

# **Promotional Social Media Campaign Showcase Saturdays**

---

MARIE FRIEMANN 04/20/25

# CAMPAIGN OVERVIEW

---

**Campaign Name:** Showcase Saturdays

---

**Purpose:** To promote in-store food demos, attracting customers and enhancing their shopping experience.

---

## Media Channels

---

**Facebook:** For targeted ads and event invitations.

---

**Instagram:** For visually appealing posts and stories showcasing demos.

---

**Twitter:** For quick updates and customer engagement.

---

**YouTube:** For video highlights of the demos.

---

**TikTok:** Short, engaging video snippets of recipes or customer reactions

---

Each ad is tailored to the strengths and unique audiences of the respective platforms, encouraging engagement and attendance at the Showcase Saturdays!

| Day              | Facebook                              | Instagram                            | Twitter                                 | YouTube                       | TikTok                               |
|------------------|---------------------------------------|--------------------------------------|---|-------------------------------|--------------------------------------|
| <b>Monday</b>    | Teaser Post: Upcoming showcases       | Beautiful image of featured dish     | Poll: Which demo are you attending?     | -                             | -                                    |
| <b>Tuesday</b>   | Customer testimonial from last demo   | Carousel of products being showcased | Reminder about Saturday demos           | -                             | Quick clip of last Saturday's demo   |
| <b>Wednesday</b> | Event reminder with demo details      | Behind-the-scenes of demo prep       | Countdown to Saturday                   | -                             | Fun fact about the featured dish     |
| <b>Thursday</b>  | Share a recipe related to the demos   | Reels highlighting demo setup        | Engage with followers (Q&A about demos) | -                             | Easy recipe tutorial                 |
| <b>Friday</b>    | Last-minute reminder with excitement! | Post reminder of demo times          | Share an image of what's to come        | -                             | Customer excitement build-up         |
| <b>Saturday</b>  | Live updates from in-store demos      | Post Instagram Stories of the demos  | Tweet live reactions                    | Demo highlights summary video | Collection of the day's best moments |

# WEEKLY POST SCHEDULE

---

| Media Channel    | Monthly Budget | Purpose  |
|------------------|----------------|--|
| <b>Facebook</b>  | \$500          | Targeted ads for local customers and event promotion |
| <b>Instagram</b> | \$300          | Ads and collaborative influencer posts               |
| <b>Twitter</b>   | \$200          | Engagement promotions and boosts                     |
| <b>YouTube</b>   | \$400          | Video production and promotion                       |
| <b>TikTok</b>    | \$200          | Content creation and promotion                       |
| <b>Total</b>     | \$1,800        |  |

# Budget Per Store

# Predicted Outcomes

- 📌 **Customer Engagement:** Increase social media engagement by 25% over the summer months.
- 📌 **Foot Traffic:** Anticipate a 20% increase in store visits on Saturdays due to the demos.
- 📌 **Sales Growth:** Project a 15% increase in sales of showcased products during the campaign.
- 📌 **Brand Awareness:** Increase in followers by 10% on all platforms, expanding HEB's local presence.

By strategically utilizing these channels and engaging content, HEB can effectively drive awareness and attendance for Showcase Saturdays, fostering a vibrant in-store experience for customers over the summer!

# Promotional Ads for Showcase Saturdays

---

## 1. Facebook Ad

**Image/Video:** A bright, appetizing photo of a featured dish being prepared in-store during a demo.

**Caption:**

☀️ **Join Us for Showcase Saturdays!** ☀️  
Indulge in delicious food demos every Saturday! Taste our featured dishes, meet local chefs, and discover new favorites. Don't miss out—mark your calendars! 📅

🕒 Demos start at [time]

📍 [Store Location]

👉 Comment below if you're coming!

**Call to Action (CTA):** "Discover What's Cooking!"



# Promotional Ads for Showcase Saturdays

---

## 2. Instagram Ad

**Image/Video:** A lively carousel featuring a chef in action, a beautifully plated dish, and happy customers sampling food.

**Caption:**

🌟 **Showcase Saturdays are back!** 🌟

Join us every Saturday for exciting food demos where you can taste, learn, and explore. From mouthwatering recipes to expert chefs, there's something for everyone!

Swipe to see what's cooking this week! 🧑🍳👩🍳

📅 [Date]

📍 [Store Location]

🔗 Link in bio for more details!

**Call to Action (CTA):** "Get Ready to Taste the Fun!"



# Promotional Ads for Showcase Saturdays



## 3. Twitter Ad



### Tweet:

🤩 **Exciting news!** Join us for **#ShowcaseSaturdays** !  
Taste delicious demos every Saturday and find your new  
favorite dish. 🍲

📅 [Date]

📍 [Store Location]

Who's coming? Tag a friend! 👉



**Call to Action (CTA):** "Join the Flavor Revolution!"

# Promotional Ads for Showcase Saturdays at HEB

---

## 4. YouTube Ad

**Video Content:** A dynamic montage of people enjoying food demos, chefs explaining their dishes, and shots of various foods being prepared.

**Voiceover Script:**

"Welcome to Showcase Saturdays! Every Saturday, experience live food demos featuring delicious, fresh ingredients and expert chefs. Discover new favorites, and taste the best! Join us this [date] at your local HEB and bring your friends—taste the excitement!"

**Call to Action (CTA):** "Subscribe to our channel and visit us for more culinary delights!"



# Promotional Ads for Showcase Saturdays

## 5. TikTok Ad

**Video Content:** A fun, fast-paced video showcasing snippets from previous demos, including customers reacting to the flavors.

**Caption:**

  It's **Showcase Saturday!**  

This weekend, taste new flavors and experience delicious food demos! Who's ready to dive into a world of flavor? 🤩

 [Date]

 [Store Location]

**Call to Action (CTA):** "Tag your food buddy and see you there!"

Thank You

