



Team Hop on Pop

Overview



Objectives:

- ❑ Increase sales by 10%
- ❑ Increase social media followings by 10%
- ❑ Increase brand awareness



Timeline:

1/1/19-
12/31/19



Budget:

\$24,000

Target Markets

PRIMARY TARGET MARKET:

Jukebox Jack & Jill



SECONDARY TARGET MARKET:

Movers & Shakers



TERTIARY TARGET MARKET:

Partinis



PRIMARY TARGET MARKET

Jukebox Jack & Jill



OBJECTIVES

We would like to increase the attendance of this market by hosting trips to nursing homes and in-store visits from retirement communities.

THE MARKET



This market is comprised of those 55 and older. They will be captivated by the fifties theme of the Pop Shop. There are 30,000+ individuals in this market.

TACTICS



- Name That Tune
- Trips to/from the Pop Shop
- Bring ice cream cart to facilities

South Jersey Magazine

Local Targeting

6,500 issues/month

1/4 page ads

Ads changed monthly

Profit: \$632

Regional Targeting

25,000 issues/month

1/4 page ads

Tri-annually ads

Profit: \$330



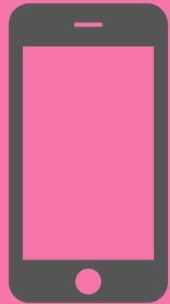
**Catering at
Medford Leas**

**40% profit margin
\$120 profit/event**

**Event with ice
cream cart**

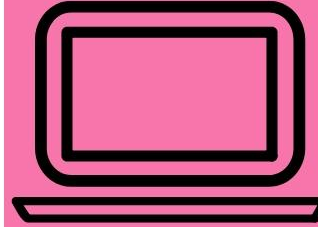
SECONDARY TARGET MARKET

Movers & Shakers



THE MARKET

This market is comprised of those who are young professionals and college students. This market loves technology and quick, quality service.



OBJECTIVES

We would like to increase the attendance of this market by promoting community events and grab 'n go sandwiches on social media.




TACTICS

- Grab 'n go sandwich
- Customized take out
- Social media schedule
- Online ordering availability


Social Media




Mockup Ads




 **Pop Shop Medford**
Sponsored

Join us for Take Out Tuesday and get 15% off your order!




Take Out Tuesday
View our Menu! [Shop Now](#)
15% off today only


 100 35 Comments 258 Shares


 Like  Comment  Share



Instagram

 The Pop Shop Medford Sponsored








♥ 394 likes

The Pop Shop Medford The Shake of the Month is....Cupid's Cupcake Milkshake! Come visit and follow us to find out next month's shake, too!

Sample Posting Schedule

January Week 1	Wednesday	Thursday	Friday
Facebook 	2PM: BOGO free burgers	3PM: "get caught doing homework" (picture)	9AM: Fantasy Friday: go "live"
Instagram 	11AM: BOGO free burgers; BYOB	11AM: Thirsty Thursday (picture)	5PM: Pop Shop on Friday night (food)
Twitter 	3PM: New follower post	11AM: Download Pop Shop app and order	11AM: Fantasy Friday

 = organic posts
 = promoted posts

Google Ads

Budget:

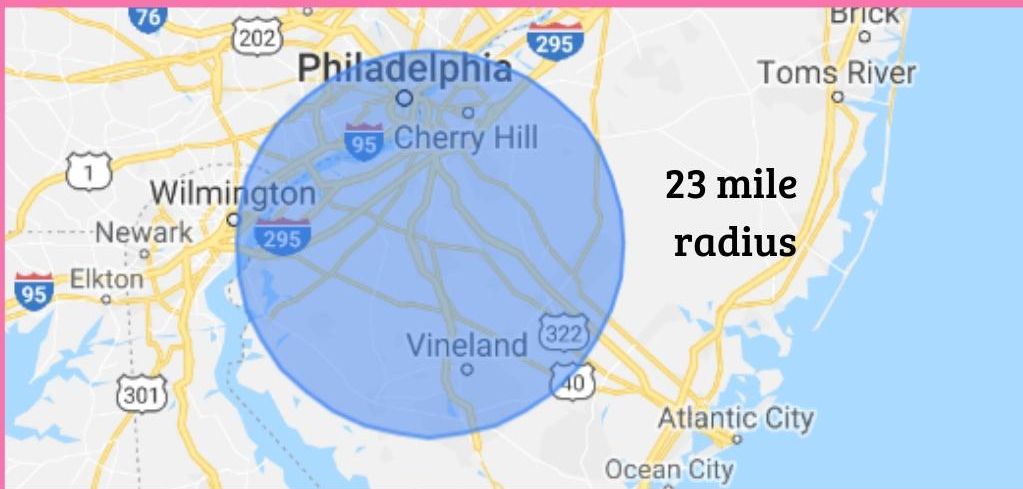
\$240.00/month

\$2,880/ year

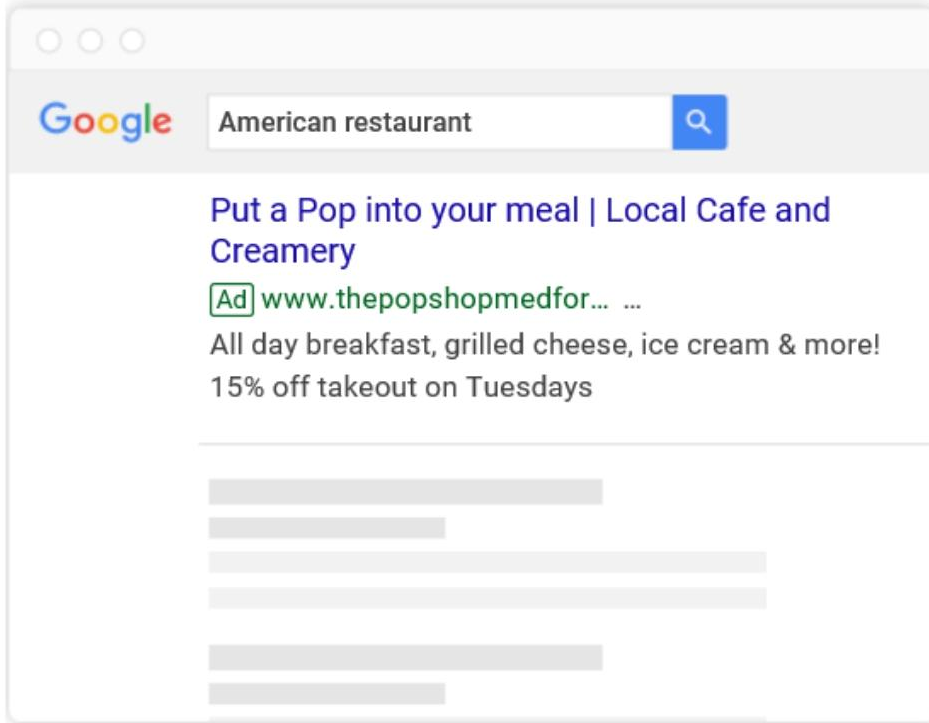
**Potential Google
Users in the Area:
21,362,511/ month**

**Similar Searches:
2,363/month**

**Estimated Performance:
2,239-3,745
impressions/month
235-394 clicks/month**



Sample Google Ads



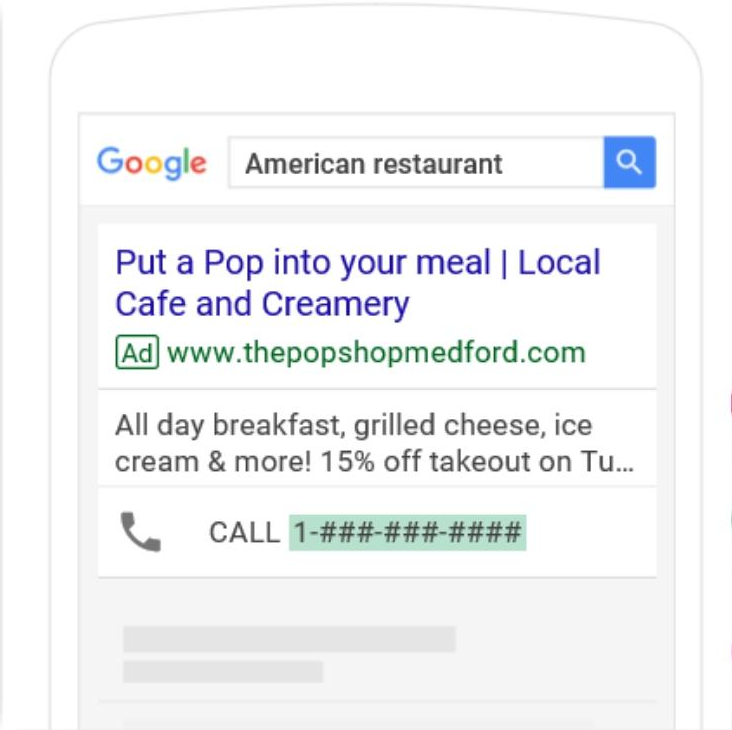
Google American restaurant

Put a Pop into your meal | Local Cafe and Creamery

[Ad] [www.thepopshopmedfor... ..](http://www.thepopshopmedford.com)

All day breakfast, grilled cheese, ice cream & more!
15% off takeout on Tuesdays

[Redacted text]



Google American restaurant

Put a Pop into your meal | Local Cafe and Creamery

[Ad] www.thepopshopmedford.com

All day breakfast, grilled cheese, ice cream & more! 15% off takeout on Tu...

CALL 1-###-###-####

[Redacted text]

TERTIARY TARGET MARKET

Partinis



OBJECTIVES

We would like to increase the attendance of this market by offering BYOB events, and promoting use of the Pop Shop's upstairs room.



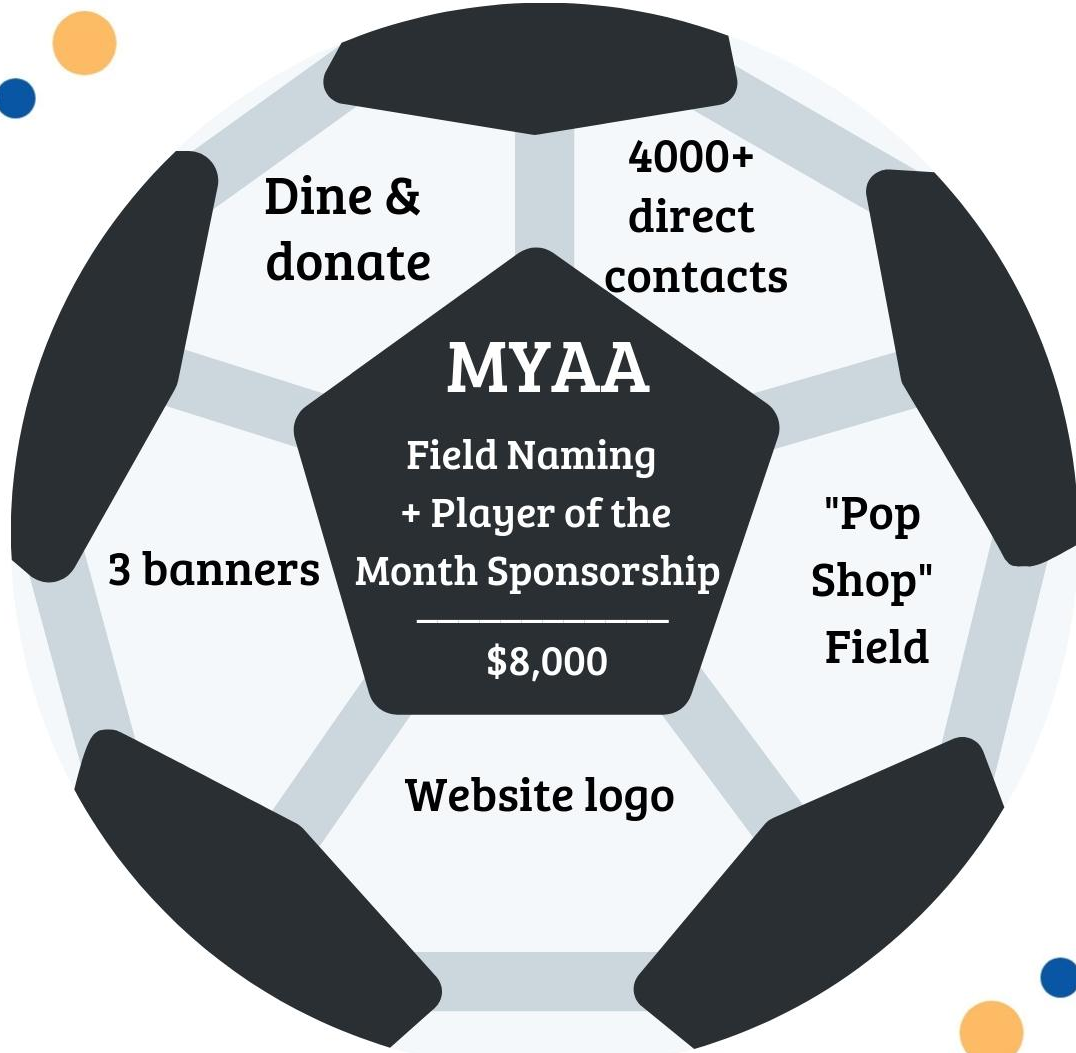
THE MARKET

This market is comprised of those who are in special groups. These groups could include parent co-ops or local businesses.



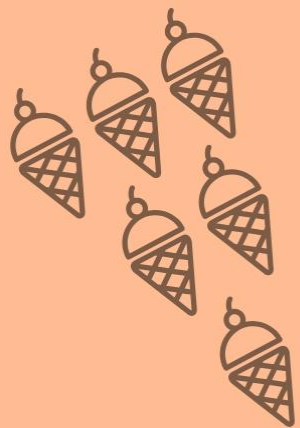
TACTICS

- Mimosa bar
- Bloody Mary bar
- Renting out upstairs room
- Host special corporate events





Bob Bende Soccer Complex – Medford Soccer Club
291 Medford Mt. Holly Road, Medford, NJ 08055

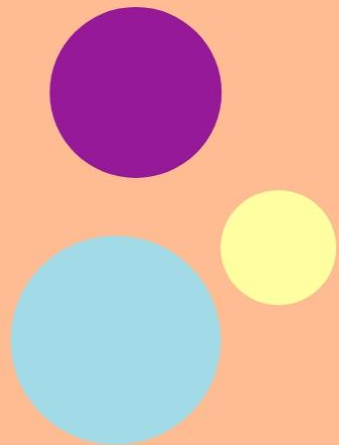
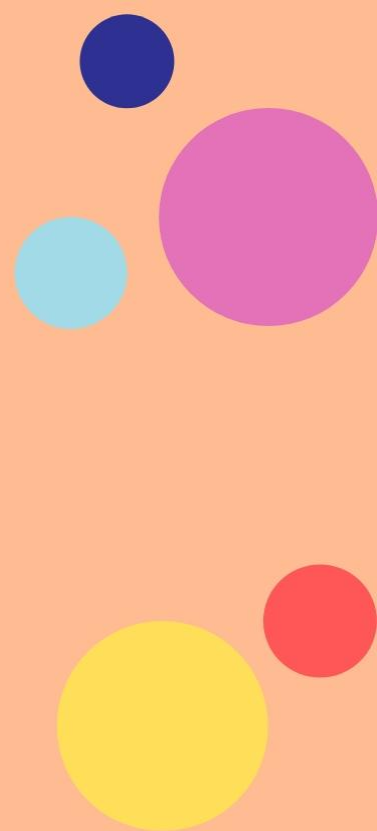



WELCOME
TO

the
pop
shop

FIELD

SUPPORTERS OF SWEET TREATS AND YOUTH ATHLETICS





NJ non-profit
benefiting
foster children

Monthly
Meetings at
Pop Shop



High
anticipated
profits

Cooperative
Partnership



Weekly Events

**TUESDAY:
TRIVIA NIGHT**



**FRIDAY:
FAIRYTALE FRIDAYS**



**SATURDAY:
MORNING PAJAMA
PARTY**



Community Events

**FOOD TRUCKS
ON MAIN STREET**



OKTOBERFEST



**ART & WINE
FESTIVAL**



Mockup Flyers



GET MERRY AND BRIGHT AT THE POP SHOP
MEDFORD

FANTASY FRIDAYS WITH SANTA, MRS. CLAUSE, AND THE POP SHOP ELVES

Christmas Celebration

DECEMBER 22ND · 2:00 PM
THE POP SHOP MEDFORD
1 S MAIN ST, MEDFORD, NJ 08055
CALL (609) 975-6888 TO RSVP



THE POP SHOP MEDFORD

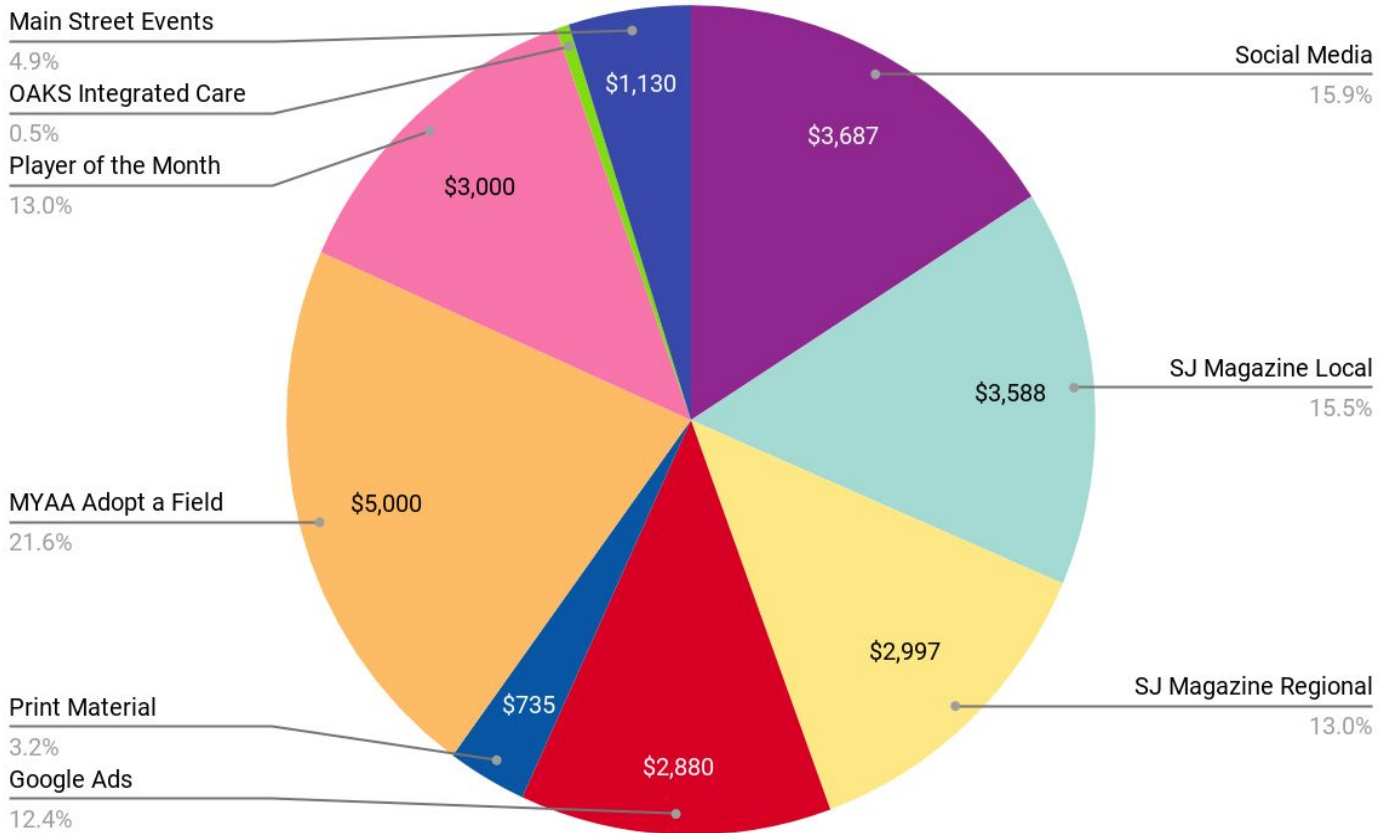
*Dine in, take out, curbside pickup
Right on Main Street!*

**1 S Main St.
Medford, NJ 08055**

WWW.THEPOPSHOPMEDFORD.COM
(609) 975-6888

@thepopshopmedford  

Budget Review: 2019



TOTAL: \$23,137



Team Hop on Pop

Make your marketing pop, pick Hop on Pop