

# SOCIAL MEDIA PLAYBOOK

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PRESENTED TO

**OMAKASE  
JAPANESE CUISINE**

[www.facebook.com/OmakasePH](http://www.facebook.com/OmakasePH)





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## BRAND INFORMATION

Uniformity of all data is the foundation of a trustworthy brand. The information you provided will help us accurately create a consistent profile of your company across all your online platforms. Moreover, authorities like Google, Facebook, Bing, and other websites will recognize your brand and eventually push your product/service in front of your audience organically.

	<b>BUSINESS NAME:</b> Omakase Japanese Cuisine
	<p>A username helps people find and remember your Page. When you create a username, it appears in a customized web address (ex: socialnetwork.com/your company) for your Page. Your username should be uniform throughout all pages as much as possible.</p>
	<b>FACEBOOK URL:</b> <a href="https://www.facebook.com/OmakasePH">https://www.facebook.com/OmakasePH</a>
	<b>TWITTER URL:</b> <a href="https://twitter.com/iwantomakase">https://twitter.com/iwantomakase</a>
	<b>INSTAGRAM URL:</b> <a href="https://www.instagram.com/omakase_ph/">https://www.instagram.com/omakase_ph/</a>
<b>PAGE CATEGORY:</b> Local Business or Place	
<b>PAGE TEMPLATE:</b> Restaurants and Cafes: Designed to highlight photos and important info about your menu, branches, hours, and deliveries.	
<b>PAGE CALL-TO-ACTION BUTTON:</b> Contact Us	
<b>MAP</b>	<b>CALL-TO-ACTION LINKS</b>
 <p>Connecticut Arcade, Ortigas Ave Greenhills, San Juan, Kalakhang Maynila</p>	<b>LEARN MORE:</b> <a href="https://www.facebook.com/OmakasePH/about/">https://www.facebook.com/OmakasePH/about/</a>
	<b>CALL US:</b> (02) 332 4115
<b>ABOUT (SHORT DESCRIPTION):</b> <p>This helps people know what you're about, and it appears in search results when people look for you online. It is recommended to limit this to 135 characters.</p>	<p>The best Japanese fusion place for unique and mouth-watering sushi in town!</p>

## SOCIAL MEDIA GRAPHICS

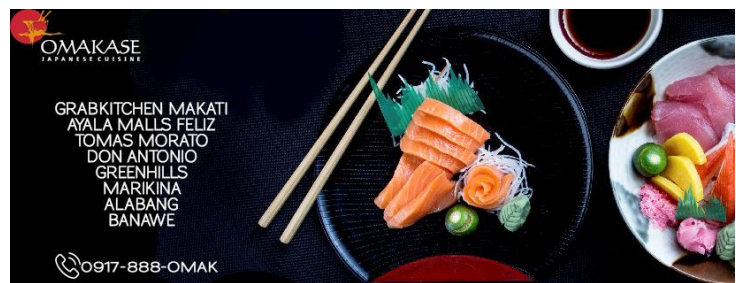
### PROFILE PICTURE

Profile pictures help you build an identity for your page. They help people find your brand and recognize it in posts, comments and more. Use the same profile picture for all platforms to strengthen brand recall.



### FACEBOOK COVER VIDEO

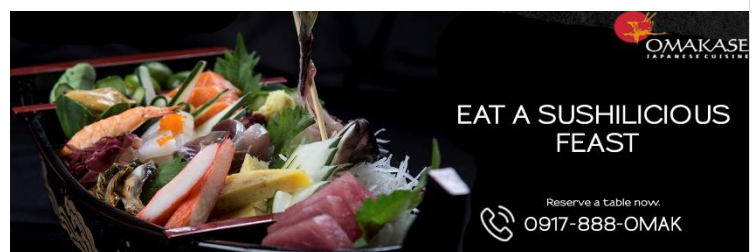
Cover videos help you express your Page's identity. Be creative and experiment with your storytelling to see what your audience responds to best.



\*This is only a screenshot of the thumbnail of your cover video.

### TWITTER HEADER PHOTO

Twitter's header photo is responsive; it adjusts to the size of the users' screen and should be optimized for both desktop and mobile. Try changing your header photo when new things are happening with your business or organization.



## COMMUNICATION GUIDELINES

*An effective social media presence is a product of a tailored branding and persona that communicates well to your audience. Here, we define the goals to achieve that.*

### SOCIAL MEDIA OBJECTIVES:

1. Improve online presence by reaching new audiences and establishing brand recall.
2. Build a community around the brand and increase the engagement rate by creating posts which calls for more engagement.
3. Direct users to the website for increased traffic.

### BRAND COMMUNICATION GUIDELINES

*Here, we define the messaging we produce in consistency with your persona and the tone of interaction with your target market. In effect, we help manage your reputation by following a set of communication guidelines. If no guidelines are provided, we create a few by default.*

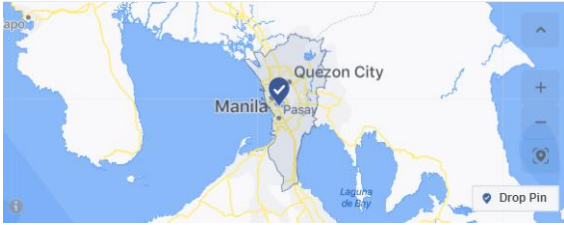
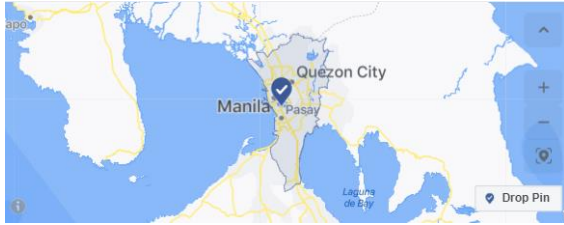
1. Use a tone that is both casual and fun to portray the brand as friendly and approachable.

Talk about:

2.
  - a. The place: Omakase and the local community where it belongs, including events and special holiday occasions
  - b. The food: The menu including special offers and promos
  - c. The people: Omakase staff and their quality of service, as well as the customers and their reviews
3. Don't talk about: controversial topics and other Japanese restaurants.

## AUDIENCE GUIDE

Digital marketing is best pursued by segmenting your audience or defining buyer types who may interact and eventually buy your product or service. Here, we define your target audience by buyer type and the persona per buyer. If used in paid ads or boosted posts, the segmentation lowers your costs significantly.

<b>AUDIENCE NAME:</b>	<b>FAMILIES &amp; COUPLES</b>	<b>JAPANESE FOOD LOVERS &amp; PROFESSIONALS</b>
<b>DEMOGRAPHIC:</b>	Male & Female, 20 - 65+	Male & Female, 20 - 65
<b>AUDIENCE SIZE:</b>	600,000	1,200,000 people
<b>MAP:</b>	 <p>METRO MANILA, PHILIPPINES</p>	 <p>METRO MANILA, PHILIPPINES</p>
<b>AUDIENCE TARGETING</b>	<p><b>PEOPLE WHO MATCH:</b></p> <ul style="list-style-type: none"> <li>○ Relationship Status: In a relationship, Married or Engaged</li> <li>○ Parents: Parents (All)</li> <li>▪ And Must Also Match:             <ul style="list-style-type: none"> <li>○ Interests: Dining Out or Family</li> </ul> </li> <li>▪ And Must Also Match:             <ul style="list-style-type: none"> <li>○ Interests: Japanese popular culture</li> </ul> </li> </ul>	<p><b>PEOPLE WHO MATCH:</b></p> <ul style="list-style-type: none"> <li>○ Interests: Take-out, iFood delivery or Dining Out</li> <li>○ Education Level: College grad</li> <li>▪ And Must Also Match:             <ul style="list-style-type: none"> <li>○ Interests: Sushi, Ramen, Sashimi, Gyūdon, Tempura, Karaage, Sukiyaki or Katsudon</li> </ul> </li> <li>▪ And Must Also Match:             <ul style="list-style-type: none"> <li>○ Behaviors: Engaged Shoppers</li> </ul> </li> </ul>

CONTENT STRATEGY

BRAND DESIGN GUIDES

BRAND COLORS:	#C92535	#FFFFFF	#000000
	#E89200	#FF0103	

AD CREATIVES

TRAFFIC:	BRAND AWARENESS:
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Ad Type:	Single image	Ad Type:	Single image
Caption:	A 2-in-1 celebration you cannot miss here at Omakase!  Learn more: <a href="http://buff.ly/2ryYEhg">http://buff.ly/2ryYEhg</a>	Caption:	Thank you for supporting Omakase for the past 15 years! To give our thanks, dine in and get a 15% discount on your total bill!  Find a branch near you: <a href="http://buff.ly/2t8zisN">http://buff.ly/2t8zisN</a>
Duration:	15 days	Duration:	15 days
Audience:	Families & Couples	Audience:	Japanese Food Lovers and Professionals
Budget:	P5,000	Budget:	P5,000

Estimated Daily Results:	79 - 228	Estimated Daily Results:	Unavailable
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## COMMENTS AND MESSAGE MONITORING

*This will serve as a guide in building your brand online. This includes the response guidelines and response escalation process upon receiving feedback from your clients.*

- The user comments on a Facebook post or interacts with the page’s Messenger. For private messages, Instant replies will be applied.
- Specialist determines which form of interaction it falls under, as well as the appropriate action and response it should be given.
- If escalation or extra information is needed, the specialist will inform the client of the message.

### FACEBOOK INSTANT REPLIES

#### INSTANT REPLY:

*Set up instant replies so that anyone who sends you a message gets an automatic response letting them know that their message will be replied to shortly.*

“Hi, [User’s first name]. Arigato for your message. For urgent matters, please feel free to call us instead: (02) 332 4115 .”

#### INSTANT REPLYWHILE AWAY:

*Add an away message anytime you're not available on Messenger that lets people know you're currently away but will get back to them soon*

“Hi, [User’s first name]. We’re not here right now, but we’ll make sure to reply to you as soon as we can. Arigato, Nakamas!”

## SUMMARY

AD OBJECTIVES	TRAFFIC	BRAND AWARENESS
METRIC TO WATCH	Link Clicks	Estimated Ad Recall Lift
ESTIMATED DAILY REACH	4.9K - 14K	1.8K - 5.3K
ESTIMATED DAILY RESULTS	79 - 228	Unavailable
BUDGET	P5,000	P5,000

**TOTAL BUDGET: P10,000**