

12-MONTH SOCIAL MEDIA MARKETING CAMPAIGN FOR

TASTY:

Your ultimate sugar-free chocolate.

Media
University



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SS 24 - Social Media Marketing - 11.07.2024
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01

WHO WE ARE

MEET TRASTY



TASTY: BRAND STORY



A masterpiece, handcrafted with love—not sugar.

Tasty was born in 2024 from a simple yet powerful idea: to create sugar-free chocolates that satisfy the most discerning palates. Founded in Cologne, Germany's chocolate capital, Tasty was established by a team of passionate chocolatiers and health enthusiasts. Our premium chocolate assortments are sweetened naturally with erythritol and stevia, offering a healthier choice without sacrificing taste.

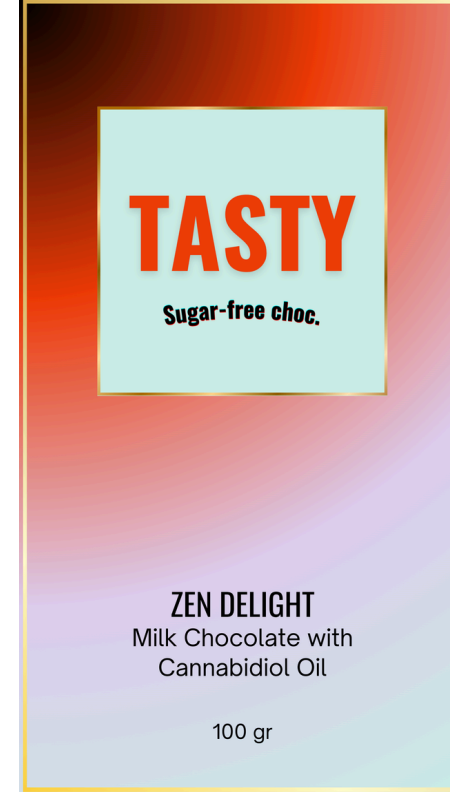
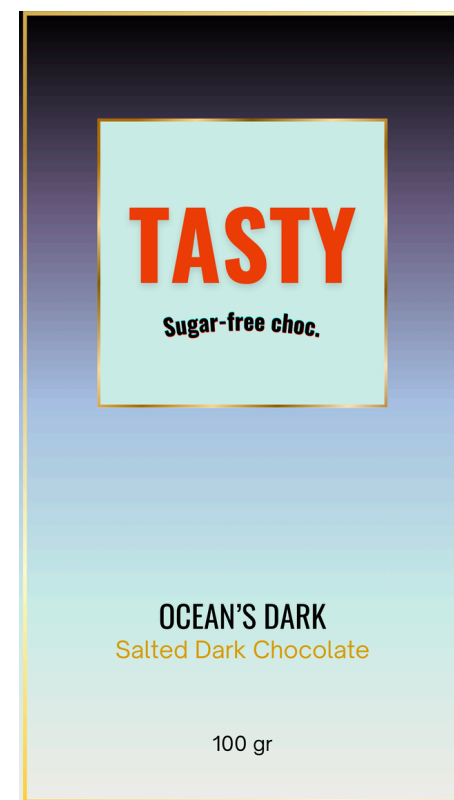
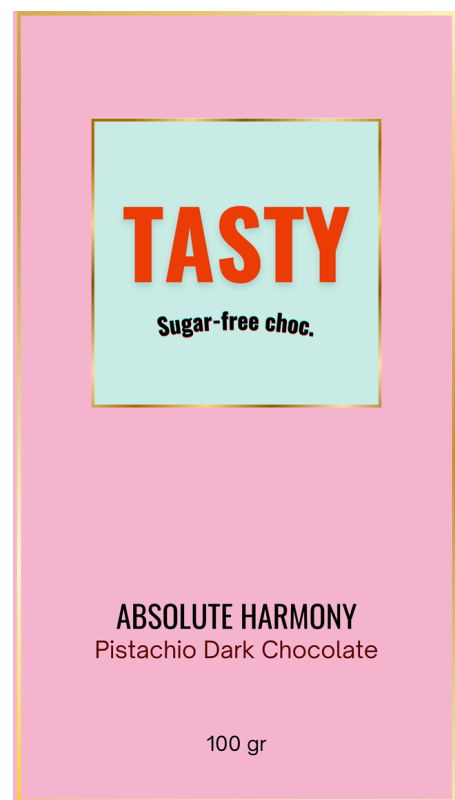
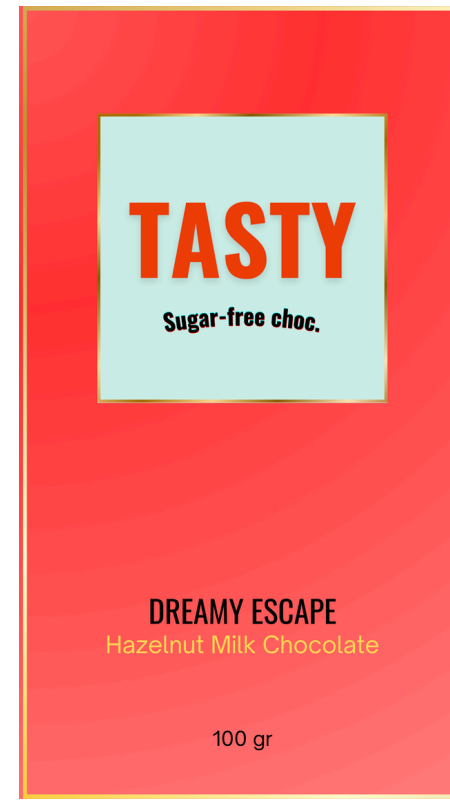
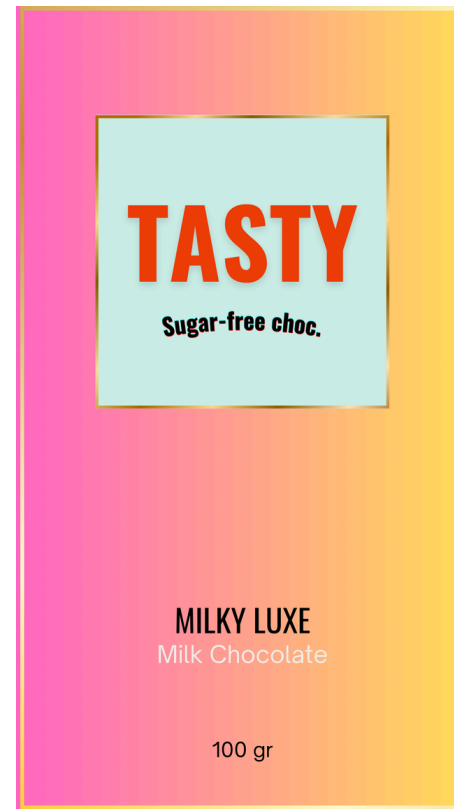
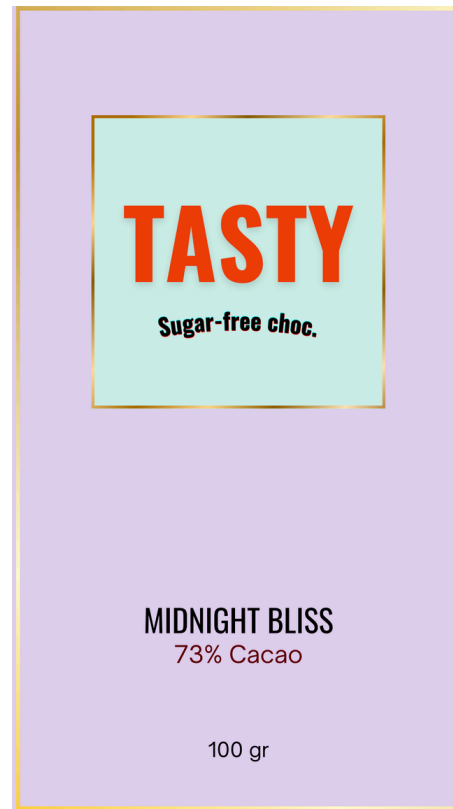
With Tasty, each bite supports a sustainable and ethical future.

Our journey began with a commitment to sourcing the finest quality, single-origin cacao from independent farmers who practice sustainable farming. Our packaging is entirely plastic-free, reflecting our dedication to protecting the environment. We strive to minimise our carbon footprint through eco-friendly practices at every stage of production, from sourcing to packaging.

Tasty is more than just chocolate. It is a premium experience.

Each Tasty bar is individually scooped and topped by hand in our artisanal confectionery, ensuring that every piece is as unique as the person enjoying it. Our monthly subscription service delivers this luxury directly to your door, making it easy to enjoy our chocolates in the comfort of your home.

Delight in the best of both worlds with a Tasty chocolate bar—exquisite taste and healthier living.



PRODUCT LINE

01

INTENSE NOIR
100% Cacao

02

MIDNIGHT BLISS
73% Cacao

03

MILKY LUXE
Milk Chocolate

04

DREAMY ESCAPE
Hazelnut Milk Chocolate

05

ABSOLUTE HARMONY
Pistachio Dark Chocolate

06

SALTY SWEET
Salted Milk Chocolate

07

OCEAN'S DARK
Salted Dark Chocolate

08

ZEN DELIGHT
Milk Chocolate with Cannabidiol Oil

SALES DISTRIBUTION CHANNELS



Tasty.de: Online retail, wholesale,
and subscription-based.

Currently available in select stores by
Alnatura, Edeka and Rewe.

5-YEAR BUSINESS GROWTH PLAN

Reach a **brand awareness** level of 30% among the target demographic (aged 25-45) in Germany.

Capture an aggressive 15% **market share** in the sugar-free chocolate segment within Germany.

Attain an **annual revenue** exceeding €10 million and a cumulative growth rate of 25% per year.

Achieve 100% eco-friendly packaging and **zero-waste production**, reduce carbon emissions by 30%.

Expand **distribution channels** to 1000 retail locations and achieve 50% annual growth in online sales.

02

**BRAND
POSITIONING**

MISSION

**We were born for crafting **exceptionally
delicious sugar-free chocolates** that elevate
taste and support a healthier lifestyle.**

VISION

Our vision at Tasty is to lead the chocolate industry with **a focus on taste, health, and sustainability**. We envision a world where enjoying fine chocolate is synonymous with making conscious choices for both personal well-being and environmental responsibility.



UNIQUE SELLING PROPOSITION

“Our sugar-free, handcrafted chocolates offer a **scrumptious** taste while supporting a **healthy** lifestyle. Made from the finest single-origin cacao and ethically sourced ingredients, every bite promises a blend of **premium quality** and **sustainability**. Enjoy a **delicious** and **mindful** choice with Tasty.”

TASTY: BRAND VALUES

01

Quality: We are committed only to the finest ingredients and craftsmanship.

02

Health: We offer delectable, sugar-free alternatives for health-conscious consumers.

03

Sustainability: We prioritise eco-friendly practices and ethical sourcing.

04

Transparency: We are open about our production and procurement processes.

05

Taste: Our promise is a premium experience with every bite.

BHAG

**TO BECOME THE WORLD'S MOST LOVED
PREMIUM SUGAR-FREE CHOCOLATE BRAND.**

03

COMPANY &

MARKET

ANALYSIS

S

STRENGTHS

Premium-quality ingredients: Single-origin cacao, and natural sweeteners such as erythritol and stevia

Artisanal production: Each bar is scooped and topped by hand, adding uniqueness to every product.

Sustainable: Plastic-free packaging, ethical procurement

Diverse product line: Various flavours and types (e.g., Dark 100%, Bitter 73%, Milk, Hazelnut Milk, Pistachio Dark) cater to different tastes.

High customer satisfaction: Trustpilot rating above 4.8 indicates strong customer approval.

The monthly subscription model means steady revenue and helps build customer loyalty.

W

WEAKNESSES

Market penetration: Tasty may struggle initially with brand recognition in the German chocolate market, which is highly competitive with myriads of niche entrants and large incumbents.

Price point: Premium pricing may limit accessibility to broader, cost-sensitive audiences.

Limited distribution channels: Heavy reliance on online sales and subscriptions, and limited presence in brick-and-mortar stores.

Production scalability: Handmade production might face challenges in scaling up to meet increasing demand without compromising quality, which is Tasty's USP.

O

OPPORTUNITIES

Growing demand for health-conscious products: Increasing consumer awareness for sugar-free alternatives can drive sales.

Product line expansion: Potential to introduce new flavours (e.g., limited seasonal editions)

Compliance with EU-wide sugar reduction regulations may carry advantages in the market.

Expanding online market: Leveraging e-commerce and social media growth to reach a wider audience.

Educational marketing: Partnering with health and wellness influencers, fitness brands, etc. to educate consumers about the benefits of sugar-free chocolates.

T

THREATS

Rising cacao prices: Uncertainties awaiting the market pose a great risk.

Intense competition: Competing against incumbents like Lindt and Godiva with a loyal customer base.

Skepticism: Consumers may be wary of new products and health claims, requiring robust efforts to build trust.

Economic instability or downturns could lead consumers to cut back on premium product spending.

Supply chain issues: Dependence on ethical and sustainable sourcing may face challenges with supply chain disruptions or increased costs.

Regulatory changes in food and labelling requirements could impact production processes and costs.

COMPETITOR 1: NICK'S

Nick's is a Swedish fast-growing confectionary brand, sold in over 10 countries. Its healthy snacks are free from gluten, palm oil and sugar. The sweetness is powered by plant-based sweeteners such as stevia and xylitol.

Product range: Sugar-free chocolate bars, keto-friendly snacks, protein bars and ice cream

Social media strategy: Collaborates with influencers in the health and fitness niche, uses engaging visuals and humour.

Strength: Well-positioned in the health-conscious segment of the market.

Weakness: Less focus on luxury, handcrafted products compared to some competitors

The image shows a screenshot of the Nick's Instagram profile. At the top, the profile name is 'nicks' with a verified badge. The profile picture is a circular logo with the word 'NICK'S' in pink and yellow. The statistics show 1,012 Beiträge (posts), 51,4 Tsd. Follower (51.4k followers), and 3,332 Gefolgt (3,332 following). The bio reads: 'Let's get yummy 🍫🍦', 'Produkt/Dienstleistung', 'Well hello there...', 'We love to flirt & we love yummy new things. So eat me, lick me, spoon me & never bore me.', and 'Übersetzung anzeigen'. Below the bio is a link to 'www.nicks.se und 2 weitere'. The main content area is a collage of various images: hands holding several Nick's protein bars, a person eating a bar with the text 'göt hemmagjord notsnör med mig', a person licking a bar, a street scene with a yellow truck labeled 'Big NICK'S Energy!', a person in a 'PURPLE ZONE' store, a person holding a coconut, and a close-up of various Nick's protein bars like 'peanut butter protein bar' and 'almond caramel protein bar'.

Instagram engagement rate at 0.97%, compared to 5.1% average for 20K-100K accounts

COMPETITOR 2: MELT

Melt is a family-owned independent chocolate business based in Notting Hill, UK with a subscription offering. Melt's selling point is luxury, artisanal chocolates with an emphasis on sustainability and high-quality ingredients.

Product range: Handmade chocolate bars, sugar free and vegan options, gourmet chocolate boxes

Social media strategy: Visually appealing content showcasing the artisanal production process and luxurious product images.

Strength: Strong emphasis on sustainability and ethical sourcing, high-end branding.

Weakness: Limited variety in sugar-free options, higher price points may limit mass market appeal.

melt_chocolates

1.599 Beiträge 16,8 Tsd. Follower 927 Gefolgt

Melt Chocolates | London UK
Handmade chocolate and plastic-free packaging.
Worldwide Shipping
Visit our Chocolate Experiences
Übersetzung anzeigen

meltchocolates.com/produc... und 2 weitere

Instagram engagement rate at 0.32%, compared to 4.8% average for 5K-20K accounts

COMPETITOR 3: FRANKONIA

Founded in 1869, Frankonia Schokoladenwerke is part of the French group CEMOI. The brand offers affordable chocolates catering to specific dietary requirements. All products are developed and produced in Veitshöchheim.

Product range: Sugar-free chocolate bars, vegan, organic, gluten-free and lactose-free options

Social media strategy: Very limited presence, Facebook and Instagram accounts are inactive since 2022. Focus on special days and contests.

Strength: Affordable pricing compared to other premium brands, extensive product range.

Weakness: Less focus on luxury and premium branding, poor marketing strategy.

frankonia
CHOCOLAT

450 Beiträge 8.191 Follower 489 Gefolgt

Frankonia Schokoladenwerke
Produkt/Dienstleistung
Besondere Schokoladen

- ◆ Vegan
- ◆ NO SUGAR ADDED
- ◆ High Protein ... mehr

Daimlerstraße 9, Veitshöchheim
www.schoko-frankonia.de/spiel

HAPPY WELTFRUAENTAG!

JETZT WIEDER ERHÄLTlich!

SCHOKO DO...

GEBUNG IS CARING!

GEWINNSPIEL

MY VALENTINE!

Instagram engagement rate at 2.41%, compared to 5.1% average for 5K-20K accounts

COMPETITOR 4: XUCKER

Berlin-based expert in sugar-free foods, specialising in educational marketing, healthy recipes and DIY content. Xucker offers healthy sweets and sweeteners in addition to no-sugar-added chocolate bars.

Product range: Sugar-free chocolate bars, sugar substitutes, low-sugar snacks and baking ingredients

Social media strategy: Educational content about the benefits of sugar substitutes, uses recipes and user-generated content to promote products.

Strength: Strong presence in health and natural sweeteners, almost a thought leader.

Weakness: The product range is broad, which may dilute focus on chocolate specifically.

xucker.de

1.756 Beiträge 58,9 Tsd. Follower 413 Gefolgt

Xucker GmbH
Produkt/Dienstleistung
♥ Deine Zuckerfrei-Experten
🍰 Süße Rezepte mit Xucker statt Zucker!
😊 Naschen mit gutem Gewissen
Wohlrabedamm 3A, Berlin, Germany
linkin.bio/xucker-de

Instagram engagement rate at 0.14%, compared to 5.1% average for 20K-100K accounts

COMPETITOR ANALYSIS **KEY TAKEAWAYS**

Tasty can differentiate itself by combining the premium, handcrafted quality and sustainability of Melt with the health-focused, sugar-free appeal of Nick's and Xucker, while also ensuring affordability to compete with Frankonia Schokoladenwerke. This unique blend will allow Tasty to carve out a niche in the German market, appealing to both health-conscious consumers and those looking for luxurious, eco-friendly options.

Delight with
interactive
posts

Health
benefits at all
costs

Focus on
visual
storytelling

Content
variety

Leverage
influencer
marketing

Educational
and recipe
content

Emphasise
sustainability

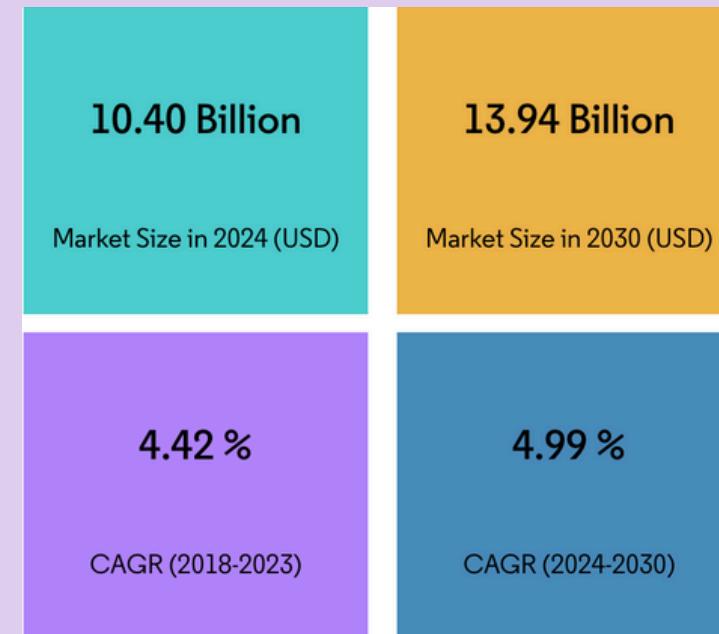
Promote
offers and
discounts

Platform
diversification

Frequent
posting

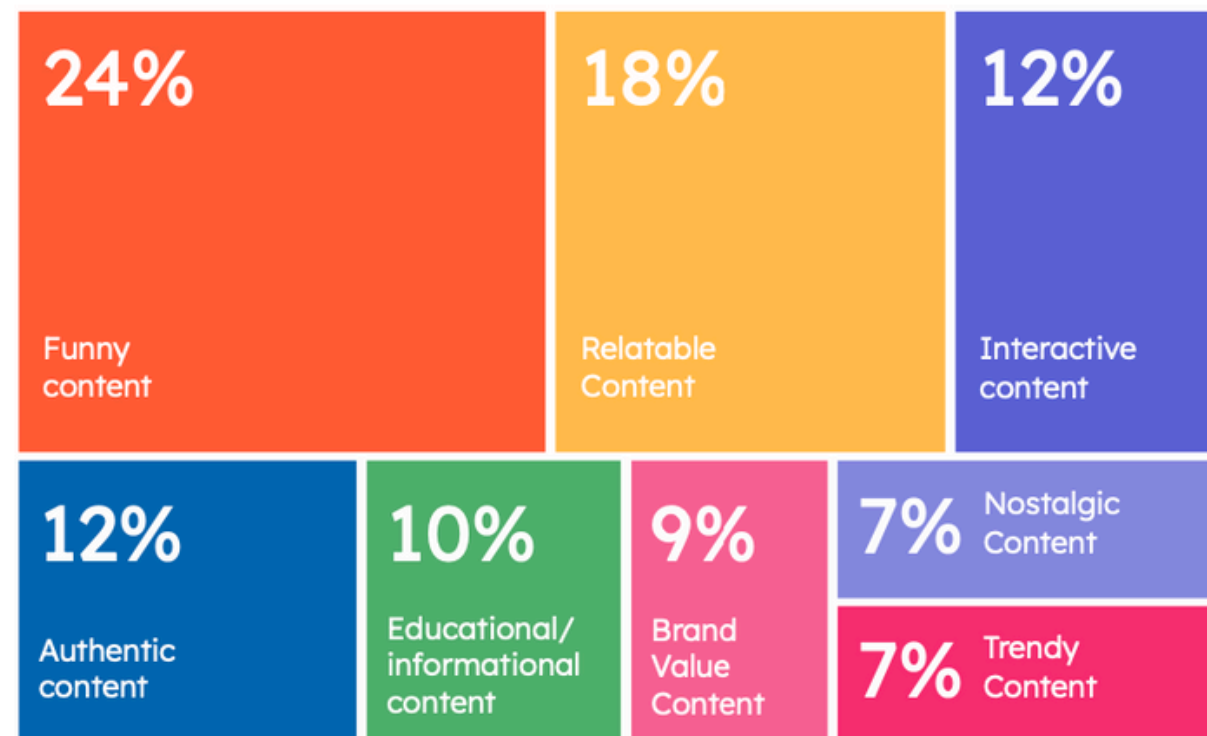
UGC

GERMANY CHOCOLATE MARKET 2024-2030 OVERVIEW



2024 SOCIAL MEDIA TRENDS

Which type of social media content has resulted in the biggest ROI for your brand?



✓ **36%** of social media marketers say short-form video offers the highest ROI, the highest of any format.

✓ **One-third** of social media marketers plan to invest more in short-form video than any other content format this year.

✓ **Short-form video** is the most popular content format among Gen Z, Millennials, and Gen X.

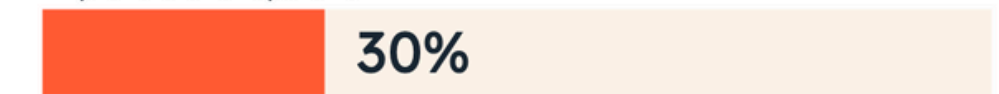
✓ **43%** of social media marketers plan to try short-form videos for the first time in 2024.

What are the primary goals of working with influencers (top 6)?

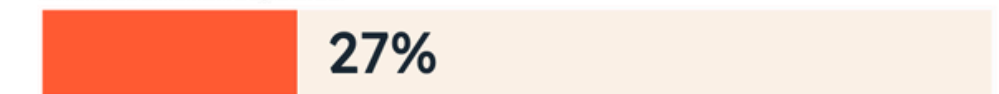
Increase brand awareness/reach new audiences



Improve brand reputation



Increase revenue/sales



Grow your community/following on social media



Increase engagement



Advertise products/services



04

**TARGET
AUDIENCE**

TARGET AUDIENCE



Demographic Characteristics

Age: Primarily 25-45 years old

Gender: Predominantly female, also male and non-binary

Location: Mostly urban areas in Germany, starting with Cologne and expanding nationwide

Income level: Middle to upper-middle class, with disposable income for premium products

Education level: College-educated, including professionals and health-conscious individuals

Psychographics and Behavioral Characteristics

Lifestyle:

- Health-conscious and mindful of dietary choices
- Environmentally aware and supportive of sustainable practices
- Busy, seeking convenient yet high-quality food options
- Enjoys luxury and artisanal products

Values & Preferences:

- Prefers natural and non-synthetic ingredients
- Values ethical sourcing and fair trade practices
- Willing to pay a premium for sugar-free, healthy products
- Looks for authenticity and transparency in brands

Interests & Habits:

- Appreciates handcrafted and unique products
- Interested in fitness, wellness, and maintaining a healthy lifestyle
- Passionate about sustainability and reducing their carbon footprint
- Active on visual and content-rich platforms like Instagram, Pinterest, and Facebook
- Frequently shops online and values a seamless e-commerce experience

PERSONA 1: SANDRA “MAJA” MEYER

Age & Gender: 35, female

Marital status: Single

Location: Frankfurt, Westend

Level of education: Master’s degree in IT

Occupation: Data scientist

Annual income: 75,000-90,000 Euros



- **Personality traits:** Analytical, curious, environmentally conscious, proactive, and detail-oriented.
- **Lifestyle:** Avid runner, highly health-conscious, dedicated to recycling, maintains an active lifestyle, engages in recycling and other sustainable practices.
- **Interests:** Sports, technology, travel.
- **Social media usage:** Active on Instagram and YouTube, follows health and fitness channels, engages with content about sustainable living.
- **Buying habits:** Prefers online shopping and eco-friendly markets, enjoys product trials to compare ingredients, frequently purchases shakes and protein bars, willing to pay a premium.
- **Product preferences:** Prefers eco-friendly, ethically sourced products with clear labeling.
- **Pain points:** Difficulty in identifying truly sugar-free and healthy products, stress about aging healthily, seeks reliable brands that align with her values.
- **Values:** Sustainability, quality, and transparency.

PERSONA 2: CLARA SCHMIDT

Age & Gender: 42, female

Marital status: Married, 2 children

Location: Munich, Schwabing

Level of education: Juris Doctor (JD)

Occupation: Corporate lawyer

Annual income: 90,000-110,000 Euros



- **Personality traits:** Ambitious, detail-oriented, family-focused, discerning, and health-conscious.
- **Lifestyle:** Busy professional life, enjoys gourmet cooking, values family time, maintains a healthy lifestyle.
- **Interests:** Gourmet cooking, family activities, fitness, high-end culinary experiences.
- **Social media usage:** Active on Facebook and LinkedIn, follows gourmet cooking channels on YouTube, engages with brands that emphasise quality and family-oriented content.
- **Buying habits:** Prefers high-quality, premium products, frequently shops online and at organic food stores, values convenience and luxury.
- **Product preferences:** Prefers artisan, premium, high-quality, and gourmet products.
- **Pain points:** Limited time for shopping, seeks convenient yet high-quality snacks for her family, on the search for easy ordering opportunities.
- **Values:** Quality time with family, children's health, trustworthiness, candour, personal boundaries, cosiness.

PERSONA 3: ERIK MÜLLER

Age & Gender: 32, male

Marital status: Married

Location: Hamburg, Sternschanze

Level of education: B.A. in Fine Arts

Occupation: Graphic designer

Annual income: 45,000-55,000 Euros



- **Personality traits:** Creative, innovative, eco-conscious, open-minded, and socially responsible..
- **Lifestyle:** Bikes to work, shops at farmers' markets, volunteers for environmental causes, practices zero-waste living.
- **Interests:** Biking, gardening, environmental activism.
- **Social media usage:** Follows environmental groups, shares eco-friendly tips, supports campaigns, active on Facebook.
- **Buying habits:** Chooses products with minimal packaging and environmental focus, buys from farmers' markets and eco-friendly stores.
- **Product preferences:** Prefers eco-friendly packaging, sustainable and ethically sourced products, zero-waste options.
- **Pain points:** Finds it challenging to balance taste and health in snacks, looks for brands that align with his creative and ethical values.
- **Values:** Sustainability, ethical consumption, and reducing waste.

PERSONA 4: MARLEY MALIK

Age & Gender: 27, non-binary

Marital status: In a relationship

Location: Berlin, Neukölln

Level of education: B.A. in Business Adm.

Occupation: Marketing Manager

Annual income: 55,000-65,000 Euros



- **Personality traits:** Mindful, proactive, eco-conscious, and enthusiastic.
- **Lifestyle:** Enjoys yoga, meal prepping, and organic foods, active on Instagram and Pinterest for wellness tips, prioritises a balanced diet.
- **Interests:** World music, human rights, activism, organic cooking, wellness trends, animals and cultural tourism.
- **Social media usage:** Follows environmental groups, shares eco-friendly tips, supports campaigns, active on Instagram and Facebook.

- **Buying habits:** Regularly purchases food online, follows fitness influencers, subscribes to a monthly health box, prefers natural products.
- **Product preferences:** Prefers eco-friendly packaging, sustainable and ethically sourced products, zero-waste options.
- **Pain points:** Struggles to find genuinely healthy and tasty snacks, concerned about hidden sugars and synthetic ingredients in products
- **Values:** Belonging to a community, authenticity, inclusion and diversity.

05

**SOCIAL
MEDIA PLAN**

TASTY SOCIAL MEDIA MIX



Instagram

High-quality images, behind-the-scenes, influencer collaborations, UGC, strong engagement



Facebook

Longer posts, event announcements, customer service interactions, loyalty through groups



Pinterest

Visual discovery, recipes, health tips, lifestyle inspiration, a visually appealing gateway to Tasty.de



YouTube

Video content, production process, testimonials, recipe videos, long-term discoverability

SOCIAL MEDIA CAMPAIGN OBJECTIVES

01 To increase brand awareness to **10%** among target audience at the end of twelve months.

02 To grow social media community by **900%** at the end of twelve months.

03 To achieve a customer satisfaction rate of **85%** at the end of twelve months.

04 To increase the number of social media leads by **90%** at the end of twelve months.

05 To increase sales uplift from social media by **40%** at the end of twelve months.

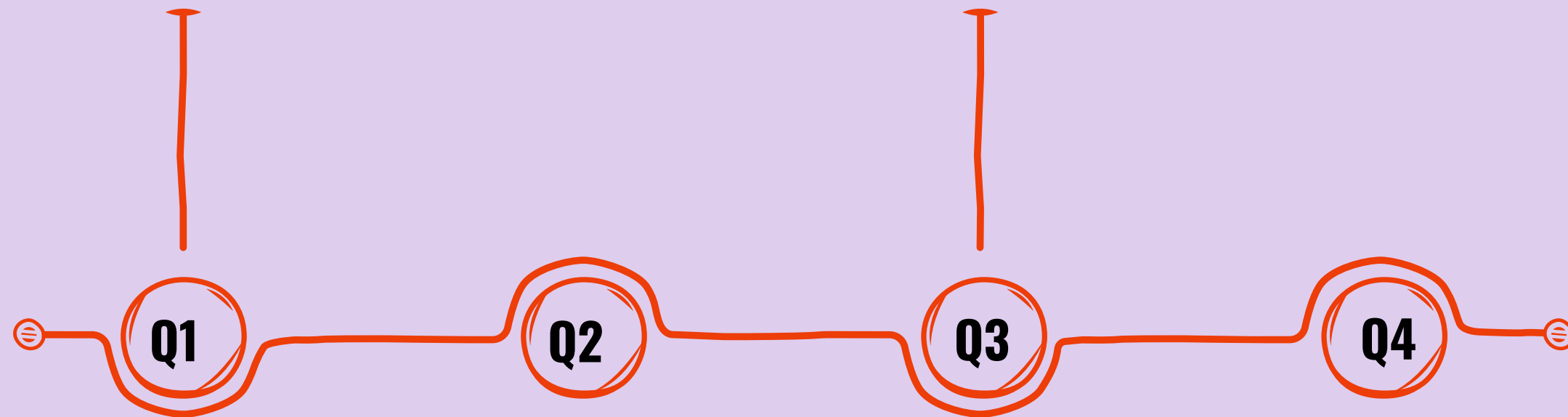
SOCIAL MEDIA: EIGHT ENGAGEMENT TACTICS

- 01 Contests and giveaways:** Engaging followers with chances to win Tasty products.
- 02 Polls and questions:** Using Instagram and Facebook stories to ask for feedback.
- 03 Live Q&A sessions:** Engaging with followers via live streaming.
- 04 User-generated content:** Encouraging customers to share their Tasty moments and regularly featuring UGC.
- 05 Themed hashtags:** Creating branded as well as themed hashtags for community building around the brand.
- 06 Interactive posts:** Devising polls, quizzes and challenges to keep up with the follower sentiment.
- 07 Comment responses:** Representing the Tasty brand in the frontline promptly and building personal relationships.
- 08 Virtual events and workshops:** Making chocolate enthusiasts part of the chocolatier experience.

KEY CAMPAIGN MILESTONES

Gain 5,000 followers on Instagram, increase website traffic by 15%

Launch YouTube channel, gain 4000 subscribers



Reach 4,000 followers on Facebook, increase engagement by 20%

Reach 25,000 Instagram followers, achieve 50% increase in holiday sales

From 5,000 followers to 50,000!



SOCIAL MEDIA KPIS: BRAND AWARENESS

-
- Number of mentions
 - Number of impressions
 - Reach
 - Share of voice (the volume of mentions received vs. that of other brands)
 - Recall rate
-

SOCIAL MEDIA KPIS: COMMUNITY ENGAGEMENT

-
- Audience growth rate
 - Average views per video/post
 - Active followers
 - Engagement rate
 - Broadcast channel growth rate
-

SOCIAL MEDIA

KPIS:

CUSTOMER

SATISFACTION

-
- Sentiment score (positive, negative, neutral)
 - Average reply time
 - Review ratings
 - CSAT
 - NPS
-

SOCIAL MEDIA KPIS: LEAD GENERATION

-
- Profile visits and repeat views
 - Saves and bookmarks
 - CTR, organic social traffic to website
 - Leads Generated and CPL
 - Time on Page (TOP) for referrals from social media
-

SOCIAL MEDIA KPIS: SALES UPLIFT

-
- Number of conversions from social media, CR (also via affiliate links)
 - Return on advertising spend (ROAS)
 - Ad conversion rate
 - CPC
 - CPM
-

06

**CONTENT
MARKETING**

CONTENT PRODUCTION: MEASURES

Logo and Visuals: Investing in a professional design agency to create a logo and visual assets that capture the essence of Tasty's brand identity on social media.

Photography and Videography: Scheduling quarterly photoshoots and video productions to ensure a steady stream of high-quality content.

Graphic Design: Employing freelance graphic designers to create engaging social media graphics and promotional materials.

Copywriting: Collaborating closely with content creators to produce compelling copy and storytelling, implement rigorous editing and ensure consistency in brand voice across all channels.

Platforms: Focusing primarily on Instagram and Facebook for visual and engagement-based content. Utilizing Pinterest for recipe-focused content and YouTube for longer-form videos and brand storytelling and permanency.

Posting Frequency: Daily posts, stories and reels on Instagram and Facebook, with 7 pins per week on Pinterest and 4 educational or gourmet cooking videos per month on YouTube, paired with YouTube Shorts everyday.

Engagement: Promptly responding to comments, messages, and user-generated content (UGC) to foster loyalty. Encouraging UGC and mentions.

Editorial Calendar: Planning content themes and posts in advance, aligning with seasonal trends and product launches, always resonating with user sentiment through ongoing social listening via tools.

CONTENT DISTRIBUTION: STRATEGIC PILLARS

TASTY: ANNUAL EDITORIAL CALENDAR

01

JANUARY: NEW YEAR, NEW CHOC
New Year's resolutions, health benefits

02

FEBRUARY: VALENTINE'S DAY
Luxury gift ideas

03

MARCH: SUSTAINABLE SPRING
Eco-friendly practices

04

APRIL: EASTER TREATS
Special promotions

05

MAY: MOTHER'S DAY
Gift ideas, special collections

06

JUNE: SUMMER DELIGHTS
Light and refreshing chocolates

07

JULY: BEHIND-THE-SCENES
Production process

08

AUGUST: FLAVOUR EXPLORATION
Virtual tastings, cacao tourism

09

SEPTEMBER: BACK TO SCHOOL
Healthy snacks

10

OCTOBER: AUTUMN FLAVOURS
Halloween seasonal collection

11

NOVEMBER: HOLIDAY PREP
Gift ideas, special offers, winter feels

12

DECEMBER: CHRISTMAS
Luxury holiday collections




NEW YEAR, NEW CHOC

SAMPLE WEEKLY CONTENT PLAN

Date	IG/FB Posts	IG/FB Stories	IG/FB Reels	Pinterest Pins	YouTube Video	YouTube Shorts
Wednesday 1 January 2025	New Year's Resolutions with Tasty (Carousel: Tips for healthy chocolate consumption)	Poll: What was your New Year's resolution again?	Behind-the-scenes video: Making Tasty chocolates, focusing on the artisan's expertise	Health benefits of sugar-free chocolate	Healthy New Year with Tasty: "What was your New Year's resolution again?"	"What was your New Year's resolution again?" clips
Thursday 2 January 2025	-	Fun fact about Tasty's ingredients	-	Recipe: Sugar-free chocolate smoothie bowl	-	Quick recipe: Chocolate smoothie
Friday 3 January 2025	Sustainable production at Tasty	Q&A: Benefits of sugar-free chocolate	Share a fun fact about the history of chocolate in Germany with a meme	A day in the life of a chocolatier, share a video of the handcrafting process	-	How Tasty fits into a healthy lifestyle
Saturday 4 January 2025	-	Swipe-up link: Blog post about sustainable practices	-	Recipe: Chocolate berry parfait	-	Live Q&A promo
Sunday 5 January 2025	-	Share a poll asking followers to vote on their favorite Tasty chocolate flavour	-	"Intense Noir" spotlight: unboxing video by influencer	-	Benefits of stevia and erythritol
Monday 6 January 2025	Branding carousel: Tasty's commitment to health	Highlight on Intense Noir 100% Cacao	Announce live Q&A with a nutritionist discussing the benefits of sugar-free chocolate	Recipe: Chocolate berry parfait	-	Intense Noir spotlight
Tuesday 7 January 2025	-	Chocolate and mental wellness	Customer testimonial focusing on health benefits	Share a motivational quote related to health and wellness	-	Post a thank-you message to Tasty's community with a collage of UGC

TASTY: PINTEREST




...  Visit Save

[tasty.de](#)


Tasty Sugar-Free Chocolates | From the Heart of Cologne

Experience the taste of single-origin chocolate straight from the chocolate capital of Germany.

 Tasty Follow

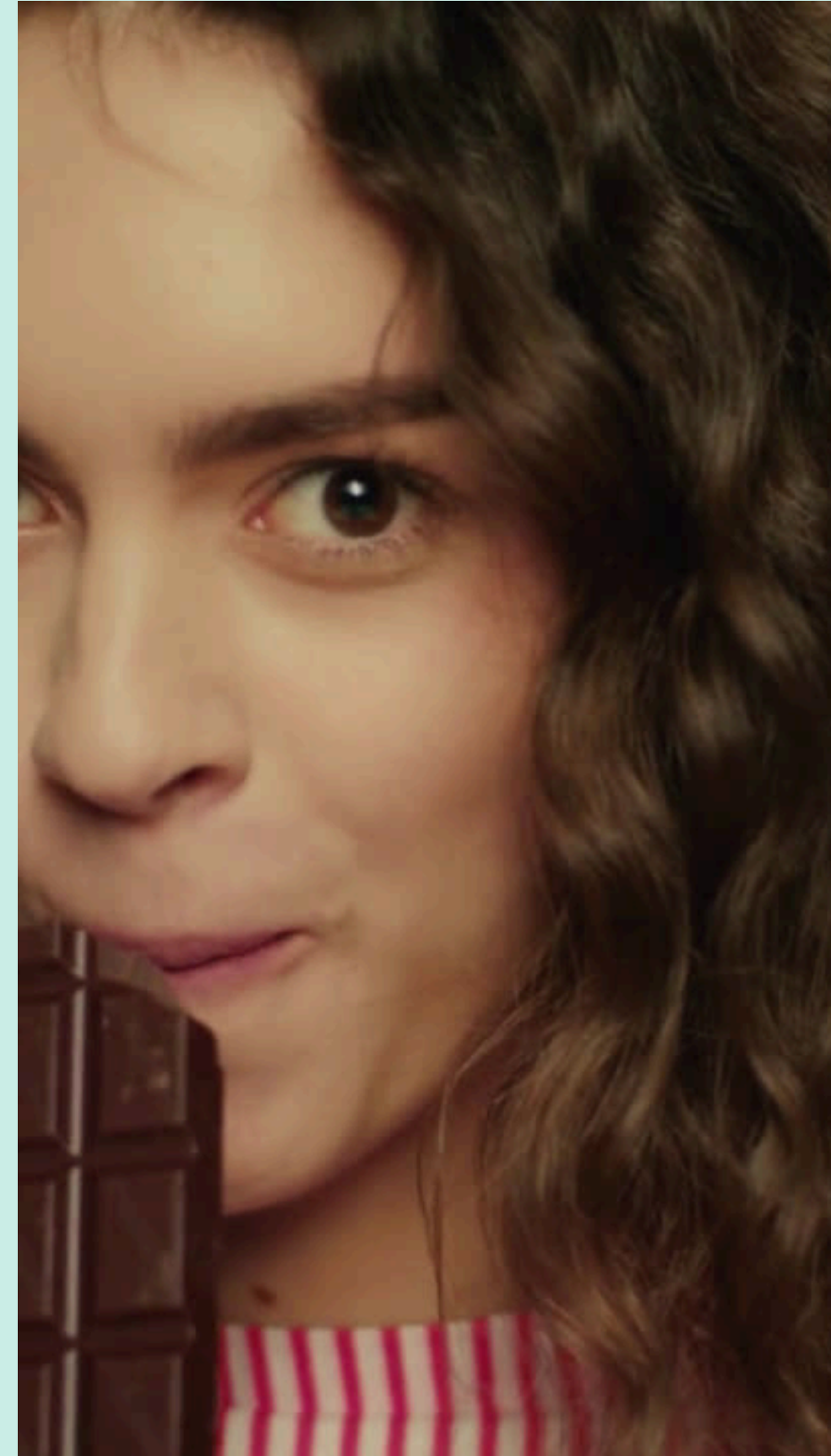
Comments

No comments yet! Add one to start the conversation.

Add a comment 

<https://www.pinterest.de/pin/1083397254101197755/>

TASTY: INSTAGRAM & FACEBOOK STORY/REELS



To enhance Tasty's online visibility, it is essential to implement a comprehensive SEO strategy tailored to specific social media platforms.

SEO IMPLEMENTATION FOR SOCIAL MEDIA

Keyword Research and Optimization

Tools: Google Keyword Planner, Google Search Console, Hootsuite

Instagram & Facebook SEO

- **Profile optimisation:** Using keywords to describe the brand (e.g., "Premium sugar-free chocolates crafted in Cologne. Healthy, sustainable, and delicious. #LiveTasty").
- **Hashtags, alt text, captions, links**

YouTube SEO

About section, Custom URL, links, tags, thumbnails, closed captions

Pinterest SEO

- **Boards** with keyword-rich titles (e.g., "Sustainable Living Tips").
- **Pin descriptions** with keywords and relevant hashtags.
- **Images** with descriptive file names and alt text.

BRANDED

HASHTAG:

#LIVETASTY

THEMED HASHTAG:

#NEWYEARNEWCHOC

**TRENDING
HASHTAGS.**

#CHOCOLATE

#CHOCOLATECAKE

#CHOCOLATELOVER

#CHOCOLATES

#HOTCHOCOLATE

#CHOCOLATELOVERS

#CHOCOLATELOVE

#CHOCOLATESTRAWBERRIES

#CHOCOLICIOUS

#CHOCOLATELAB

07

INFLUENCER

MARKETING

INFLUENCER MARKETING GOALS



01 Increasing Tasty's brand awareness across all social media platforms

02 Driving sales by encouraging followers to purchase Tasty products via affiliate links

03 Boosting Tasty's engagement with health-conscious social circles

04 Utilising influencer authenticity to build trust with potential customers

INFLUENCER MARKETING STRATEGY

NANO

10 Influencers

Budget: €10,000

Follower Range: 1K-10K

Strategy: Focus on niche markets such as health enthusiasts, eco-friendly advocates, and foodies.

Engagement Tactics:

- Product reviews and unboxings.
- Instagram Stories featuring Tasty chocolates.
- Giveaways to boost engagement, affiliate link sharing.

MID-TIER

3 Influencers

Budget: €5,000

Follower Range: 50K-500K

Strategy: Leverage their wider reach for major campaign pushes and brand announcements.

Engagement Tactics:

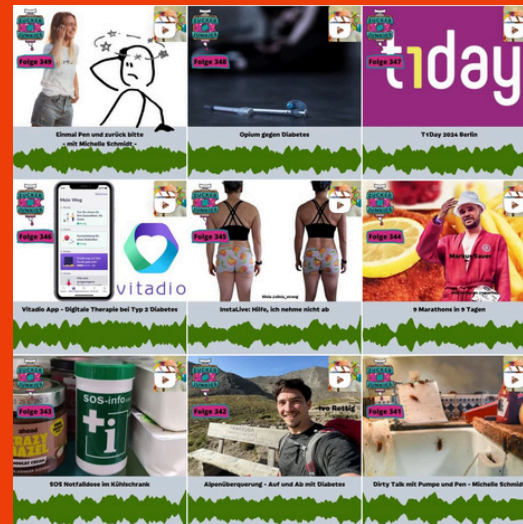
- Sponsored posts and YouTube videos.
- Collaborating on exclusive Tasty-themed content, such as recipes or lifestyle tips.
- Live Q&A sessions and Instagram takeovers.

NANO INFLUENCERS

zuckerjunkies

397 Beiträge 2.942 Follower 408 Gefolgt

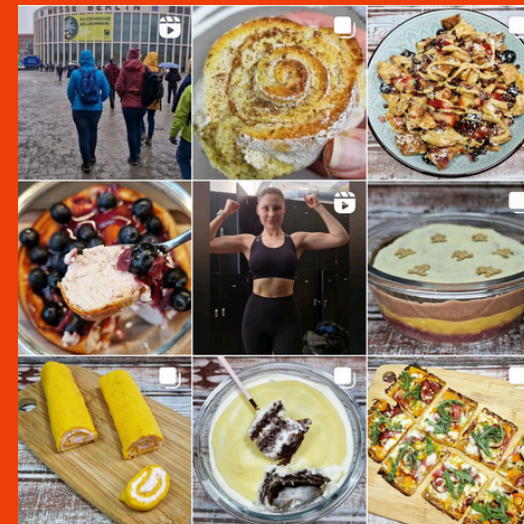
Zuckerjunkies Podcast Diabetes
Gründer: Podcast Zuckerjunkies
THEMEN: Interviews, Tipps, Alltag
Sport: Triathlon
#diabetestyp1 #t1day #PodcastDeutschland #PodcastLiebe



sporty.taste

1.077 Beiträge 2.456 Follower 883 Gefolgt

SPORTY.TASTE
sporty.taste
Blogger/in
kalorienarme, proteinreiche Rezepte



lowcarbfitmitbiene

215 Beiträge 1.015 Follower 727 Gefolgt

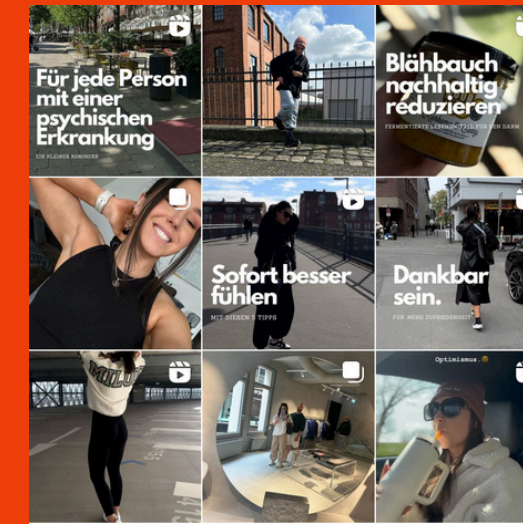
lowcarb-fit.de Dein Foodblog für leckere Rezepte ohne Zucker
lowcarbfitmitbiene
Einfache low carb Rezepte ohne Zucker



anna_fta

194 Beiträge 1.090 Follower 420 Gefolgt

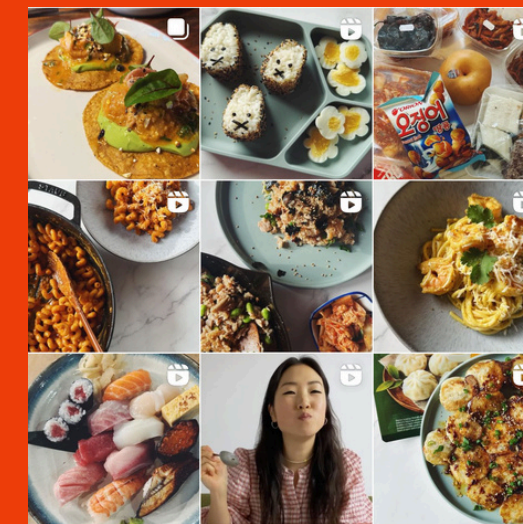
Anna | Gesundheit & Wohlbefinden
Stressreduktion & Balance
Zertifizierte Ernährungsberaterin
Von Betroffener zur Expertin
Lass mich dir helfen



song.and.pepper

79 Beiträge 9.536 Follower 718 Gefolgt

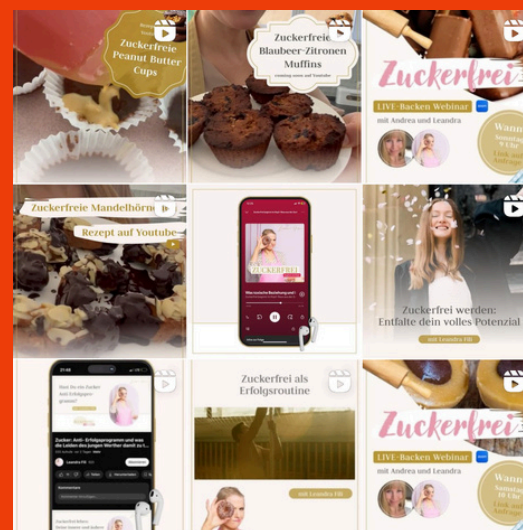
SU 수정
song.and.pepper
einfache gesunde Rezepte
Berlin, born in Düsseldorf, roots in



zuckerfrei_beginnt_im_kopf_

346 Beiträge 4.558 Follower 56 Gefolgt

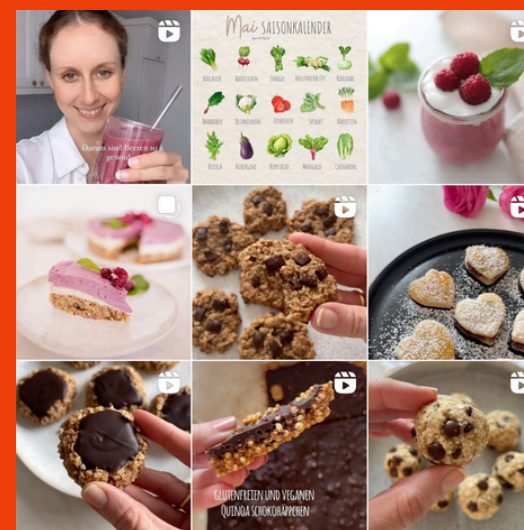
Leandra Fili Zuckerfrei
Person des öffentlichen Lebens
Wie du langfristig zuckerfrei wirst - ohne Verzicht!
Wöchentliches Live-Backen Webinar
Nummer #1 Zuckerfrei Podcast
TV-Moderatorin



gesundheitsglueck

346 Beiträge 6.062 Follower 310 Gefolgt

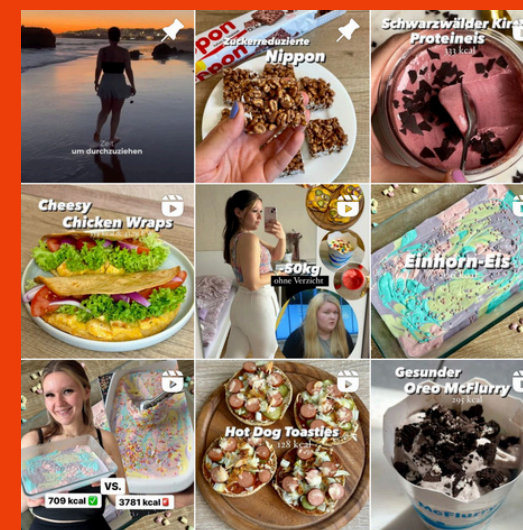
Kerstin · Glutenfreie Rezepte & Gesundheit
gesundheitsglueck
Ernährungsberaterin
ganzheitliche Ernährungsberaterin



annafitnesswarrior

209 Beiträge 8.071 Follower 239 Gefolgt

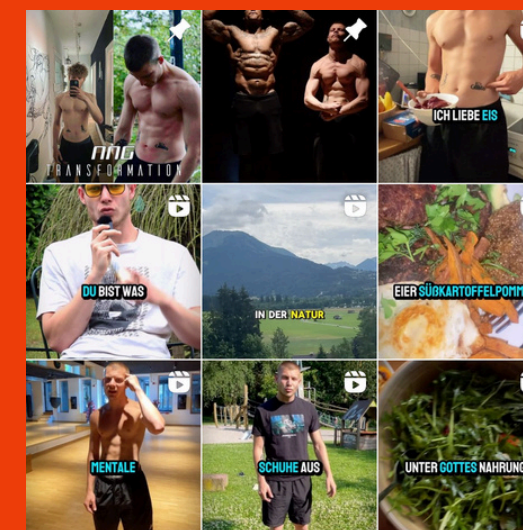
Anna
annafitnesswarrior
Persönlicher Blog
- 50kg



yungchvrly

198 Beiträge 5.042 Follower 271 Gefolgt

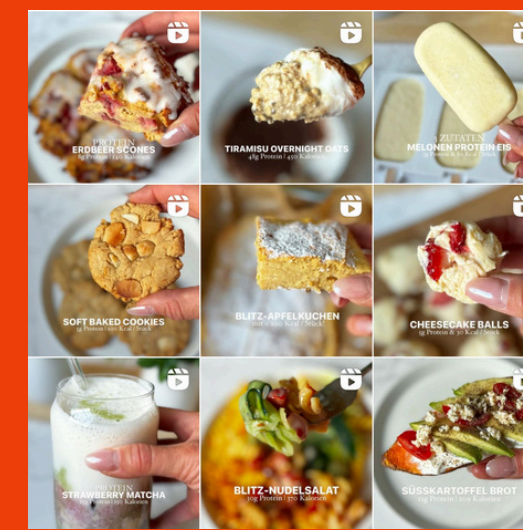
CHVRLY
Digital Creator
@bmo_visuals
@nngworld ATHLET
linktr.ee/yungchvrly



carla.rise

826 Beiträge 9.175 Follower 118 Gefolgt

CARLA RIEDEL-SEIFERT | ONLINE COACH
carla.rise
Ich bringe Frauen in ihre körperliche & mentale Bestform!
Int. Deutsche Meisterin
@espcm & @pace_sports | Code: CARLA



MID-TIER INFLUENCERS

gesund_naschen

 **1.090** Beiträge **73,5 Tsd.** Follower **147** Gefolgt

Svenja Hesselbarth | Heißhunger-Expertin & Autorin
 🍴 Anti-Heißhunger Rezepte & Tipps
 ✨ Clever Naschen ohne Abstriche im Genuss
 🧑‍🍳 Gegen Heißhunger & zum Abnehmen ohne Verzicht
 ↓ zur Gesund Naschen Welt
 🔗 svenjahesselbarth.de/links-und-impress...

projekt_gesund_leben

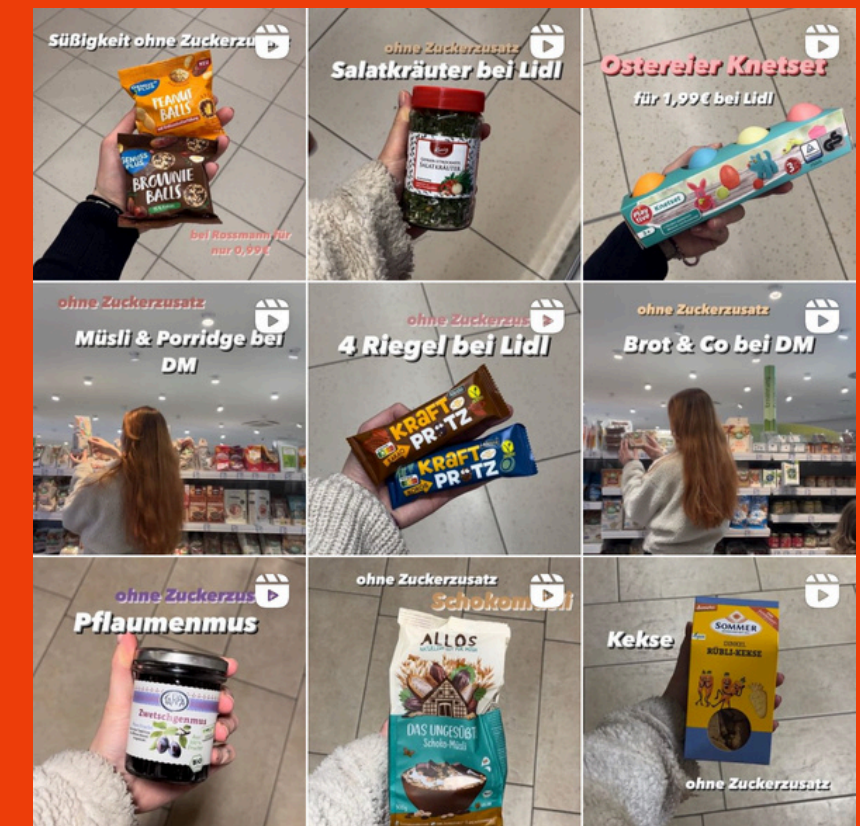
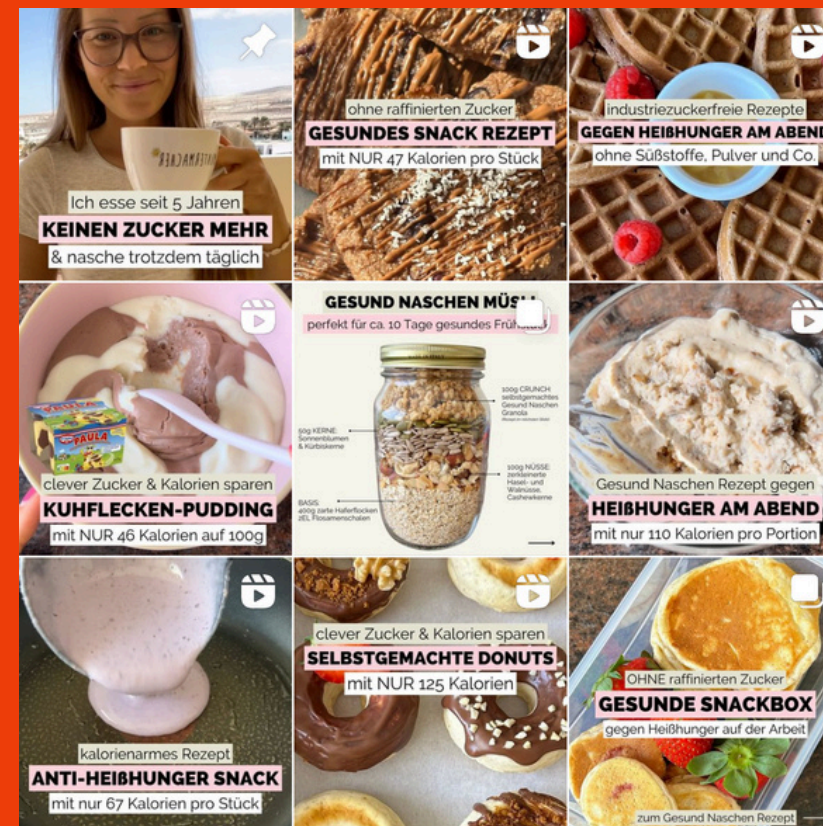
 **2.590** Beiträge **64,3 Tsd.** Follower **230** Gefolgt

Hannah Frey | Zuckerfrei
 🍎 Gesundheitswissenschaftlerin
 📖 SPIEGEL-Bestseller Autorin
 👩‍🦱 Gründerin @integrativegesundheit
 🍷 Ich helfe dir, weniger Zucker zu essen
 🔗 www.projekt-gesund-leben.de/instagram

einfachbreifrei

 **518** Beiträge **92,4 Tsd.** Follower **356** Gefolgt

Luzy Mia D. | beikost | zuckerfrei | blw | momlife
 📌 einfachbreifrei
 🌿 zuckerfreie Rezepte & Einkaufstipps
 👶 einfach Zucker reduzieren mit Kids
 🧑‍🍼 Mama & Ernährungsberaterin für Kinder
 ✉️ Mail: links & Impressum



08

**AFFILIATE
MARKETING**

AFFILIATE MARKETING PROGRAM

Developing an affiliate marketing program for Tasty involves structuring attractive incentives and clear communication to maximize engagement and sales.

PROGRAM STRUCTURE

- **Introduction packages** for affiliates, including a welcome kit with product samples (e.g., assorted chocolate bars) and brand information.
- **Monthly affiliate subscription boxes** containing new and seasonal products to keep them engaged and updated with Tasty's offerings.
- **A link system** (UTM parameters or affiliate IDs) to track sales generated through referrals.

TARGET GROUP

- **Health and Wellness Bloggers:** Individuals focusing on nutrition, sugar-free diets, and healthy lifestyles.
- **Food Critics:** Influential reviewers with a follower audience interested in gourmet and specialty foods.
- **Eco-Friendly Product Reviewers:** Advocates for sustainable and environmentally friendly products.

09

PAID SOCIAL

AD PLACEMENT FOR SOCIAL MEDIA

Tasty's total annual advertising budget for 2025 is capped at 11,550 Euros.

AD OBJECTIVES

Awareness, Lead Generation, Sales

AD FORMATS

- **Instagram:** Image, video, carousel, Stories, Reels, Instagram shop.
- **Facebook:** Photo, video, Stories, Messenger, carousel, slideshow, collection ads.
- **Pinterest:** Square/vertical image, video, idea, carousel, collections, shopping, showcase, quiz.
- **YouTube:** Skippable and non-skippable video ads, bumper ads, YouTube Shorts ads.

CALL-TO-ACTION TYPES

Learn More, Buy Now, Shop Now, Limited Time Offer, Request a Trial Pack.

QUARTERLY PAID SOCIAL HIGHLIGHTS

- **Q1:** Awareness and branding campaigns on Instagram and Facebook.
- **Q2:** Promotional ads for Easter and Mother's Day gift boxes.
- **Q3:** YouTube ads to announce the new summer chocolate bar variety.
- **Q4:** Holiday gift ads on Instagram, Facebook, and Pinterest.

YOUTUBE NON-SKIPPABLE VIDEO AD

MEET TASTY



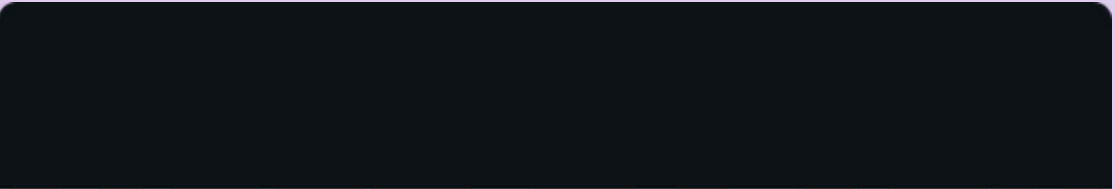
YOUR
ULTIMATE
SUGAR-FREE
CHOCOLATE.

TASTY
sugar-free chocolate


Meet Tasty. Your ultimate sugar-free chocolate delivered to your door.
Tasty.de

Order now

Sponsored - Visit advertiser

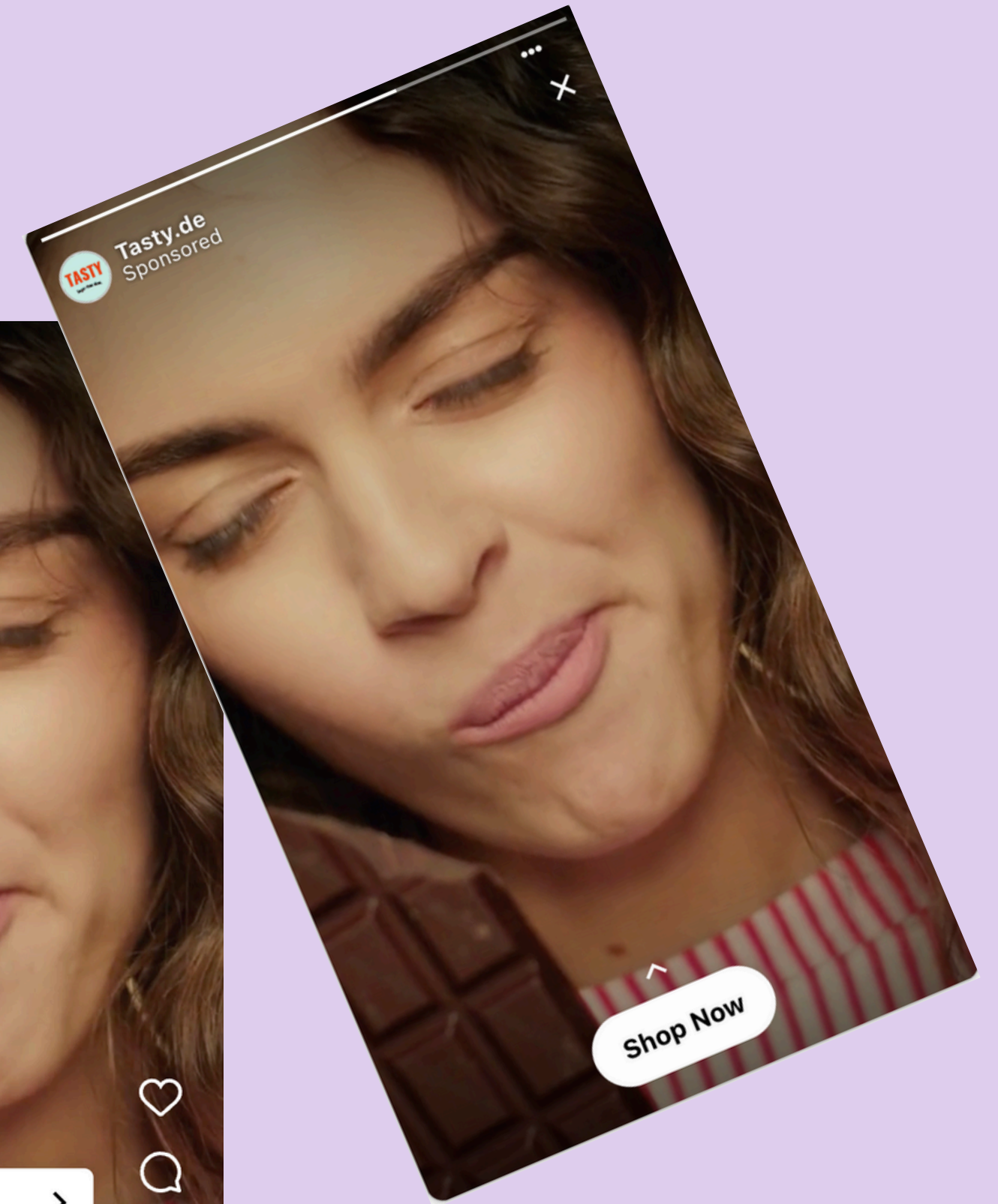
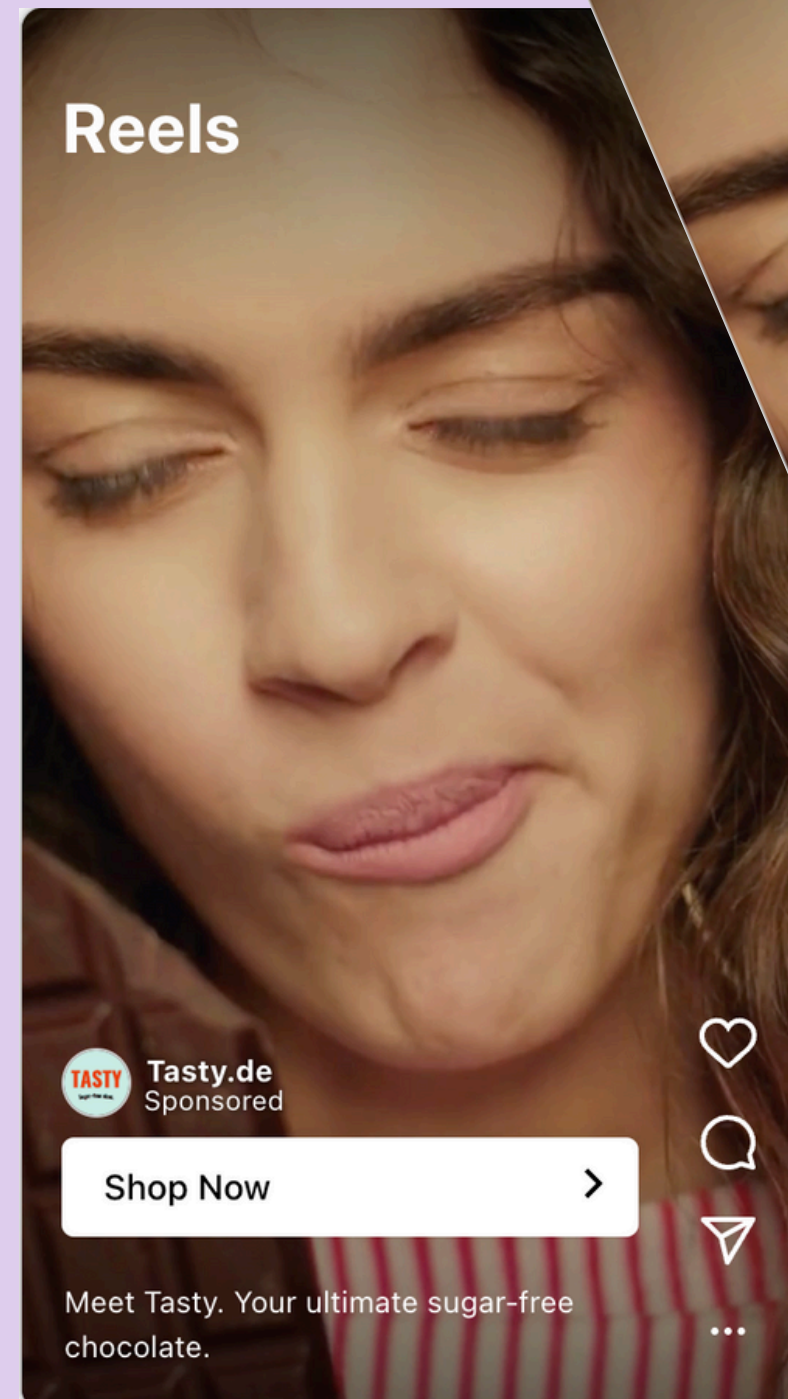


MEET TASTY



YOUR
ULTIMATE

INSTAGRAM & FACEBOOK STORY/REELS AD



FACEBOOK CAROUSEL

IMAGE AD

TASTY Tasty.de
Sugar-free choc. Sponsored · 🌐

So, which one is your favourite? Find your sugar-free flavour now!

TASTY
Sugar-free choc.

INTENSE NOIR
100% Cacao

Intense Noir
100% Cacao

Shop now

TASTY
Sugar-free choc.

MIDNIGHT BLISS
73% Cacao

Midnight Bliss
73% Cacao

Shop now

TASTY
Sugar-free choc.

ABSOLUTE HARMONY
Pistachio Dark Chocolate

Absolute Harmony
Pistachio Dark

Shop now

👍 Like 💬 Comment ➦ Share

TASTY Tasty.de
Sponsored · 🌐

A healthy alternative for your afternoon cravings? Discover Tasty's selection of sugar-free chocolate bars.



TASTY.DE
Subscribe to get 20% off
Get your discount code now!

Like Comment Share

Subscribe

FACEBOOK

DESKTOP

IMAGE AD

10

BUDGET

PLANNING

FEEDBACK

TASTY SOCIAL MEDIA MARKETING BUDGET 2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	Jun '25	Jul '25	Aug '25	Sep '25	Oct '25	Nov '25	Dec '25	Breakdown Overview	
Brand Design & Content Marketing														€16,000
Photography & Videography	€1,000	N/A	N/A	€1,000	N/A	N/A	€1,000	N/A	N/A	€1,000	N/A	N/A	€4,000	
Graphic Design for Social Media	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€6,000	
Content Creation	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€500	€6,000	
Social Media Management														€11,400
Editorial Calendar Management	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€4,800	
Community Management	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€400	€4,800	
Giveaways & Prizes	N/A	€100	N/A	100	N/A	€100	N/A	€100	N/A	€100	N/A	€100	€600	
Virtual Events & Workshops	€300	N/A	N/A	€300	N/A	N/A	N/A	N/A	N/A	€300	N/A	€300	€1,200	
Influencer Marketing														€15,000
Nano-influencers (appr. 10 per month)	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€1,000	€10,000	
Mid-tier-influencers (3 major campaigns)	N/A	€1,500	N/A	N/A	€1,500	N/A	N/A	N/A	N/A	N/A	N/A	€2,000	€5,000	
Affiliate Marketing														€2,000
Program Setup & Maintenance	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	€500	
Commissions	€125	€125	€125	€125	€125	€125	€125	€125	€125	€125	€125	€125	€1,500	
Advertising														€11,550
Instagram Ads	€200	€400	€200	€400	€400	€200	€200	€200	€200	€300	€300	€750	€3,750	
Facebook Ads	€150	€300	€150	€300	€300	€200	€200	€200	€250	€300	€300	€550	€3,200	
Pinterest Ads	€150	€300	€150	€300	€300	€150	€150	€150	€150	€300	€300	€600	€3,000	
YouTube Sponsored Videos & Shorts	N/A	N/A	N/A	N/A	N/A	N/A	€200	€200	€200	€200	€200	€600	€1,600	
Tools and Software														€2,628
Scheduling & Analytics (e.g. Hootsuite)	€99	€99	€99	€99	€99	€99	€99	€99	€99	€99	€99	€99	€1,188	
SEO Services	€120	€120	€120	€120	€120	€120	€120	€120	€120	€120	€120	€120	€1,440	
Contingency Fund														€1,200
TOTAL BUDGET	€4,944	€5,744	€3,644	€5,544	€5,644	€3,794	€4,894	€3,994	€3,944	€5,644	€4,244	€8,044	€59,778	

11

MONITORING & REPORTING

MONITORING & OPTIMISATION

A structured reporting line will ensure clear communication, accountability, and alignment across Tasty's social media marketing efforts.

MEETING CALENDAR & REPORTING LINE

- **Weekly Updates:** Internal social media team meetups, reporting to social media manager.
- **Monthly Strategy Meetings:** Detailed monthly performance analysis within the marketing team (managers, external stakeholders) to plan upcoming campaigns.
- **Quarterly Reviews:** Evaluation of quarterly performance against KPIs, reporting to marketing director or CMO.
- **Annual Planning Meetings:** Setting annual social media marketing objectives, budget allocation for the upcoming year, reporting to CMO, CEO and/or CFO.

ONGOING STRATEGIC OVERSIGHT

- A well-rounded **KPI dashboard** is essential for monitoring and optimising Tasty's social media efforts all through the year.
- Consolidating all strategy-bound indicators and **benchmarking** metrics, the dashboard provides a comprehensive view of Tasty's social media health.
- The real-time data will allow the marketing team to identify **trends**, measure the effectiveness of campaigns, and adjust strategies swiftly to enhance performance.

SOCIAL MEDIA MONITORING TOOLS

Hootsuite: Social listening, scheduling, AI, content Creation, and CRM

Platform Analytics: Meta Business Suite, YouTube Analytics, Pinterest Analytics, etc.

Google Analytics: For tracking referral traffic and conversions from Tasty's social media.

Customer Feedback: Tools like Trustpilot, Trusted Shops and NPS tracking.

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- <https://www.instagram.com/schokofrankonia/>
- <https://www.instagram.com/nicks/>
- https://www.instagram.com/melt_chocolates/
- <https://www.instagram.com/xucker.de/>
- <https://www.business-sweden.com/try-swedish/food-from-sweden/nicks/>
- <https://iqhashtags.com/hashtags/hashtag/chocolate>

THANK YOU.