



Cheesesteak Madness

Cheesesteak Madness

Social Media Marketing Campaign

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Table of Contents

Executive Summary & Overview.....	1
Social Media Presence.....	1-4
Competitive Analysis.....	4-5
SWOT Analysis.....	6
Goals.....	7-8
Strategies.....	8-9
Target Market.....	9-10
Tools & Implementation.....	10-11
Monitoring & Tuning.....	11
Budget.....	12
Return of Investment.....	12
Brand Research (Logo/Name Survey Results).....	12-13
Logo Concepts.....	14-15
User Personas.....	15-17
Wireframe.....	18
Extras.....	19-42
Detailed Survey Results.....	19-21
All Facebook and Twitter Graphs.....	22-46
Facebook.....	22-34
Twitter.....	35-36
Cheesesteak Madness Website.....	37-42

Executive Summary & Overview:

Cheesesteak Madness is a food truck designed to provide authentic cheesesteak sandwiches at an affordable price. I have realized after doing some research that the market for cheesesteak sandwiches has grown after the famous tats food truck moved out of the state. Our audience is the wonderful people that live in the Greater Seattle Area and anyone that is on vacation from around the world. Our food truck is unique in that was created by someone who has over 20 years of restaurant experience. From opening clubs in Vegas to fine dining in Bellevue.

According to the Bureau of Labor Statistics families that live in Seattle spend about 12.3 percent on food each year. This was on the average of families having \$64,933 yearly, or \$7983 of eating out money to spend. Cheesesteak Madness food truck's social media marketing plan has a primary focus to inform the community that we are here to provide delicious food and to be the food truck that these families come to spend their money. We would like them to see our food truck as the best place to get a cheesesteak. A place where people from every social class can come to enjoy, talk and share stories about their favorite places to eat, and for a place where families can take their kids for family friendly night out.

Our website was built to show what we have to offer, such as where our locations are, the menu we offer and how much everything costs. As well as make it easy to contact the business so they can place catering orders. Lastly, so people can help volunteer wherever we do nonprofit work around the Greater Seattle Area. Each Category was based on intense research from personal experiences, online college survey results and a competitive market analysis of our competition, including brand research and diverse persona profiles.

When it comes down to it finding a place to eat for lunch can be bit of a problem do you really want to be in the breakroom with that dirty microwave, or make a disaster of your kitchen. So where can you go? With bad restaurants everywhere, you not need look any further Cheesesteak Madness can help, rather than having to drive to a restaurant we are just walking distance from where you work, making it an easy one stop for all your lunch time needs. Cheesesteaks Madness social media goals are to listen to the community and to drive to the places where the most fans of the food truck are. Plus, to increase our following and to have continued business by engaging with people on social media like Twitter, Facebook, and Instagram. In addition, we would like to build a strong brand name through word-of-mouth recommendation, Search Engine Optimization, and our support for volunteering in the community.

Social media Presence:

My Sites:

Wix: <https://cheesesteakMadness.wixsite.com/home>

Facebook: <https://www.facebook.com/CheesesteakMadness/>

Twitter: <https://twitter.com/ChzsteakMadness>

Instagram: <https://www.instagram.com/cheesesteakMadness/>

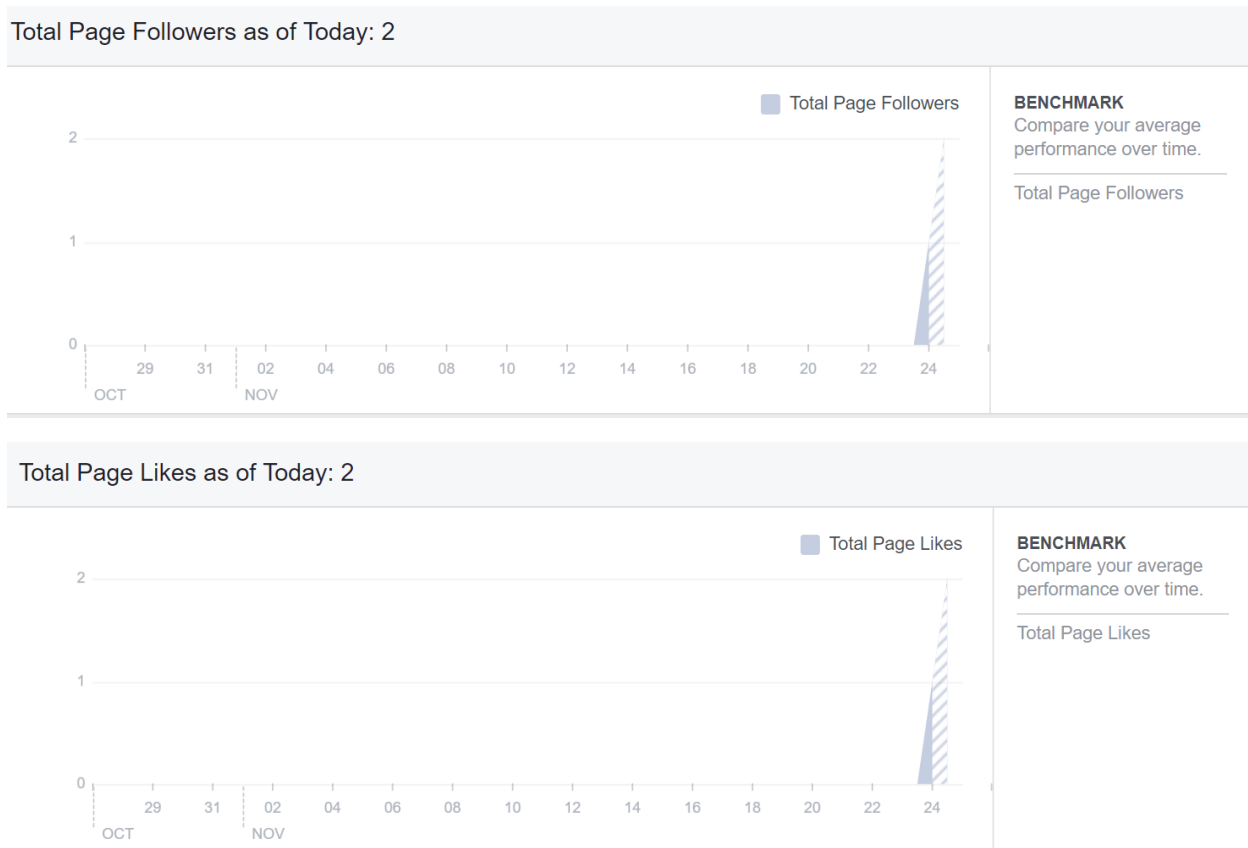
Since Cheesesteak Madness just started a social media presence, it will be measured by the following metrics

- (1) Likes on Facebook and followers on Twitter
- (2) Comments, likes and shares on Facebook posts
- (3) Twitter retweets and favorites

Wix:

Since Wix is a freemium website I could not access the analytics part of the website. However, visitors can use our social media platforms to look at the website.

Facebook:











The two graphs above show that the Facebook page is starting to grow. Although the engagement is super low its showing that we are getting ourselves off the ground and are starting to show what we have to offer. So far, we have had one review on the website saying our food is a five-star joint. Saying “we great from start to finish.”

Twitter:

The Twitter account is only 23 days old and already we have 142 impressions, with an average of 6 impressions per day. I currently have 1 follower and 10 tweets; the business has learned how to use hashtags with our biggest tweet getting 41 impression the hashtag was #AppleCup. The reason the business isn't getting more engagement because I have a disclaimer saying it's a WSU school project. But if I didn't have this I believe it would get more retweets and followers.

Your Tweets earned **142 impressions** over this **23 day** period

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Cheesesteak Madness @Chzsteakmadness · Nov 21			41	0	0.0%
	We will be at #AppleCup2017 !! Look for the food truck around the stadium, Go COUGS!!					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 7			22	1	4.5%
	The original cheesesteak keeping ours classic straight from philly enjoy! #cheesesteakmadness instagram.com/p/BbNc_H2A_3C/					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 7			21	0	0.0%
	Cheesesteak Madness employees working at the Marysville food bank. Come stop by today for a... instagram.com/p/BbNcDxAg9pC/					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 7			20	2	10.0%
	Our Deluxe Cheesesteak Sandwich come by and score some lunch from us today! Giving away free... instagram.com/p/BbNbOcFgnB_/					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 7			20	2	10.0%
	Come swing by our truck and pick up some cool swag and some lunch on friday at the food truck... instagram.com/p/BbNd4q6A4_N/					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 9			15	0	0.0%
	When did you have your first cheesesteak sandwich? pic.twitter.com/70FhxvqV0L					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · Nov 13			10	1	10.0%
	All I'm thinking about is a cheesesteak sandwich! pic.twitter.com/yy1ib3nKPM					
	View Tweet activity				Promote	
	Cheesesteak Madness @Chzsteakmadness · 3m			1	0	0.0%
	Hope everyone had a great Thanksgiving and was safe for Black Friday shopping. Now its time for some football!					
	View Tweet activity				Promote	

YOUR TWEETS

During this 23 day period, you earned **6 impressions** per day.

Engagements

Showing 23 days with daily frequency

Engagement rate

1.2%



Link clicks

4



On average, you earned **0 link clicks** per day

Retweets

0



On average, you earned **0 Retweets** per day

Likes

0



On average, you earned **0 likes** per day

Replies

0



On average, you earned **0 replies** per day

Instagram:



Competitive Analysis:

The competitive analysis is useful because it involves a simple exploration of my competitors in my product category and how the product will fit in the niche. By doing the competitive analysis on food trucks around Seattle I learned that there were no cheesesteak food trucks in Seattle. Giving my food truck the perfect opportunity to fill that niche. However, I did learn that there are competitors just they are all restaurants with no wheels. The SWOT analysis will help identify my potential strengths and weaknesses as a service as well as potential opportunities to grow. What I have seen is our weaknesses can easily be fixed if we are able withstand the first five years of opening the food truck. For our opportunities we can generate a strong brand recognition making our name be the only name people think when it comes to cheesesteaks.

Competitive Analysis:

Overview: The program includes... High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast. Additional Value: Beyond the basic overview, what value to they provide to a potential customer? Details: Get a little deeper into the details of each product or service Cost: Cost is always an important comparison, but should never be looked at alone. By understand the value and details of the product, you can better compare cost.	My company:Philly the hilly	Competitor: Fat's Truck	Competitor: The Original Philly's	Competitor: Calozzi's Cheesesteaks	Competitor: Philly Ya Belly
	Sells Cheese steak sandwiches and delivers food	Sells 5-8 different sandwiches	Huge selection of sandwiches, and some wings	Sells 4-9 sandwiches	9-13 sandwiches
	Fresh ingredients, great customer service	Fresh ingredients, Great customer service	Seattle vibes old school, great customer service	Seattle vibes, great service	Great customer service
	Family friendly, easy transactions with money, credit or debit cards	Family friendly,	Family friendly	Family Friendly	Family Friendly
	\$10.00 for the sandwich \$14.00 for combo	\$11-\$30	Under \$10	\$11-\$30	\$11-\$30
	More Business Info	No	No	No	No
	Takes reservations	No	No	No	No
	Delivery	No	No	No	No
	Take-out	Yes	Yes	Yes	Yes
	Accepts Credit cards	Yes	Yes	Yes	Yes
	Accepts Apple pay	Yes	No	Yes	No
	Accepts android pay	Yes	No	No	No
	Good for	Lunch, Dinner	Lunch, Dinner	Lunch	Lunch, Dinner
	Bike Parking	Yes	Yes	Yes	Yes
	Good for kids	Yes	Yes	Yes	Yes
	Good for groups	Yes	Yes	No	Yes
	Attire	Casual	Casual	Casual	Casual
	Ambience	Casual	Casual	Casual	Casual
	Noise level	Average	Average	Average	Average
	Alcohol	No	No	No	No
Outdoor Seating	No	No	Yes	Yes	
Wi-Fi	Yes	No	No	Free	No
Locations	Foodtruck	Stops in downtown Seattle, and Bellevue	3019 Martin Luther King Jr Way S Seattle, WA 98144	7016 E Marginal Way S Seattle, Wa 98108	12492 Hwy 99 Ste Everett WA 98204
Has TV	No	No	Yes	No	No
Waiter Service	No	No	Yes	No	No
Caters	Yes	No	Yes	No	No
Facebook followers	N/A	911 followers	2,653 Followers	1629 Followers	299 Followers
Instagram followers	N/A	492 followers	No	191 Followers	No
Twitter	N/A	754 followers	No	No	No
Snapchat	N/A	No	No	No	No
Yelp reviews stars	N/A	4.5 Stars	3.5 Stars	4.5 Stars	4.5 stars
Urban spoon	N/A	No	3.2 Stars	3.5 Stars	3.6 Stars
Hours of operation	Open Mon-Saturday 10:00 am to 8 PM Sunday 12:00 pm to 6:00 pm	Open Monday through Friday 10:00 am to 2:00 pm closed weekends	Mon-Sat 11:00 am to 9:00 pm Sun 12:00 pm to 7:00 pm	Mon-Fri 10:00 am - 4:00 pm Closed weekends	Mon-Sat 10:00 am to 8:00 pm closed Sunday
Website	Yes	Yes	No	No	No
Foodtruck	Yes	Yes	No	No	No
Parking	No	No	Private lot	Private lot	Private lot

Cheesesteak Madness SWOT

Internal

Strengths

1. We do well on creating a fun long lasting memory of great cheesesteaks
2. Our unique resources we can draw on is someone who has been in the food industry their whole life
3. The strength others see is we have amazing customer service

Weakness

1. We could improve on increasing sales
2. The resources that we lack the most will be man power
3. Others are likely to see our weak point of being so new to the market that we won't be able to pick up fast enough before we can't afford to run a food truck

External

Opportunities

1. Opportunities that are open to us are we are new, and we can quickly build a relationship to the community that tells them we have great food
2. We will be able to show our brand to many different places around the greater Seattle area because we can drive around to places
3. We will be able to work with local newspapers and broadcasting teams for a cool story about us

Threats

1. Threats that could harm us are other restaurants that serve the same food as we do
2. Our competition is giving a limited but high-quality menu
3. Threats that our weaknesses expose is if one person gets sick we will not be able to work that day reducing sales for the year

Goals:

Cheesesteak Madness is a food truck created by a man with a passion to serve only the best cheesesteak sandwiches. Therefore, all our goals revolve around the growth of the brand and so people can share an emotional experience they may never forget.

Specific goals of Cheesesteak Madness include...

Increased Sales: It is my goal to use the Social Media Marketing campaign to produce more call to action of buying our cheesesteaks, getting takeout, buying apparel, and catering. This goal was expressed by Austin.

Building my brand: It is my goal to use the Social Media Marketing campaign to produce a strong brand image. This will be done by having the first thing you see on the business website is the volunteering work Cheesesteak Madness does for the community. We want to do this, so anyone can eat from Cheesesteak Madness. This goal was expressed by Austin.

Driving Word-By-Mouth: It is my goal to use the Social Media Marketing campaign to generate more word-by-mouth marketing. This will be done by have a creditable website and a product that offers the best cheesesteak around. As well as having an active presence on Twitter and showing the volunteering work. This will give people the need to tell others about the business to go here for lunch and drive sales forward. This goal was express by Austin.

Producing new marketing ideas: It is my goal to use the Social Media Marketing campaign to produce an apparel page once the food truck has started to bring in more revenue. This in turn will create walking billboards (people) to help bring in more people to buy cheesesteaks. Also, we will listen to the community and create any other items the public might want. Such as stickers of the logo of the business or sunglasses, bottle openers anything really. This goal was expressed by Austin.

Generating leads for catering: It is my goal to use the Social Media Marketing campaign to create more leads with catering, I have created a call-to-action for catering by giving a landing page just for catering. I made it fool-proof by having the menu for catering, an email, time we are open, the phone number and where to pick it up when its ready. Having a catering landing page will create more sales in the business. This goal was expressed by Austin.

Handling crisis reputation management: It is my goal to use the Social Media Marketing campaign to help outraged customers post on our Facebook page or leave us a message, so we can help resolve the issues that come up. If we encounter a troll, we will either delete their post or ignore it completely. This goal was express by Austin.

Integration with PR and advertising campaigns: It is my goal to use the Social Media Marketing campaign to incorporate Facebook ads on our business. We will also use our website for

possible columnists to look at who we are and any information they need to write about us. We will also create media lists and generate leads to pick up bloggers who write about food trucks, family lifestyles, volunteering work, foodies, The Pacific Northwest, entrepreneurs, venture capital and any other personas we might find that work with our business in the future. This goal was expressed by Austin.

Search engine optimization constant stream: It is my goal to use the Social Media Marketing campaign to create a website who can take on its competitors by using some of the same keywords they are using. These keywords words will help bring in organic clicks to drive our sales up. Some of the keywords will be included Cheesesteaks, Family owned, food trucks, and greater Seattle area. We also plan to use a streaming platform to create more content for the business social media. This will give new customers some idea of who we are and what we offer. This goal was expressed by Austin.

Strategies:

Cheesesteak Madness although is a food truck requires to use Social Media Marketing campaigns to grow which requires us to continually use these platforms. The development of our Social Media Marketing campaign will be brought up by the eight C's of creating our business strategy which are categorize, comprehend, converse, collaborate, contribute, connect community and convert.

Categorize:

Since Cheesesteak Madness is new and has little money for marketing, the business will focus on free marketing tools. These include our Social Media Marketing campaign, which our ranked in order from most important to least important. These include our website, Facebook page, Twitter account, Instagram account, Twitch or any livestreaming platform and eventually a YouTube channel. These sites are where we will find most of our new customers. If we have someone focus on these websites we will have the greats return on investment (ROI), we will continue to listen to the community updating our website and other social platforms to enhance the customer experience.

Comprehend:

Cheesesteak Madness is a new company and we will learn how our customers use each of our social media platforms. We hope that people use the website more for looking at the general information such where we are locate, what we offer, and our hours of operation, for catering and to buy merchandise. Facebook will be used to see other reviews and to look at what we have been up to in the community. Instagram will be able to look at our food in greater depth with tasteful visuals. Twitter will be used for engagement with the community and have a greater understanding of what the community wants and to build relationships. Twitch and YouTube

will be used as content creation for people to engage even more with the business. Yelp will be for the rank system we hope to find creditable yelpers to leave positive reviews of our food truck.

Converse:

Cheesesteak Madness plans to post content that will help the business grow, the most important content that we hold is our image of helping out the community by volunteering as a business at local food banks and community rally's. We will post content about someone who has made a difference at these events and show people eating our food.

Collaborate:

Cheesesteak Madness plans to create friendships with other food trucks, so we can get our name out through other creditable food trucks. This will bring more people to our social media platforms and most importantly to the food truck to purchase our products. We will be able to see more people going to our social media platforms by looking at the likes, comments and shares increasing.

Contribute:

Cheesesteak Madness plans to share content on the website that is relevant to what the community wants to see. By doing this the community will see that we have important information or just information they thought was funny or helpful and will continue to check up on the social media platforms.

Connect:

Cheesesteak Madness will try to get its name out to larger companies around the Greater Seattle area to generate free promotion for our product. We also hope that the community that follows us will share with their friends again creating free promotion for our product.

Community:

Cheesesteak Madness will strive to listen to the community generating polls to see what the community wants out of us. We want to give the community options and not one product that will never change.

Convert:

We plan to bring people in by using the social media platforms we use and to create an image that we are respectful toward the community and provide a yummy lunch. This in hope will bring in more people to engage with us and to think of us as the number one cheesesteak business in the Greater Seattle Area.

Target Market:

The target market for Cheesesteak Madness is anyone who is living in the Greater Seattle area, who likes to eat cheesesteak sandwiches. That age is anywhere between 5-100 years old,

although cheesesteaks are for people who eat meat we also will work on creating a cheesevegetable sandwich for the continuing growth of the Middle East presence in Seattle. Some of the unique personas are demonstrated in my user persona section. A user will typically come to our site to figure out where we are in any given day, to order catering or take out, to buy merchandise and to find hours of operation.

Tools & Implementation:

Facebook: (Implementation)

Facebook is an American for-profit corporation and an online social media and social networking service based in Menlo Park, California. (source Wikipedia). Since the business is a food truck we will rely heavily on social media platforms to boost our sales. Cheesesteak Madness plans to use this social media platform by creating content for the community and to increase our social media presence by implementing:

1. Daily posts that show you what Cheesesteak Madness is doing around the community.
2. Keeping track of the analytics seeing what post, picture, video and live stream content works best for the community so we can tailor our Facebook page to better accommodate the community.
3. Putting other social media links on the page along with the website to make it look quick and easy to move from each social media platform.
4. Creating paid ad on Facebook to get out the message of who we are.

Twitter: (Implementation)

Twitter is an online news and social networking service where users post and interact with messages, called "tweets." (source Wikipedia). Using this social media platform, the business can keep track of pop culture fads by watching the hashtags going on and tailor the posts around these hashtags, Cheesesteak Madness plans to use Twitter by implementing:

1. Post important information about the business so people will learn to come to Twitter for deals and to see where we will be on any given day.
2. The business plans to post once or twice per day to stay relevant to the community.
3. The business plans to use relevant hashtags that people are using around the Greater Seattle area (Such as #AppleCup).
4. The business plans to solicit all of the other social media link on this platform to bring in more clicks.

Instagram: (Implementation)

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers (source Wikipedia). Using this social media platform, the business can create visual content, such as a more in-depth visual of what the food looks like and our volunteering work. Also, people can send in their photos of the food, so we can publish it on our main account, we will implement this by:

1. Posting every few days about the food or volunteering somewhere
2. Post one submission every week
3. Post a cool story we heard about while volunteering
4. Leave a spot for our website link so people can click to it for more information

Wix: (Implementation)

Wix.com is a cloud-based web development platform that was first developed and popularized by the Israeli company also called Wix (source Wikipedia). Using this platform, the business plans to put in all important information about the business. We are tailoring the website to be more of a mobile platform. We will implement this by:

1. Keeping nearly all the website in a one continues scroll
2. Ridding of clunky photos or unwanted space
3. Having our social media account linked into the website

Gliffy: (Tool)

Gliffy was used as a tool to develop a wireframe for the original concept of the website, you can see key characteristics from the wireframe that are in the website today.

TradeMarkia: (Tool)

TradeMarkia was the tool used to purchase the domain of Cheesesteak Madness

LogoMaker: (Tool)

LogoMaker was the tool used to purchase the logo design for Cheesesteak Madness. Originally the business had three logo concepts however only one made it through.

Xtensio: (Tool)

Xtensio was used to build the user persona templates.

Trello: (Tool)

Trello is going to be used to help our team manage all the projects, for the social media marketing campaign.

Monitoring & Tuning:

Google Analytics: (Monitoring)

Google Analytics will be used to track the growth of the website, the business will be able to determine what items are selling best what picture brought the most attention, and anything else that we might not see Google Analytics will be able to identify all the trends.

Facebook insights: (Monitoring)

Facebook Insights will be used to monitor the engagement of our users on Facebook, we will be able to use insights as well to create Facebook ads. Insights will give us a better understanding of what posts will bring in people and what posts wont work.

Twitter Analytics: (Monitoring)

Twitter Analytics will be able to monitor what hashtags we are using work best. What pictures, gifs, or polls have drawn in most attention to help us tailor or news platform to be the best it can be.

Hootsuite: (Monitoring)

Hootsuite will be used to monitor all the action we get on Twitter in real time, from any mentions we are posted in or any bad reviews we have gotten or good reviews, so we can retweet them. Hootsuite will give us the competitive edge in the Twitter world.

PollDaddy: (Tuning)

PollDaddy will be used to help us on research projects we need help with, anywhere from pricing of new items to new sweat shirt designs.

Budget:

Below is the suggested budget for the first year of the social media marketing plan:

Title	Money
Facebook ad	\$5,000 a year
Google adwords	\$5,000 a year
Additional Expenses	\$10,000 a year
Monitoring Tools	\$1,000 a year
Social Media Manager	\$2,400 (at one hour a day)
Total expenses for the year	\$23,400

Return on Investment:

We will get the ROI on Facebook ad's by acquiring people from Facebook to go to our website we hope to pay off the Facebook ad's through our catering events. With Google adwords we will bring customers straight to our website we hope to pay Google adwords off with our clothing line. Finally with monitoring tools, social media manger and additional expenses will be paid by using the product its self the Cheesesteak Madness.

Brand Research (Logo/Name survey results):

My PollDaddy survey: <https://crazuh.poll daddy.com/s/comstrat-311>

Before the business could even launch Cheesesteak Madness had to first identify what the logo should look like and what the name of the business should be. The PollDaddy survey questions where aimed toward identifying what the name of the business should be. From the results I was able to identify the proper name of the company.

- 1. What name do you think best describes a cheese steak sandwich food truck?**
 - a. Philly Yum
 - b. Seattle Philly
 - c. Dustins Truck
 - d. Pike Philly Cheesesteak
 - e. Cheesesteak Madness
- 2. Out of the naming process what do you believe is important in a name.**
 - a. Having what you sell in the name (strongly disagree, Disagree, Agree, Strongly Agree)
 - b. Having energy in the name (strongly disagree, Disagree, Agree, Strongly Agree)
- 3. From top to bottom what is the best competitor names**
 - a. Steak Your Claim






- b. The Food Truck League
 - c. Cheesesteak Factory
 - d. Phill Me Up Cheesesteaks
 - e. Way South Philly
4. **What comes to mind when you look at the name Cheese Steak Madness.**
- a. Short Answer
5. **Thinking about the name Cheese Steak Madness, Which of the following best describes your feeling about it.**
- a. Like the name very much
 - b. Like the name a little
 - c. Don't like it that much
 - d. Hate the name
6. **If you saw Cheese Steak Madness on the street would you eat their just by the name?**
- a. Yes
 - b. No
7. **Would you remember Cheese Steak Madness if you just had it once?**
- a. Likely
 - b. Not Likely
 - c. No, I would forget the name
8. **Do you like this logo?**








- a. Yes
- b. No

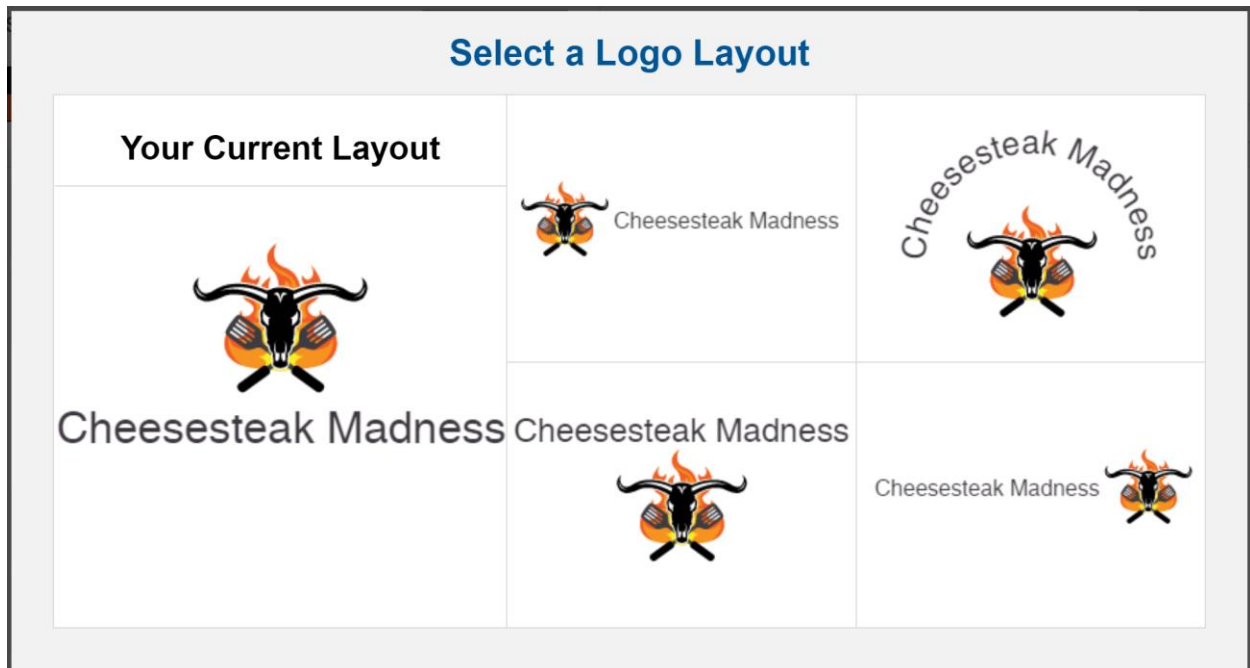
Logo Concepts:

Select a Logo Layout

Your Current Layout		
 Cheesesteak Madness	 Cheesesteak Madness	Cheesesteak Madness 
	Cheesesteak Madness 	Cheesesteak Madness 

Select a Logo Layout

Your Current Layout		
 Cheesesteak Madness	 Cheesesteak Madness	Cheesesteak Madness 
	Cheesesteak Madness 	Cheesesteak Madness 



User Personas:

Sam The Hipster

"I just want to find something that's good before everyone else finds it"

Age: 24
Work: Sales associate at Zumies
Family: Girl Friend
Location: Seattle, Washington
Character: The trendsetter

Nice Trait 2 Trait 3 Trait 4

Goals

- To find a great place to eat from where he lives
- Wants to find a place that won't break the bank to take out his girl friend
- Wants to have good atmosphere when eating

Frustrations

- All the places are too expensive for him
- Other food trucks are already too big so he won't eat there
- His friends already found good places to eat now he wants to find one but can't

Bio

Sam Longhorn is 24 years old and trying to make a living through his passion of taking pictures for National Geographic. He recently moved out of his parent's house to live with some buddies at over priced apartment in downtown Seattle.

Motivation

Motivation	Level
Incentive	High
Fear	Low
Growth	Medium
Power	High
Social	High

Brands & Influencers

f i t

Preferred Channels

Channel	Preference
Traditional Ads	Low
Online & Social Media	High
Referral	Medium
Guerrilla Efforts & PR	Low

Personality

Personality Trait	Level
Introvert	Low
Extrovert	High
Thinking	Low
Feeling	High
Sensing	Low
Intuition	High
Judging	Low
Perceiving	High

The Everyday Millennial

Xtensio



"I'm just trying to make my mark on the world."

Age: 21

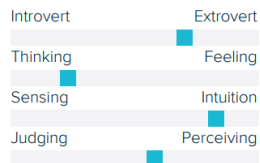
Work: Server at Buffalo Wild Wings

Family: Girlfriend

Location: Seattle, Washington

Character: The adventurer

Personality



Competative

Hardworking

Loves greasy foods

Outgoing

Goals

- Wants to make a name for himself
- eager to try new things like a classic cheese steak
- Learn whats its like to eat at a food truck

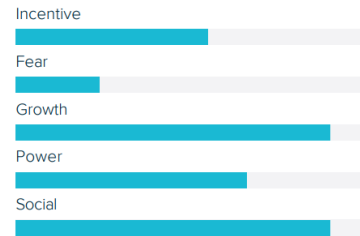
Frustrations

- Hard to find a job
- Finding new food he likes it hard
- Might think food trucks have a bad rep

Bio

Mike Rheem is a hard working 21-year old who goes to school at the University of Washington studying to become an accountant. Mike is eager to get out into the world by getting to know the culture in Seattle. He had lived in Eastern Washington and never made the trip over. Now that he is here it can't wait to see whats in store.

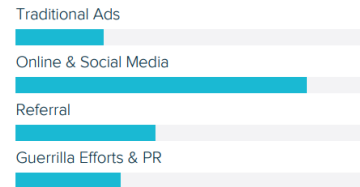
Motivation



Brands & Influencers



Preferred Channels



The original Philly man

Xtensio



"I love food but can't find a place to eat I fear I will have to move back east since I cant get settled down "

Age: 41

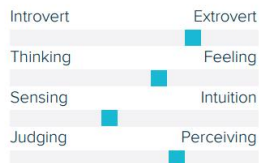
Work: Helps run boys and girls clubs around the nation

Family: Married with two kids

Location: Seattle, Washington

Character: The foody

Personality



Friendly

Ambitious

Loves food

Creative

Goals

- To find a home away from home
- Uses food to remember his life back east
- Needs to find his new place to get food

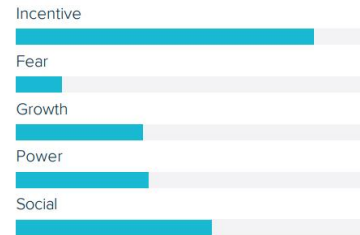
Frustrations

- Has gone to many cheese steak places but can't find the one
- The culture in Washington makes it harder for him to like the atmosphere of the places
- Has been burned by poor quality ingredients

Bio

Jon Seaward is a Philly man who recently moved to Seattle to help open up a Boys and Girls Club. He loves working with kids. Both of his kids plan to be going to the Boys and Girls Club after school. Sam just turned nine and Ashely is six years old. He hopes to make this his new home for good but unless he can find his favorite place to eat by the time he's done opening the new Boys and Girls Club, he will have to move back to Philly. Jon has a Bachelor's degree in early childhood development from PSU.

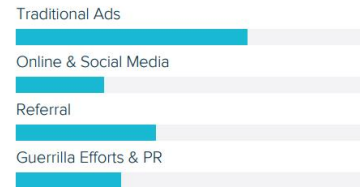
Motivation



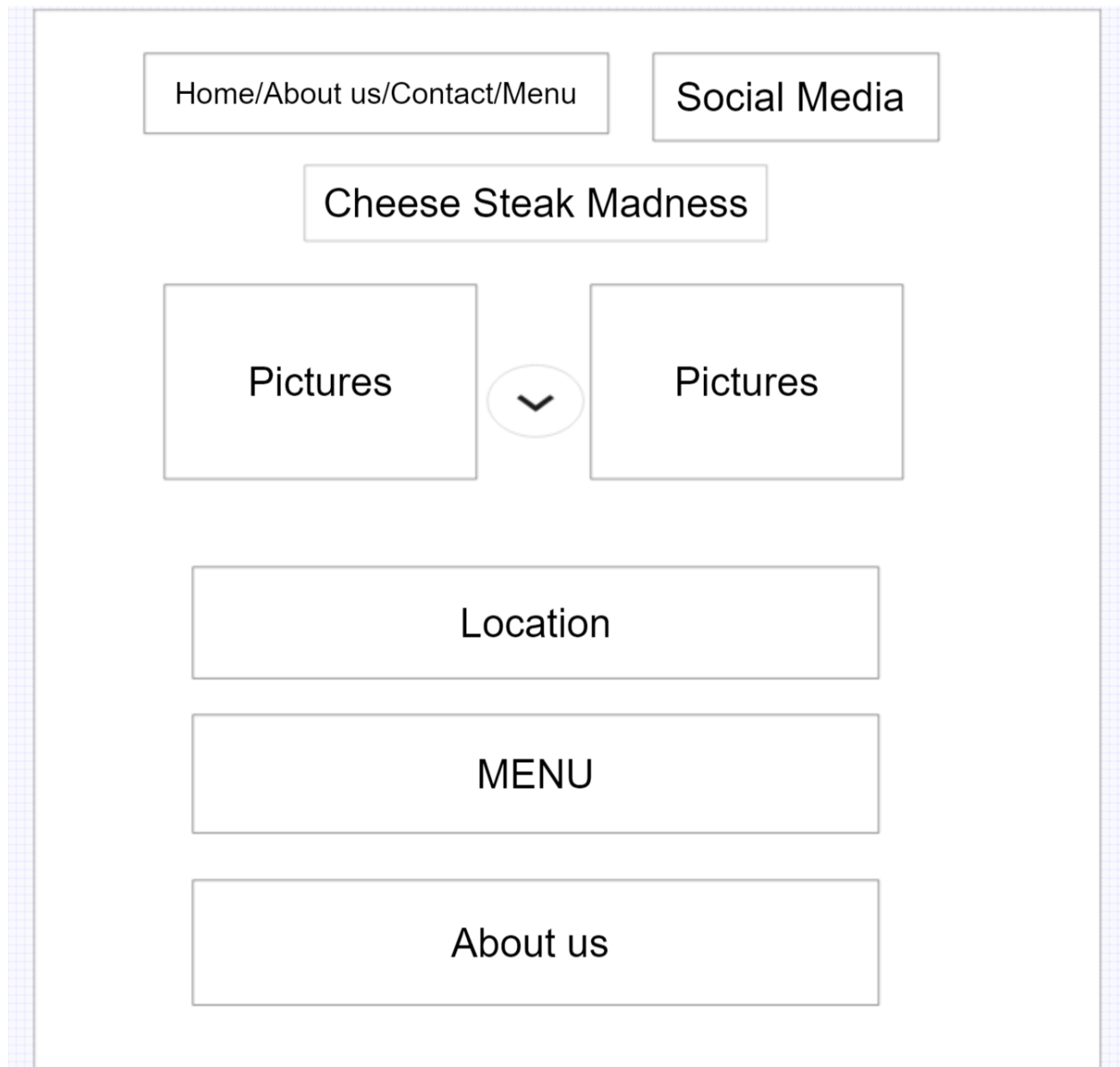
Brands & Influencers



Preferred Channels



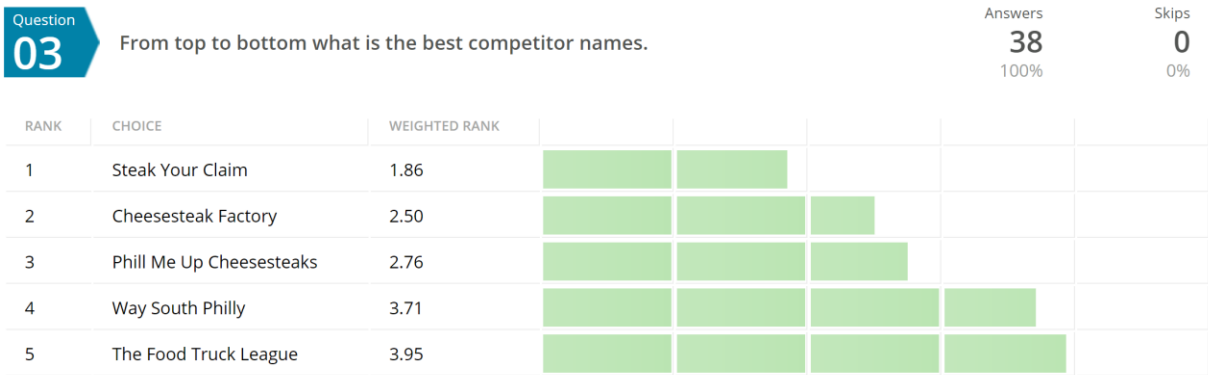
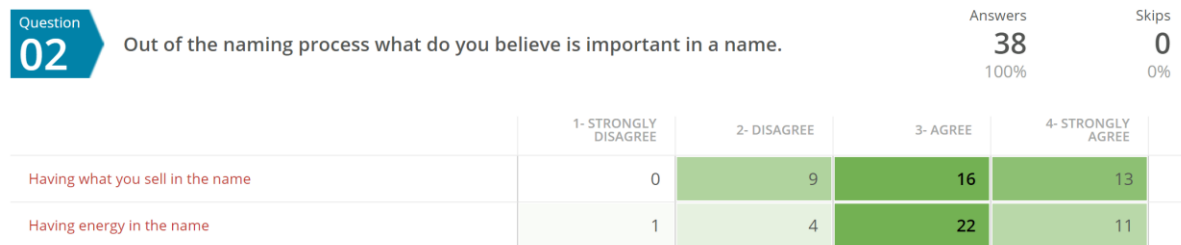
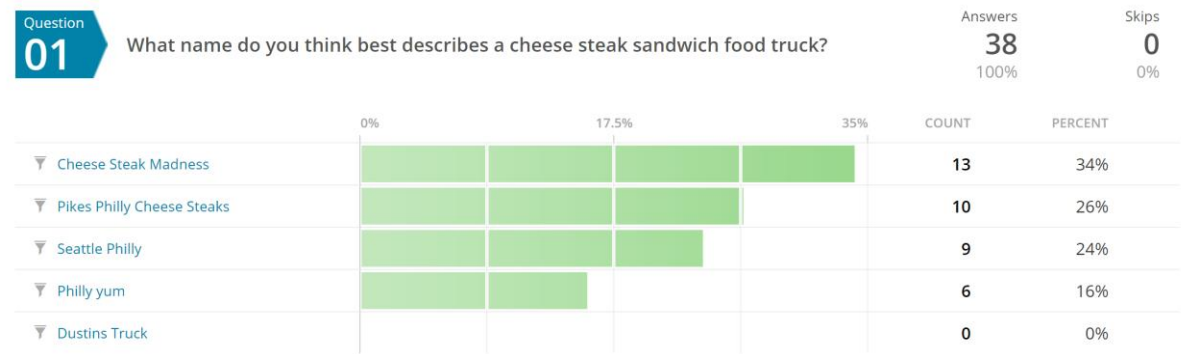
Gliffy Wireframe:



Extras

Detailed Survey Results:

Total Responses: 38
Completion Rate: 100%






Question
04

What comes to mind when you look at the name Cheese Steak Madness.

Answers
34
89%

Skips
4
11%

 All Answers  Popular Answers  Popular Words

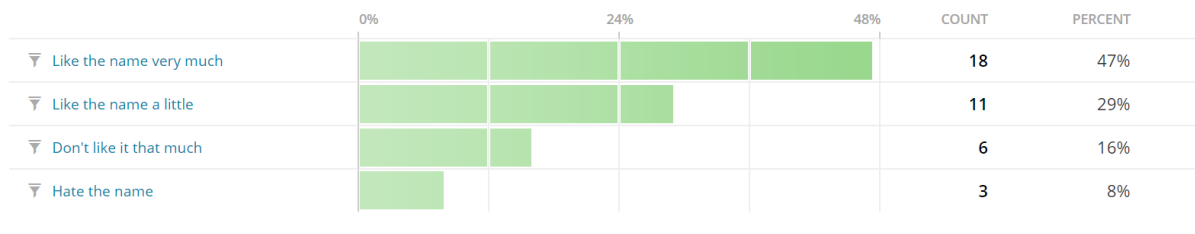
ANSWER	FREQUENCY	
unhealthy, cheesesteak, probably tastes good	1	
the most cheesiest cheese steaks ever!	1	
steak sandwiches, variety, uniqueness.	1	
sounds like a place that has many ways of having cheesesteaks.	1	
some really good cheese steaks	1	
really yummy sandwiches. probably messy. possibly some quirky options (if that isn't an abomination to cheesesteaks)	1	
not serious food	1	
lots of options	1	
lots of cheese steaks, or cheese steaks with crazy ingredients	1	
inventive/innovative cheese steaks	1	
insanity and steak just flying through the air, long lines and cheese dripping from the truck.	1	
i think of a loaded philly, or possibly interesting variations on a philly. when i think of "madness" i think of crazy toppings--either excessive quantity or variation.	1	
huge cheese steakes!	1	
hot and messy steaks	1	
grandma	1	
good messy food	1	
good ass cheesesteak	1	
food poisoning	1	
delicious cheese steaks	1	
creative takes on classic cheese steak	1	
crazy sandwich combinations	1	
crazy big cheese steaks	1	
childish, i wouldn't eat there	1	

Question
05

Thinking about the name Cheese Steak Madness, Which of the following best describes your feeling about it.

Answers
38
100%

Skips
0
0%

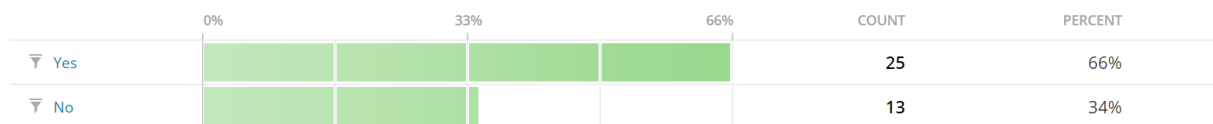


Question
06

If you saw Cheese Steak Madness on the street would you eat their just by the name?

Answers
38
100%

Skips
0
0%

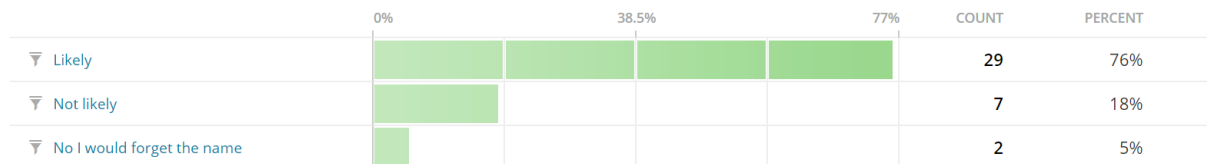


Question
07

Would you remember Cheese Steak Madness if you just had it once?

Answers
38
100%

Skips
0
0%












All Facebook and Twitter Graphs:

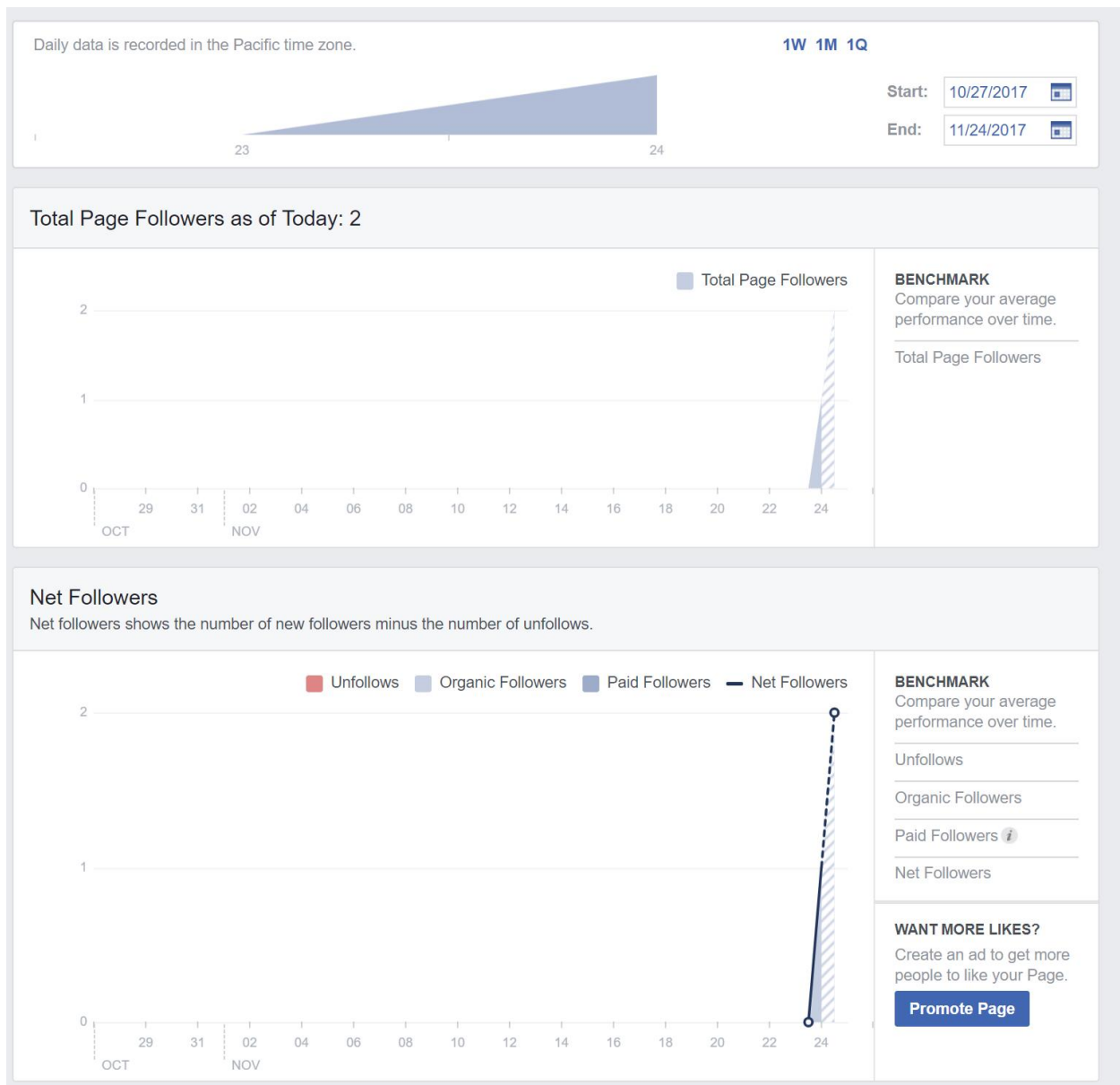
Facebook:

https://www.facebook.com/CheesesteakMadness/insights/?referrer=page_insights_tab_button

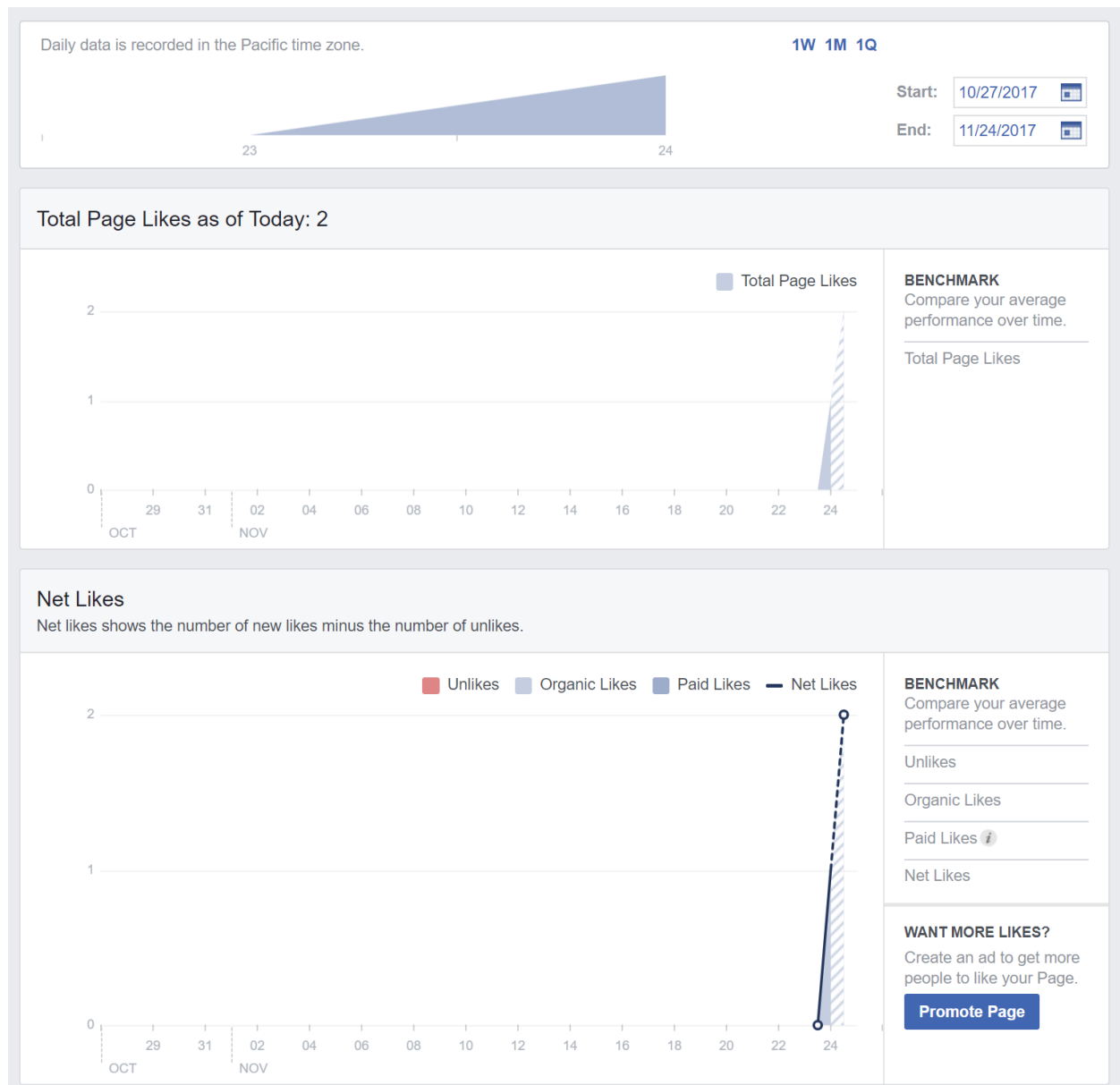
Overview:

Actions on Page November 17 - November 23  We don't have data to show you this week.	Page Views November 17 - November 23 1 Total Page Views ▼ 83% 	Page Previews November 17 - November 23  We don't have data to show you this week.
Page Likes November 17 - November 23  We don't have data to show you this week.	Reach November 17 - November 23  We don't have data to show you this week.	Recommendations November 17 - November 23  We don't have data to show you this week.
Post Engagements November 17 - November 23  We don't have data to show you this week.	Videos November 17 - November 23  We don't have data to show you this week.	Page Followers November 17 - November 23  We don't have data to show you this week.

Followers:



Likes:



Reach:

Daily data is recorded in the Pacific time zone.

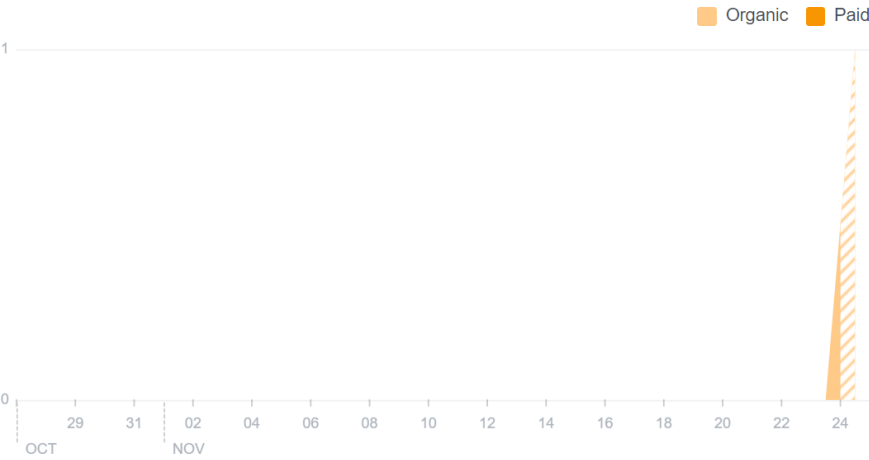
1W 1M 1Q

Start: 10/27/2017

End: 11/24/2017

Post Reach

The number of people your posts were served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid

Reactions, Comments, Shares, and More

These actions will help you reach more people.



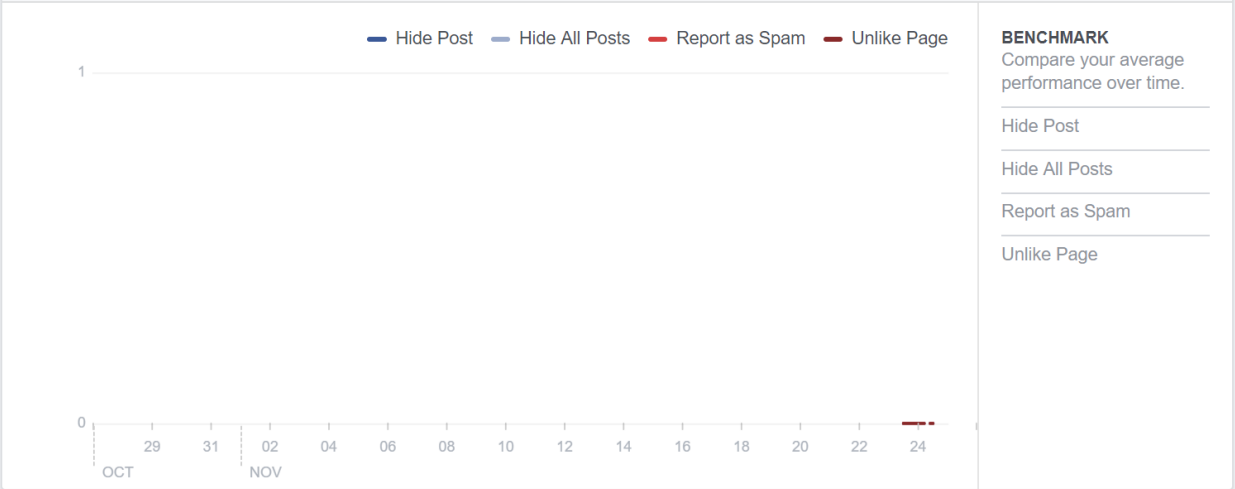
Reactions

Likes and other ways people react to your Page posts.



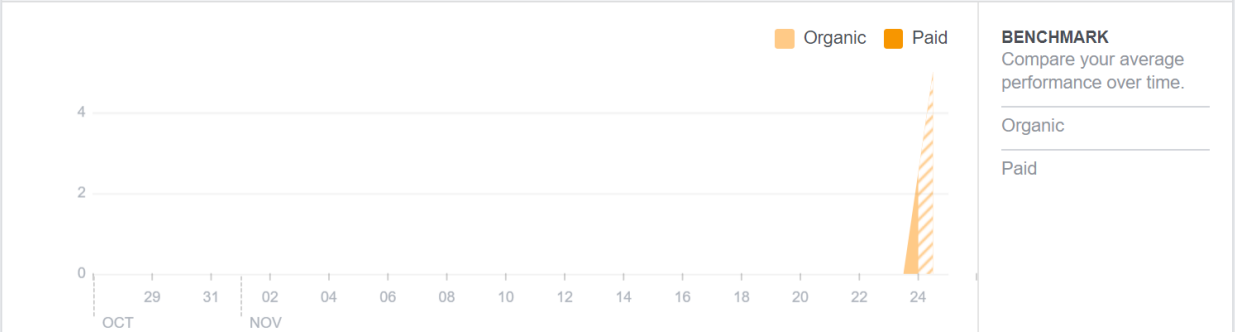
Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.

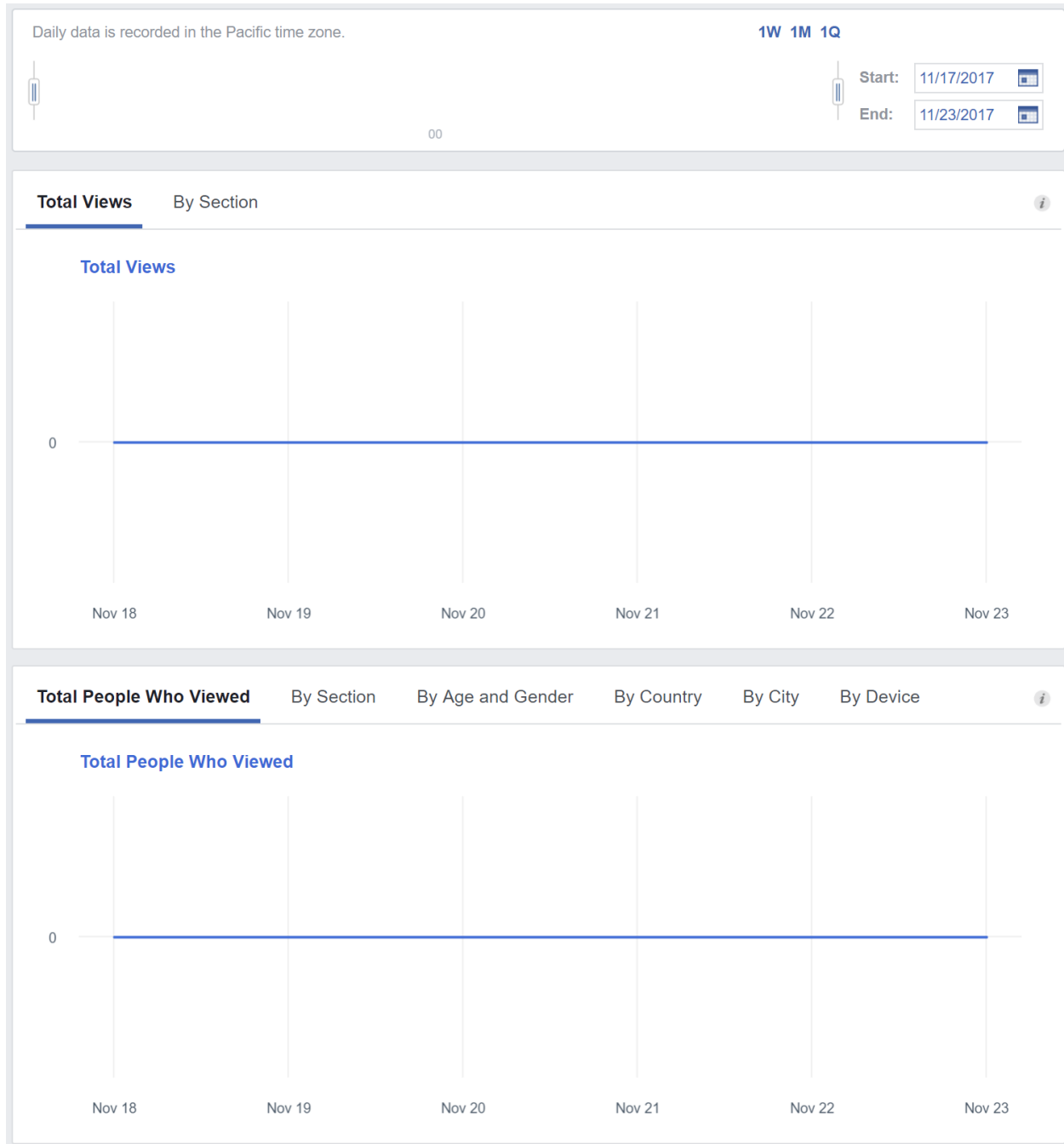


Total Reach

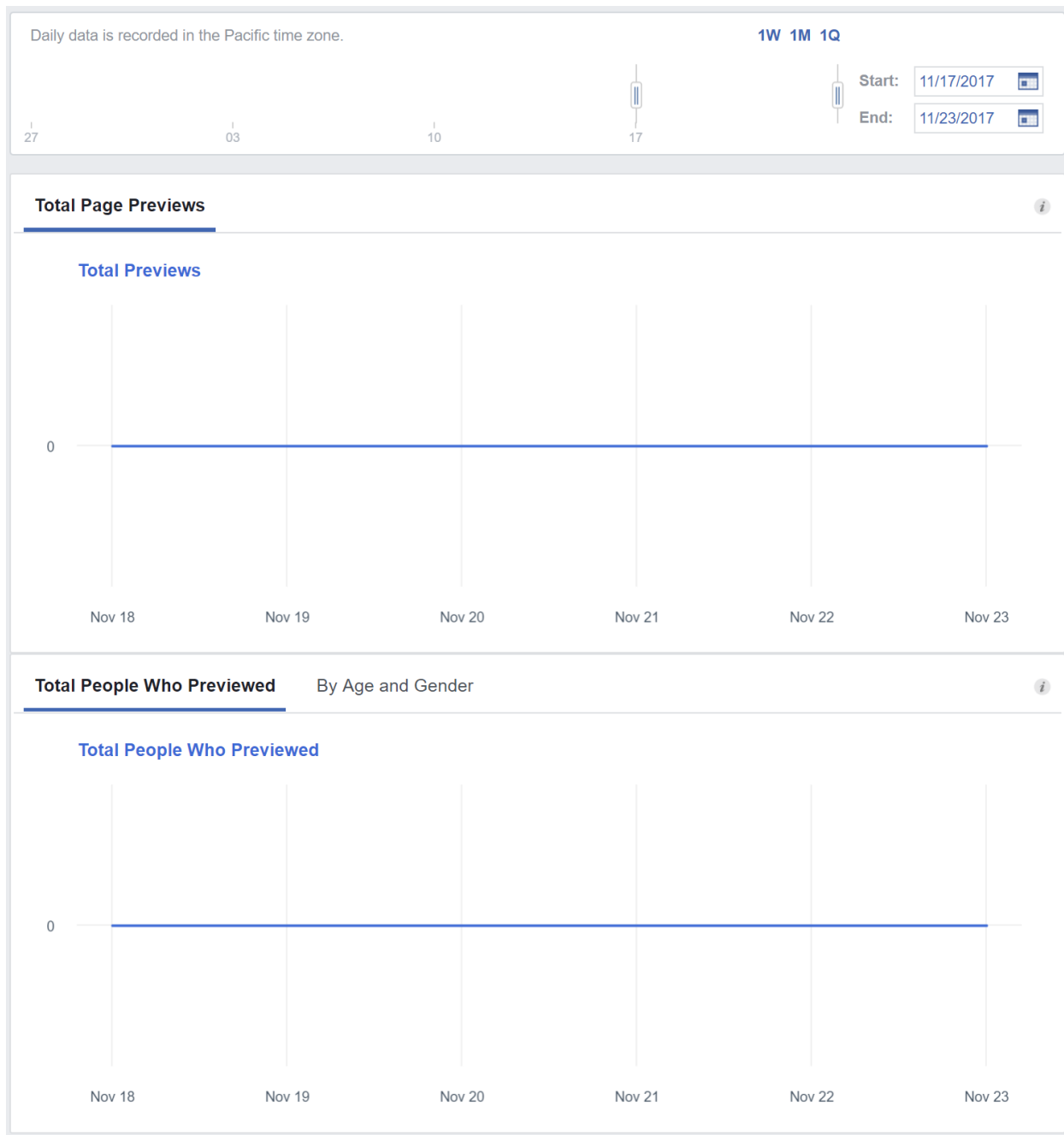
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



Page Views:



Page Previews:



Actions on Page:

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



00

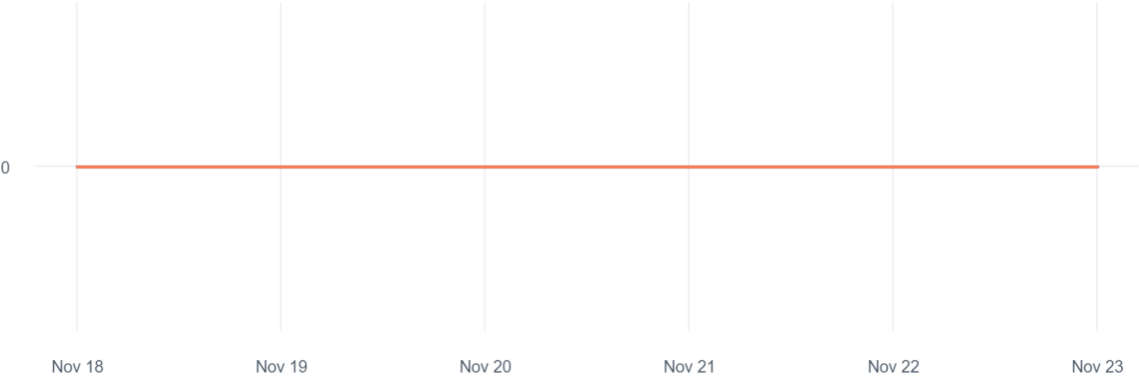


Start: 11/17/2017
End: 11/23/2017

Total Actions on Page



Get Directions Clicks Website Clicks Phone Number Clicks Action Button Clicks

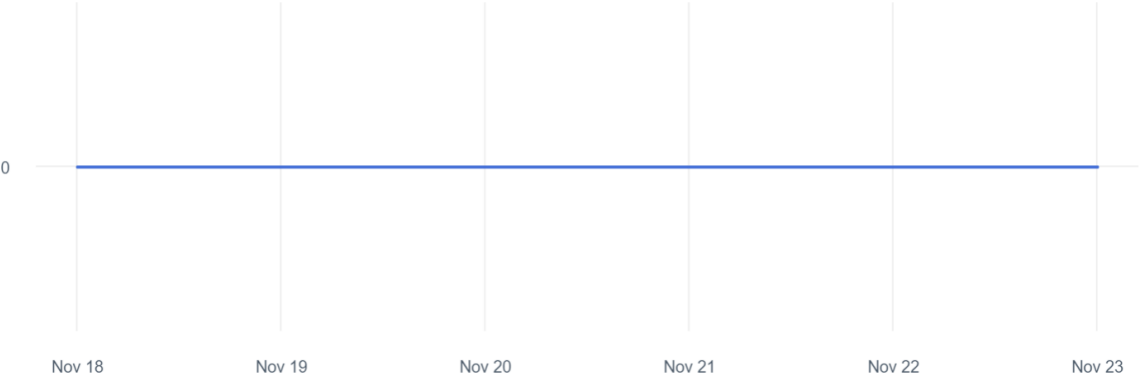


People Who Clicked Action Button

By Age and Gender By Country By City By Device



People Who Clicked Action Button



People Who Clicked Get Directions

By Age and Gender

By Country

By City

By Device



People Who Clicked Get Directions



People Who Clicked Phone Number

By Age and Gender

By Country

By City

By Device



People Who Clicked Phone Number



People Who Clicked Website

By Age and Gender

By Country

By City

By Device



People Who Clicked Website
























Posts:

All Posts Published

Reach: Organic / Paid

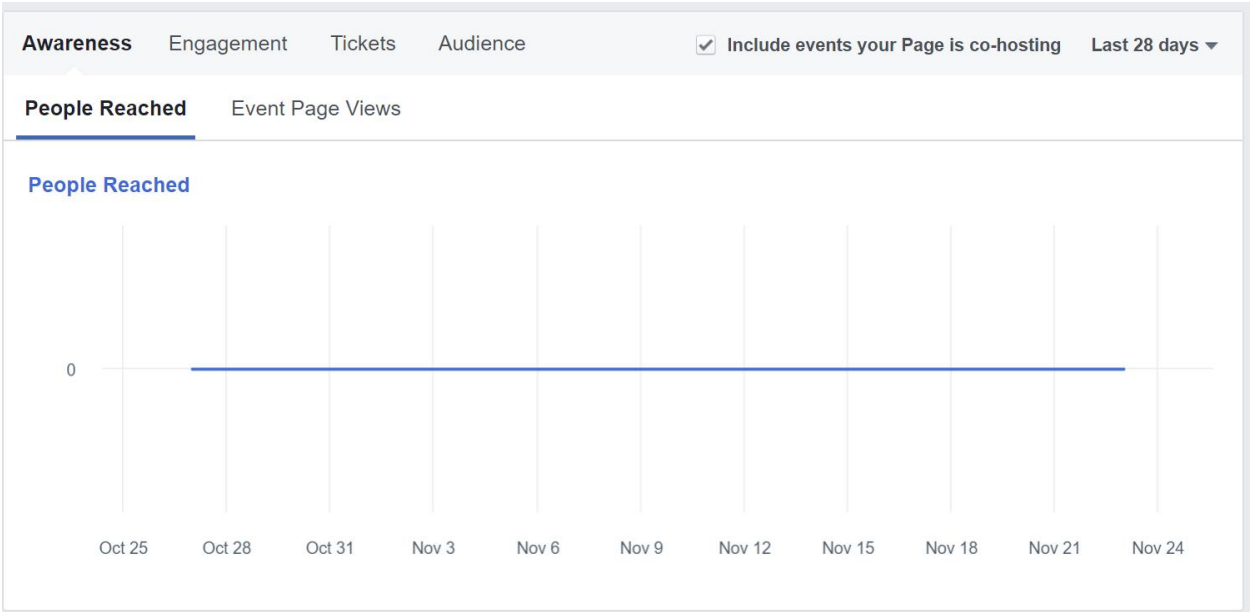
Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/24/2017 2:42 pm	 Cheesesteak Madness shared Brett Melnick's post.			0	0 0	Boost Post
11/24/2017 2:39 pm	 Cheesesteak Madness is for a school project at WSU			1	0 1	Boost Post
11/21/2017 10:38 am	 We are going to Apple Cup! Look for the food truck around the			0	0 2	Boost Post
11/14/2017 10:05 am	 Cheesesteak Madness's cover photo			0	0 2	Boost Post
11/14/2017 10:04 am	 We are Cheesesteak Madness a family owned cheesesteak food			0	3 2	Boost Post
11/14/2017 10:00 am	 Its almost lunchtime have you thought of what you're going to			0	0 1	Boost Post
11/02/2017 9:17 am	 Cheesesteak Madness			0	4 1	Boost Post

See More

Events:



Video:



Video Insights: Nov 17, 2017 - Nov 23, 2017

Daily data is recorded in the Pacific Time Zone

Last 7 days ▾



Performance > METRICS FOR ALL YOUR VIDEOS FROM 11/17 - 11/23 COMPARED TO THE PREVIOUS 7 DAYS

0

Minutes Viewed

--

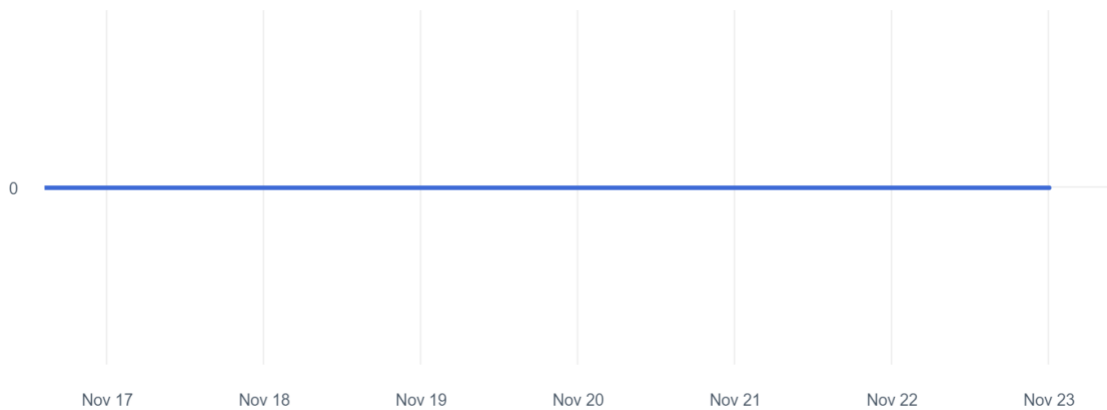
0

Video Views

--

Nov 17, 2017 - Nov 23, 2017

0 Minutes Viewed 0 Previous Period



Messages:

Total Conversations



November 18 - November 24

0

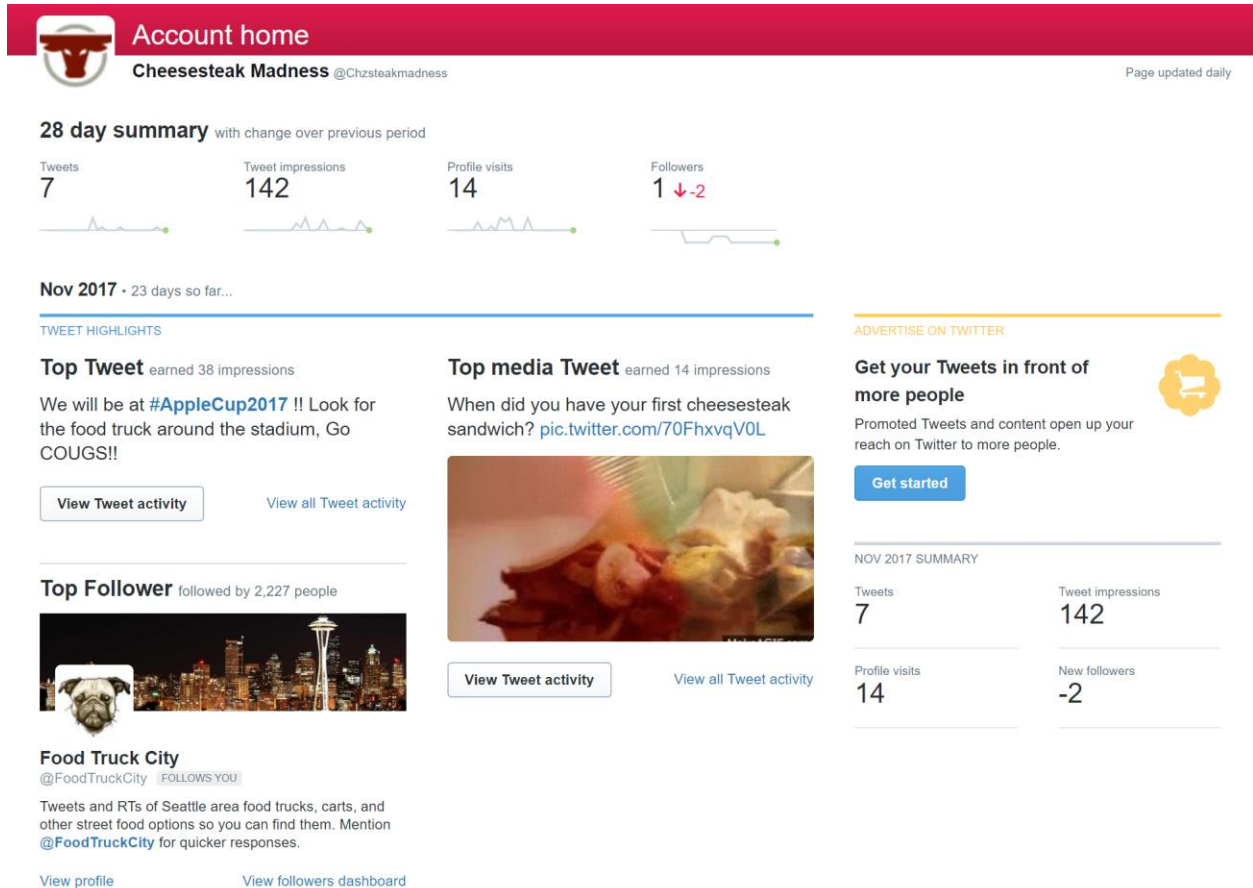
Total Conversations ▲ 0%



Twitter:

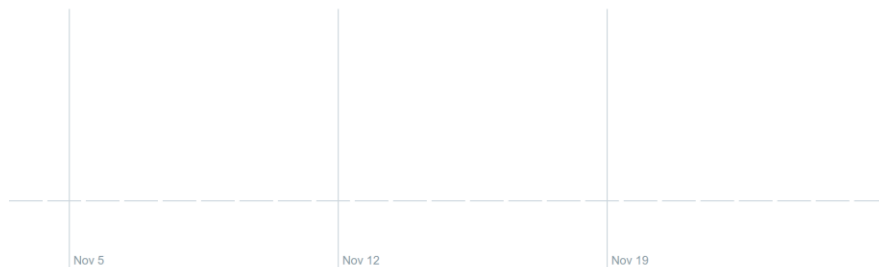
<https://analytics.twitter.com/user/ChzsteakMadness/home>

Overview:



Impressions:

Your Tweets earned **142 impressions** over this **23 day** period



YOUR TWEETS
During this 23 day period, you earned **6 impressions** per day.

Tweets

Top Tweets









Tweets and replies

Promoted

Impressions

Engagements

Engagement rate

<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 21</div></div><div>We will be at #AppleCup2017 !! Look for the food truck around the stadium, Go COUGS!!</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	41	0	0.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 7</div></div><div>The original cheesesteak keeping ours classic straight from philly enjoy! #cheesesteakmadness instagram.com/p/BbNc_H2A_3C/</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	22	1	4.5%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 7</div></div><div>Cheesesteak Madness employees working at the Marysville food bank. Come stop by today for a... instagram.com/p/BbNcDxAg9pC/</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	21	0	0.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 7</div></div><div>Our Deluxe Cheesesteak Sandwich come by and score some lunch from us today! Giving away free... instagram.com/p/BbNbOcFgnB_/</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	20	2	10.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 7</div></div><div>Come swing by our truck and pick up some cool swag and some lunch on friday at the food truck... instagram.com/p/BbNd4q6A4_N/</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	20	2	10.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 9</div></div><div>When did you have your first cheesesteak sandwich? pic.twitter.com/70FhvxqV0L</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	15	0	0.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · Nov 13</div></div><div>All I'm thinking about is a cheesesteak sandwich! pic.twitter.com/yy1b3nKPM</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	10	1	10.0%
<div></div> <div><div><div>Cheesesteak Madness</div><div>@Chzsteakmadness · 3m</div></div><div>Hope everyone had a great Thanksgiving and was safe for Black Friday shopping. Now its time for some football!</div><div><div>View Tweet activity</div><div>Promote</div></div></div>	1	0	0.0%

Engagements


Showing 23 days with daily frequency

Engagement rate

1.2%

Nov 24

0.0% engagement rate




Link clicks

4

Nov 24

0 link clicks




On average, you earned 0 link clicks per day

Retweets

0

Nov 24

0 Retweets




On average, you earned 0 Retweets per day

Likes

0

Nov 24

0 likes



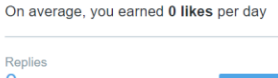
On average, you earned 0 likes per day

Replies

0

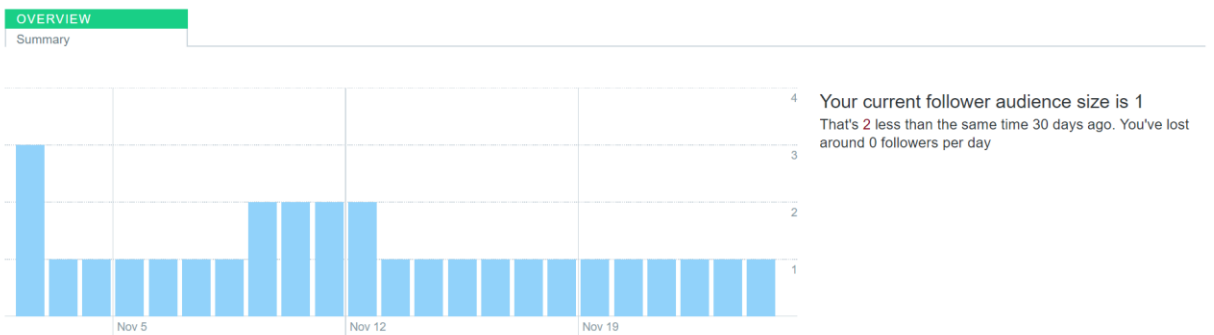
Nov 24

0 replies

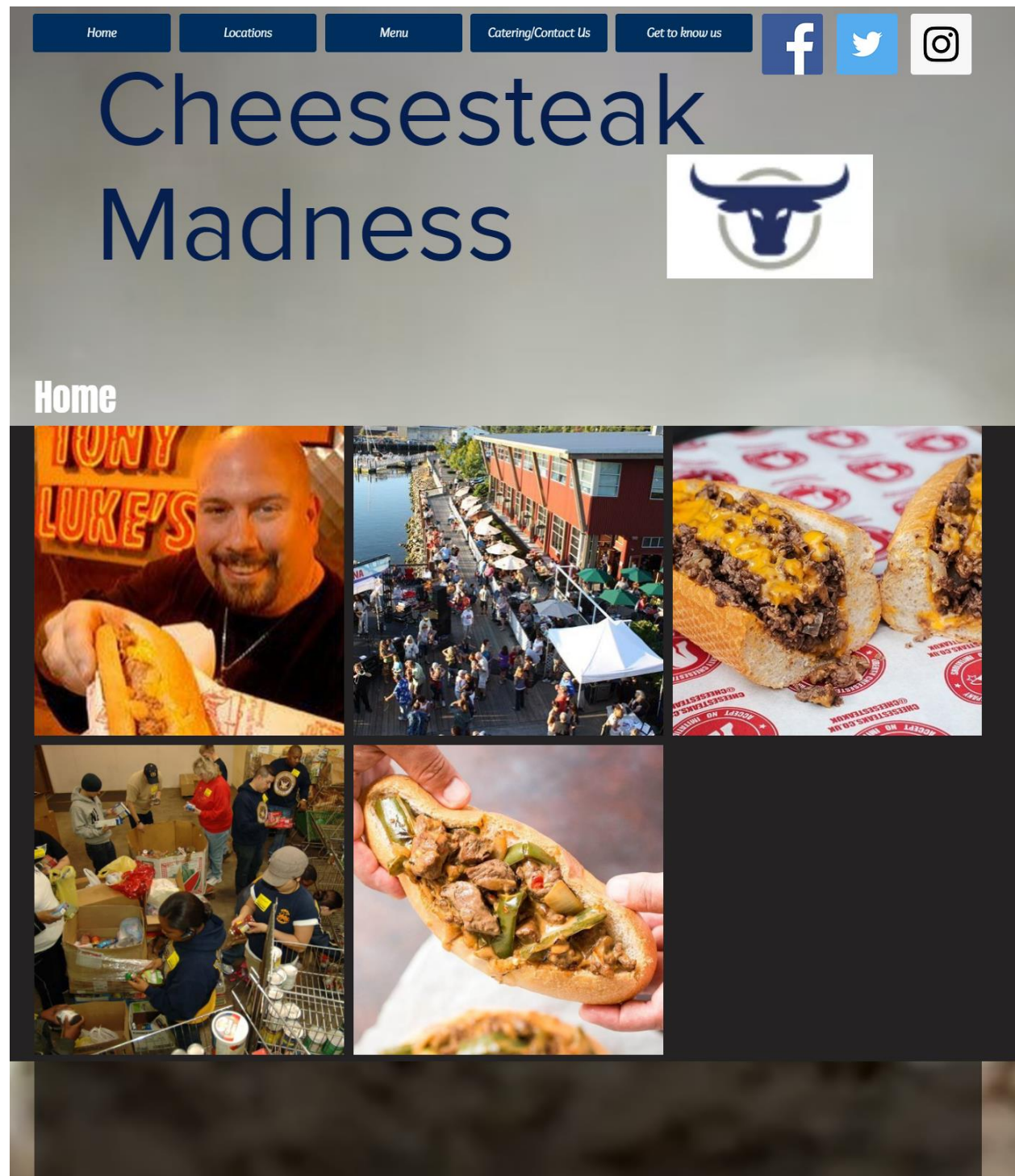


On average, you earned 0 replies per day

Audience:



Cheesesteak Madness Website:



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Locations



Monday-Tuesday 10:00 A.M. - 4:00 P.M.

Washington State University Everett, 915 N. Broadway, Everett, WA 98201



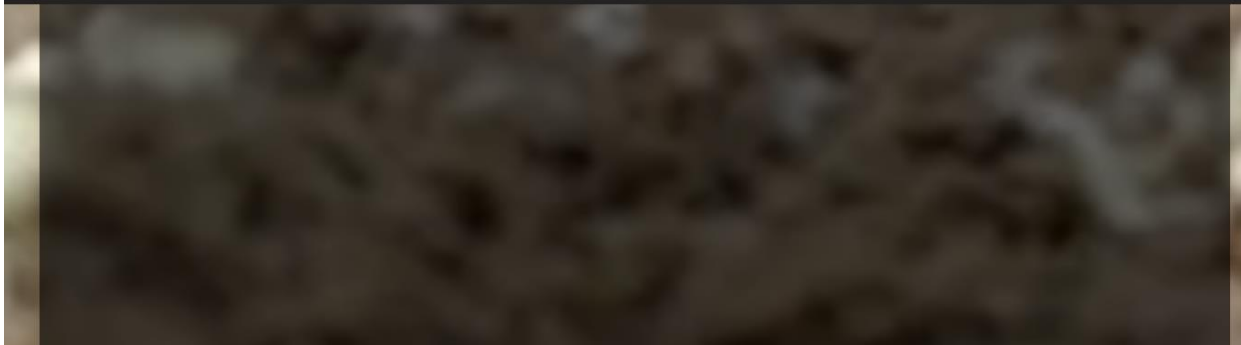
Wednesday-Thursday 10:00 A.M. - 4:00 P.M.

Boeing Everett Production Facility, 9801 27th Ave West, Everett, WA 98204



Friday 10:00 A.M. - 4:00 P.M.

Port of Everett, 1205 Craftsman Way #200, Everett, WA 98201



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Menu



Meals

Classic Cheesesteak.....	10.00
Meatlovers Cheesesteak.....	12.00
Supreme Cheesesteak.....	12.00
Pizza Cheesesteak.....	12.00
Burger Cheesesteak.....	12.00
Mushroom Cheesesteak.....	12.00
Pepper Cheesesteak.....	11.00
Smoked Cheesesteak.....	10.00
Chorizo Cheesesteak.....	11.00
Apple Wood Cheesesteak.....	12.00

Beverages

Water.....	3.00
Coke.....	3.00
Dr. Pepper.....	3.00
Sprite.....	3.00

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Catering



Call us 555-465-2386
Email Cheesesteakmad@live.com

We liked to help you how can we get in touch

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Cheesesteak Madness



Home

Get to know us

Cheesesteak Madness is a Food truck that started in 2017 based in the Greater Seattle Area. Cheesesteak Madness strives to provide the best experience of an original east coast Philly cheesesteak food truck with a Seattle edge to it.

In addition to creating fantastic cheesesteaks, we hope to build a deep connection with community serving at the local food banks around Seattle and helping in Relay for Life. You can grab a Cheesesteak at our family owned food truck throughout the week, so stop by and say hello and grab one of our delicious cheesesteaks.

Get to Know Us