



# Marketing Strategies Playbook



A comprehensive guide that outlines the strategies, tactics, and best practices for achieving marketing objectives and driving business growth.

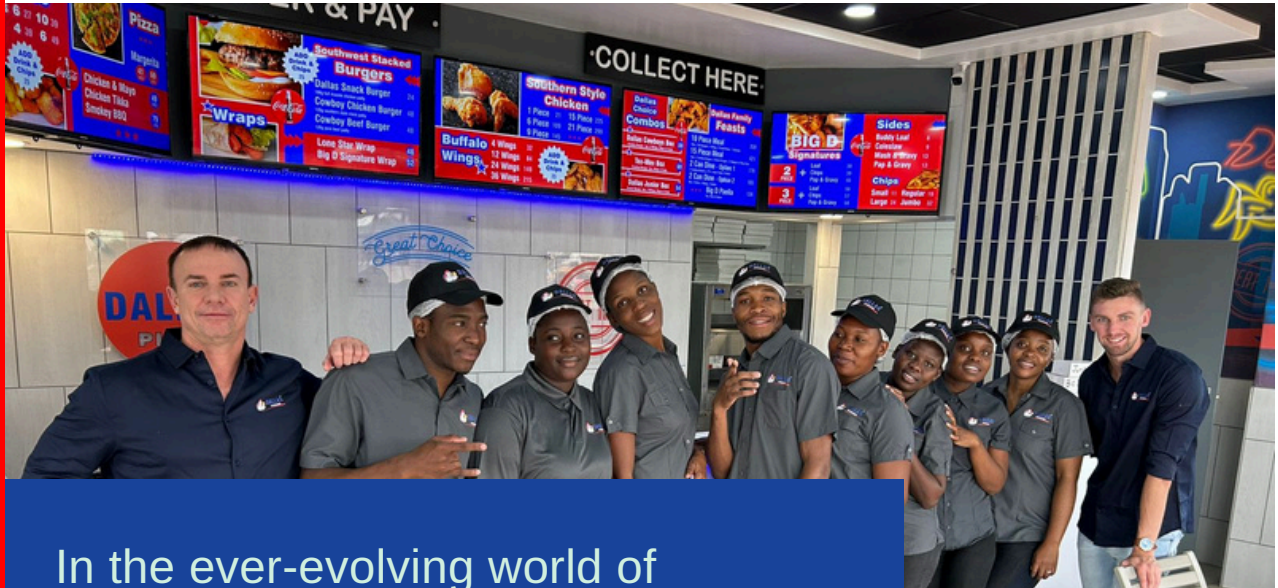


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2024 - 2029



# Introduction



In the ever-evolving world of marketing, strategy is our compass, creativity our canvas, and success our masterpiece.



## Dallas Fried Chicken

At Dallas Fried Chicken, we take immense pride in bringing you the true essence of Dallas, infused with the irresistible charm of our mouthwatering chicken delicacies. Our journey began with a dream to serve our community with authentic Texan hospitality and the finest fried chicken that captures the spirit of this great state. Inspired by the rich history and vibrant culture of Dallas, we have carefully crafted each recipe to reflect the warmth and flavors that make this city truly special. Our chicken is not just a dish; it's a tribute to the hardworking ranchers and cowboys who helped shape this land, and it's a nod to the culinary traditions that have been passed down through generations.

Our chefs masterfully season and hand-batter each piece of chicken with our secret blend of Texan spices, ensuring every bite is a symphony of taste that transports you to the heart of Dallas. From our tender Texas Tenders to our fiery Tex-Mex Wings, each dish is a celebration of the bold and diverse flavors that make Dallas a culinary hub. Dallas Fried Chicken is more than just a place to savor delectable meals. It's a gathering spot for friends and families to come together, share stories, and create cherished memories. With a cozy, rustic ambiance reminiscent of Texan charm, our restaurant welcomes you to experience true Southern hospitality, one chicken piece at a time.





# Understanding the Target Audience



01

8 distinct segments accurately representing the entire South African population with 48 Sub-segments

|                                                                                                                                                                       |                                                                                                                                                                         |                                                                                                                                                                        |                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 – Mass Credit Market</b><br><br><b>Description:</b> Low to Middle Income, all have retail accounts<br><b>8</b> <b>8.5m</b> <b>R542bn</b> <b>R5 509</b>           | <b>2 – Humble Elders</b><br><br><b>Description:</b> Low Income, Older, grant recipients, very little media or credit<br><b>9</b> <b>6.7m</b> <b>R99bn</b> <b>R1 742</b> | <b>3 – Students and Scholars</b><br><br><b>Description:</b> Young, low income, single no assets, very little credit<br><b>4</b> <b>4.5m</b> <b>R50bn</b> <b>R1 022</b> | <b>4 – Comfortable Retirees</b><br><br><b>Description:</b> Older, High Income, credit active, many assets<br><b>4</b> <b>3.2m</b> <b>R245bn</b> <b>R23 639</b>           |
| <b>5 – Heavy Hitters</b><br><br><b>Description:</b> Highest Income, male, most assets, internet usage & shopping<br><b>8</b> <b>2.5m</b> <b>R1.2bn</b> <b>R46 051</b> | <b>6 – Mothers of the Nation</b><br><br><b>Description:</b> Low income, female grant recipients, many unemployed<br><b>8</b> <b>8.5m</b> <b>R99bn</b> <b>R961</b>       | <b>7 – Hustling Males</b><br><br><b>Description:</b> Lowest Income, very little retail or credit, high unemployment<br><b>8</b> <b>7.5m</b> <b>R55bn</b> <b>R566</b>   | <b>8 – Middle Class Workers</b><br><br><b>Description:</b> Mid Income, credit active, assets, shopping and families<br><b>5</b> <b>6.5m</b> <b>R596bn</b> <b>R14 220</b> |

02

## Explanation of Segments

### Segment 1.

- Mass credit Market

Low to Middle Income, all have retail accounts.

**Income: R5 999**

### Segment 2.

- Humble Elders

Low Income, older grant recipients. Very little media and credit

**Income: R1 742**

### Segment 3.

- Students and Scholars

Young, Low Income, Single no assets, Very little credit

**Income: R1 022**

### Segment 4.

- Comfortable Retirees

Older, high income, credit active and many assets

**Income: R23 639**

03



# Understanding the Target Audience



## 03

### Explanation of Segments

#### Segment 5.

- **Heavy Hitters**

High Income, male, most assets, internet usage and shopping.

**Income: R46 031**

#### Segment 6.

- **Mothers of the Nation**

Low Income, female grant recipients, many unemployed.

**Income: R961**

#### Segment 7.

- **Hustling Male**

Low Income, very little retail or credit, high unemployment. dit

**Income: R586**

#### Segment 8.

- **Middle Class Worker**

Mid income, credit active, assets and shopping with family

**Income: R14 220**

## 04

Dallas target market is within these segments, in thinking the major markets based on the proximity will be the following segments: **2, 3, 4, 6. 7 and 8**





# Our Voice and Our People

## 05

### Our Voice

Our voice is honest, clear and precise. We do not claim to be what we are not, we are upfront and clear with our message. Our brand is down to earth and speaks with direct and utmost honesty.

We never over promise, and prefer to leave our clients overwhelmed with the quality of our food and the taste of our products.

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## 06

### Our People

Our people are hardworking South African's with different jobs from different environments. Our people are not freals and over the top, they are simple and straight forward.

Our people like the simple things in life, they want consistancy and quality based on the offers that we make. Our people can appreciate tasty food and quality but simple products.



## → What are the objectives?

1. Grow Footfall Traffic into Stores
2. Grow Brand Value using Social Media
3. Grow Store Revenue
4. Grow Group Revenue through Franchisees

## → Our **SMART** objectives(Specific, Measurable, Achievable, Relevant, Time-bound) objectives.

Our Marketing will be simple and clear. Our marketing is not smart, over creative and funny.

FUNNY, SMART, OVERLY CREATIVE



1. INCREASE REVENUE PER STORE -
2. DRIVE TRAFFIC INTO STORES -
3. INCREASE FACEBOOK NUMBERS -
4. INCREASE GROUP REVENUE THROUGH INCREASE IN FRANCHISEES -





# SWOT Analysis

**S**

## Strength

1. Simple and cost effective
2. High population density
3. Set menu
4. Versatility to change

**W**

## Weaknesses

1. Market Changes
2. Economic changes on pricing
3. Highly competitive environment
4. Low margins

**O**

## Opportunity

1. Brand growth
2. Market Growth
3. Revenue Growth
4. Retail Growth

**T**

## Threat

1. Other Brands
2. Pricing
3. Role Out
4. Economy

The strength of the retail is the team that works in it, how we train our staff will determine if any of the opportunities can be realised. So the marketing strategy will hinge on two aspects (**Training Manual** and the **Marketing Plan**)



# Content Strategy



**Consistency** in content and template is a need. The template for promotion is as per the one highlighted here.

This template can be changed in the following ways:

1. Background colour
2. Information must be below food
3. Pricing always to the left or right of the product
4. Wave and Logo must be below with the red strip on top and blue below.
5. Logo



## TEMPLATE

### PRICING AND WORDING

Univers Condensed used for wording  
2 Chicken pieces and 1 Litre Coke



**WAVE AND LOGO**



# Content Strategy

Business Goals

Know Your Target Audience

Keywords Research

Choose Content Types

Create a Content Calendar

Produce Quality Content

Distribute Content





# Brand Corporate Identity

# Digital Marketing Strategies



The use of online has two objectives:

1. Drive traffic to the store
2. Brand Awareness

So whenever there is a marketing campaign it needs to deliver brand exposure and drive feet to store. The platforms that will be used by the organization:

- **Whatsapp groups** - In the areas
- **Facebook**
- **Tick Tok**



# Digital Marketing Strategies



## KEY WORDS:

- Fast Food
- Crispy chicken
- Fried Chicken
- Pizza
- Meat Pizza
- Spicy Chicken
- Large Pizza
- Small Pizza
- Pizza Special
- Chicken Special
- Restaurants

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## SEO (Search Engine Optimization) and Social Media Marketing

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### Basic Principles

- **Clear Goals and Objectives:** Define clear, specific, and measurable goals that align with your overall vision and mission. Without clear objectives, it's challenging to measure success or progress.
- **Alignment:** Ensure that your strategies are aligned with your organization's values, mission, and long-term vision. This alignment helps maintain focus and consistency.
- **Resource Allocation:** Allocate resources (financial, human, and time) strategically to support your chosen strategies. Prioritize investments that have the most significant impact on your goals.

### Practical Tips:

- **Communication:** Ensure your strategies are communicated clearly and consistently to all relevant stakeholders. You can effectively convey your message through multiple channels, such as meetings, emails, and presentations.
- **Leadership Buy-In:** Secure support from top leadership. Leaders must champion the strategies to inspire commitment and enthusiasm throughout the organization.
- **Actionable Plans:** Break down your strategies into actionable plans with specific tasks, deadlines, and responsible individuals or teams. This makes it easier to track progress and hold people accountable.





# Influencer Marketing and Partnerships

## Influencer Marketing

The use of celebrities and influencers will be through the endorsement process. We need to find celebrities that are straight talkers, clean history and clean behaviours, we need them to be willing to eat the food.





Successful partnerships should be mutually beneficial.

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Partners should have shared objectives and a clear understanding of what they want to achieve through the partnership.

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Partners often collaborate on marketing initiatives such as joint advertising campaigns

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Co-branded products or services combine elements of both partners' branding, allowing them to leverage each other's reputation.

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In affiliate marketing partnerships, one business promotes another's products or services



# Training Manual



Office :

Phone Number :

Email :



# Contact Information

**FOR ONLY R138**  
2 Chicken pieces and 1 Litre Coke

**FOR ONLY R35**  
2 Burgers and 1 Litre Coke

**FOR ONLY R200**  
1 Pizza and 1 Litre Coke

Office :

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Phone Number :

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Email :