

# *Social Media Playbook*

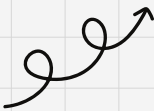
## for Food & Beverage Startups



**Business Launchpad**



Take these  
**10 Steps**  
to Maximize  
Your First 90  
Days as a F&B  
Entrepreneur!



# Why?

Your food business needs more than just great flavours—it needs visibility and engagement!

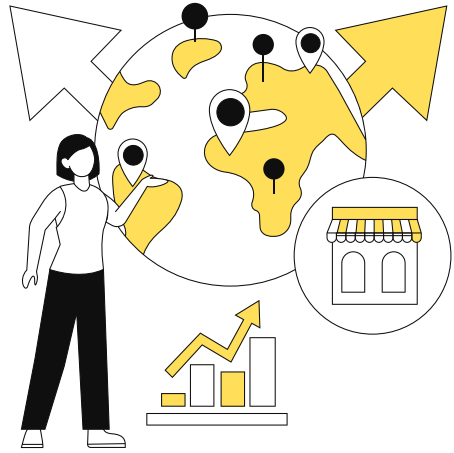
London's F&B scene is ultra-competitive, and your social media presence can make or break your success.

This practical playbook has 10 power moves to help you gain traction, attract loyal customers, and drive real business growth in your first 90 days.

Follow these steps and transform your business into a must-visit spot!

## Day 1-10:

# Build a Rock-Solid Social Media Foundation



- **Set Up Instagram, TikTok, Facebook Business and Google Business Accounts:** Ensure your contact info, business hours, and location are updated. Use a booking link (like Linktree) to direct people to orders or reservations.
- **Develop a Signature Look & Feel:** Stick to consistent colours, fonts, and photography styles that align with your brand—think of this as your restaurant's online 'vibe'.
- **Create a Killer Bio That Sells:** Example: "Bringing bold street food flavours to London! 🍷 Order now ↓"



**Londoners love satisfying food prep videos and ASMR cooking sounds. Show your team making signature dishes or "A Day in the Life of a London Chef."**

## Day 11-20:

# Content, Strategy & Daily Engagement



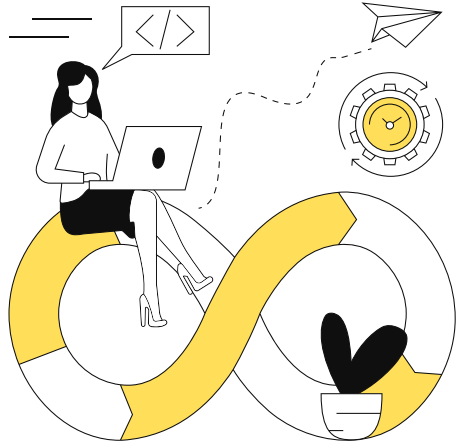
- 🔍 **Post 5x a Week Across Platforms:** Mix behind-the-scenes, customer reactions, dish highlights, and interactive stories.
- 🔍 **Create Instagram Reels & TikToks:** Capture sizzling sounds, drizzling sauces, melting cheese—food is visual, make people crave it!
- 🔍 **Engage Every Single Day:** Respond to all comments & DMs within 12 hours—make your audience feel special.
- 🔍 **Use Hyper-Local Hashtags:** Example: #LondonEats #BestBurgersLondon #VeganLondon #CoffeeLoversUK



***Announce limited-time menu items available only to your Instagram/TikTok followers. This boosts engagement and drives traffic to your restaurant or cafe.***

**Day 21-30:**

## **Attract your first 50 followers and customers**



- 🔍 **Launch a Giveaway That Drives Engagement:**  
Example: “Win a FREE meal for 2! 🍴 Tag a foodie friend & follow us to enter!”
- 🔍 **Collaborate with Local Food Bloggers & Influencers:**  
Offer them a free meal in exchange for an Instagram Story or Reel — this can expose you to hundreds of new customers.
- 🔍 **Encourage User-Generated Content (UGC):** Ask customers to tag you in their food pics. Repost their content to your stories!
- 🔍 **Exclusive Social Media Offer:** Example: “Show this Instagram post at checkout for 10% off your first order!”



**Instead of big influencers, work with local food bloggers (1k-10k followers) for authentic engagement. Offer them a unique experience, like a behind-the-scenes look at your kitchen.**

**Day 31-60:**

# Build Relationships and Customer Loyalty



- 👉 **Go Live Weekly to Show Off Your Process:** Cook a dish, introduce your team, or share your journey—make it interactive!
- 👉 **Feature Customer Reviews & Testimonials:** Screenshot great feedback and turn it into content—people trust real experiences.
- 👉 **Run Paid Ads (Start with £10-20 Budget):** Target local food lovers in London using Instagram & Facebook ads.
- 👉 **Use Polls & Q&A in Stories to Boost Engagement:** Example: “Which dish should we feature next?” or “What’s your go-to comfort food?”



**Run a “Best Food Photo” contest where customers post their meals and tag you. Feature winners in your feed to create community engagement.**

## Day 61-90:

# Scale & Make Data- Driven Decisions



- 🔍 **Analyze What Works & Double Down:** Review Instagram Insights & TikTok Analytics to see which posts get the most saves, shares, and reach.
- 🔍 **Expand to YouTube Shorts & Pinterest:** Short-form content performs well—create quick cooking demos or menu reveals.
- 🔍 **Create Your Own Brand Hashtag:** Example: #TasteLondon or #YourBrandEats — encourage customers to use it.
- 🔍 **Batch-Plan Your Next 3 Months of Content:** Keep momentum going with seasonal promotions, events, and collabs.



**Test posting after 9 PM when people crave food (especially for street food & takeaways). Experiment with AI-generated food art or quirky AI-driven menu names for engagement.**



# What Next?

*Show up daily, let your food speak for itself and transform your F&B business into a must-visit spot!*



For more guidance on marketing strategy, managing finances, growing your business or even brainstorming your ideas, sign up for Business Launchpad's **FREE 1:1 Coaching or Incubator Programme**. Know more at [www.businesslaunchpad.org.uk/programmes](http://www.businesslaunchpad.org.uk/programmes)

## About BLP

Our mission is to offer free, dedicated business support to 16-30-year-olds in London, helping them become future leaders. We provide one-to-one business coaching, interactive workshops, and comprehensive programmes to meet the needs of every aspiring entrepreneur.

[www.businesslaunchpad.org.uk](http://www.businesslaunchpad.org.uk)

# ***Marketing Playbook***

## ***for Fashion Startups***



**Business Launchpad**