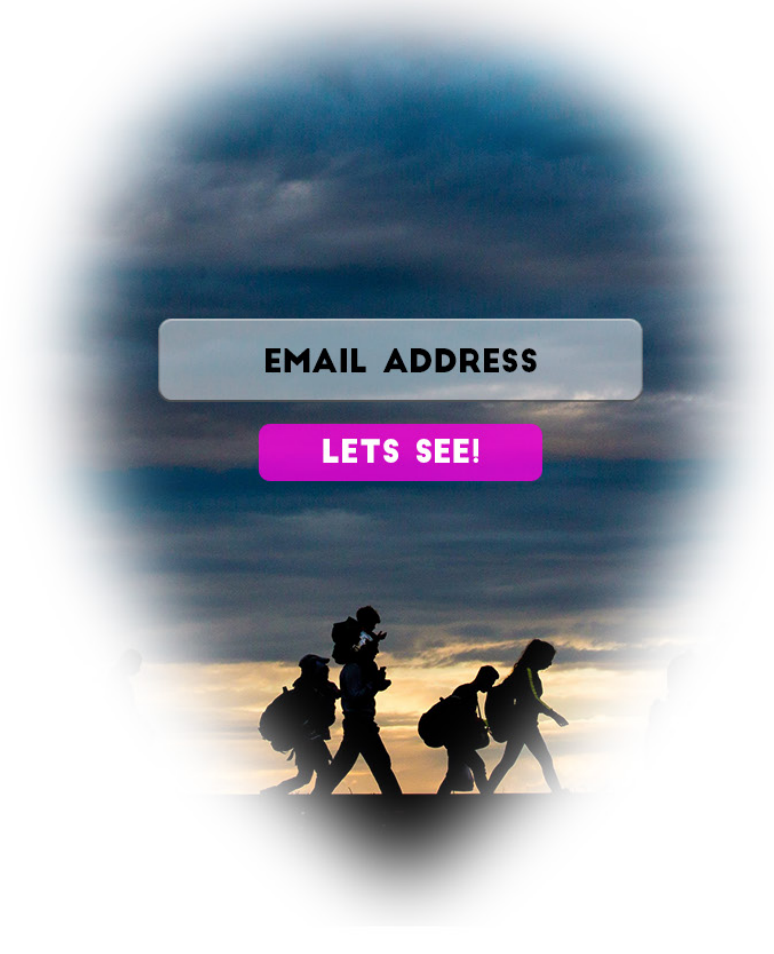
EMAIL ADDRESS

LETS SEE!



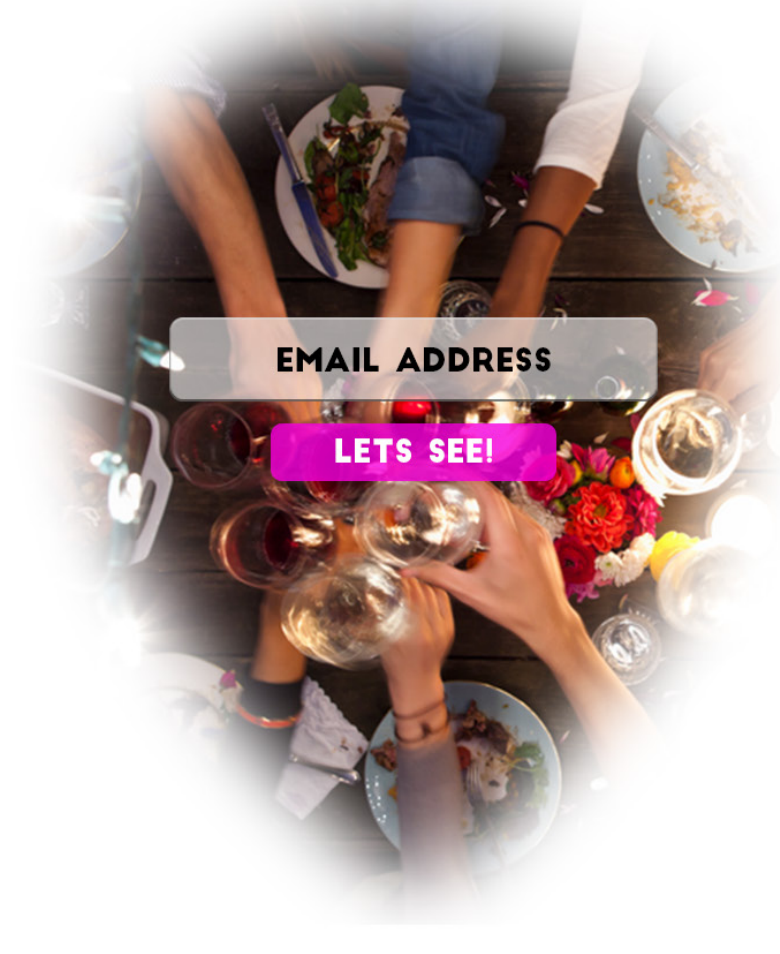
EMAIL ADDRESS

LETS SEE!



EMAIL ADDRESS

LETS SEE!



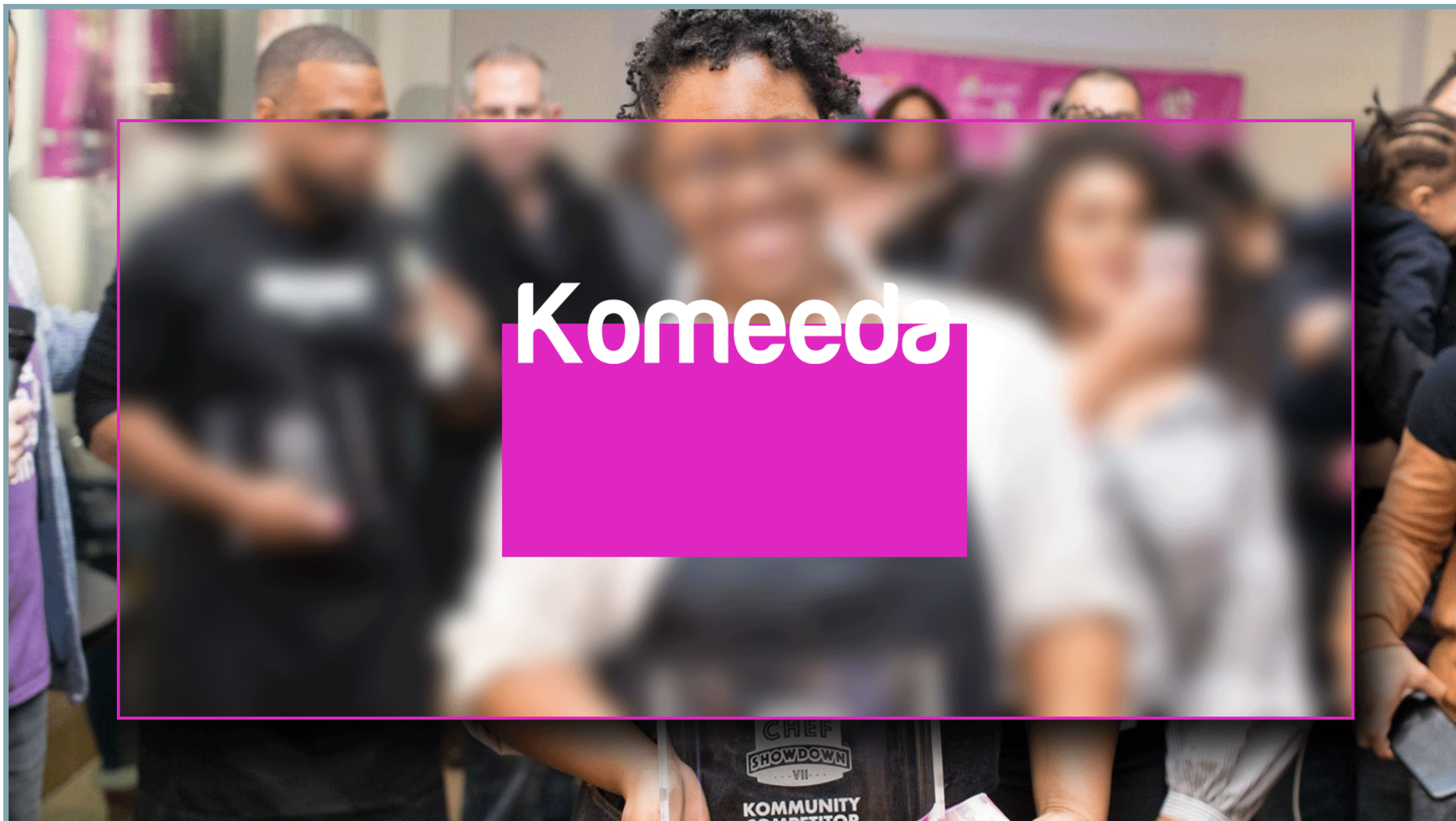
EMAIL ADDRESS

LETS SEE!

FIRST  
IDEA FOR  
LANDING  
PAGES







**\* THE BUTTONS ARE TO BE PLUGGED IN USING MAILCHIMP.**

**MARKETING**



## Facebook

Komeeda as of June 14, 2018 has

**1,747 Likes**

**1,724 Followers**

**Post scheduling:**

Inconsistent, last two posts were a month apart.

**Comments:**

Approximately 0 to 1 comments per post.

**Likes:**

In the past 6 months  
Range: 0-25  
Median: 5  
Only 1 post exceeded at 249 likes during this year.

**Shares:**

The most shares received in the past 6 months is 3.  
\*The more shared the more likes on the post.\*

**What do we do from this point?**

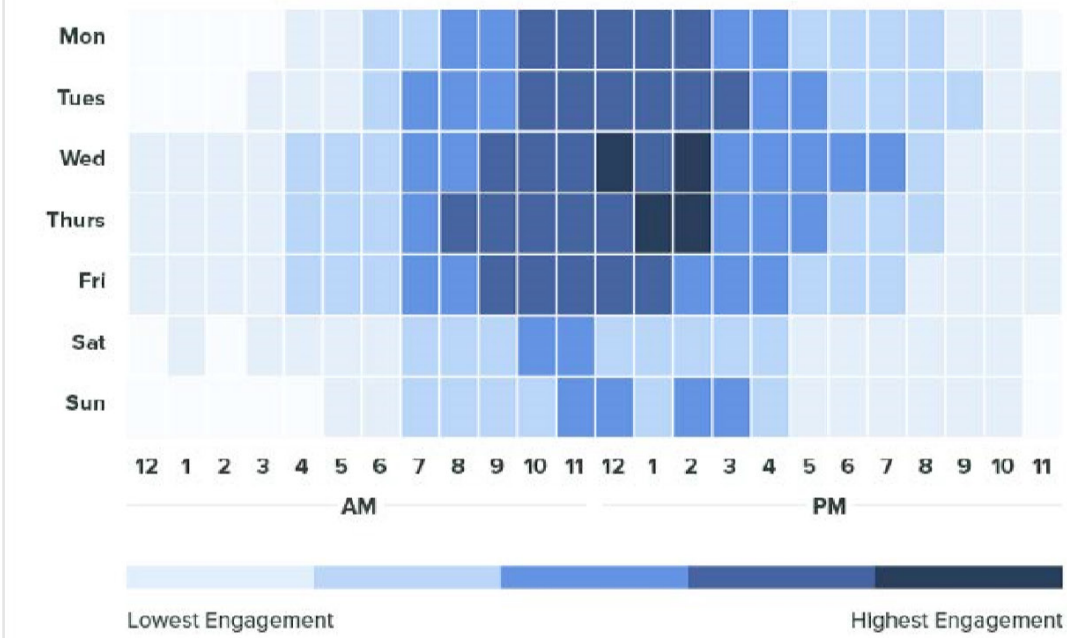
- We need to explore competitor Facebook pages and adopt tactics that are driving in more interaction.
- Create a pre scheduled posting schedule for each month.
- Create more material and watch how the audience responds to them; videography, images, articles, graphics.



## Facebook

### Facebook Global Engagement

sproutsocial



\* The following graph is credited too: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

**Scheduling:**

- The best times to post on Facebook are Wednesday at noon and 2 p.m. and Thursday at 1 and 2 p.m.
- Thursday is the best day to post on Facebook in the week.
- The safest times to post include weekdays from 10 a.m. to 3 p.m.
- Saturday has the least amount of engagement for Facebook in the week.
- Evenings and early mornings have the least amount of engagement in the day.



## Facebook

### July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 • 11am-1pm post to Facebook if content is available.	3 ▲ 10am-2pm post to Facebook	4 ■ 12pm-2pm post to Facebook	5 ■ 1pm-2pm post to Facebook	6 • 11am-1pm post to Facebook if content is available.	7
8	9 • 11am-1pm post to Facebook if content is available.	10 ▲ 10am-2pm post to Facebook	11 ■ 12pm-2pm post to Facebook	12 ■ 1pm-2pm post to Facebook	13 • 11am-1pm post to Facebook if content is available.	14
15	16 • 11am-1pm post to Facebook if content is available.	17 ▲ 10am-2pm post to Facebook	18 ■ 12pm-2pm post to Facebook	19 ■ 1pm-2pm post to Facebook	20 • 11am-1pm post to Facebook if content is available.	21
22	23 • 11am-1pm post to Facebook if content is available.	24 ▲ 10am-2pm post to Facebook	25 ■ 12pm-2pm post to Facebook	26 ■ 1pm-2pm post to Facebook	27 • 11am-1pm post to Facebook if content is available.	28
29	30 • 11am-1pm post to Facebook if content is available.	31 ▲ 10am-2pm post to Facebook	<b>Keys:</b> ■ <b>MUST</b> post during this date/time ● Don't bother posting, leave engaging dates. ▲ Post shoutouts to businesses, chefs, bloggers who have/are supporting your brand.			



## Facebook

**Competitors:**

### Top Food Pages

**Food INSIDER**

- 8.5 million likes
- 8.6 million followers
- Small amount of likes and comments on article/image posts but large number of likes, comments and shares on video posts.

**Tasty**

- 1.3 million followers
- Posts are majority videography, they post almost always at 3pm everyday.
- History gets more views and interaction. Example how did noodles come to be? Who created the idea of cronuts...Etc..

### NYC Food Page

**NYC Food & Drink Guide**

- 28,850 likes
- 30,119 followers
- Consistent posts: only events.
- The interaction is not as high but grows on posts related to desserts, coffee and neighborhood targeting(Ex: Bushwick fest).

**Conclusion:**

- Facebook interaction is higher on video's.
- Posts that relate to locations, current events (domestic and internationally), controversial convo's, and creative food crafts will get more interaction.
- Consistent posting schedule.

**WHAT DO I TAKE FROM  
THIS INTERNSHIP?**

- 1. TIME MANAGEMENT**
- 2. ORGANIZATION**
- 3. COMMUNICATION**
- 4. FREELANCE LIFESTYLE**
- 5. EDITING SKILLS**
- 6. CONNECTIONS**

**OVERALL GREAT  
EXPERIENCE!**