



King Parrot Group

Venture Solutions

Social Media Marketing Services

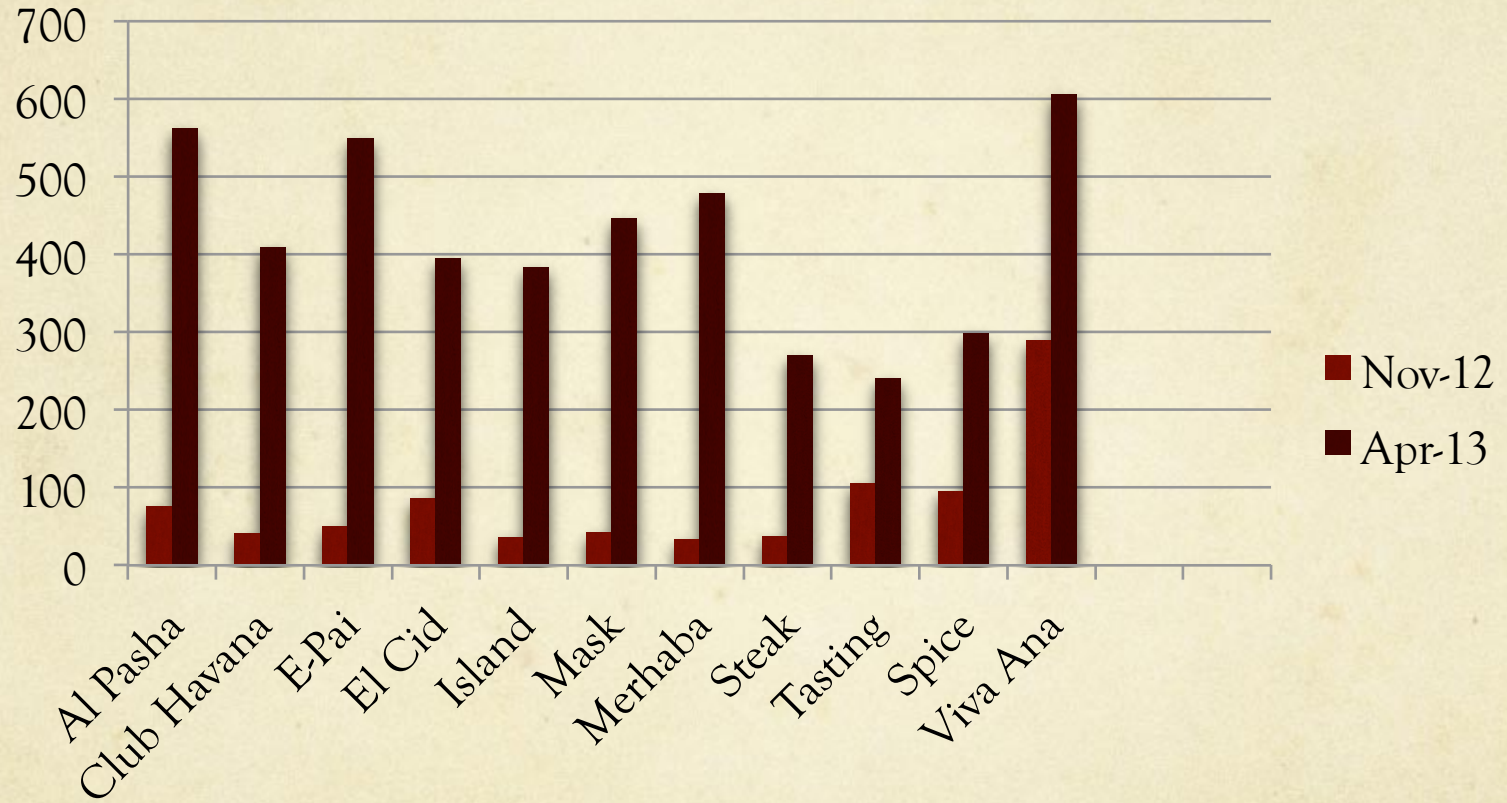
Goal

- To enhance the marketing exposure of individual restaurant in social media
- To provide a channel for customer to interact with the Yuu
- To coordinate the offline and website marketing effort with social media

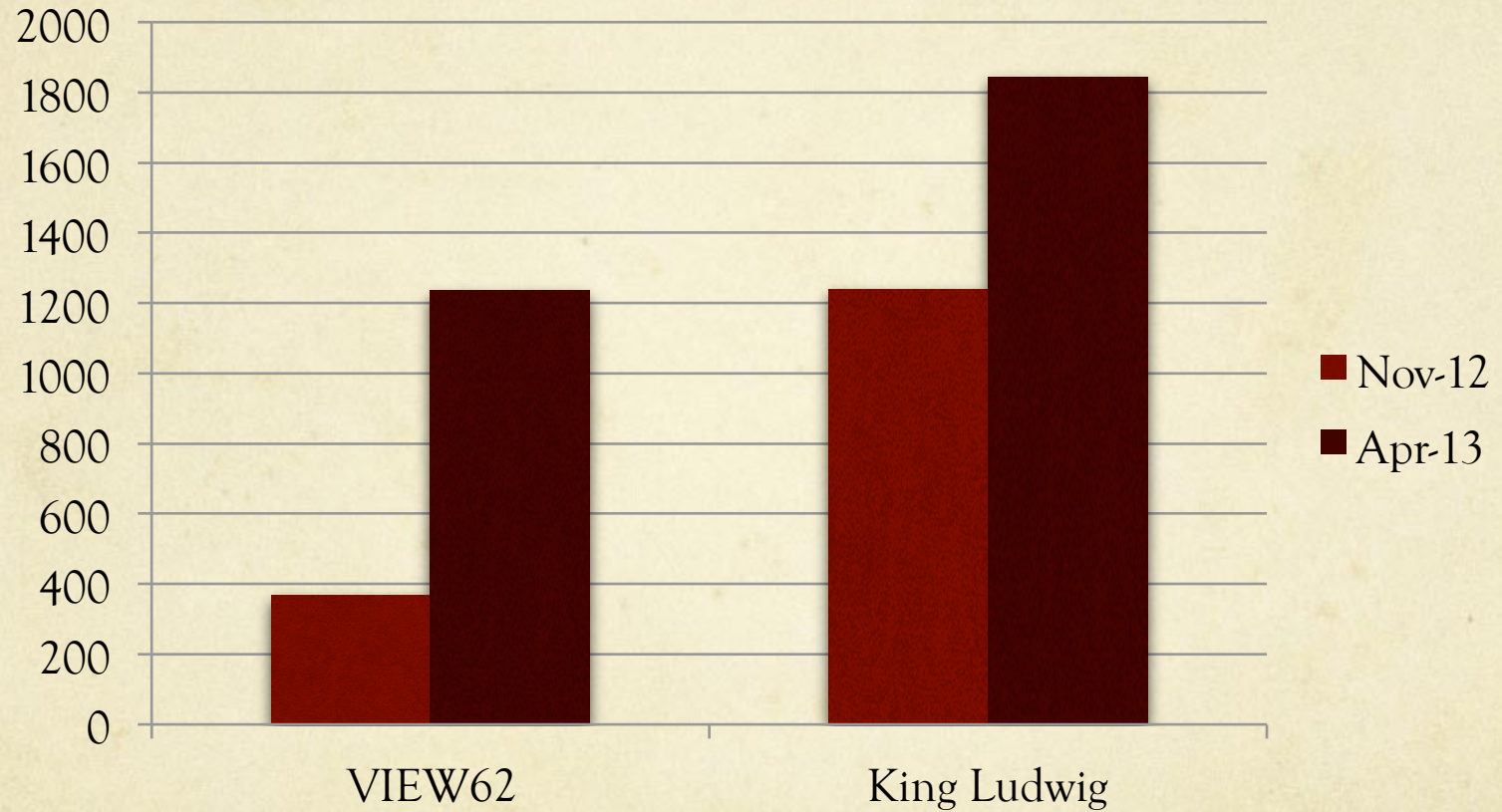
Past

- Information (eg. Business Hours, Location) is not consistent
- Content is loosely controlled
- Promotion from the office is not coordinated or distributed
- No check-in functions
- Multiple duplicated pages

Past



Past



Past (Like Ad)

Total \$	Paid Likes	\$ per like
1,900	1,195	1.6

- Do NOT stop at the Like Step
- Pair with interesting content to increase natural like
- Increase viral effect by creating reaction (eg. Post like, post comment)

Yuu - Revamp

- Services provided
 - Facebook Page revamp
 - Photo display
 - Update basic information
 - Merge duplicated pages
 - Set up Check-in function
 - Photo processing
 - Content Management
 - Coordination with marketing and operation staff

Yuu - Places

- Unmanaged
- No content
- No response
- Multiple pages

Yuu

Yuu
(Brand)

Wan Chai

Tsim Sha
Tsui

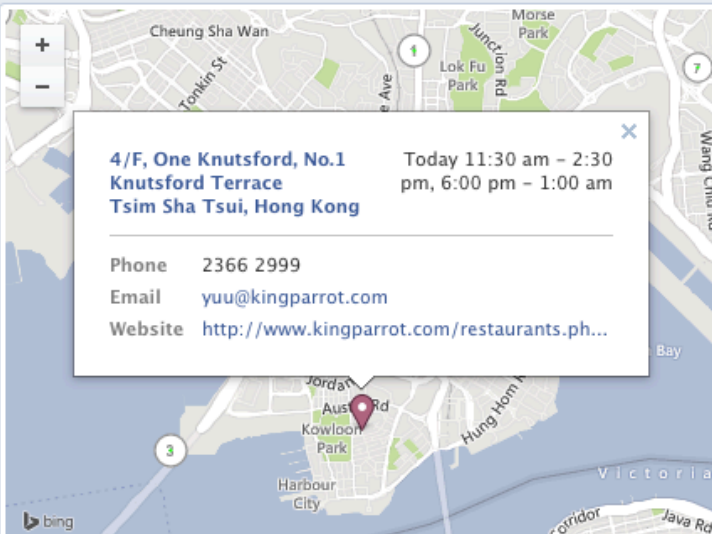
Yu



The image shows a Facebook page for a restaurant named 'The Yuu 一遊日本料理'. The background is a photograph of the restaurant's interior, which has a warm, wooden aesthetic with a long wooden table and chairs. A 'Change Cover' button is visible in the bottom right corner of the photo. On the left side of the page, there is a profile picture showing the restaurant's logo, which includes the text 'the yuu' and the Japanese character '遊'. Below the profile picture, the page name 'The Yuu 一遊日本料理' is displayed, followed by '103 likes · 30 talking about this'. To the right of the page name are three buttons: 'Update Page Info' with a red notification badge showing '2', 'Liked', and 'Following' with a gear icon. A 'Cover Photo' button is located below the 'Following' button.

Proper display

Yuu



4/F, One Knutsford, No.1 Knutsford Terrace
Tsim Sha Tsui, Hong Kong

Today 11:30 am – 2:30 pm, 6:00 pm – 1:00 am

Phone 2366 2999
Email yuu@kingparrot.com
Website <http://www.kingparrot.com/restaurants.ph...>

About

Cooked with the authentic cooking method, the rich variety of Japanese dishes and up to 40 kinds of yakitori offer you a unique and tasty encounter.

Description

在「一遊」您可以感受到日本京都時代的氣息，懷舊得來又帶點摩登，給人一種清新淡雅的感覺。豐富的日本菜色和多達四十多款燒物，配合正宗的烹調手法，口味的確與別不同。

In the Yuu, you can feel both the nostalgic and modern atmosphere of the times in Kyoto, Japan. Cooked with the authentic cooking method, the rich variety of Japanese dishes and up to 40 kinds of yakitori offer you a unique and tasty encounter.

Basic Info

[Edit](#)

Opened	February 26, 2007
Food Styles	Japanese Sushi Bars
Price Range	\$\$\$ (30-50)
Hours	Mon – Sat: 11:30 am – 2:30 pm, 6:00 pm – 1:00 am Sun: 11:30 am – 2:30 pm, 6:00 pm – 11:30 pm
Specialties	Lunch Dinner
Services	Takes Reservations Walk-Ins Welcome Good For Groups Good For Kids Waiter Service
Parking	Parking Lot

Updated information

Yuu



期間限定 創作分子雞尾酒

由2月24日起至5月14日逢星期一至三7pm - 11pm蒞臨Club Havana。調酒師會於露天酒吧親身示範製作分子雞尾酒 (Molecular Cocktail)！配以燈飾及霓虹效果，務求令您享受味覺刺激之餘，亦為視覺感官上帶來新嘗試！創作分子特飲只限於推廣期內星期一至三供應。每月推出1款 (共3款)。

於3月19日或之前，顧客亦可登上Club Havana Facebook專頁讚好及下載優惠券於下次惠顧分子雞尾酒時使用。

> 了解更多

享受咖啡的完美時刻

每日喝一杯香濃咖啡，不管是週末或是上班日都能帶給你完美時刻！由3月1日起惠顧Viva Ana午市套餐，每位顧客即可獲「咖啡兌換券」一張。我們的專業咖啡調配師會為你準備新鮮咖啡，顧客可即時換領或於下次惠顧時領取指定外賣咖啡一杯，讓你感受完美咖啡時刻。



King Ludwig 宵夜盛宴



宵夜新優惠！由即日起逢星期一至四，於宵夜時段 (以9:30pm後入籍計算) 惠顧King Ludwig德國餐館(洪水橋)，即可以驚喜價HK\$138享用脆皮燒豬肘一客(原價\$215)！優惠受條款及細則約束。請致電2477 5000訂座及查詢。

5周年 5大禮 賞不停



於3月份內惠顧 Thai (青衣)晚市堂食滿HK\$250，顧客可即時領取及享用高達價值HK\$100的5周年大禮！此外，更額外賞您「5周年美食優惠券」乙張，並可於4月份晚市時段以優惠價HK\$88享用「海南雞半隻」或「星洲咖哩軟殼蟹」一客。

> 更多詳情

「一遊」專頁正式開催



The Yuu 一遊日本料理

Present

- Services providing
 - Enrich content
 - Draft feeds
 - Re-touch photos
 - Advertising
 - Design and Placement
 - Campaign
 - Suggest campaign to draw likes

Feed Content

Date	Time	Day	Topic
1-Sep		Sunday	
2-Sep	11am	Monday	King Ludwig TST Birthday Game Recap
3-Sep		Tuesday	
4-Sep	11am	Wednesday	TST Game Announcement
5-Sep		Thursday	
6-Sep	11am	Friday	Friday - King Ludwig Boy
7-Sep		Saturday	
8-Sep	2pm	Sunday	Oktoberfest Pre-Game teaser
9-Sep		Monday	
10-Sep	11am	Tuesday	Fan's recommendation - Rib
11-Sep		Wednesday	
12-Sep	11am	Thursday	Oktoberfest Pre-Game Launch
13-Sep		Friday	
14-Sep	2pm	Saturday	Source of Oktoberfest
15-Sep		Sunday	
16-Sep	11am	Monday	Potato Cake Reminder
17-Sep		Tuesday	
18-Sep	11am	Wednesday	Oktoberfest Game
19-Sep		Thursday	
20-Sep	11am	Friday	Different Beer Mug
21-Sep		Saturday	
22-Sep	2pm	Sunday	Oktoberfest Beer and Queen
23-Sep		Monday	
24-Sep	11am	Tuesday	Oktoberfest Fun facts - Germany
25-Sep		Wednesday	
26-Sep	11am	Thursday	Oktoberfest Pre-Game announcement
27-Sep		Friday	
28-Sep	2pm	Saturday	Beer Pass
29-Sep	2pm	Sunday	Beer lecture - Arcobrau
30-Sep		Monday	
31-Aug	11am	Tuesday	HSK Beer Festival
Gossip			Lifestyle, casual post
Restaurant			Proactively managed by restaurant staff, e.g. staff introduction
Call for Action			Limited rewards giveaway (Post)
Campaign			Customized Facebook Apps
Official Promotion			Festive / themed promotion, special menu, etc.
Cuisine			Key facts i.e. Western, Chinese, Japanese, Thai, etc.
Fun Share			Interesting stuff related to restaurant

Various topics

- Enhance interest
- Induce comment/like

Official Announcement



VIEW 62 by Paco Roncero

March 7

Research shows that listening to music can lift your mood and ultimately lead to a greater quality of life. Live band performance starting from 830pm on Monday to Saturday.



Greetings from our reception team. Thank you for your every email, every online inquiry and every phone call. We will continue to strive our best to provide you a warm welcome in 2014.

Staff Interaction





VIEW 62 by Paco Roncero

February 12

Hong Kong loves happy hour. What's more; chill out with friends with fabulous view! Join us from Sunday to Thursday till 9pm and from Friday to Saturday, Public Holiday and Eve till 8pm.



Call for Action

Photo Retouch - Internet



Photo Retouch - Staff



Photo Retouch - William



Ad - Post Like



Keira R. Agunoy likes E-Pai teppan yakitori 一杯, 鐵板燒居酒屋's photo.

情人節一定要對另一半好啲, 一杯為你準備嘅日式情人節晚餐。特選壽司、刺身...鐘意日菜嘅你點可以錯過? ...



👍 390 💬 6

Spent: \$350
Post Like: 389
Reach: 16,131

Ad – Page Like



Anthony Lam likes this.



The Yuu 一遊日本料理

Up to 40 kinds of yakitori offer you a unique and tasty encounter.



The Yuu 一遊日本料理

Food/Beverages

18 likes



Sponsored

\$2- 3 per like

Ad - Page Like

The Yuu 一遊日本料理

The Yuu



The rich variety of Japanese dishes and yakitori offer you a unique and tasty encounter.

103 people like The Yuu 一遊日本料理.



The Yuu 一遊日本料理

Sponsored (demo)

The rich variety of Japanese dishes and yakitori offer you a unique and tasty encounter.



The Yuu 一遊日本料理

Food/Beverages

103 likes

✓ Liked ▼



Anthony Lam likes this.



The Yuu 一遊日本料理

The rich variety of Japanese dishes and yakitori offer you a unique and tasty encounter.



The Yuu 一遊日本料理

Food/Beverages

103 likes

✓ Liked ▼

Sponsored

Campaign

- Restaurant Group Collaboration
- Individual Campaign
- Page Like Ad for new page

Campaign Sample 1

Valentine Promotion



Anthony Lam likes Mask of Si Chuen & Beijing 面譜京川料理's photo.

適逢今年既係情人節又係元宵佳節，甜蜜熱情倍增！嚟Mask享用一餐充滿東方色彩嘅情人節晚餐，以湯圓...



👍 392 💬 2 📄 5



Linda Wang Villena likes Merhaba Turkish Restaurant 瑪哈巴 - 土耳其餐廳's photo.

嚟Merhaba感受一個充滿土耳其風情嘅情人節晚餐，熱情地道！Tel: 2367 2263 | ...



👍 354 💬 1 📄 1

ter Chan likes The Steak Kitchen & Restaurant's photo.

與另一半過一個特別嘅情人節，The Steak Kitchen一定係你心水！Tel: 2312 622...



👍 828 💬 7 📄 11

Campaign Sample 2

Oktoberfest

- Oktoberfest campaign
 - Groupon coordination - Beer Passport
 - Lottery draw - Air Ticket
 - Field team - Souvenir
 - Minimal Facebook Ads budget
- 1,000 likes

Campaign Sample 2

Oktoberfest



Campaign Sample 3

BBQ 7080



Kayley Ho, Jody Cheung, Gigi Lam and 9 other friends like this.



BBQ 7080 CWB 銅鑼灣

現已進駐銅鑼灣登龍街永光中心！韓國地道大排檔風味燒烤，主打韓國直送新鮮食材及自家創作燒酒特飲。無間播放K-POP Music MV，讓你立刻投入韓風十足嘅地道燒烤！



BBQ 7080 CWB 銅鑼灣

Barbecue Restaurant

134 likes

✓ Liked

Sponsored

Likes

Before 230

After 1,425

Offer




Club Havana posted an offer.

[E-coupon] Additional Gems (2 pcs) when order a set of 'Savory Gems' (Molecular Cocktail)



諾士佛台 Cocktail Offer

3 people claimed this offer

 **Get Offer**

Unlike · Comment · Share ·  6  1 · 39 minutes ago · 

Conclusion

Goal

Reach 500 likes within 2 months

Reach 1,000 likes within 3 months

Methods

2 Campaigns (eg. Easter, 昭和の日)

Advertisement

- Page Like
- Campaign Post Promotion

Offline announcement

- Tent card
- Poster

Draw Fans!

Questions?