

01

*M-Team presents*

# OMGSQUEE



FALL 2020

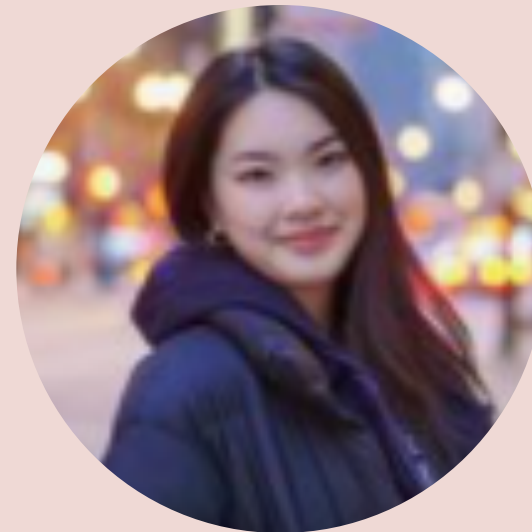
# Meet the Team



JOANN CHEN  
Team Lead  
Junior Marketing Major



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Sophomore Marketing Major



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Marketing Analyst  
Sophomore Marketing Major



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Communication Major



TYLER TRAN  
Marketing Analyst  
Freshman Undeclared Business



# SEMESTER OBJECTIVES

03

01

## OBJECTIVE 1

Improve social media marketing, specifically Instagram promotions.

02

## OBJECTIVE 2

Create an email marketing template and recommendations.

03

## OBJECTIVE 3

Design a holiday promotional campaign.

# INSTAGRAM SUGGESTIONS AND RESEARCH FINDINGS



# SECONDARY DATA

Competitor Analysis, Industry Research, Promotional  
Strategies, Product Research

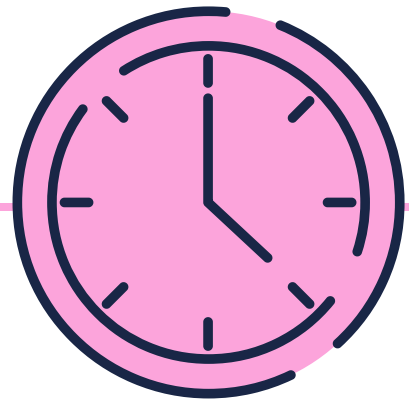


# PRIMARY DATA

SURVEYS AND INTERVIEWS

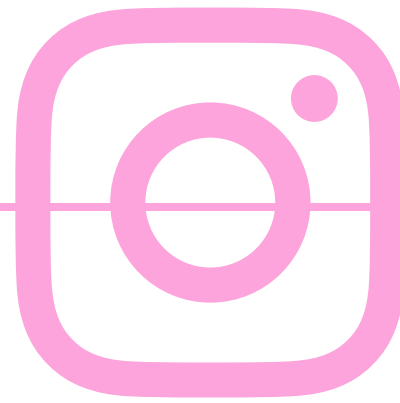


# SURVEY RESULTS



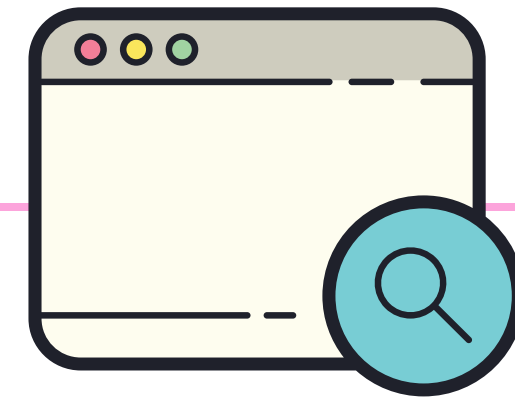
## OPTIMAL TIMES

8-10 PM is the most  
active time  
5-7 PM



## INSTAGRAM DATA

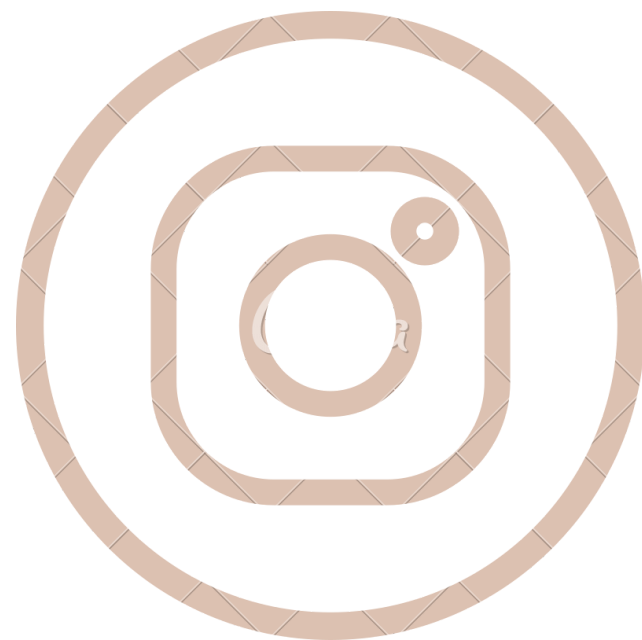
How often people login,  
hashtags, important  
factors,



## RECOMMENDATION SOURCES

Top two sources, most popular  
source

# INTERVIEW TAKEAWAYS



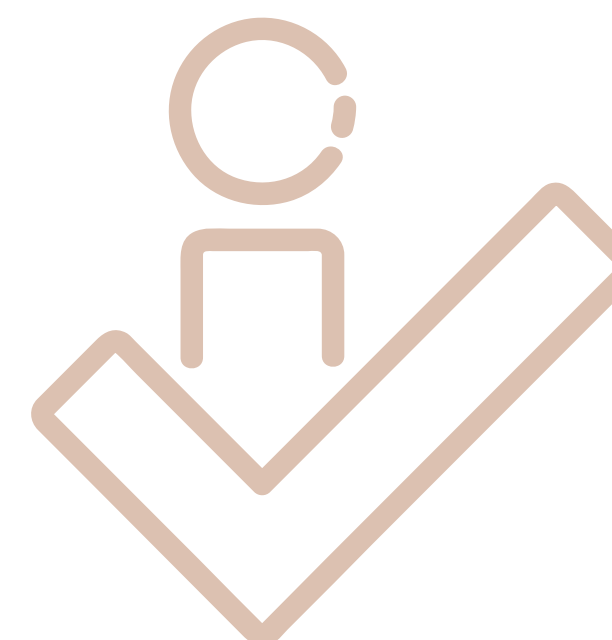
## INSTAGRAM POSTS

variety of angles,  
purposeful high quality  
people photos,  
backgrounds



## EMAIL MARKETING

subject lines, interesting  
content, flavor updates,  
promotions, exclusivity



## FOLLOWING MOTIVATIONS

aesthetic theme,  
uniqueness, reviews,  
updates, discounts

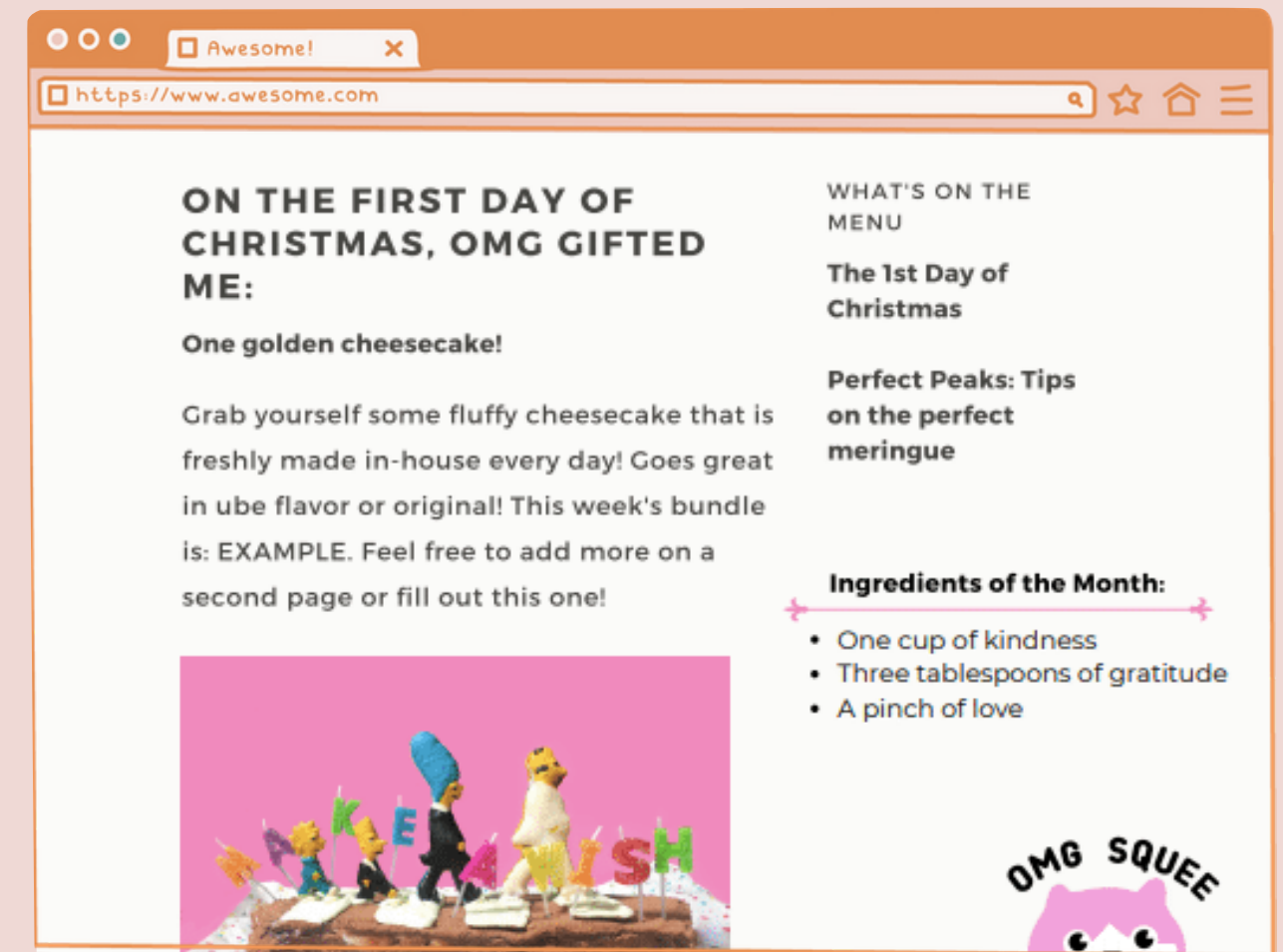
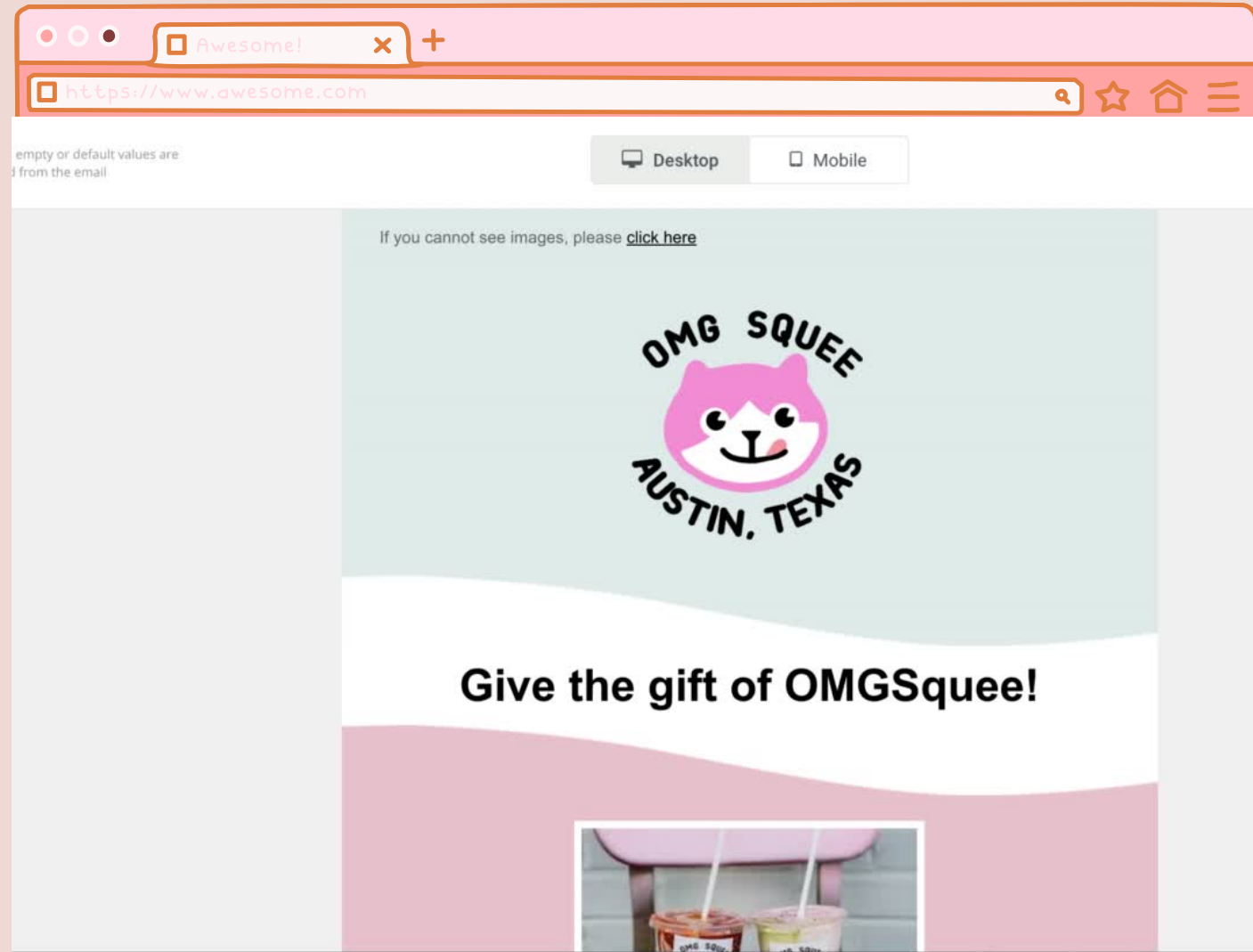


# EMAIL MARKETING CAMPAIGN



IO

Flavors, recipes, interesting articles, preview menu, promotions, weekly flavors

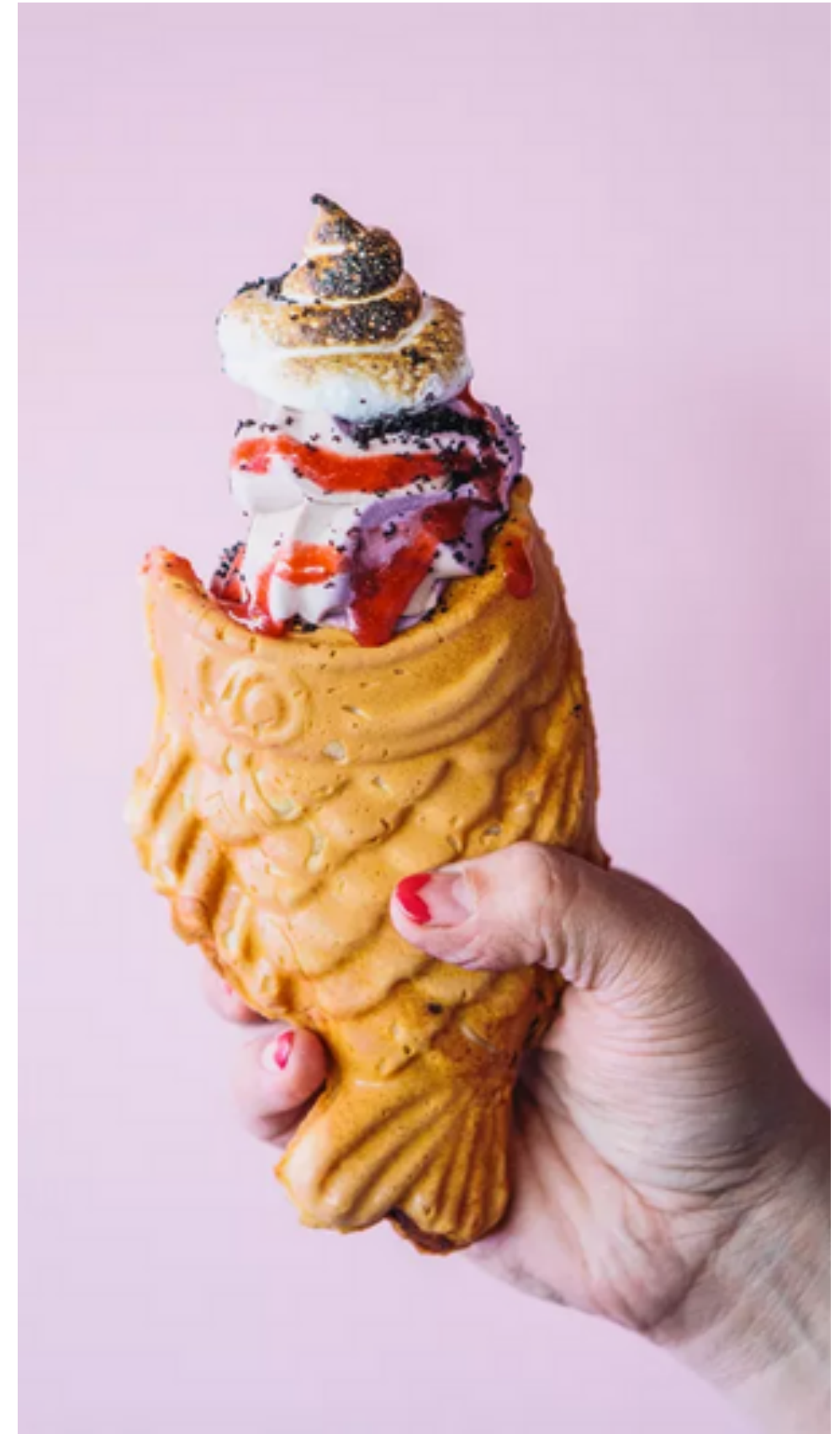


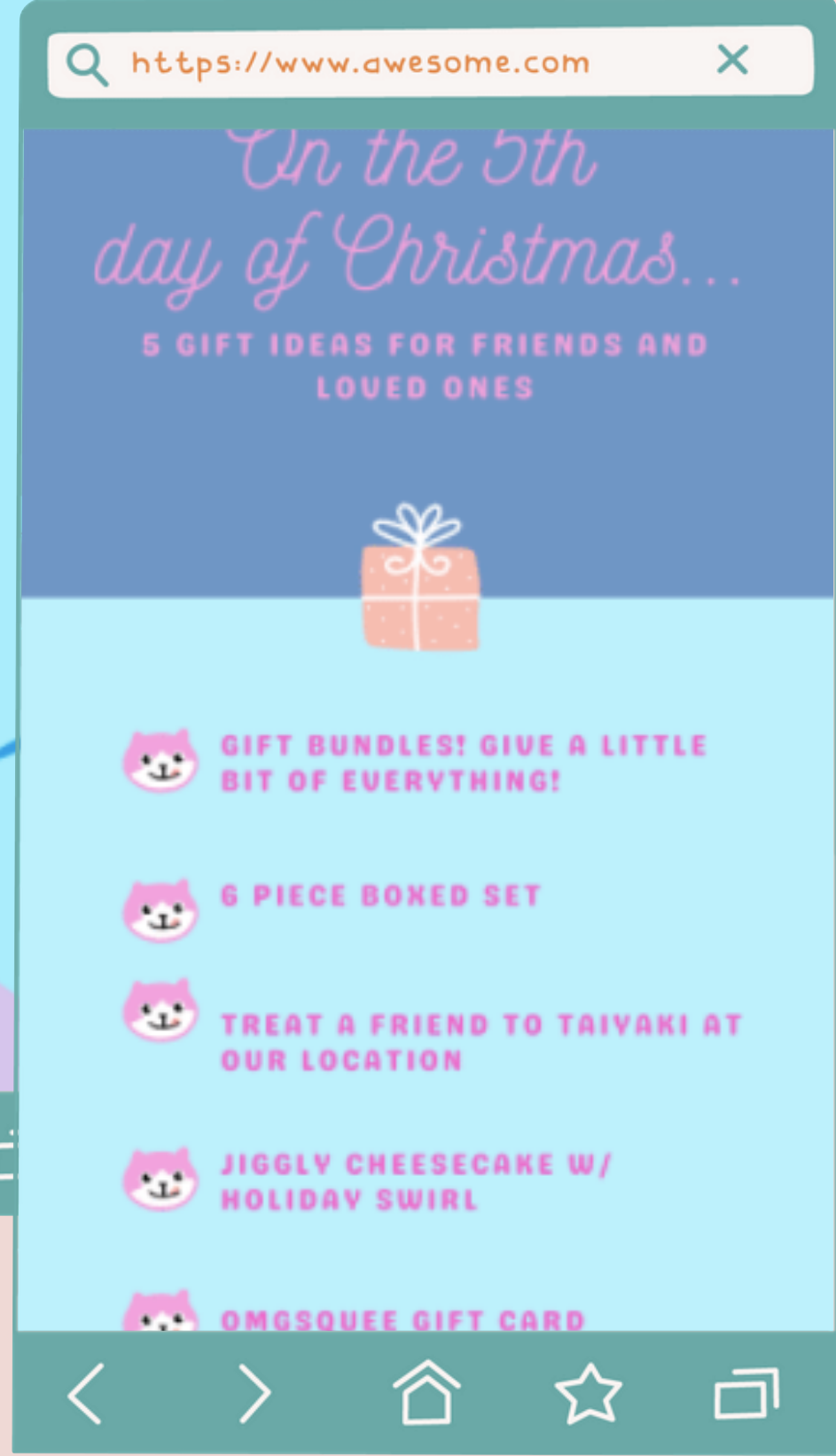
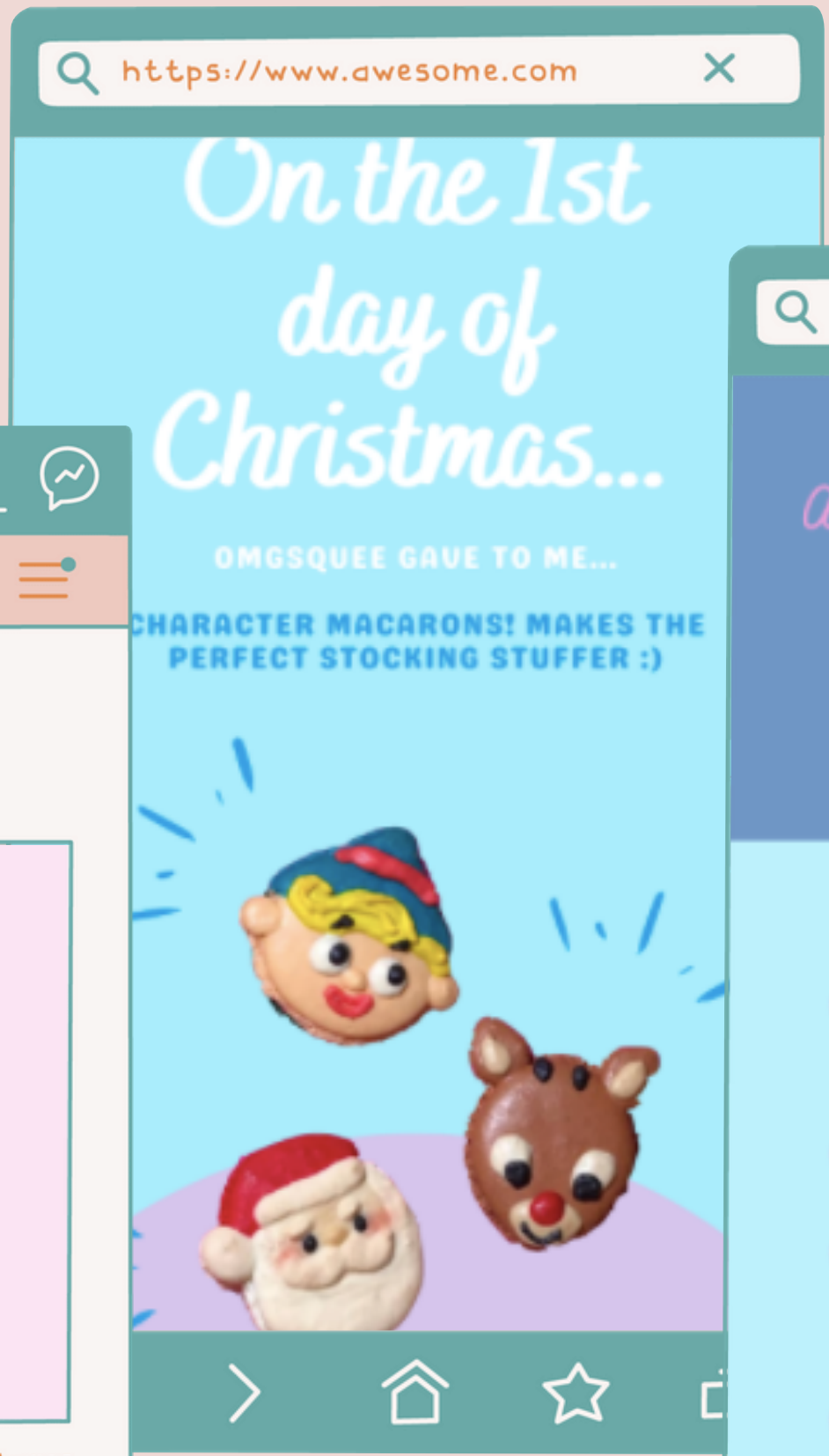
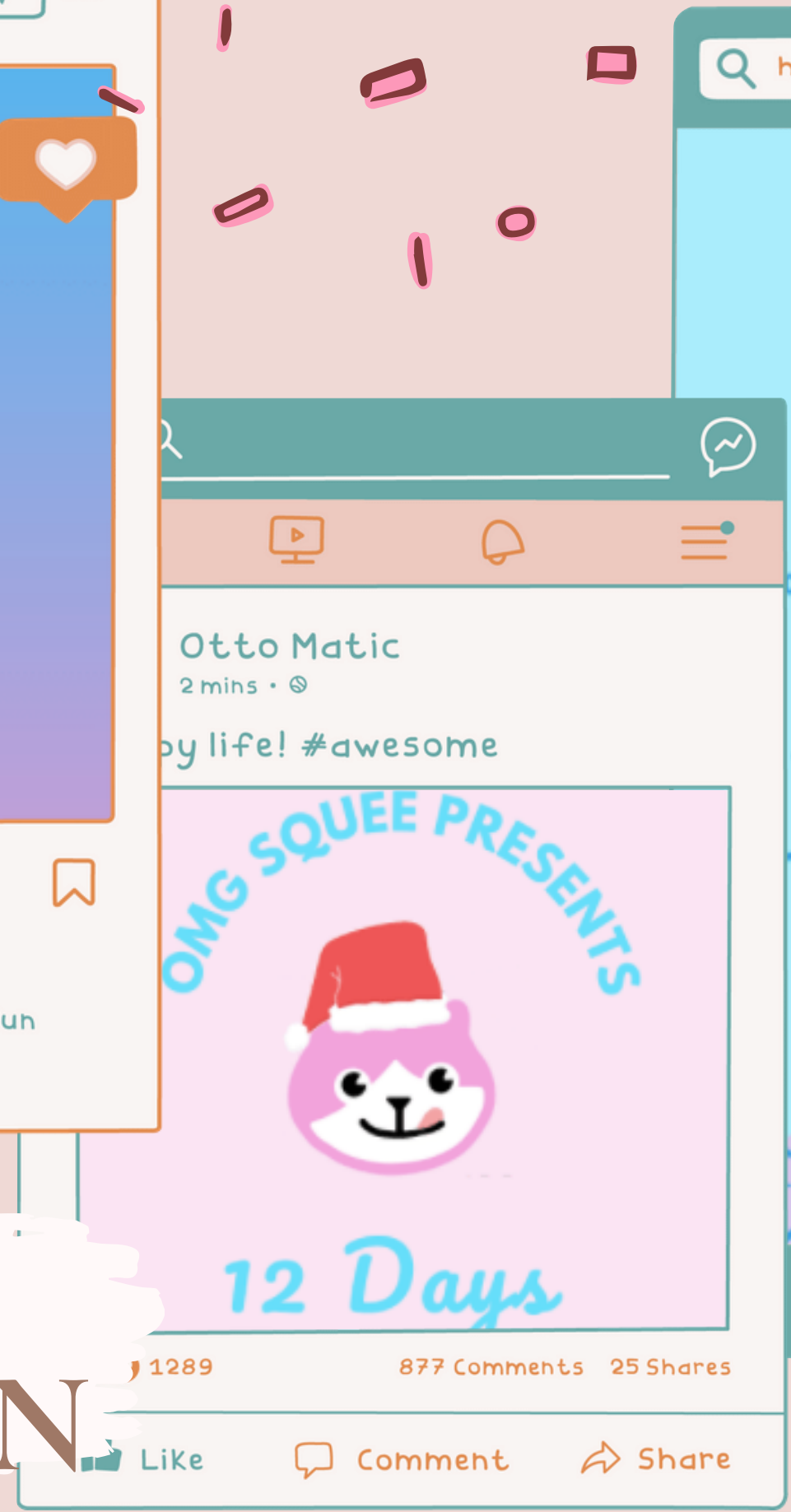
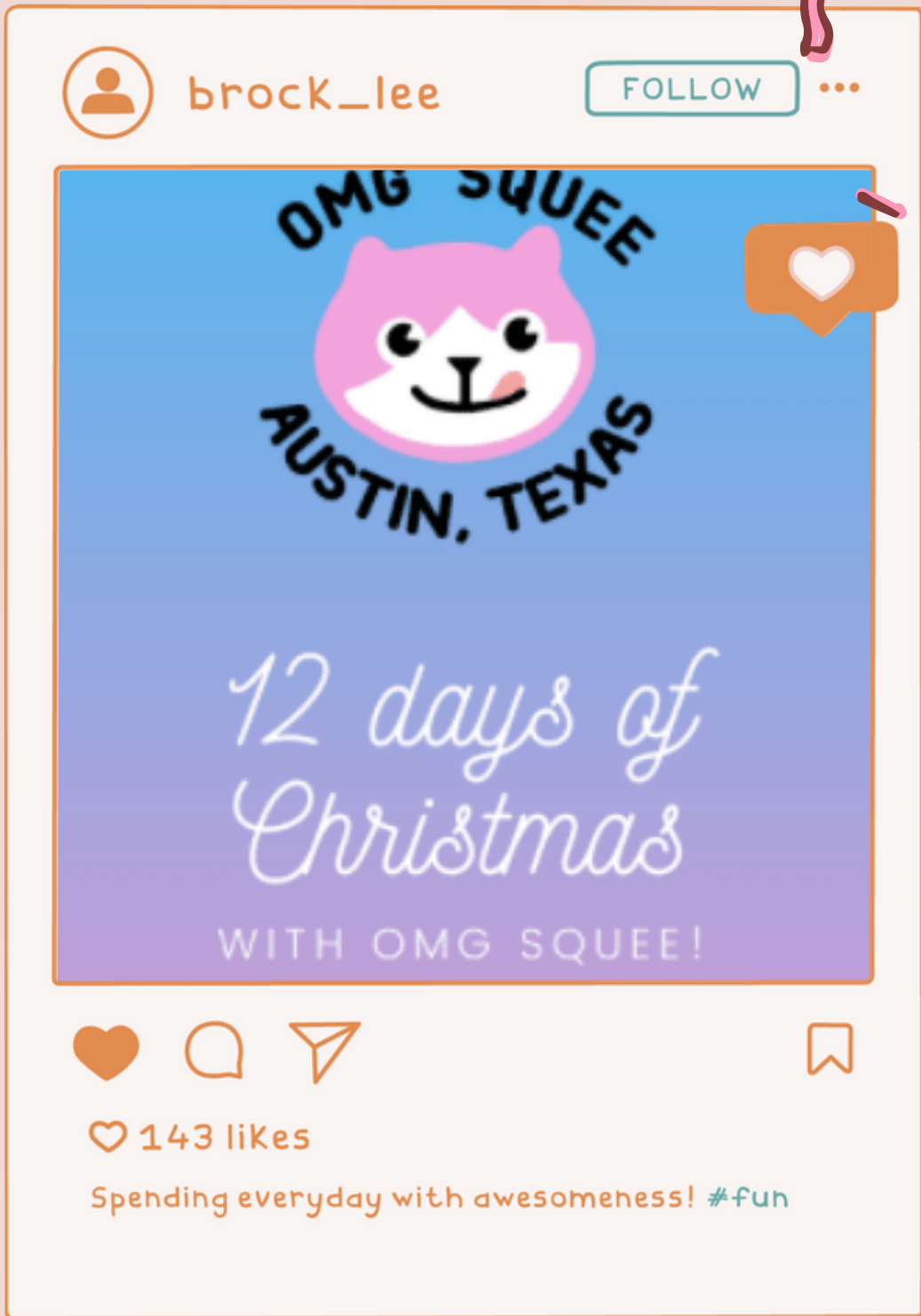
# EMAIL TEMPLATE

II

# HOLIDAY PROMOTION

03





# HOLIDAY PROMOTION

# KEY PERFORMANCE INDICATORS



# KEY PERFORMANCE INDICATORS

01  
**INSTAGRAM PROMOTIONS**

KPI: online leads,  
visit/order numbers,  
Instagram likes,  
Instagram followers

02  
**EMAIL MARKETING**

KPI: subscriptions,  
visits/orders, website  
traffic

03  
**HOLIDAY PROMOTION**

KPI: website traffic,  
social media traffic,  
visits/orders

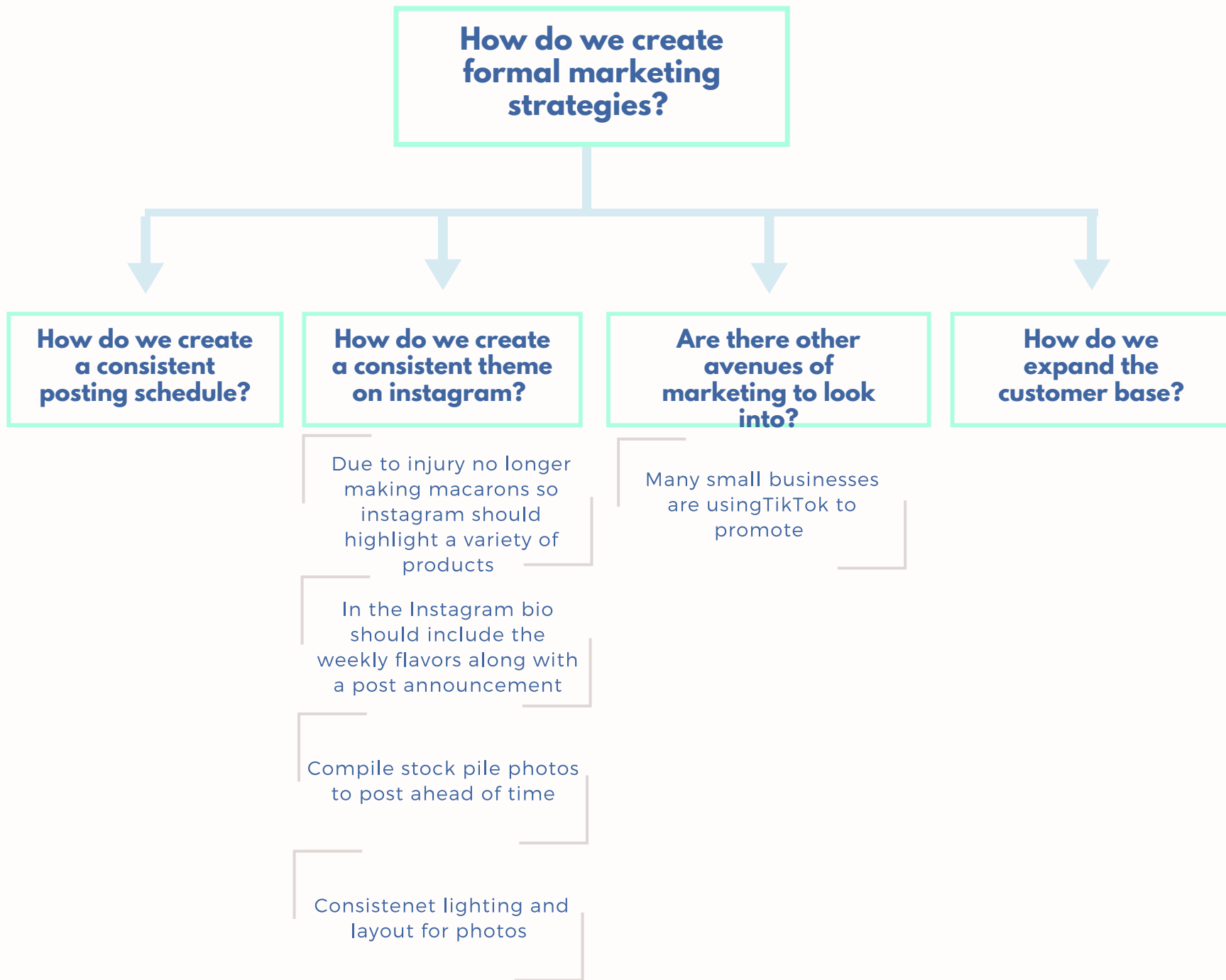
THANK  
*Thank You*  
YOU

A hand is holding a waffle cone ice cream. The cone is golden-brown and has a scalloped pattern. The ice cream is white and is topped with a chocolate drizzle, red and white sprinkles, and several fresh strawberries. The background is a light purple wall.

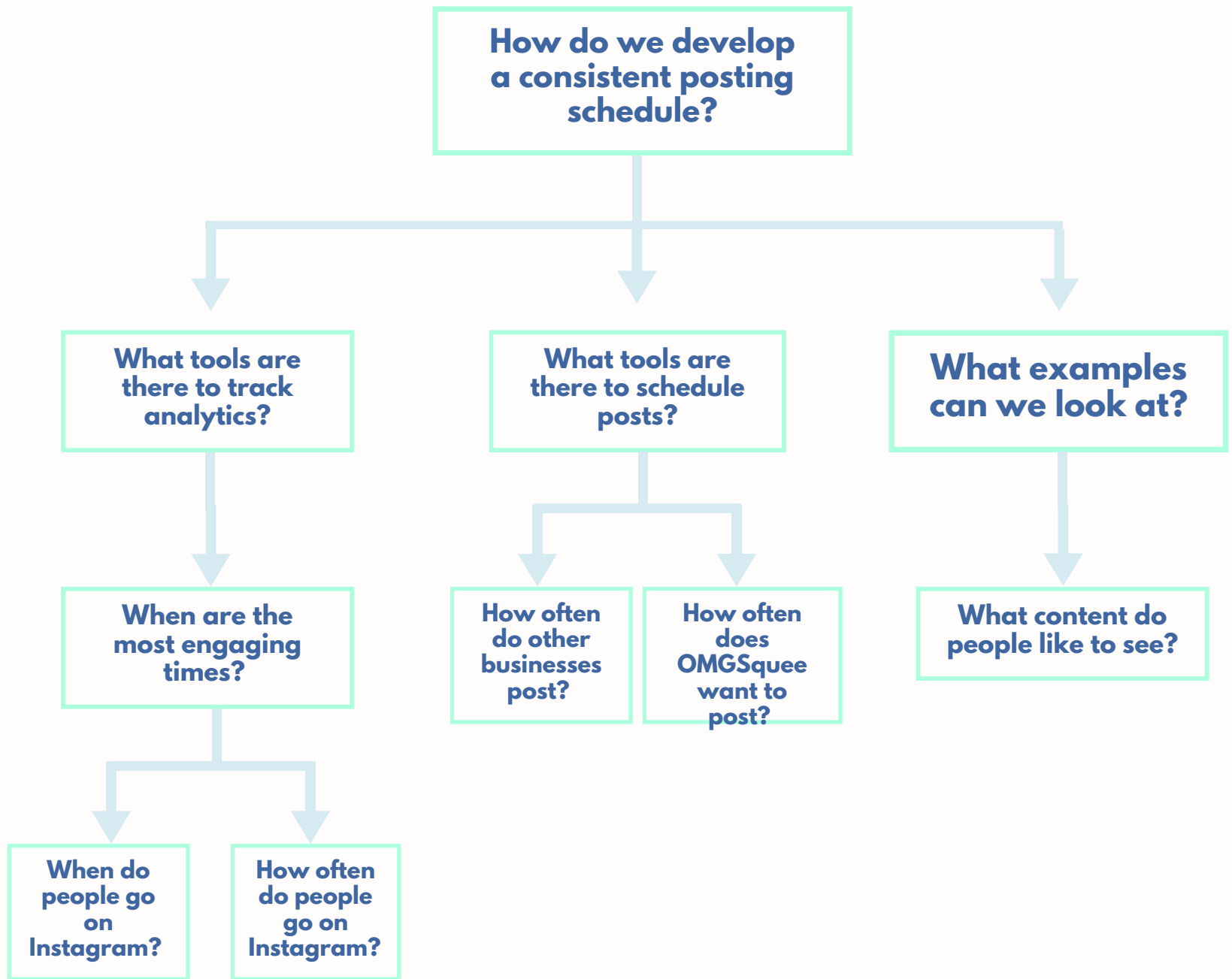
# APPENDIX



# OMGSQUEE LOGIC TREE



# CONSISTENT POSTING SCHEDULE



# CONSISTENT INSTAGRAM THEME

**How do we create a consistent theme on Instagram?**

**What accounts should we model off of?**

Great example is Honey Butter's Instagram account

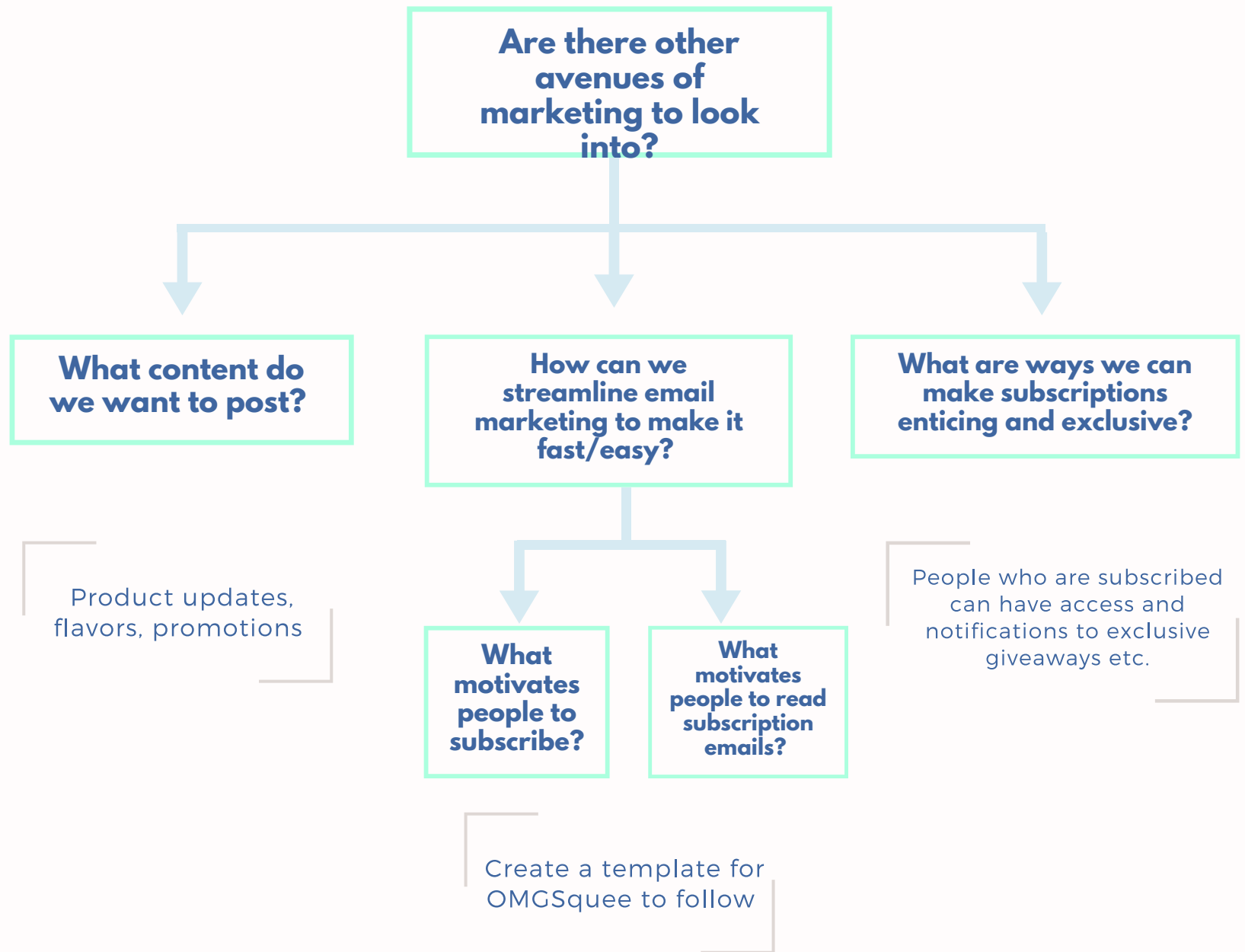
**What kind of products/content should we post?**

Variety of products posted randomly

**How should we edit photos?**

Consider lighting, photography angles, and presets

# OTHER MARKETING STRATEGIES



# CUSTOMER BASE

How do we expand their customer base?

How can we ship and deliver food?

How can we use promotions to get more customers?

What makes people try new food places?

How do people hear about food places?

Look into different delivery services ie: Uber

Look into packaging that won't allow the icecream to melt

If you give a review can choose a free topping

If you post or follow then you get a free macaron

- Snowy Village
  - Products
    - Rice balls
    - Shaved ice
    - Taiyaki
  - Location
    - Next to 85 degrees C and 99
    - Central location of a popular asian square
    - More asians will come to this area and are more inclined to buy their asian inspired products
- SnoMo
  - Products
    - Shaved Ice
    - Known to be better quality than Snowy Village
  - Location
    - Inside H mart
    - Shoppers can come eat before and after shopping
- 85 Degrees C Bakery
  - Products
    - Asian Bread
    - Asian cakes
    - Drinks-boba, smoothies, coffee, sea salt series
    - Egg tarts
    - Cream puffs
  - Chain
  - Location
    - Near 99 and Snowy Village
  - Well-known brand
  - Good social media presence
  - New products for holidays
    - Lunar Festival-moon cakes
    - October-pumpkin flavored products
- Feng Cha
  - Products
    - Drinks-smoothies, boba
    - Cakes -boba cake
  - Aesthetic
    - Very Instagrammable
  - Chain
  - Location-right next to Walmart

## Industry Trends

### Asian-Inspired Foods/Desserts + General Baked Goods

- Black Sugar: used to sweeten drinks and desserts, has a more rich flavor from the molasses, popular trends include black sugar drinks from Tiger Sugar
- Ube/Purple yam: increasingly popular for its natural smoothness and creaminess, and OMGSquee has offered Ube flavored products before (Ube coffee milkshakes, Ube soft serve, Ube japanese cheesecake)
- Environmentally friendly packaging - something to consider is that OMGSquee uses plastic packaging for a lot of their products - macarons are put in plastic bags, their ready to make drink pouches are also plastic
  - If possible, should look into more environmentally friendly ways of packaging goods
- People are looking for more innovative desserts - oftentimes people will try new desserts/places because they've seen them go viral on Instagram
  - Things that are aesthetically pleasing and "Instagrammable" are more popular as well
  - This applies to the location as well - if people like the aesthetic of the interior, they're more likely to visit so they can take photos as well
    - Beneficial because not only are they more likely to visit, but when they post those photos they're sharing your location/brand with their followers
- Unusual ice cream flavors - offers something new that people haven't tried before. I would say that OMGSquee does a decent job of this - some notable flavors I've seen include red velvet, cereal milk, and ube
- "Adult" version of desserts - desserts that include a bit of alcohol in them
- Healthy versions - all of OMGSquee's products are gluten free!

## Features

- **TV**
- Made thai tea ganache on Fox 7 Austin
- Made japanese cheesecake on Studio 512 (part of KXAN Austin)
- **News Articles**
- Eater articles (LINKED, all written by Nadia Chaudhury)
  - [27 Outstanding Bakeries for Baked Goods in Austin](#) (list)
  - [Where to Find Special Cakes for Pickups and Delivery in Austin Right Now](#) (list)
  - [22 Austin Restaurants With Excellent Gluten-Free Options](#) (list)
  - [East Austin Bakery OMG Squee Will Definitely Make You Squee](#) (spotlight)
  - [Adorable New Bakery Brings Totoro Macarons and Jiggly Japanese Cheesecakes to Govalle](#) (spotlight)
- Promoted as a Tex-Asian bakery with all GF options, signature macarons (as well as cheesecake, taiyaki, and drinks), and curbside pickup
- Austin CultureMap
  - [Outrageous new sweets shop brings squee-worthy desserts to East Austin](#)
- Austin Women
  - [Sarah Lim of OMG! Squee brings kawaii to Austin with her Japanese sweets.](#)
  - This article focuses more on Sarah Lim (the creator); desire for more asian representation in Austin, also a UT Austin alumni (**could we do something with this?**)

## Merchandise

- They sell shirts with their logo
  - A little hard to find on the website - there's no page for it but it's on the menu when you order online (but they might also sell it in store?)
- E-gift cards also sold on website





## **Events**

- Had a booth at CraftHER market, a virtual and curbside marketplace produced by bbatx, showcasing the talent of women and nonbinary makers in Texas (oct 2019)
- 5,000 people showed up
- <https://www.instagram.com/p/B3mgzCI3Ew/>

## **Giveaways/Discounts**

- Hosted giveaways after hitting a certain amount of followers
- Flash giveaways partnering with food accounts (@atxfoodchronicles)
  - Standard follow the account, like post, tag people, and share on story as a bonus
  - Shirts, gift credit, bakeries, and other goodies
  - <https://www.facebook.com/squeeclub/photos/a.1950034108635217/2052096155095678/>
- Happy hour discounts (christmas eve)
  - \$6 taiyaki, \$1 off all drinks
  - <https://www.facebook.com/squeeclub/posts/2220425921596033>

## **Channels**

- [Instagram](#)
  - Does a good job with posting features, giveaways, has a linktree, and doesn't overwhelm followers with promotional content
- [Facebook](#)
  - Similar posts as their ig
  - Describes the flavors, which is helpful because they have a lot of specialty flavors, also their customers may not be familiar
- [Website](#)
  - Also good and easy to navigate
- Email subscription
  - I subscribed but haven't been sent anything yet

- Main selling item-(specialize in cheesecake but only one type) started off as macarons then went to cheesecake and then taiyaki (what can we promote for you?) -Tyler
  - Look into customer feedback on current products(what's good and what's bad)
  - Poll on instagram for what flavors for next week-customer interactive which is good

## Products

### Weekly menu:

- \$34 Japanese Cheesecake (Ube, Swirl, Classic) w/ various toppings
  - ADVANCE ORDERING Ube/Classic Cheesecake
- \$4.50 Taiyaki (Sausage, mayo, cream cheese, ham/cheese, nutella, sweet red bean
  - NO custard flavor even though it's possible to create GF.
- \$2.25/each Macarons (Cookies n Cream, Fruity Pebbles, DDL, Rose and Rasp., Pistachio, Strawberry/Matcha, Black Sesame)
- \$5.00 - \$5.75 Matcha Drinks
  - Milk Tea, Strawberry Rose Milk Tea, Vietnamese Coffee, DDL)
- \$4.00 Milk Teas
  - Survival kits (4 for 3)
  - Thai Tea
  - HK Milk Tea
  - Viet Coffee
  - SR Milk Tea
  - DDL
  - No Boba/Tapioca

### WEEKEND ONLY:

- \$6.75 Ube Taiyaki Soft Serve
- \$5.00 Cup of Ube Soft Serve
- \$8.50 Squee Halo Halo

### SEASONAL

Mooncakes (pre-order)

**Notes:** Seems like pan-asian cuisine. We have viet cold brew, Pinoy Ube, taiyaki, macarons (?), etc.

## From Reviews on **Yelp** and **Google** (22 + 33 Reviews):

- Negatives:
  - 4 Drinks are **not strong enough / too sweet** (4/21) (2/2)(1/18)
    - (10/3)
  - 3 Cheesecake is **expensive** but worth it. (4/8) (2/23)(1/21)
  - 5 Ice cream is **icy and not creamy** (2/23) (02/3) (2/1) (1/18)
    - (9/7)

- **1 Macarons** were **not good** (1/18)
- **1 Taiyaki** filling was not enough (9/7)
- **1 Menu hard to understand** (02/3)
- **1 Tapioca Pearls** (4/8)
- **3 Slow service** or **Out of stock** (2/23) (1/18)
  - (10/3)
- **Positives:**
  - **14 Taiyaki** was delicious (8/22) (7/15) (2/17) (2/3) (2/1) (1/28) (1/18) (1/13)
    - (1(0/6) (9/6)(8/6)(2/7)(2/5)(1/7)
  - **12 Ice cream** was delicious (8/22) (7/15) (2/17) (2/2) (1/28)
    - (10/6) (9/27)(10/5)(8/7)(7/7)(3/7)(1/7)
  - **10 Jiggly Cheesecake** delicious (7/15) (4/8) (2/23) (1/18) (1/13)
    - (10/6)(6/7)(3/7)(3/7)(2/7)
  - **4 Milk tea** was good (4/8) (2/17) (1/18)
    - (9/6)(10/5)
  - **14 Macarons** were delicious (7/15) (3/9) (2/3) (2/2) (1/28)
    - (10/6)(9/27)(9/7)(8/7)(7/7)(4/7)(3/7)(2/7)(1/9)
  - **1 Red Bean Paste** was **Delicious** (2/17)
  - **1 Milk tea** (specifically the Survival Kit) was interesting (4/21)
  - **3 Toppings were great** (7/7) (2/7)(1/7)

Non-Product breakdown:

- **3 Easy to order** and **good curbside pickup**(8/22) (7/15)
  - (10/4)
- **4 Beautiful colors/plating/product design** (8/2) (2/29)
  - (10/4)(3/7)(1/7)
- **4 Excited to see menu expansion/ new flavors** (8/22) (8/2) (2/17)
  - (2/7)
- **5 Mentions of Gluten Free advantage** (1/28) (3/9)
  - (8/7)(1/7)(1/7)
- **1 Macarons** were relatively **Well Priced** (3/9)
- **3 Customer service was excellent** (8/7)(3/7)(3/5)(2/7)(2/7)
- **1 cute store front** (2/7)

Notes: Taiyaki seems like the most popular item, with ice cream/ cheesecake being close second. Not a lot of mentions that everything is GF. Could be worth seeing what flavors people like the best/ want to see to further appeal, haven't seen the flavor form on IG. THEY USED TO HAVE CUSTARD

Questions: