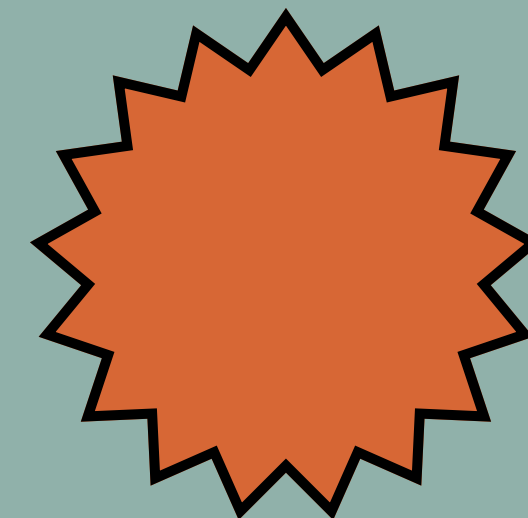


# SATCHEL'S PIZZA



## CONTENT MARKETING CAMPAIGN

### MAY 2023 – MAY 2026



# PURPOSE

The purpose of this proposal is for Satchel's Pizza to attract and retain customers by creating and distributing valuable, relevant, and entertaining content. The primary goal of the campaign is to increase brand awareness, engagement, and loyalty among potential and existing customers. Overall, a content marketing campaign would be an effective way for Satchel's Pizza to build its brand, engage with its target audience, and drive business growth.



# OPENING STATEMENT

# OVERVIEW & GOALS

Satchel's Pizza is a popular pizza restaurant that was founded in 2003 by Satchel Raye, who wanted to create a unique dining experience that combined his passion for pizza with his love of art and music. Satchel's Pizza has received numerous accolades over the years, including being named one of the "Top 33 Pizzas on Earth" by the Wall Street Journal, and being featured on the Food Network's "Diners, Drive-Ins and Dives." A marketing campaign would continue to drive customers to the restaurant by positioning Satchel's Pizza as a go-to destination for pizza lovers, educating customers about the brand, increasing social media engagement, and enhancing customer loyalty. This campaign would last three consecutive years and run from May 2023 to May 2026.

# TARGET AUDIENCE

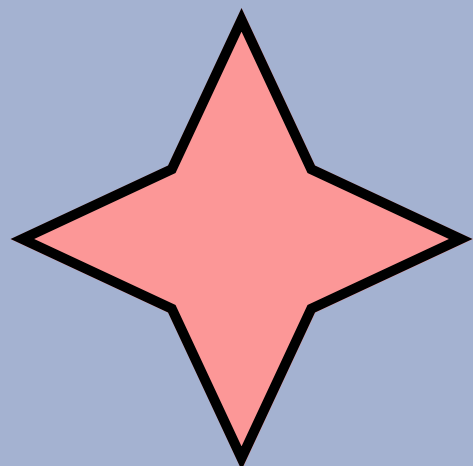
Given the restaurant's reputation for its eclectic and quirky atmosphere., Satchel's Pizza has a diverse and inclusive audience. The restaurant's unique décor, live music, and events may appeal to a younger, alternative crowd, while the focus on fresh, locally sourced ingredients may attract health-conscious consumers.



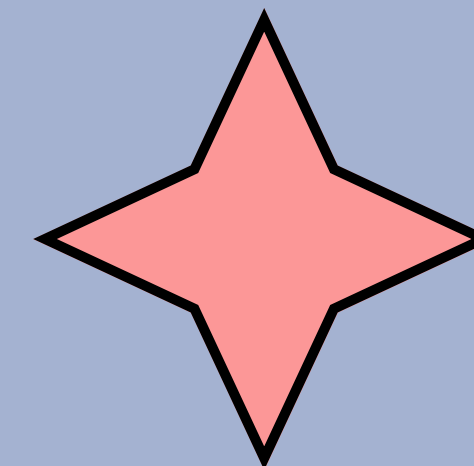
# METRICS

The purpose of a content marketing campaign is to achieve various objectives, such as increasing website traffic, boosting social media engagement, driving sales and revenue growth, expanding the customer base beyond Gainesville, and fostering customer loyalty. The success of the campaign can be evaluated by measuring the percentage increase in website traffic, social media followers, clicks, likes, views, sales, and profit. These metrics will be reviewed on a quarterly, biannual, and annual basis to assess the effectiveness of the campaign.





# METRICS –ROI & KPI



## Webpage

Increase webpage traffic and click through rate by 30% in the first quarter and 7.5% every quarter after that.

## Social Media

Increase following by at least 15% every quarter.  
Increase engagement (clicks, likes, and views) by 200% on every post within the first bi-annual review.

## Revenue Growth

Increase profits by at least 150% within the first annual review.

## Outreach

Increase outreach and engagement with audiences outside of Gainesville by 35% by the end of the first bi-annual review.



# SCOPE OF PLAN

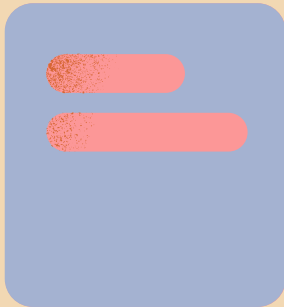
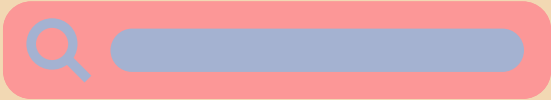




# OVERVIEW

For this proposal, we will work with a mockup of a content calendar for the month of May 2023. Every month following May will comprise of a similar plan for the duration of the year until May of 2024. After which, we will evaluate this plan to measure its efficacy and success. Necessary adjustments will be made upon evaluation.

In addition to an annual evaluation, this plan will be reviewed every quarter as well as bi-annually to analyze data and metrics.



MAY 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 Meatless Monday Post // Offer a discount on vegetarian pizzas	2	3 Behind-the-scenes look at how your pizzas are made// Virtual tour of the kitchen	4	5 Highlight one of your most popular pizzas and share the story behind its creation	6	7 Highlight a local charity that you support and offer to donate a portion of sales from the day to the organization.
8	9 Share a fun pizza recipe for customers to try at home. Think outside the box and experiment with unique ingredients!	10	11 Highlight a customer favorite and ask them to share why they love it.	12	13 Offer a discount for all customers who share a photo of their Satchel's Pizza experience on Instagram and tag your page.	14
15 Share a photo of your team and highlight one team member each week.	16	17 Share a story about a unique ingredient that you use in your pizzas and why it's important to your recipe.	18	19 Share a recipe for a pizza-themed cocktail or mocktail that customers can enjoy with their pizza.	20	21 Host a trivia night in your restaurant with pizza-themed questions and prizes for the winners // Post on social media
22	23 Highlight another team member (from last week's post)	24	25 Share a photo of your restaurant's outdoor seating area and encourage customers to enjoy their pizza al fresco.	26	27 Throw a pizza-making class where customers can come and learn how to make their own pizzas // Post on social media	28
29 Highlight another team member	30	31 Share a photo of a pizza from a different region of the world and ask customers if they would like to see it added to the menu for a limited time				



# CONTENT SAMPLES



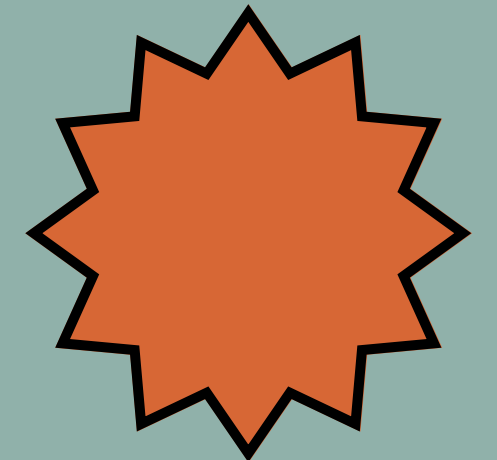
# OVERVIEW

## SIGNATURE STORIES & KNOWLEDGE BRANDING



Satchel's Pizza will regularly feature signature stories about its owner, team, and investors, which will provide insight into the creation of the business and help build a more complete brand image. These stories aim to foster loyalty and strengthen the personal connection between Satchel's Pizza and its current and potential clientele. They will be posted on the website and on all social media platforms for optimal audience outreach.

Satchel's Pizza will share knowledge branding pieces with all customers and social media followers, providing information on all aspects of the business. These content pieces aim to educate audiences about the unique way things are run at Satchel's Pizza. They will be posted on both the website and social media platforms to reach the widest possible audience.



# EXAMPLES OF KNOWLEDGE BRANDING

# 6

## STEPS WE TAKE TO MAKE YOUR FAVORITE PIZZA



We begin by kneading the dough until it becomes a Satchel's worthy pie.



Then we toss up it high.



If it flies, then you can't deny it's time...

To add the toppings while we sing a nice rhyme.



Then we put it in the oven and step aside.



Once done, we divide the pie...



So you can share it with all of the people you think one of a kind.



Find more information about Satchel's Pizza at:  
**SACHELSPIZZA.COM**



This infographic aims to educate customers about the steps taken to make to make their "favorite pizza." It's a fun and quirky way to educate and entertain customers. This could be placed in the restaurant and can be posted on social media for a wider outreach,

## DID YOU KNOW

Satchel's Pizza has its own selection of homemade sodas?

satchelpizza.com

**LOLA**  
cola

## LOLA COLA

This blend of cola is infused with notes of vanilla, cinnamon, and nutmeg. Together, these flavors make for the perfect soft beverage!

satchelpizza.com

**Stevie Z**  
ZERO CALORIE  
COLA  
SWEETENED W/ STEVIA

## STEVIE Z

This soft beverage is spin of Lola Cola that is sweetened with stevia (a natural sweetener) versus cane sugar and is zero calories!

satchelpizza.com

**RUBY**  
ROOT BEER

## RUBY ROOT BEER

What's better than root beer? Homemade root beer. This take on a classic drink is a local favorite and comes highly recommended by all.

satchelpizza.com

**Lemmie**  
LEMON LIME

## LEMMIE LEMON LIME

If you like lemon and lime, you'll like Lemmie Lemon Lime. It's the perfect cross between soda and sweetened lemonade and limeade.

satchelpizza.com

**Ginnie**  
GINGER ALE

## GINNIE GINGER ALE

You haven't tried great ginger ale until you've tried Ginnie ginger ale. This unique blend of ginger ale is simple but tasty!

satchelpizza.com

This piece of content is a carousel post that details each of the six homemade sodas that Satchel Pizza has to offer. It's informative but could be intriguing for customers, especially because it's done in a fun way with pops of color and quirky writing.

**EMMA LEMMA**  
LEMONADE

## EMMA LEMMA LEMONADE

There's nothing more refreshing than a cup of cold, sweet lemonade. Emma Lemma lemonade is more than just refreshing, it lemontastic!

satchelpizza.com

## INTERESTED IN A TASTE TEST?

Come out to Satchel's to try our one of a kind soda blends!

satchelpizza.com



# SACHEL'S PRESS

Satchel's Pizza, a Gainesville national treasure to many locals and students at the University of Florida, was founded by Satchel Raye back in 2003. Satchel started off his pizza loving career when he worked for an Italian restaurant in high school making pizza. That was when he fell in love with the pizza business and the "hustle and bustle" of the industry. Satchel's one true love, however, is art. After work, he would go home to make art.



While in Atlanta, Satchel was working at a pizza joint. The restaurant had a relatively simple menu in which they sold only pizza, calzones, and salad (much like Satchel's Pizza today). The man who was managing the place at the time was a mere 19 years old, which made Satchel think, "Man, if he can do this, I can do this."

He knew how to make pizza and he thought it would be a chance for him to make and display his art. Within a year, Satchel opened his first pizza place, Pizza Blue, at 20 years old in Fruit Cove, Florida.

His passion for art started at a very young age. One of his fondest memories is of a Honda he owned in high school. Every week, Satchel would paint the Honda a different color and the people at his school would write on it. He attempted pursuing art as a major when he went to the University of Florida and later the Atlanta College of Art, but quickly dropped out of both once he realized that there wasn't much he could do with an art degree except possibly become a teacher. Satchel admittedly revealed, "I don't really wanna do that, I just wanna be an artist."



Pizza Blue was named after the Blues music that would play every week in the restaurant, and although it housed only about 15 seats, it was always busy.

Satchel eventually ended up selling his portion of the business, and used the money to travel the world for the next decade. At the age 30, once he had settled down in Gainesville, Satchel and his wife decided to open a pizza place in town. This iconic pizza place would later be known as "Satchel's Pizza."

## EXAMPLES OF SIGNATURE STORIES

This signature story details the history of how Satchel's Pizza came to be. Signature stories such as these will be posted on the website and on social media.



- [https://youtube.com/clip/Ugkx6ftmvw\\_wlrS2rCqqnSRMPupzgG\\_H0I3NI](https://youtube.com/clip/Ugkx6ftmvw_wlrS2rCqqnSRMPupzgG_H0I3NI)
- [https://youtube.com/clip/Ugkxgjomq0\\_akBwiKuVC3eW\\_1Cyyx76ul6-iv](https://youtube.com/clip/Ugkxgjomq0_akBwiKuVC3eW_1Cyyx76ul6-iv)

These two videos are also considered signature stories and would be perfect for any social media platform that accepts short form content.

# CLOSING STATEMENT

This content marketing campaign for Satchel's Pizza aims to take your business to a wider audience, create higher brand recognition, exceed current outreach, and increase engagement on your website and social media. As the most iconic pizza joint in Gainesville, the potential for success is limitless.

Thank you for listening!