

**WILD  
PIE®**

# **MARKETING STRATEGY**

**PRESENTATION**

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# TARGET MARKETS

## CURRENT:

COLLEGE STUDENTS/FACULTY

YOUNG PROFESSIONALS

LOCAL RESIDENTS

## POTENTIAL:

ACTIVE GYM GOERS

HEALTH-CONSCIOUS GROCERY  
SHOPPERS

FAMILIES



# MARKET RESEARCH

Examining the behaviors and values of potential markets

## ACTIVE GYM GOERS

### DEMOGRAPHICS

- 20–40 YRS
- ACTIVE
- INDIVIDUALS
- MIDDLE TO UPPER-MIDDLE CLASS



### BEHAVIORS

- FOCUSED
- DISCIPLINED
- PRIORITIZE FITNESS AND NUTRITION

### DINING PREFERENCES

- PROTEIN-RICH, NUTRIENT-DENSE MEALS FOR MUSCLE RECOVERY, ENERGY, AND PERFORMANCE.

## HEALTH-CONSCIOUS GROCERY SHOPPERS

### DEMOGRAPHICS

- 20–45 YRS
- EDUCATED
- MIDDLE-TO-HIGH INCOME.



### BEHAVIORS

- PRIORITIZE HEALTH AND SUSTAINABILITY
- READ LABELS
- SUPPORT LOCAL BUSINESSES.

### DINING PREFERENCES

- NUTRIENT-DENSE, ORGANIC, AND PLANT-BASED MEALS
- ALIGN WITH THEIR HEALTH AND ECO-CONSCIOUS VALUES.

## FAMILIES

### DEMOGRAPHICS

- PARENTS WITH CHILDREN
- MIDDLE-CLASS HOUSEHOLDS



### BEHAVIORS

- SEEK QUICK, CONVENIENT DINING
- FAMILY-FRIENDLY SERVICE AND OPTIONS.

### DINING PREFERENCES

- AFFORDABLE, DIVERSE MENUS
- PLANT-BASED AND TRADITIONAL OPTIONS THAT SATISFY ALL AGES

# SWOT ANALYSIS

"93% of consumers read online reviews before making a purchase, and 91% of consumers aged 18-34 trust online reviews as much as personal recommendations."

"The global plant-based food market is projected to grow from \$44.4 billion in 2023 to \$113 billion by 2031. "

## STRENGTHS

Social media content  
Ingredients  
Great Taste

## OPPORTUNITIES

Growing demand for plant-based  
and sustainable food  
Differentiation - UVP

## WEAKNESSES

Underdeveloped website  
Little emphasis on nutritional value  
Low awareness past 1 mile radius

## THREATS

Competition



# KEY COMPETITORS



## ITALIAN GATOR PIZZA

### Positioning:

- Fast & Convenient
- Delicious
- Late Night Bite
- Local favorite

### Strengths:

- Location

### Weakness:

- No seating
- Limited menu
- Little social media presense



## SACHEL'S PIZZA

### Positioning:

- Unique
- Great food
- Good vibes

### Strengths:

- 1st & 12th SE result for "Gainsville Pizza"
- Instagram: 12k followers
- Lively/vibrant atmosphere
- Community

### Weakness:

- Underdeveloped website



## HUMBLE WOOD FIRE

### Positioning:

- Premium/artisan
- Wood fired pizza

### Strengths:

- Menu Variety
- Brunch
- Location: Community hub

### Weakness:

- Limited hours
- High prices



## BLAZE

### Positioning:

- Fast-casual
- Customizable
- Fresh/Quality
- Affordable

### Strengths:

- Assembly Line
- Fresh ingredients
- 193k insta followers
- Many locations

### Weaknesses:

- limited menu
- Minimalistic atmosphere
- Overemphasis on speed

# OUR STRATEGY

## POSITIONING

**We aim to position Wild Pie as a leading competitor in the fast-paced pizza market, setting ourselves apart by *emphasizing the many benefits of being plant-based.***

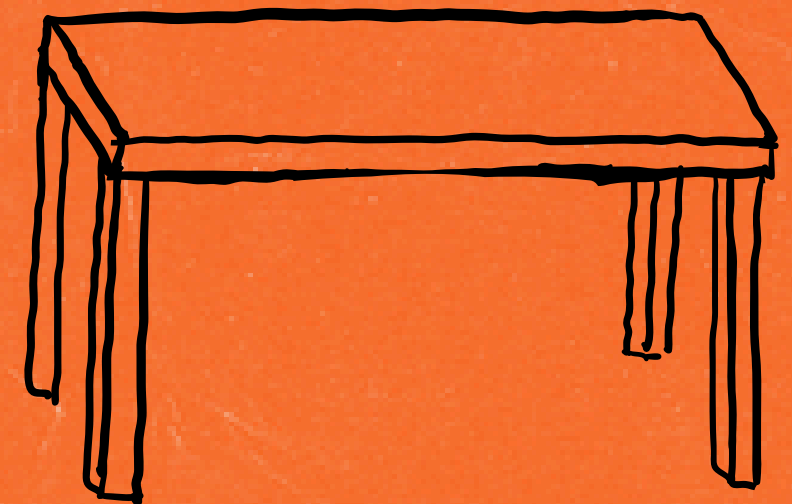
***Here's how we can do it...***



# MARKETING RECCOMENDATIONS

## TRADITIONAL STRATEGY

- Partial proceeds events for school clubs
- Tabling events at local gyms & on campus
- Add kids menus
- Adding a refferal feature to the loyalty program



# MARKETING RECCOMENDATIONS

## LOCATION BASED STRATEGY

### Geofencing

- Virtual perimeter – high traffic areas
- GPS or Wifi signal
- Ads on google, youtube, & social media
- Keywords: "pizza, food near me, lunch, plant based" etc

### Where?

- Health conscious grocery stores
- Local competitors
- Local gyms

### Why?

- Targeted
- Cost Effective





# MARKETING RECCOMENDATIONS

## WEB STRATEGY

### Problem

**Search Engine Rank**



**UVP Unclear**



**Prices Not listed**



**No Reviews**



### Solution

#### SEO

- Backlinks – events, sponsorships, influencers, blogs
- Keywords – Meta Descriptions, Headers, URLs

#### Add About Us Tab

- Why plant-based?

#### Add prices to menu items

#### Add Reviews Page



**“84% think the pricing on a website is the most important component when looking at companies to choose from”**

# MARKETING RECCOMENDATIONS

## SOCIAL MEDIA STRATEGY



- Instagram Reels
- Promote events
- Competitive posts highlighting clean ingredients and benefits
- Meme Content

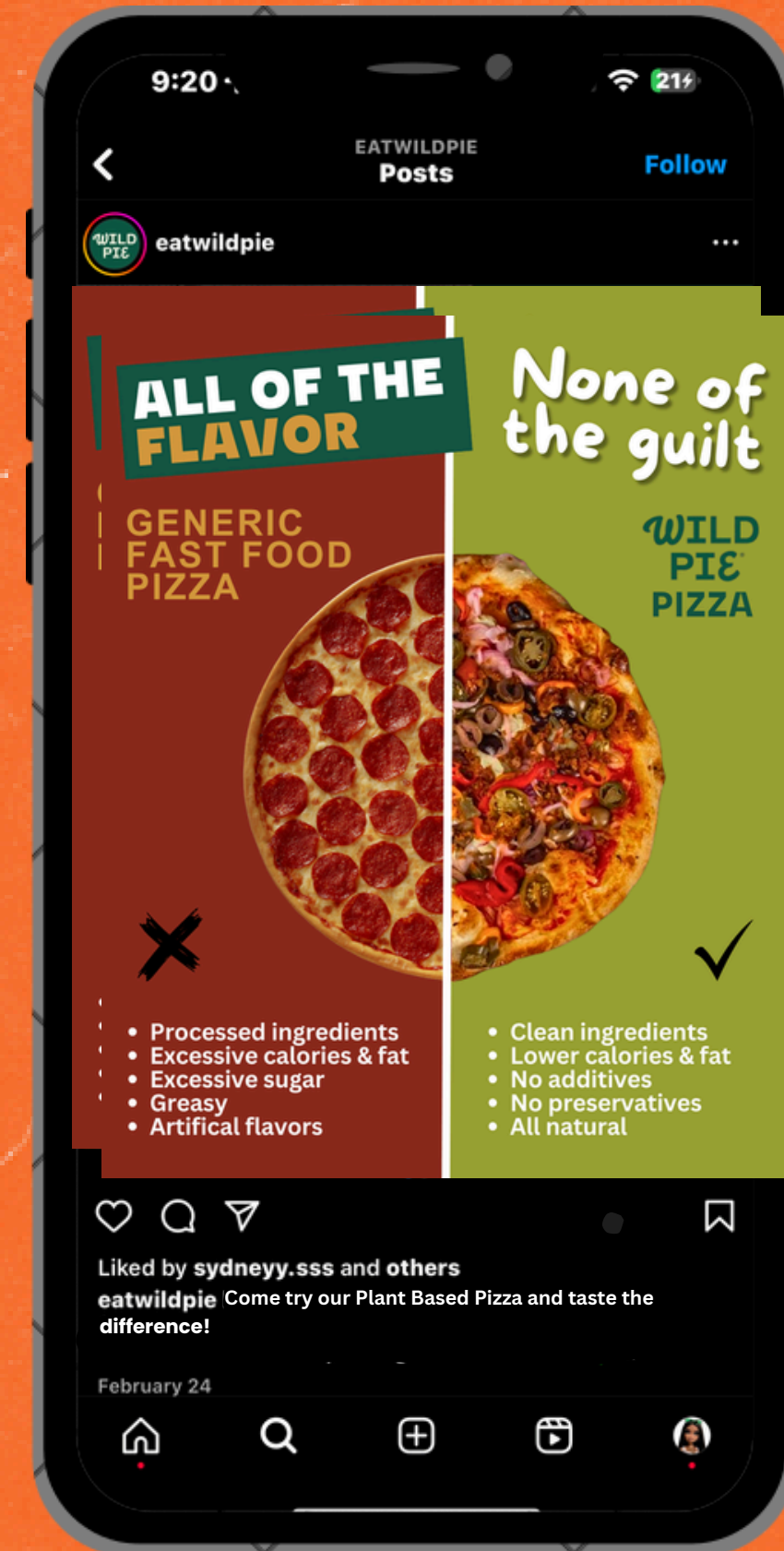
**"91% of Instagram users watch videos on the platform weekly"**

**"The average user attention span in 2025 is just 8 seconds!"**

**"Instagram reels usage by businesses grew 57.4% last year."**



# CONTENT EXAMPLES



# HOW TO MEASURE (KPIs)

## TRADITIONAL:

- Traffic Rates for tabling
- Referral Rate
- Kids menu items ordered
- Survey Results
- Partial Proceeds Code Redemption
- Sales (Daily/Hourly)

## LOCATION BASED:

- Clicks
- Web Traffic
- Social KPIs

## WEB:

- CTR
- Bounce Rate
- Organic traffic
- Referral Traffic
- Average Session Duration
- Lead Generation Rate
- SE Rank

## SOCIAL MEDIA:

- Views
- Shares
- Likes
- Comments
- Follows
- Impressions
- Saves



# BUDGETS

## Geofencing

- Cost Per Click
- Per Ad Campaign

## SEO

- \$75 – \$200 per hour for freelance
- \$1,000 – \$30,000+ per project
- DIY

## DISCOUNT/FREE SAMPLE COSTS

<div>Geotarget</div> <div>HOMEHOW IT WORKSABOUTPRICINGINDUSTRIESADDITIONAL SERVICESGT DASHBOARD ACCESS</div>			
<div>Platinum</div> <div>\$1075/Monthly</div> <div>60,000 Monthly Impressions</div> <div>✓ Facebook</div> <div>✓ Instagram</div> <div>✓ YouTube</div> <div>✓ Google Display</div> <div>✓ Games</div> <div>✓ Apps</div> <div>✓ Connected TV</div> <div>12000 people seeing your ad 5x a month</div>	<div>Gold</div> <div>\$790/Monthly</div> <div>42,000 Monthly Impressions</div> <div>✓ Facebook</div> <div>✓ Instagram</div> <div>✓ YouTube</div> <div>✓ Google Display</div> <div>✓ Games</div> <div>✓ Apps</div> <div>✓ Connected TV</div> <div>8400 people seeing your ad 5x a month</div>	<div>Silver</div> <div>\$545/Monthly</div> <div>22,000 Monthly Impressions</div> <div>✓ Facebook</div> <div>✓ Instagram</div> <div>✓ YouTube</div> <div>✓ Google Display</div> <div>✓ Games</div> <div>✓ Apps</div> <div>✓ Connected TV</div> <div>4500 people seeing your ad 5x a month</div>	<div>Bronze</div> <div>\$390/Monthly</div> <div>12,000 Monthly Impressions</div> <div>✓ Facebook</div> <div>✓ Instagram</div> <div>✓ YouTube</div> <div>✓ Google Display</div> <div>✓ Games</div> <div>✓ Apps</div> <div>✓ Connected TV</div> <div>2500 people seeing your ad 5x a month</div>



# SUMMARY

**Wild Pie would have a great advantage by positioning themselves as a fast paced pizza option that doesn't compromise on health, offering fresh, plant based ingredients that are both nutritious and delicious.**





# SOURCES

<https://www.demandsage.com/instagram-reel-statistics/>

<https://sutherlandweston.com/why-you-need-pricing-on-your-website/>

<https://devrix.com/tutorial/user-attention-span/#:~:text=The%20average%20user%20attention%20span,8%20seconds%20in%20recent%20years.>

<https://buffer.com/resources/instagram-reach-engagement-analysis/>

<https://www.forbes.com/councils/forbesagencycouncil/2024/03/19/short-form-video-content-capturing-attention-in-the-digital-age/>

**Thank you!!**

**Questions??**

