

# South Block Digital Marketing Strategy

Henry Mondschein, Nour Shami, Ana  
Zanetti, Asli Celikkol, Jacob Fishman



# Presentation Agenda



**Company  
Overview**



**Industry  
Overview**



**Consumer  
Overview**



**Competitors**



**Buyer  
Personas**



**Online Presence  
Audit**

# Company Overview

## Culture

- “One Person, One Community, One Block at a Time”
- Believe in Yourself
- Spread Good Vibes
- Small Acts have Big Impacts
- We Are One Block



## Story

- Founder Amir, grew up in McLean, VA, loving the sense of community, but feeling the DMV lacked fresh juices
- Opened the first juice bar at George Washington University campus in 2006
- In 2011, the very first south block opened on the “South Block” side of Clarendon

# Audience Demographics

According to a quote from one of their competitors who runs Vitality Bowls “Our primary demographic is between 23 and 45, but kids love us, the elderly love it, the athletic, the non-athletic, the healthy and unhealthy.”

We know that this is a huge range which is why for south block we want to focus on the Millennial and Gen Z age ranges based on the location and being geographically close to two major DC schools, those being Georgetown and GW Foggy Bottom.



# Industry Overview

- The hashtags #acaibowl, #superfood, and #smoothie have been used over 1.7 million times, 4.9 million times, and 11.9 million times.
- These popular search terms increased awareness in the market.
- The acai berry market was worth \$720 million in 2019 and is estimated to reach close to \$2.1 BILLION by the end of 2025
- Influencers are helping grow the market by posting their healthy meals and showcasing fresh juices and acai bowls.





# Situation Analysis

## Target Market

- Physically active people
- Healthy lifestyle
- Influenced by social media trends
- Millennials (15 - 35)
- People living in the DMV area



## Brand Through The Consumers

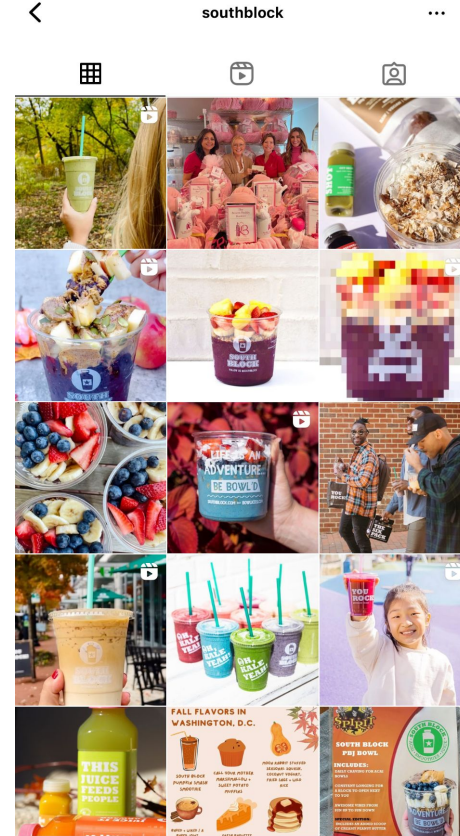
- “Great healthy food with simple ingredients”
- “Always fresh and clean”
- “Always an amazing experience”
- “A bit pricey”
- “Extremely nice experience at all locations”
- “Kind employees”
- “Good vibes”
- “So Filling and they have a variety of different options’
- “The perfect mid-day meal”

# Situation Analysis

## Top 3 Competitors



## Pressed VS South Block (Instagram)





# Competitive Analysis

## Pressed VS South Block (Instagram)



680 likes

pressedjuicery Have a taste of Fall with our plant-based Spiced Pumpkin Pie Freeze Sundae. 🍂 This year, we're taking our pumpkin love to sundae status by topping our freeze with granola butter and pecan pralines for a pumpkin pie-inspired holiday treat you don't want to miss.

- Professional photography.
- Themed product shoots.
- Good Lighting
- Caption has a maximum of 50 words
- Verified
- Higher engagement (likes on post)



259 likes

southblock 🍌 Introducing... the PURE LOVE BOWL!

Popping up at our East Falls Church Test Kitchen, the Pure Love Bowl is simply delicious! 🍓 It features a 100% organic acai fruit base with no additional blended fruits, juices, or nut milks. We can't wait to hear what you think of this new bowl! 🍌

Get yours now for a limited time only on the East Falls Church Block!  
📍 2121 N Westmoreland Street, Arlington VA

- Basic product photography
- Long caption
- Looks like a traditional advertisement.
- No visual element in the photograph.

# Campaign Goals and Objectives

## Instagram

- Get more influencer partnerships
- Get more followers
- Increase the engagement

### KPI

- Engagement rate
- Post reach
- Share of voice (online visibility compared to competitors)

## Tiktok

- Increase brand awareness
- Build engaged communities

### KPI

- Video views
- Shares
- Follower growth rate

## Website

- Drive more traffic
- Increase the conversion rate

### KPI

- Bounce rate
- Traffic by channel
- Interactions per visit



# Cross Platform Strategy

## Flavor Release Strategy

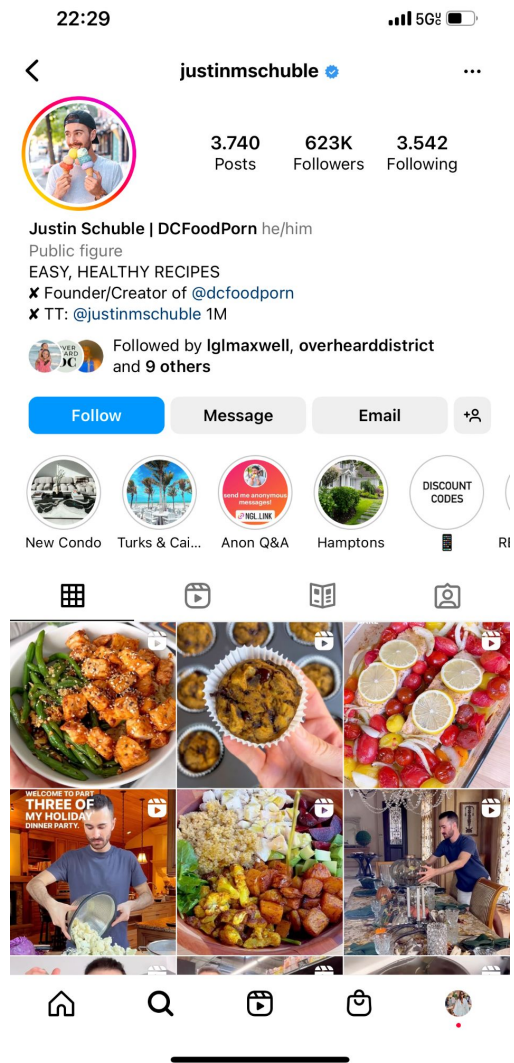
- Based on Crumbl Cookies
- Based On Gideons Bakeshop

Brings people to our stores and pushes them to our social media accounts



# Instagram Strategy

- Justin Schuble (623k) owner of the @dcfoodporn (30k) taking over Instagram stories.
  - q&a over stories
  - Meet and greet at the store
- Challenges
  - Ex. if customers purchase three different items in the same week, they can receive a free juice shot
- Partnership with one of the gyms in DC ex. Soulcycle
  - Giveaway






# Building Healthier Communities...

## ONE BLOCK at a Time by spreading GOOD vibes and FRESH FOOD!



 **southblock and ellaesthetics** ...  
South Block

 **southblock** 🧑🏻 South Block X @ellaesthetics GIVEAWAY 🎁  
In honor of #BackToSchool, we're teaming up with the brilliant team at @ellaesthetics to giveaway a juicy spa packet to reset your body & skin for FALL 🍂


To win:  
✔️ Follow @SouthBlock + @Ellaesthetics  
✔️ Tag a friend for an entry 🙌  
✔️ Share to your IG story for an extra chance to win  
✔️ Comment why you want to win for an extra chance to win!


The Grand prize includes:  
🌟 Ella Infusion Facial +

📍 590 likes  
AUGUST 22

😊 Add a comment... [Post](#)



 **southblock** • [Follow](#) ...  
Original audio

 **southblock GRATITUDE** ★

At South Block, we believe in juicing it forward every day of the year. Because of YOU, we've donated over 57,000 pounds of fresh produce to underserved communities through our non-profit Fruitful Planet. 🌱🥬 This holiday season, thanks to YOU & your juice purchases, we donated over 5,000 pounds of fresh produce to @afacfeeds! ❤️

Catch our VP of Marketing, @lindseyparryyy, with @afacfeeds Director of Development, Jolie, to find out how AFAC supports our local community and how you can

📍 53 likes  
5 DAYS AGO

😊 Add a comment... [Post](#)

## CORE VALUES

### BELIEVE IN YOURSELF

It starts with you. **BE YOU!**  
Believe in your own unique abilities!

### SPREAD GOOD VIBES

Make meaningful connections and make people feel awesome ...  
We LOVE smiles and fist bumps!

### SMALL ACTS HAVE BIG IMPACTS

Little things you do everyday will end up making a big difference!

### WE ARE ONE BLOCK

We celebrate what makes us all different ...  
but recognize that together, we are one community!



# Website Strategy

- Perform a website design review (“refresh” website) to keep up with competitors
- Improve the website’s SEO
  - Ex: use target keywords
- Promote discounts on website and events at different locations
- Implement Email marketing: when customers order through the website get them to subscribe and send them emails regularly

# Tiktok Strategy

- Putting the content in the hands of the Micro influencers
  - @hypefoodies
  - @justinmschuble
  - Giveaways
  - Encourage UGC Through Trying the new flavors...
- Drive to website and or ways to mobile order
- Promote the cross platform strategy



**southblock**

South Block

Follow

**176** Following

**597** Followers

**25.2K** Likes

It's pronounced ahh-sigh-ee

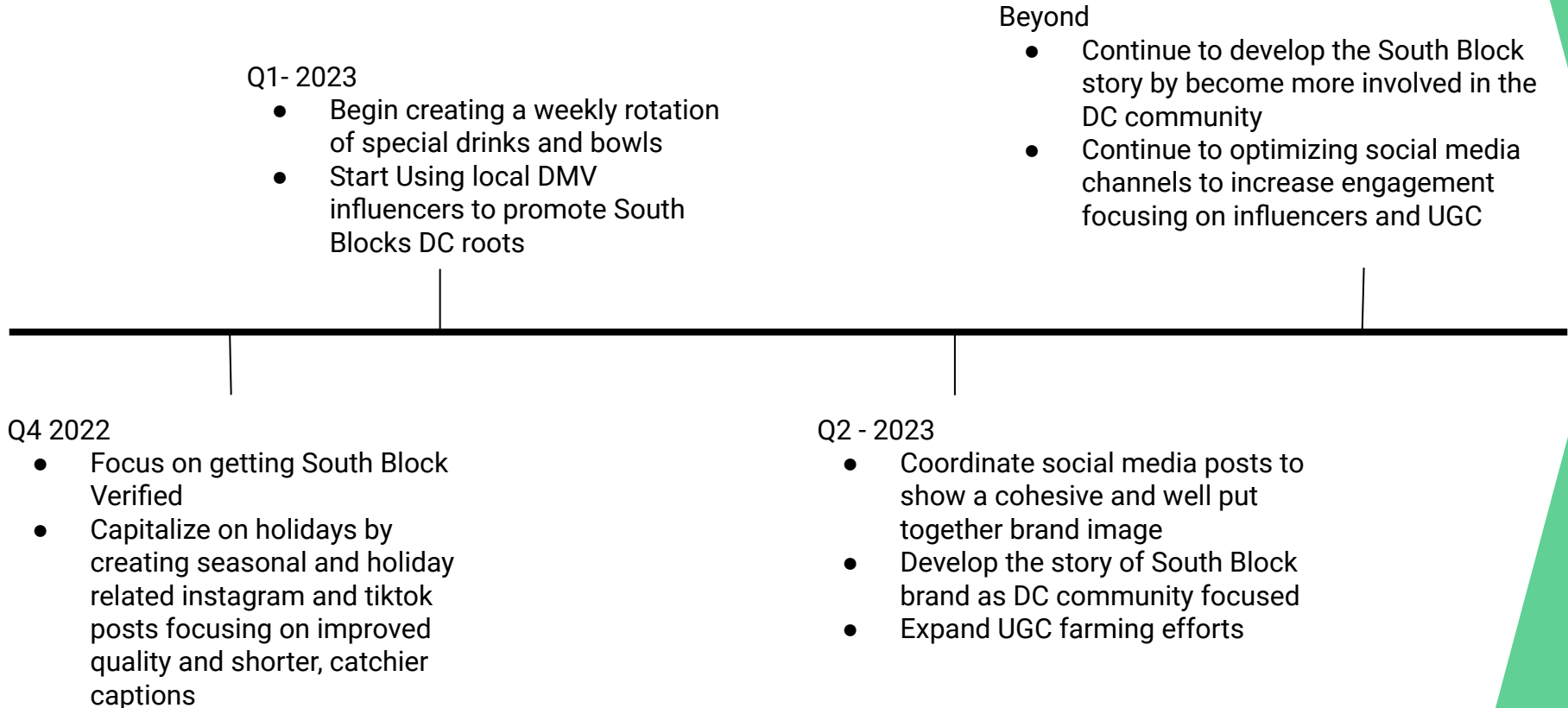
# Budget

In 2021 South Block had a gross revenue of \$1,846,299 in 2020 (Mergent Intellect)

- We are seeking a digital marketing budget of : \$150,000
  - Main Keywords:
    - Smoothies, Healthy smoothies, Fruit smoothie, Acai bowl, Juice bar, Juice, Superfoods etc.
    - Cost will average about \$113 daily with a maximum of \$3,396 monthly
  - SEO optimization: \$1300 monthly
  - Instagram post promotion ranges from \$0.20-\$2.00 per click
    - Maximum bid price: \$0.50 per click
  - Professional photography: \$4000 per year
  - Influencer Marketing:
    - \$15 per 1000 followers given they are based in the DMV
    - \$10 per 1000 followers otherwise
  - Tiktok Marketing: \$10 per 1000 views

Keyword Advertising	40752
SEO	15600
Instagram	20000
Influencer	30000
Creating posts	20700
professional photographer	5448
Tiktok	10500
Incidentals	7000
Total	150000

# Timeline and Budget



# Implementation

## Implementation Plan

- In order to complete a revamp of South Block's social media in order to improve the impact and efficiency of each post, this implementation process will include
  - Hiring photographers
  - Collaborating with influencers
  - Increasing efforts towards community outreach
- Many changes may need to be front loaded in order to automate or maintain low effort in the future



## Potential Difficulties in Implementation

- Time restraints
- Steep implementation curve
- Certain aspects are not immediately recognizable in returns



# Conclusion



**What is South Block?**

**Who loves South Block?**

**How are we going to help make South Block the best it can be?**

# Thank You



# References

*Advertising on Instagram | Instagram business.* (n.d.). Instagram for Business. <https://business.instagram.com/advertising>

*Choose the right keywords with our research tools - Google Ads.* (n.d.). Google Ads - Get More Customers & Generate Leads with Online Ads.

<https://ads.google.com/home/tools/keyword-planner/>

*Facebook.* (n.d.). Facebook. <https://www.facebook.com/adsmanager/manage/campaigns>

Geyser, W. (2022, August 16). *How much do TikTok ads cost?* Influencer Marketing Hub. <https://influencermarketinghub.com/how-much-do-tiktok-ads-cost/>

*How much does SEO cost? (And what should you pay?).* (2022, October 10). WebFX. <https://www.webfx.com/seo/pricing/how-much-does-seo-cost/>

*Industry market research, reports, and statistics.* (n.d.). IBISWorld - Industry Market Research, Reports, & Statistics.

<https://www.ibisworld.com/united-states/market-research-reports/acai-bowl-shops-industry/>

*South block | One block.* (n.d.). South Block. <https://www.southblock.com/oneblock>

*South Block Inc.* Intellect. (n.d.). Retrieved December 5, 2022, from <https://www.mergentintellect.com/index.php/search/companyDetails/62160927>