Sp Adobe Spark
+
PLANOLY

Marketing Guide

FOR THE

Food &
Beverage
Industry

Plan, Create, & Post with Spark + PLANOLY

ABOUT PLANOLY

PLANOLY started as the first visual planner for Instagram and has grown into the industry-leading social marketing platform trusted by over 5 million users to visually plan, schedule, and measure performance across Instagram, Facebook, Twitter and Pinterest.

ABOUT SPARK

Spark let's you create graphics, collages, flyers, videos and animations that look professional in just a few taps. Choose from a vast library of professionally designed templates and assets to create social media graphics, stories, posters, logos, and more. Find on-trend and seasonal images, icons, and backgrounds to promote your business — and feel like you've got the help of a trusted designer in your corner.

AND TOGETHER...

We know that you're busy, don't always have much time, or a large team of designers behind you—that's why Spark and PLANOLY teamed up to bring you a seamless creation workflow from beginning to end. Posting content lets you share your story with the world. When created and planned with intention, it also gives your audience the gifts of inspiration, education, and connection.

Welcome!

In this Spark + PLANOLY Food & Beverage Marketing Guide you'll find:

GO FORTH & CREATE!

Who are you trying to reach?

Who are you trying to reach on Instagram for your business? Identifying your target audience is the first step toward Instagram marketing success. You can start identifying your target audience by asking yourself the following questions about your future customers:

What are their interests, and how do your products meet them there?

What's the age range you want to reach?

What socioeconomic factors like occupation, education, or income affect your audiences' buying power?

Where do your customers live? Are they local, national, or global?

Do you need to consider your customer's relationship status for your product or business?

54% of people use social media to research products

Map Out Your Weekly Content!

Consistently creating content is a challenge. Coming up with weekly content buckets or "themes" can help simplify what you create for your Instagram. Weekly content buckets can include things like product flat lays, photos from happy customers, or memes.

We've put together an example of a mapped out week, with some examples of how you can organize your posts, oversee engagement, and some template examples. Simply duplicate this for for each week, update your content, and you've got a nice schedule going. Batch create 5-6 posts and share those templates with your team so they can keep on schedule too.

WHERE TO START

We've put together a few options for content buckets for you to choose from on the following pages. Choose a content bucket that best serves your business. Every week, go down the list and create the content.

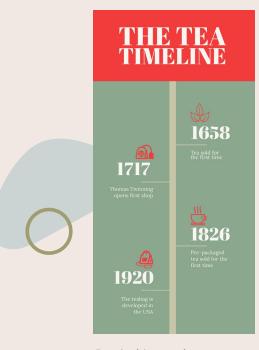| Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Remix this template	Remix this template	take today to respond to comments	Remix this template	Remix this template	Remix this template	• Update templates • Respond to comments • Hashtag research
#TodaysSpecials	#BreadTutorial		#BreadWorkshop	#BreadRecipe	#BakingBingo	

Consumer Packaged Goods
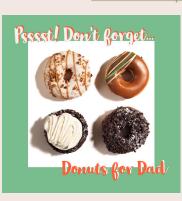
Content Bucket Option 1

- Product photos or flat lays
- Recipes or shopping list of the week
- Customer photos & testimonials
- Videos or Reels sharing product pro-tips
- Closeups of your product in action

Content Bucket Option 2

- Product photos or flat lays
- Closeups of your product in action
- Memes or Tweets related to your brand
- Share behind-the-scenes photos & videos
- Videos or Reels sharing product pro-tips

THE TEA TIMELINE

1658 — Tea sold for the first time

1717 — Thomas Twinning opens first shop

1826 — Pre-packaged tea sold for the first time

1920 — The teabag is developed in the USA

Remix this template

SPECIAL COOKIE
LIMITED TIME ONLY*

Remix this template

Pssssst! Don't forget...

Donuts for Dad

Remix this template

"COFFEE IS ALWAYS A GOOD IDEA."

Remix this template

VEGAN cookbook review

We tried all 20 recipes!

Remix this template

Restaurants, Coffee Shops, Bars & Food Retailers

Content Bucket Option 1

- Photos of your menu items
- Overviews of tableshots
- Menu changes or promotions
- Pictures of your storefront or restaurant
- Promotions, local events, or news

Content Bucket Option 2

- Flat lays of your products or menu items
- Closeup of your products
- Share behind-the-scenes photos & videos
- Memes or Reels to showcase your personality
- Photos of your storefront or restaurant

 Remix this template

 Remix this template

 Remix this template

 Remix this template

 Remix this template

Spark Your Designs

You've done the planning, now it's time to create!
But where to start and how to do it quickly?
Spark can help!

Work Faster with Templates

First off, did you know that Spark has thousands of templates to chose from? It's a great creative jumping off point. From there you can quickly add your logo, colors, images, change the text, and more. Check out the range of templates here.

6 FAST SUMMER SALADS

Remix this template

IG HIGHLIGHT

FOOD

Watch me try unique cuisines from all around the world!

Remix this template

SHEET PAN RECIPES

CHICKEN FAJITAS

Remix this template

TEMPLATIZE WHAT WORKS

You made something rad. So make it into a template! A simple visual theme (cohesive color is key!) can take you a long way. Swap out colors for seasonality, or change the text (your weekly testimonial from a customer, perhaps) but keep the bones of that awesome design and save tones of time by reusing it. Rinse and repeat around hashtags or topics that engage! #TipTuesday or a monthly calendar.

Resize and Run with It!

Now, you have something created but you have more than one space to post it to. With the click of a button you can resize your design to fit a Facebook or Instagram post, Instagram stories, a digital or printable flyer, Pinterest— you got it. Save. So. Much. Time!

Facebook

IG stories

Pinterest

BRANDIFY!

Ⓑ

Once you set up your brand with its unique logos, colors, and fonts, Adobe Spark hooks you up with customizable templates and the ability to "brandify" any piece of content in a single tap. Just click the "brandify" button and viola your brand assets are appliesd to the design! No more hefty, hard-to-follow brand guideline documents that are separate from the content creation tool. Just set up your brand once to save time later.

IG Post

Remix this template

Team Consistency

Unlock the full creative power of your team by sharing your templates, ensuring consistency across the content everyone on your team creates. Standardizing your content creation process across your team has never been easier.
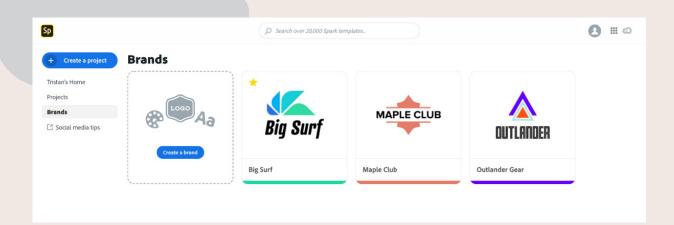

 Remix this template

Create a template that is easy to remix and share!

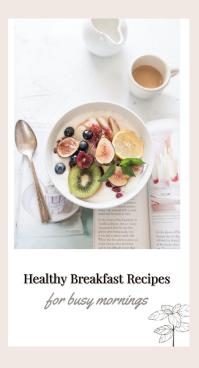Share the template with coworkers so they can easily swap out content.

MULTIBRAND!

You've got more than one brand? Of course you do! You may have a product brand and a thought-leader brand, your personal brand and restuarant brand. Manage and create both seamlessly with Spark. Check out Multi Brands here.
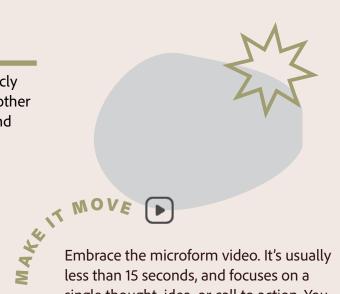
Inspire Community

Connect with your following by creating publicly available templates for your followers or any other Spark user to create from. Ask followers to send pictures of how the recipes turned out.

MAKE IT MOVE ▶

Embrace the microform video. It's usually less than 15 seconds, and focuses on a single thought, idea, or call to action. You don't need to make a short movie — just adding a little movement to text can stop the scroll in it's tracks, and add that suspense and build you're looking for!

Healthy Breakfast Recipes
for busy mornings

FOOD DONATIONS
DRIVE
COLLECTION BINS
AT ALL SPARK MARKETS
NOVEMBER 1 TO DECEMBER 31

Hype-up community events, charities, or any neighborhood occasion.
 Remix this template

Healthy Dinner Recipes
for busy evenings

Make the templates public and offer them to your followers.
 Remix this template

PRO TIP:
Animation helps your post stand out and get noticed!
Learn more.

Plan Your Feed

STEP 1

Use Placeholders

Once you have your content created, you can use the PLANOLY grid planner to start uploading your content or use placeholders to plan your first 9 posts! Some types of content can be used multiple times to fill your feed, like photos and customer testimonials.

educational	promo	flat lay
ugc	meme	tutorial
flat lay	ugc	educational

STEP 2

Plug in Your Content

Visual planning pays off and takes away the guesswork to help you build a cohesive, recognizable feed for your customers! Trust us when we say, nothing beats the feeling of a fully planned grid for the upcoming week!

Write Your Captions

Captions should not be overlooked. This tiny bit of copy can be a driving force within your post — prompting your audience to click a link, feel a feeling, or learn more about you and your brand. Be direct in your captions to educate, inform, or entertain. Here are some sample captions to help you plan your weekly content.

Photos, Flat Lays, Videos & Memes

Move over breakfast, dinner with friends is the most important meal of the day. Stop by for good food and good company.

Make this dish, and you'll be the star of the potluck. (List out ingredients and instructions in the caption for accessibility.)

Our dishes aren't just food on a plate. They're a combination of the chef's creativity, the cook's hard work, the wait staff's patience, and our mission to make our guests smile.

THE BETTER BURGER
VEGAN BURGERS

Remix this template

Have you tried the newest addition to our menu? It's filled with [list of ingredients]. Come try it today, and bring a friend!

Recipes or Shopping List of the Week

Look no further, our _____ is the one thing you need to create a cozy meal at home this weekend

Heading to the movie theater? Here's a list of our most sneakable snacks!

There's a reason this one sold out twice this year. Grab our _____ to gift yourself or a friend. We won't tell.

CLEAN   EATING
GROCERY
LIST

FRUITS & VEGGIES
- STRAWBERRIES
- CAULIFLOWER
- KALE
- MANGO
- CARROTS
- BANANA
- SQUASH
- BROCCOLI

PROTEIN
- CHICKEN BREAST
- EGGS
- TOFU
- BLACK BEANS

GRAINS
- BROWN
- QUINOA

Good weather!
Good company!
Good drinks!

Our most crave-able road trip essentials.

Customer Photos & Testimonials

"You know you are on the road to success if you would do your job, and not be paid for it."
- Oprah Winfrey

If you want to avoid heartache, fall in love with food. It'll never break your heart.

Because of loyal customers like you, we're excited that company name is growing so fast. Thank you!

Here's a roundup of the furry friends who stopped by our store this week.

It makes our day when customers tag us in their Instagram posts and stories.

The Latest Deals, Promos, or Events

Supper Club

Don't miss out! Take advantage of this sweet deal before it's too late.

It's happy hour! Stop by to take advantage of our half-off apps and draft cocktails between X and X

Don't miss our upcoming event name with our friends at partnership this weekend! We're giving out goodies all day long.

Have you heard of our loyalty program? Buy # of drinks, and you'll get one free!

_y, 5:00pm
_ton High School

Your favorite words: It's on sale.

Schedule Your Weekly Content with PLANOLY

Now that you've created your content and written your captions, it's time to schedule your posts! Scheduling is key to consistently posting, engaging, and growing your social presence.

Upload Your Content

Once you have photos, graphics, or videos created, you can upload all your content at once onto PLANOLY to schedule your content or have them automatically post to your Instagram.

Identify Your Hashtags

Next, choose your hashtags. Hashtags put more eyes on your content. If you use a massive hashtag like #foodie, for example, your content will likely get lost in the shuffle. You're better off choosing highly-targeted or specific hashtags.

To find targeted hashtags in your niche, search your post topic on Instagram and flip to the "Tags" tab. Look at the related tags listed at the top, along with the tags relevant posts are using. The fewer posts the hashtag has, the less competition you'll be up against.

Use Quick Schedule & Auto-Post

Identify which days of the week and times you want to consistently post to Instagram. Once you find a schedule, we recommend sticking to it!

You can use the quick schedule feature on PLANOLY, which allows you to preset your own frequently used posting times. If you have a paid PLANOLY account, you can also use the best time to post feature, which presents you with the best time to schedule your post based on when your unique followers are most active! Both features are here to simplify your social media planning process.
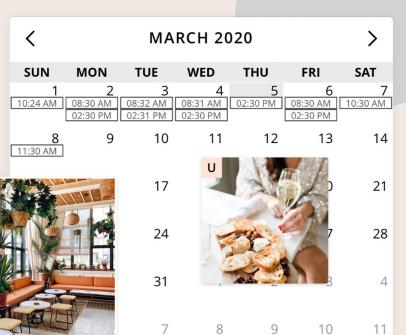
Managing an Instagram can quickly take up all your time if you don't set your posts to auto-post. We recommend scheduling the bulk of your content weekly so you can get back to your other priorities.

PRO TIP:
New to PLANOLY? Here's a tutorial on getting started with our IG Planner to simplify your planning and save you time every week.

MARCH 2020

SUN	MON	TUE	WED	THU	FRI	SAT
1 10:24 AM 02:30 PM	2 08:30 AM 02:31 PM	3 08:32 AM 02:30 PM	4 08:31 AM 02:30 PM	5 02:30 PM	6 08:30 AM 02:30 PM	7 10:30 AM
8 11:30 AM	9	10	11	12	13	14
		17				21
	24			7		28
	31				3	4
	7	8	9	10		11

526   13
Cute cafe , plants , notifications turned off . It's okay to let go... auto-post has your back! Happy Friday planners 💝.
| @heydavina

SELECT DATE & TIME

Sat Feb 29	2	14		
Sun Mar 1	3	15	AM	
Today	4	16	PM	
Tue Mar 3	5	17		
Wed Mar 4	6	18		

Engage With Your Community

Whether your business is local, national, or global, engaging with your digital community through comments and direct messages each day you post will help your followers turn into customers. Here are a few best practices to build a strong community engagement practice.

Engage with comments the first hour your post is up. This shows your followers that you are active, listening, and answering their questions.

Use Instagram Stories once a week to proactively spark convos. Use the question sticker to ask for feedback on a new product or use polls to ask a series of more fun questions like, serums or moisturizers? The countdown sticker is also a great way to generate buzz around an upcoming launch or event.

Use **geolocations** to establish a local presence. Tagging your location on posts and stories will put your content on the radar of people in your community. It's a low-effort way to maximize your exposure.

Be authentic. Authenticity is essential on Instagram. Your audience wants to relate to you and your products. Whatever you say or post, keep it real and candid.

Measure Performance

Keeping track of your content's performance will help you identify what content is working and what isn't with your newfound followers and customers on Instagram. You can use Instagram Insights to help you understand your audience and what they're interested in from your business.

Here are the top 3 Instagram metrics you can track in your Instagram Insights each week to measure the success of your marketing strategy:

REACH

Not every follower will always see your content. This metric shows how many unique people saw your posts.

ENGAGEMENT RATE

This is a percentage you can calculate for your top few posts each week to assess how your posts are performing. Engagement Rate % is calculated by totaling the number of likes, comments, and saves on a post then dividing that number by your follower count.

[(LIKES + COMMENTS + SAVES) / FOLLOWERS] X 100

SAVES OR SHARES

More than 'Likes,' saves and shares of your posts indicate that your followers loved your content and shared it with others in their network.

Wish There Was An Easier Way?

You can use PLANOLY's Analyze feature for detailed performance metrics. Analyze provides overall engagement rates, reshares, comments, top posts, and more for any date range!

Workflow Checklist

PRINT ME!

You're now all set to plan, create and post using Spark and PLANOLY! Here's a weekly checklist for you for on-going success.

- ☐ Dedicate a day to create all your content at once. Create 5-9 posts based on the content bucket you choose

- ☐ Keep it scrappy! Every moment at your business or restaurant can be turned into content, capture candid moments using your phone and have fun.

- ☐ Use Spark's search feature to filter not just for templates found under "food", but you can also search for a certain color or even aspects around food, like menus, events, or restaurants.

- ☐ Use your captions to educate, inform, or entertain your followers.

- ☐ Consistently use the 2-3 hashtags identified in each caption.

- ☐ When possible, engage with comments the first hour your post is up to build stronger relationships with your audience and get more engagement.

- ☐ Spark has built in photo filers making it easy to stylize your imagery. If you find a template and you like the layout but the content isn't food related, swap it out! Any template can be remixed to work with your content.

- ☐ Remove backgrounds in one click in Spark. This is a great feature for product shots.

- ☐ Use Instagram Stories to spark conversations with your followers and get their feedback.

- ☐ Tag your locations in your content.

- ☐ Revisit your Instagram Insights or use PLANOLY's Analyze feature weekly or monthly to gauge how your content strategy is performing.

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