



Prepared By

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Executive Summary:

This strategy lays out how IPWC can use social media to generate excitement for its grand opening and sustain long-term growth. It focuses on playful, visually rich content that highlights personality, quality, and local connections. By mixing short-form video, clever copy, and consistent branding, IPWC can stand out in Seattle's crowded pizza scene.

Social Media Strategy

I. Brand Voice & Personality

- **Tone:** Witty, warm, slightly cheeky ("serious about pizza, never about ourselves").
- **Keywords:** fresh, bold, community, crave-worthy, playful.
- **Visual style:** Retro-inspired color palette (reds, yellows, mint greens), high-contrast pizza shots, behind-the-scenes videos, and fun text overlays.

II. Platform Recommendations

Platform	Role	Content Ideas
Instagram	Hero platform for visuals & stories	Daily Stories, 3–4 posts/week (pizza glamour shots, staff intros, polls, trivia, “slice of the day”).
TikTok	Reach new audiences & show brand personality	Trend remixes, “watch the crust rise” timelapses, “Seattle reacts” taste tests, dough-throwing challenges.
Facebook	Community events & updates	Menu changes, catering promos, grand opening invites, photo albums from events.
YouTube Shorts	Evergreen video	30–60 sec how-to clips (“how we perfect our crust”), mini-docs about sourcing ingredients.
Threads/X	Quick banter, announcements	Funny slice puns, collab shoutouts, weather-pizza jokes.
Pinterest	Mood boards & recipes	Pizza party inspo, ingredient highlights, DIY dough boards.
LinkedIn	(Optional) B2B / hiring	Behind-the-scenes of building a brand, staff highlights.

Note: Keep TikTok/IG as main focus; cross-post highlights to other channels.

III. Content Pillars

Pillar	Purpose	Examples
Grand Opening Hype	Build momentum & FOMO	Countdown reels, staff intro videos, “first 100 slices free” teaser.
Menu Highlights	Showcase quality & creativity	Slow-mo cheese pulls, weekly feature pies, stories about ingredients.
Behind-the-Scenes	Humanize the brand	Dough prep, funny kitchen bloopers, meet-the-team clips.
Community & Collabs	Show local love	Partner with breweries, farmers’ markets, food fests; shoutout suppliers & neighbors.
Customer Moments	Encourage UGC	Slice-selfie wall, repost tagged photos, polls (“pineapple-yes or no?”).
Education	Share expertise	How to reheat a slice, dough tips, “history of Detroit vs NY style.”

IV. Posting Rhythm

- **Pre-Launch (4 weeks out)**
 - 3 feed posts + 4–5 stories/week.
 - Weekly TikTok teasers.
 - Countdown graphics & polls.
- **Launch Week**
 - Daily stories, 1–2 posts/day (menu reveals, live event updates).
 - TikTok livestream from opening party.
- **Ongoing (post-launch)**
 - IG/TikTok: 3 posts per week + daily stories.
 - Facebook: 2–3 updates/week.
 - YouTube Shorts: 2/month.
 - Seasonal campaigns every 6–8 weeks.

V. Engagement & Growth Tactics

- **UGC push:** “Show us how you crust” contest - reward best slice pics.
- **Local collabs:** Pair slices with nearby breweries/coffee shops, tag each other.
- **Influencer tastings:** Invite Seattle food bloggers to preview menu.
- **Interactive stories:** Polls, quizzes, “name our next pizza” votes.
- **Hashtags:** #SeattlePizza #InPizzaWeCrust #CrustClub #SliceSociety.
- **Respond fast:** Comment, DM, reshare fan content to build loyalty.

VI. Analytics & KPIs

- **Follower Growth:** +5K IG/TikTok followers in 6 months.
- **Engagement Rate:** 8–10% on IG/TikTok posts.
- **Reach/Impressions:** Track growth month over month.
- **Conversion:** Click-through to online ordering or event sign-ups.
- **UGC volume:** # of tagged posts and shares

VII. Tools & Workflow

- Scheduling tools (Later, Buffer, or Meta Business Suite).
- Canva or Adobe Express for on-brand templates.
- Google Drive or Notion for content calendars.
- Shared folder for high-res product photos & video clips.

VIII. Closing Note

Social media is where IPWC’s cheeky personality and pizza magic come alive. By combining consistent posting, high-energy video, and genuine interaction with Seattle’s foodies, IPWC can create lasting buzz well past the grand opening-becoming a beloved part of the city’s food culture.