

# **Social Media Strategy**

## **For Bohemia Pedasi**

**By Antonia Franckenstein**





# Welcome

I'm Antonia Franckenstein, a fully trained Virtual Assistant from Austrian living Panama. I am specializing in social media management. I'm passionate about helping businesses excel on Instagram by boosting followers and driving traffic for success in the online world.

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# Instagram Strategy

- Enhance your profile to make it more compelling.
- Consistently post engaging reels and pictures.
- Upload stories 4-5 times a week.
- Focus on increasing engagement.
- Collaborations
- Boost posts

## Goals

- Boost number of followers
- Enhance engagement with audience
- Increase traffic to homepage

# Current Landscape



**Followers:** 2268

**Frequency of Posts:** every couple of months

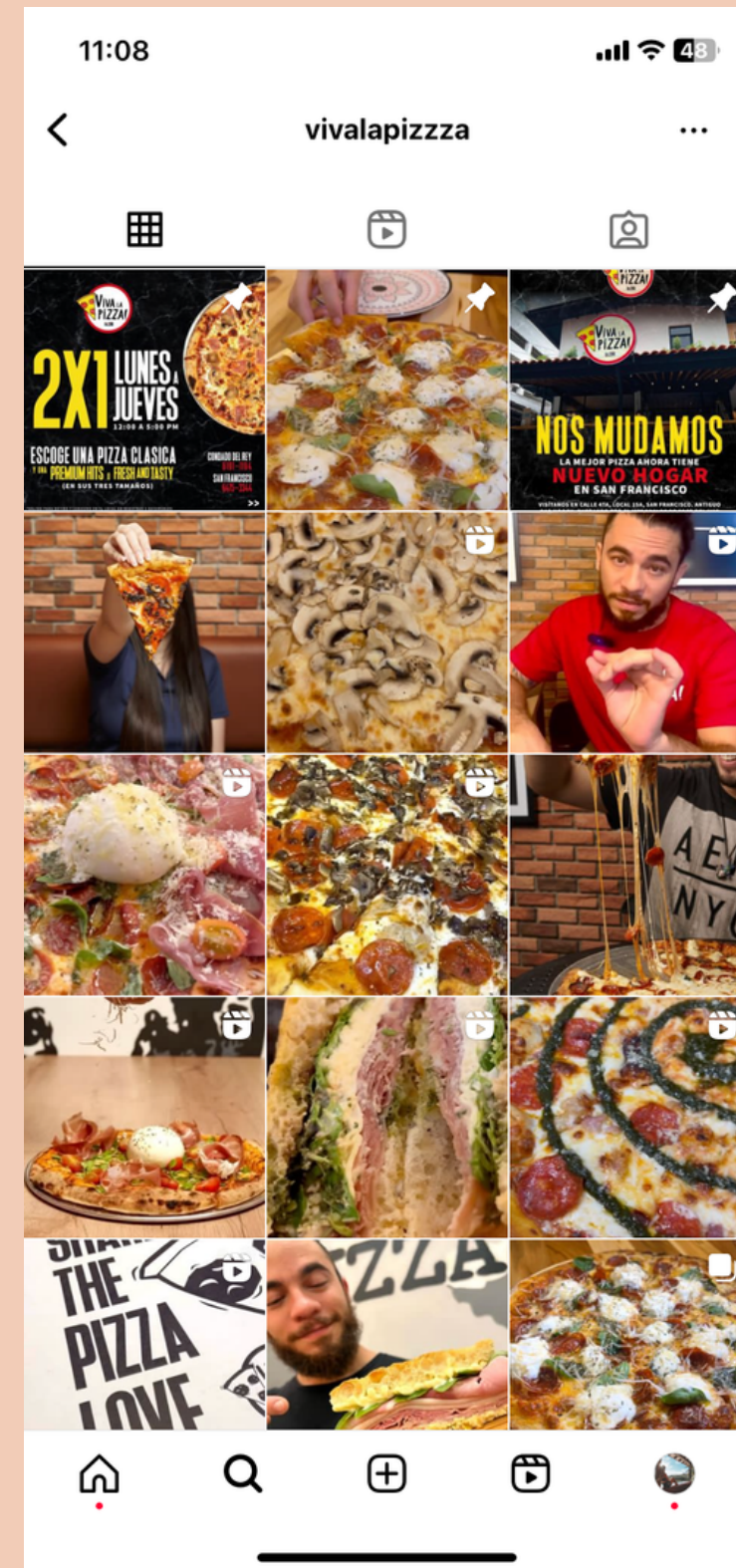
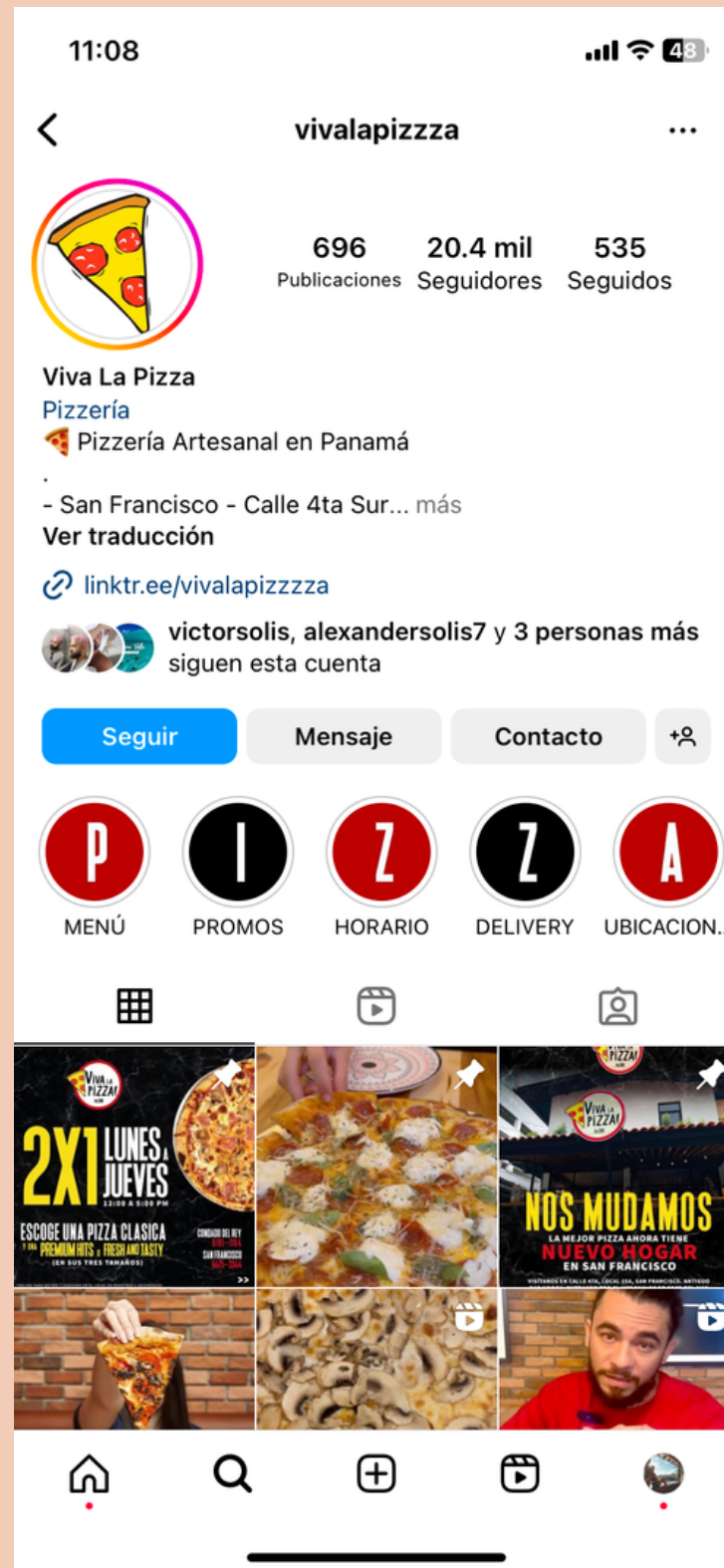
**Types of Posts:** mostly pictures

**Engagement Rate:** 2.42%

**Reach:** 277 accounts in the last 30 days

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# Competition



## Vivalapizza

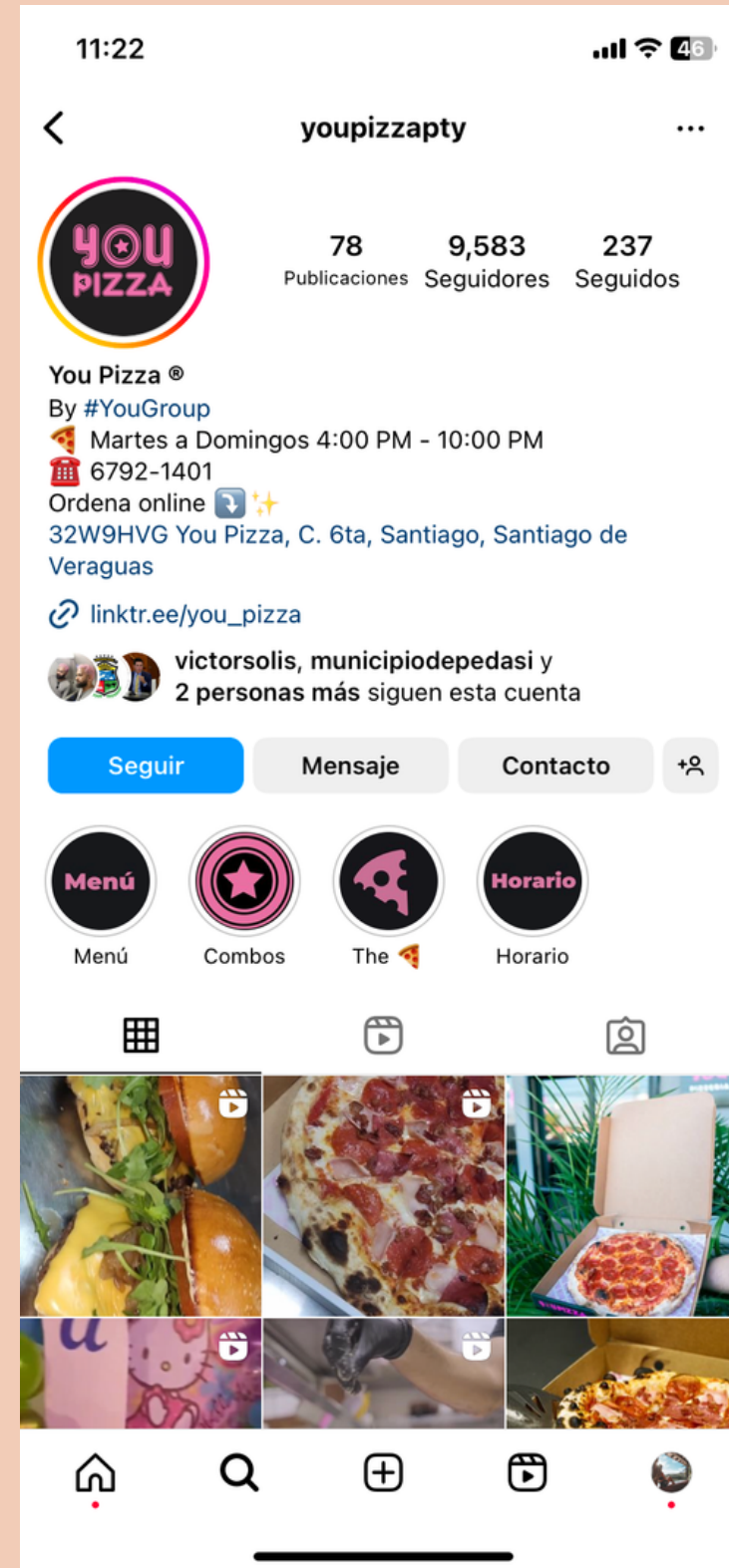
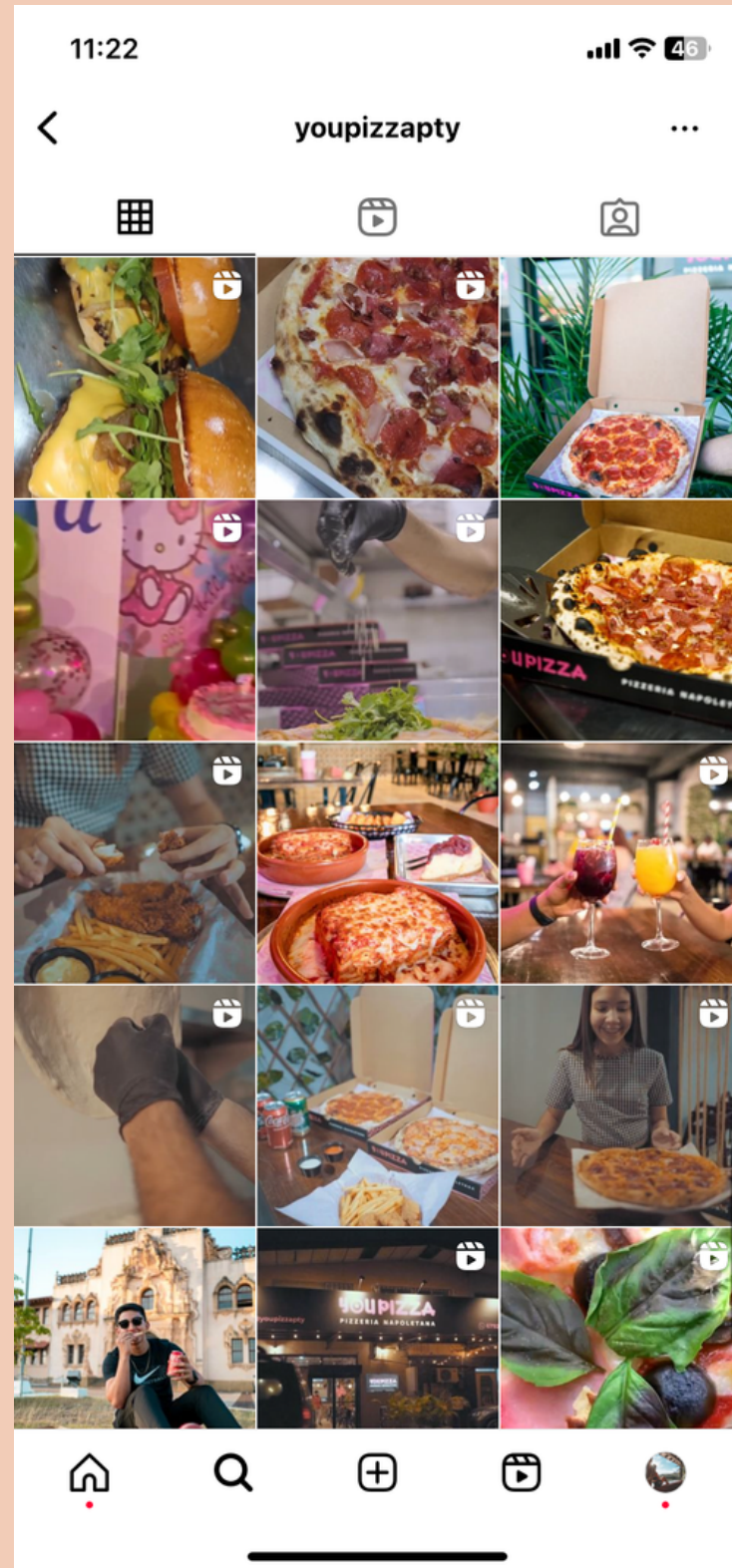
Followers: 20.4K

Frequency of Posts: 3 to 5 times a week

Types of Posts: Reels and pictures

Engagement Rate: 3.28%

# Competition



**youpizzapy**

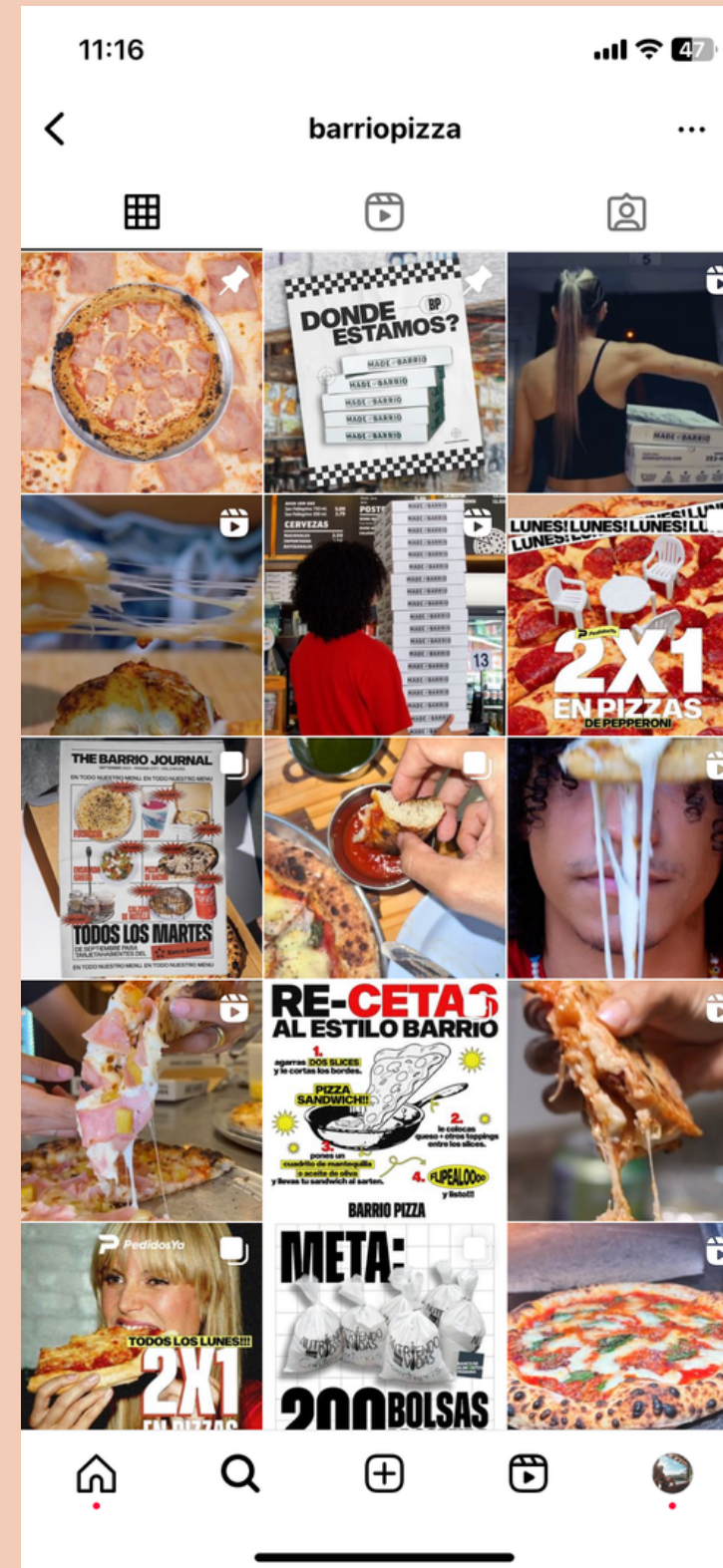
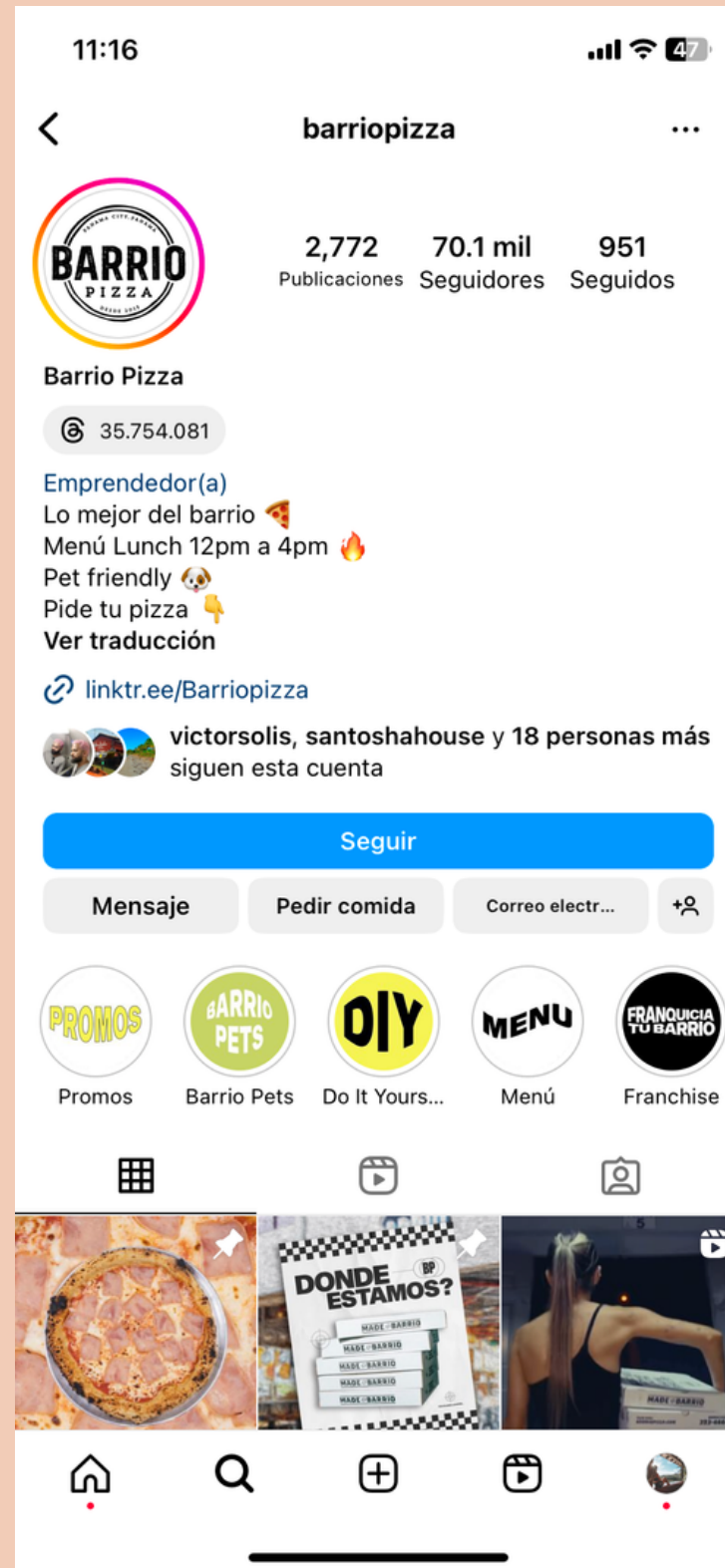
**Followers: 9583**

**Frequency of Posts: 3 to 5**  
times a month

**Types of Posts:** mostly Reels  
and some pictures

**Engagement Rate: 1.67%**

# Competition



barriopizza

Followers: 70.1K

Frequency of Posts: 1 to 2 times a week

Types of Posts: Reels and pictures

Engagement Rate: 0.89%

# Target Market

**Local Residents**  
**Food Enthusiasts**  
**Families**  
**Trendy Foodies**  
**Food Delivery Users**  
**Pizza Enthusiasts**

**Women (60%)**  
**Men (40%)**  
**Age 25-44**

**BEST POSTING TIMES**

**M: 11 : 30 AM, 4 : 00 PM**  
**T: 12 : 30 AM, 7 : 00 PM**  
**W: 10 : 00 AM, 6 : 30 PM**  
**T: 3 : 00 PM, 8 : 00 PM**  
**F: 12 : 00 PM, 5 : 30 PM**  
**S: 11 : 00 AM, 3 : 00 PM**  
**S: 1 : 00 PM, 7 : 30 PM**



# Recommended Content

## Storytelling

- The Story Behind the Restaurant
- A Day in the Life of the Owner
- Step-by-Step Guide on “How to Make Our Delicious Pizza”
- Shopping for the Best Ingredients: Our Secret to Great Food

## Educational | Sharable

- Use of sustainable, clean ingredients for a healthier option.
- From purchasing to preparation
- Experience of sharing pizza with family and friends
- Signature Dishes
- Hosted by Different Chef
- Promotions / Specials
- How To Recipes

## Entertaining

- Humorous Pizza Quotes
- Kitchen Stories - Flour Everywhere
- Trendy Videos for Reels

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# Recommended Aesthetic

## Fonts:

Bodoni

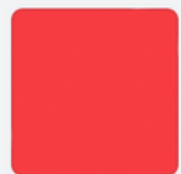
Didot

Playfair Display

## Colors:



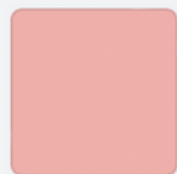
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## Design Details

Running an upscale or gourmet pizza restaurant, this Design Details theme could be a great option. It combines modern and traditional elements to create a balance of classic and contemporary styles.

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# Assets Required



- High Quality Photos: of the dishes, the restaurant, the team, the area. (good stock is needed as they can be repurposed into Reels). 10 per week.
- Videos: in the restaurant, of the owner and/or his team: shopping, cooking etc. (see recommended content): minimum 10 videos needed for one month.
- Pictures of testimonial messages: 4 to 6.
- Quotes: 6 to 8.

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# Content Schedule:

	Week 1	Week 2	Week 3	Week 4
Monday	Shopping with the Chef	Popular Dish: "Start your Week With this Dish.."	Quote	Funny Reel
Tuesday	Popular Dish	Funny Reel	Day in Life of the Owner	Showcasing Dish(es)
Wednesday	Happy Hour Promotion	Reel about Ingredients	Promotion	From Purchase to Preparation
Thursday	Funny Reel	Special Deal for Weekend	Funny Reel	Kitchen Stories
Friday	Quote	Step by Step making of Pizza	Team	Quote

# Engagement

- Engage with followers for 20 minutes after each post and story to help to boost posts
- Respond to all the Dms from audience
- 50 likes or comments on similar accounts or potential customers
- Use engagement tools on IG

# Hashtags

#BohemiaPizza #PedasiEats  
#PizzaLovers #BohemianStyle  
#PanamaDining #PedasiFoodies  
#PizzaAmor #MariscosDelight  
#GourmetPizza #BohoVibes  
#PizzaArtistry #LocalFlavors  
#Pedasi #FoodieAdventures  
#PizzaNight #CoastalCuisine  
#DeliciousDishes #Pizza  
#Restaurants  
#PanamaGastronomy  
#PizzaPassion  
#SeafoodSensation  
#BohemianEats #PedasiLife  
#PizzaPerfection  
#MariscosFrescos  
#FarmToTablePizza  
#EcoFriendlyDining  
#PanamaFoodExploration  
#PizzaNight #PizzaWithAView  
#SustainableSeafood

# Story

**The most powerful method for your audience to learn about and trust your brand is through storytelling.**

Daily or Minimum of 5 Personal and Engaging Stories:

- How to make a Pizza
- Day in Life
- Influencer - Take over
- Meet the team
- Today in the Restaurant
- Testimonials
- Event Promotion

# Feat. Account

## Collaborations with

- Influencers (@thepanamericana, @ursucookie;
- Other Restaurants (host for a night) (@lahummuseriavenao, @lacasadelaabuela)
- Beverage Brands (@heineken, @cocacola\_panama)

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# Implementation Cost

## Package 1

Edit + Design + Source  
24 posts per month

6 Custom Graphics per  
month

5 Stories per week  
Post with Engaging  
Captions  
+ strategic account  
tagging  
+hashtags on each post

**\$350 | month**

## Package 2

Everything from  
package 1

+

30 likes per day on  
target market accounts

Engage with followers  
20 minutes after each  
post

Respond to DMs

**\$550 | month**

## Package 3

Everything from  
package 1 & 2

+

Reach out to 5 feature  
accounts per month and  
coordinate  
collaborations

Monthly metrics report  
with strategic  
recommendations

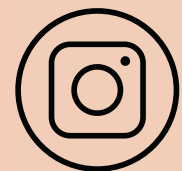
**\$650 | month**

# Contact

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**[Book a consultation call with me HERE!](#)**

