



# Final Report

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# MEET THE TEAM



**Lauren Robbins**

Account Supervisor

Lauren is a third-year public relations student with a specialization in corporate communications and a minor in women's studies on the pre-law track. This is her third year working for Alpha PR, and her first as an account supervisor. Outside of Alpha, she is involved in Alpha Epsilon Phi sorority, Florida Not One More and UF Hillel.



**Elise Ballart**

Account Executive

Elise is a second-year public relations student with a minor in economics. This is her third semester working for Alpha PR as an account executive. Outside of Alpha, she is involved in the professional co-ed fraternity Pi Sigma Epsilon as the VP of Public Relations, the Hispanic Student Association and Alpha Delta Pi sorority.

# MEET THE TEAM



**Sara Klein**

Account Supervisor

Sara is a fourth-year advertising student. This is her third semester working for Alpha PR as an account executive. Outside of Alpha she is an intern for The Dana Agency. She is also involved in Alpha Epsilon Phi sorority and Ad Society.



**Emma Rende**

Account Executive

Emma is a third-year marketing student with a minor in public relations. This is her second semester working for Alpha PR as an account executive. Outside of Alpha, she is involved in Kappa Alpha Theta as a part of the Social Committee.

# ABSTRACT

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## Opening Statement

In August 2024, Boca Fiesta hired Alpha PR to develop social media content, expand its online presence and enhance brand visibility within the community. For several months, the team met weekly to strategize and execute a comprehensive social media plan. This included creating a monthly content calendar with captions and assets, producing high-quality photo and video content and designing a custom Instagram highlight icon to enhance brand aesthetics. Additionally, the team organized a giveaway to boost engagement and designed a daily specials menu to promote featured offerings. The following report details this work and provides recommendations for Boca Fiesta's future marketing efforts.

# BRAND GUIDE

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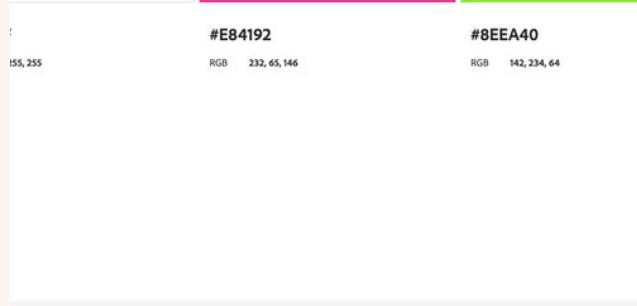
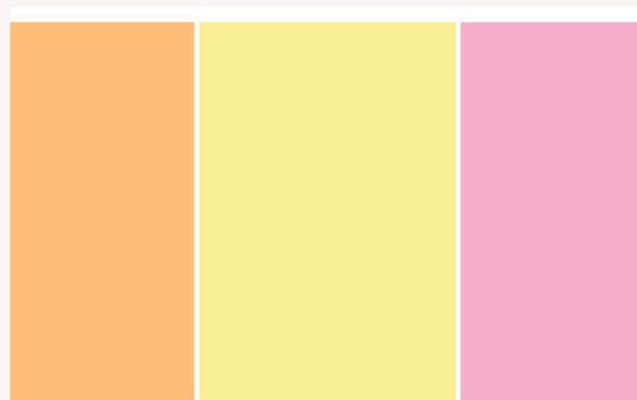
## Brand Guide

We created a branding guide to help produce content that consistently reflects the identity and overall theme of Boca Fiesta. The guide begins with an introduction to the restaurant, offering an overview of its concept and personality. It includes sections outlining the logo and design elements, typography and color palette. This resource is valuable for the team because it simplifies the process of creating seamless content. It will also continue to serve as a reference point for maintaining a cohesive brand experience moving forward. This was the first thing we did as a baseline to ensure continuity in everything we created moving forward. To develop the guide, we spoke with the Boca Fiesta owner about his vision, ensuring that the final product aligned with his ideas and the essence of the restaurant.

# BRAND GUIDE

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## Brand Guide



# DAILY SPECIALS

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## Daily Specials

The team worked to promote and highlight Boca Fiesta's daily specials through content that matched the brand guidelines, making sure the designs were both visually appealing and easy to read. Each graphic and caption was carefully crafted to excite customers and draw attention to the week's deals.



The graphic is a promotional graphic for Boca Fiesta's weekly specials. It features a green and pink color scheme. At the top, there's a green stylized drink icon with a straw and a pink Margarita glass. To the right of the icon, the text 'BOCA FIESTA' is written in a large, green, bold, sans-serif font, with a green bracket symbol on each side. Below that, 'WEEKLY SPECIALS' is written in a smaller, green, bold, sans-serif font. A horizontal green line is centered below the text. The main content is organized into five sections, each with a title in pink and a description in orange. The sections are: 'MARGARITA MONDAY' (Buy-one-get-one free Margaritas, Strawberry or Jalepeño), 'TACO TUESDAY' (2 Tacos for \$5, Beef, Chicken, Pork, Al Pastor, Chorizo, TVP & Black Bean), 'BURRITO WEDNESDAY' (\$6 Burritos and Bowls, Beef, Chicken, Pork, Al Pastor, Chorizo, TVP & Black Bean), 'THIRSTY THURSDAY' (\$2 Drinks, PBR, Tequila & Whiskey), and 'HAPPY HOUR!' (Everyday 4-7PM, \$1 Off Drafts - \$3 PBR - \$4 Wells - \$3 Tully - \$7 House Margaritas). A small orange outline of a taco is located in the bottom right corner of the graphic area.

BOCA FIESTA

WEEKLY SPECIALS

MARGARITA MONDAY

BUY-ONE-GET-ONE FREE MARGARITAS

Strawberry or Jalepeño

TACO TUESDAY

2 TACOS FOR \$5

Beef, Chicken, Pork, Al Pastor, Chorizo, TVP & Black Bean

BURRITO WEDNESDAY

\$6 BURRITOS AND BOWLS

Beef, Chicken, Pork, Al Pastor, Chorizo, TVP & Black Bean

THIRSTY THURSDAY

\$2 DRINKS

PBR, Tequila & Whiskey

HAPPY HOUR!

EVERYDAY 4-7PM

\$1 Off Drafts - \$3 PBR - \$4 Wells  
\$3 Tully - \$7 House Margaritas

# DAILY SPECIALS

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## Daily Specials

The daily specials included BOGO Margaritas Monday, where customers purchase a margarita and enjoy the second one on the house. Taco Tuesday was transformed into Twos-day, offering a fun twist with special deals on tacos. Wednesday featured \$7 Burritos and Burrito Bowls, making mid-week cravings more affordable with delicious options. Happy Hour provided discounted drinks and appetizers, presenting the perfect chance to unwind after a busy day.

Through creative and engaging content, the team successfully promoted these specials in a way that not only aligned with Boca Fiesta's vibrant branding but also generated buzz and boosted customer engagement throughout the week.



# DAILY SPECIALS

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## Daily Specials

• \$7 •

WEDNESDAY

BURRITOS AND  
BURRITO BOWLS



THURSDAYS

\$3 TEQUILA  
\$3 WHISKEY  
\$3 PBR



HAPPY HOUR

Monday-Saturday

4-6 PM

\$2 off house  
margaritas

\$1 off draughts,  
wines and wells

\$3 PBRs

\$5 Tully

\$5 Cazadores



# PHOTOSHOOT

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## Photoshoot

The team planned and executed a photoshoot at the Boca Fiesta restaurant in November with the goal of capturing photos and videos to use for content over the next few months. From the footage we filmed, we were able to create six reels for Instagram and TikTok, including trending audio and formats to boost engagement with a younger audience. Additionally, three images from the photoshoot were posted on Instagram. These photos were used to announce deals in a creative and engaging way — for example, promoting \$7 burritos for National Burrito Day and BOGO margaritas on Mondays using a fun reel concept like “one of me is cute, but two though...” featuring one margarita and then two appearing on screen.



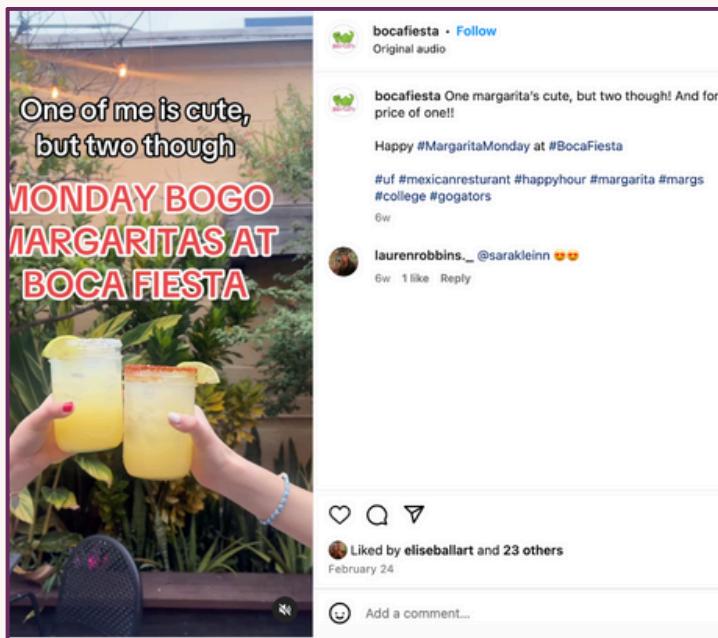
# PHOTOSHOOT

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## Photoshoot

We also created content that played off the colder weather, like “it’s freezing outside but this taco’s keeping me warm” to stay relevant and showcase Boca Fiesta’s food in a fun, relatable way. This will help create an authentic, first-person perspective of the customer experience while showing off the food and atmosphere in a natural and engaging style.

Additionally, sometimes simple, high-quality food content performs well on its own.



# INSTAGRAM

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## Icons

To create more organization on Boca Fiesta's Instagram and make key information easier for customers to access, we created a set of Instagram story highlights. With social media being one of the first places customers go to find information about a restaurant, it was important that Boca Fiesta's page felt easy to navigate and reflective of the brand's personality.

Using Boca Fiesta's brand guide to inform our design choices, we created four highlight categories: 'Menu,' 'Daily Specials,' 'Dog Adopt Me' and 'Testimonials.' Each category was intentionally selected based on what customers are most likely looking for when visiting the page, whether it's checking out food options, seeing current specials or learning more about Boca Fiesta's connection to the community.

The graphics we designed maintained consistency with Boca Fiesta's visual identity and served a practical purpose in organizing the Instagram page. These highlights are currently featured on Boca Fiesta's Instagram and help create a more accessible, user-friendly experience for both new visitors and returning customers.

# INSTAGRAM

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## Icons



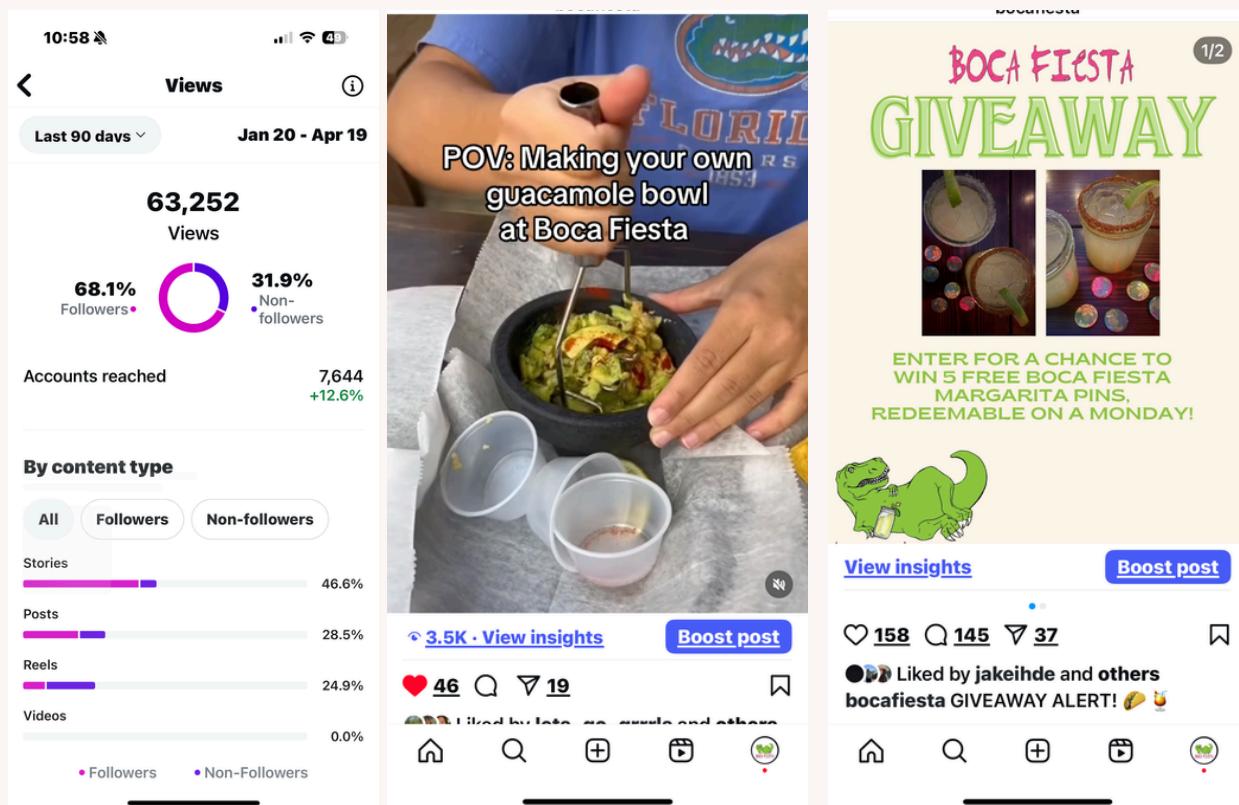
# INSTAGRAM

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Boca Fiesta's Instagram currently has a total of 4,938 followers, with 235 of those gained within the last 90 days.

The most viewed post was a reel using the popular Papa's Freezeria audio. The reel showed a POV of making your own guacamole bowl at Boca Fiesta, with the caption "Taco Tuesday goes well with guac." This post reached 3.5k views and received 46 likes.

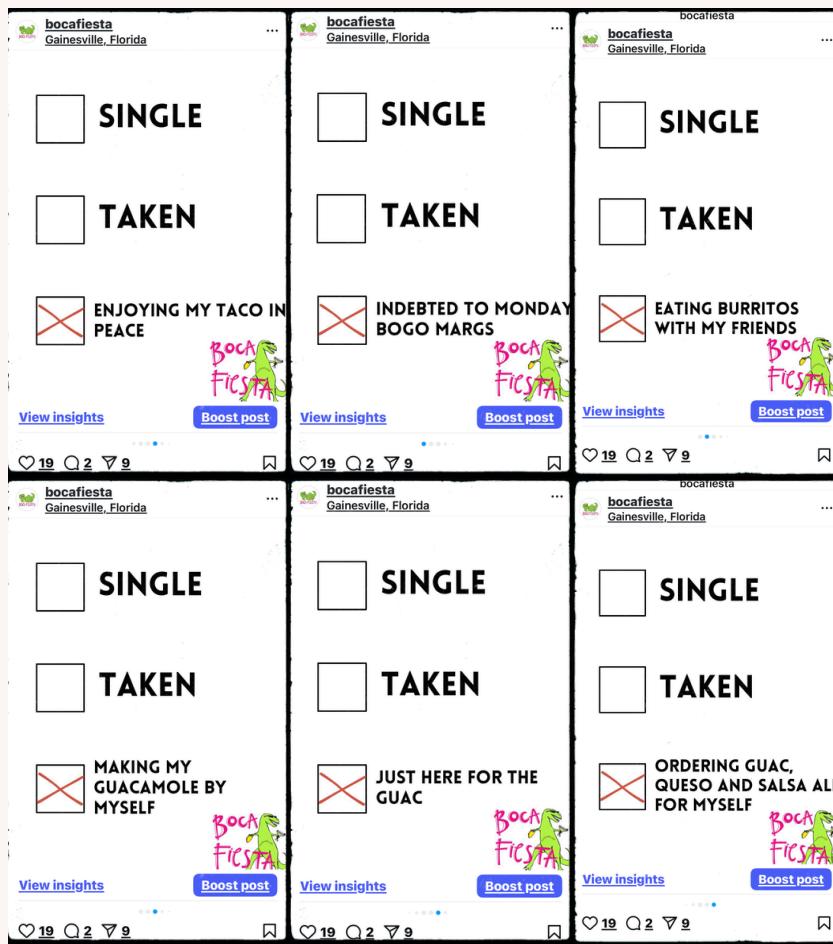
While this reel had the highest views, the best-performing post was a giveaway, which earned 158 likes and 145 comments — the highest interaction across all posts.



# INSTAGRAM

Reels are the strongest-performing content on Boca Fiesta's Instagram, consistently driving the highest reach and engagement. Playful graphic posts, especially those tied to holidays like Valentine's Day and St. Patrick's Day, perform second best, resonating well with followers. In contrast, static graphics promoting upcoming events and plain images without text or personality typically see the lowest engagement.

This suggests that Boca Fiesta's audience engages most with video content and lighthearted posts, while informational graphics tend to perform better when paired with humor or creativity.



# INSTAGRAM

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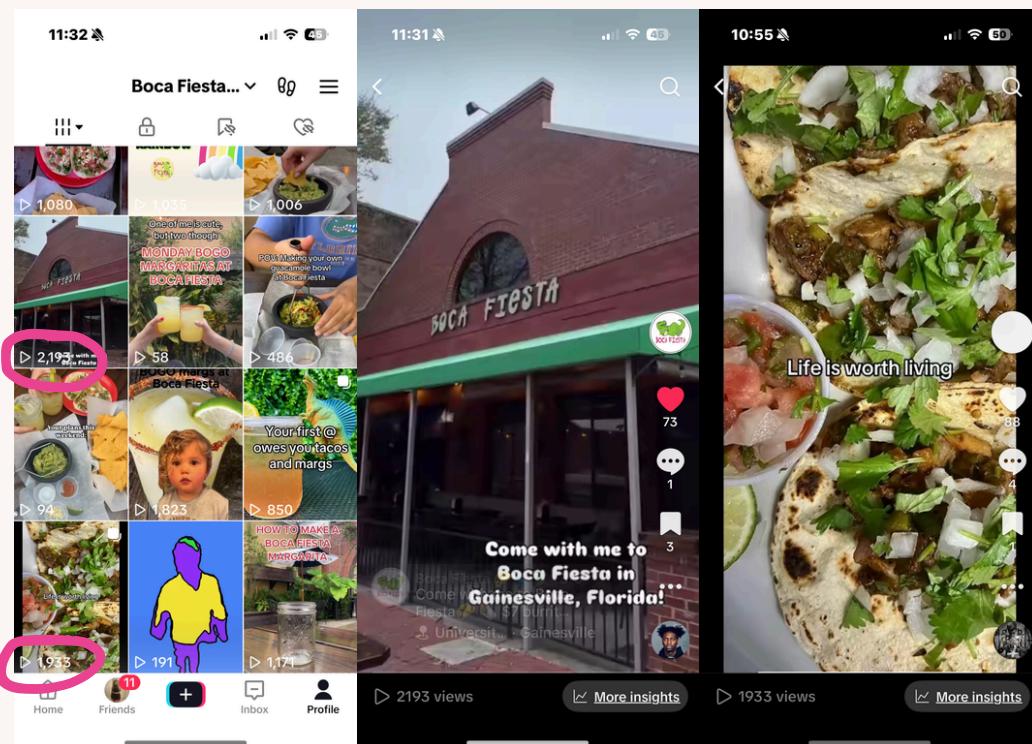
# TIKTOK

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## Analytics

Our best-performing video used the “Life is Worth Living” sound by Justin Bieber, featuring a wholesome clip that resonated with viewers. This video received 88 likes and 1,933 views. The second-best-performing video was a “Come with me to Boca Fiesta for Margarita Monday” vlog-style post, which earned 73 likes and 2,181 views.

Overall, TikTok has proven to be an interesting platform for Boca Fiesta. While the account is still relatively new, we’ve seen that videos that are more personal, lifestyle-oriented or emotionally engaging tend to perform the best. As the page continues to grow, there is potential for TikTok to become an even stronger tool for reaching new audiences and building brand personality.



# FUTURE RECOMMENDATIONS

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Looking ahead, continuing to grow Boca Fiesta's TikTok presence will be a key focus. The platform offers an opportunity to engage new audiences and showcase the restaurant's personality in an authentic, creative way.

Expanding the TikTok content will help attract more visitors. To maintain momentum, it's important to continue using content that excites and resonates with the audience, ensuring the restaurant stays top of mind.

Engaging the audience through interactive campaigns has proven to be one of the most effective ways to build excitement and drive participation.

Promotions that invite customers to actively take part, such as giveaways, themed challenges, or social media contests, foster a stronger connection between the brand and its community. For example, the Menu Madness campaign during March Madness successfully energized followers and brought new attention to the brand. Moving forward, prioritizing creative, participatory content will continue to deepen audience engagement.

Additionally, consistently following the branding guide will be essential in maintaining a cohesive and professional presence across all platforms.

Refining the style of story content to better align with the overall brand voice can help strengthen Boca Fiesta's image. Prioritizing well-designed, intentional posts will reflect the restaurant's vibrant personality and encourage more people to engage both online and in person.