



Duke Farms:

A Social Media Pitch

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Duke Farms

The Beginning

Duke Farms is an estate established by [James Buchanan Duke](#). Located in Hillsborough, New Jersey the property is managed by the Doris Duke Foundation after the death of [Doris Duke](#), the second owner & daughter of J.B. Duke. After extensive reorganization "Duke Farms" was opened to the public on May 19, 2012.

- ◆ Habitat Restoration
- ◆ Agroecology
- ◆ Sustainability
- ◆ Community

Duke Farm's Current Social Media



Facebook | 18.9K+ Likes

Primary social media account. Serves as the POC to the public. Updated almost daily with events, announcements, evergreen content, & hours.



Instagram | 6.7K+ Followers

Updated almost daily. Mix of event, evergreen, and user-generated content. Great mix of photo, video, live, and story content.



Twitter | 2.6K+ Followers

Interacts on Twitter multiple times a day. Good mix of original content and retweets of other local organizations/information pertinent to their audience.



YouTube | 1.8K+ Subscribers

Scattered upload schedule. Taken more seriously in the past year. Used to talk about conservation and environmental work.

The Voice of Duke Farms

Brand Personality:

- ◆ Approachable
- ◆ Informative
- ◆ Inviting
- ◆ Humorous
- ◆ Supportive
- ◆ Positive
- ◆ Localized
- ◆ Storytellers

Brand Voice:

Duke Farms' voice should emulate that of an enthusiastic educator. Friendly and informative, they are always ready to provide answers to questions - no matter how trivial the question may be. Rooted by their unique origins and mission, Duke Farms works to excite others and convert them to their cause. Positive and uplifting, Duke Farms knows the power of a helping hand. Supporting other local organizations and businesses are a priority. For the best impact, Duke Farms should concentrate on maintaining a consistent and colloquial voice that emphasizes their passion for community and history.

The Ask

Duke Farms will be revamping [their menu](#) offerings at their Farm Barn Café. As the only eatery on location, it is imperative they advertise their new menus to their community.

The two new menus (one weekday, one weekend) offer locally sourced, organic ingredients. All recipes are seasonal and are crafted in-house by Chef Josh Falzone.

Campaign Goals

1. **Inform** visitors, staff, & volunteers about the two new menu offerings
2. **Emphasize** Duke's use of locally-sourced, organic sustainable ingredients
3. **Promote** healthy eating and make nutritious food more accessible to their visitors

Social media will drive this campaign. It is important to remember that Duke's uses social media to interact with the public more than traditional signage or other digital advertising.

- ◆ **30% Increase** in weekday customers in the first month of new menu launch
- ◆ **10% CTR** to the new menu pdfs
- ◆ Campaign goal **engagement rate of 8%**
- ◆ Sell out of new burgers **in the first week**

Target Audience

Demographics:

- ◆ Between age 25 - 65
- ◆ Even dispersion of ethnic backgrounds
- ◆ Many are tourists, however locals are repeat visitors
- ◆ Majority of visitors are parents

Psychographics:

- ◆ Enjoy history, the outdoors, and taking day trips
- ◆ Believes that exercise and healthy eating are important
- ◆ Eco-friendly mindset, enjoys supporting local community

Pain Points:

- ◆ Thinks that the Farm Barn's food offerings are too expensive
- ◆ Unaware of Duke Farms' commitment to the environment
- ◆ Doesn't interact with Duke Farms enough to be excited about the menu change.

Channel Plan



Facebook:

- ◆ General menu announcement posts
- ◆ Drive to menu PDFs
- ◆ Tie back to organic, locally-sourced ingredients
- ◆ Mostly static imagery posts



Instagram:

- ◆ Emphasis on video & story content
- ◆ Goal to increase potential visitors
- ◆ Showing rather than telling
- ◆ Zeroing in on the health-conscious audience



Twitter:

- ◆ Platform will serve to create content “jabs”
- ◆ Casual reminders about the new offerings
- ◆ Heightened activity around the weekends and evenings



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Thank you!