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Market Research

@eastidahofoodies

Strength: personable reviews; engagement with audience through giveaways & comments, has plenty of followings

Weakness: limited reach with smaller geographical regions; lacks high end production quality compared to bigger food influencers

Opportunity: Potential for collaboration with local restaurants and tourism boards

Threat: Larger food influencers or travel bloggers entering the Idaho market



@treasurevalley_treatsanddeats

Strength: Well-engaged community with strong local brand collaborations

Weakness: More competition in Boise than in smaller Idaho towns; Primarily focused on Boise, limiting expansion to broader audiences

Opportunity: Could expand to include more travel or lifestyle content; Growth in video content, such as behind-the-scenes restaurant visits

Threat: Potential for audience fatigue if content becomes repetitive



@slcfoodie

Strength: Strong branding with high-quality visuals and professional-looking posts

Weakness: May not have as strong of a personal connection with small businesses compared to hyper-local influencers; Faces stiff competition from other SLC-based food influencers

Opportunity: Can expand beyond food into full travel and lifestyle content

Threat: The larger the audience, the harder it is to maintain authenticity and engagement

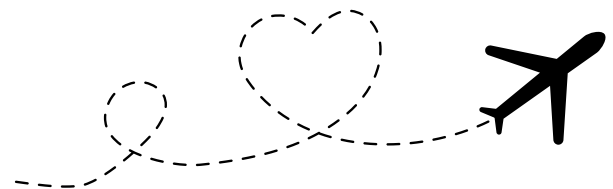


About Charise's Flavors & Footsteps

Traveling and eating are my biggest hobbies. They keep me alive (quite literally, with eating). I enjoy experiencing new cultures, learning new things, and enjoying the beauty of nature and man-made attractions. I appreciate munching on scrumptious food that satisfies my tongue and mind. As a psychology study suggests that *buying life experiences rather than material possessions leads to greater happiness for both the consumer and those around them*, (San Francisco State University. "Buying Experiences, Not Possessions, Leads To Greater Happiness." ScienceDaily. ScienceDaily, 17 February 2009.

www.sciencedaily.com/releases/2009/02/090207150518.htm.) I aspire to share my happiness with those around me. I want to share my joy of eating and traveling, inspiring and inviting others to enjoy the same things I do if they had a chance. This is why I started my social media brand, Charise's Flavors & Footsteps.

My goals would be to build a personal brand and establish myself as a trusted foodie and travel content creator. I want to grow my audience and engagement. Eventually, I would hope to be able to monetize my influence.





Mission (Why I Exist)

To share the joy of food and travel by exploring diverse flavors and destinations, inspiring others to experience new cultures, savor delicious meals, and create unforgettable memories.

Values (What I Stand For)

- Authenticity » Honest reviews and genuine experiences.
- Curiosity » A love for discovering new places, foods, and cultures.
- Happiness Through Experiences » Encouraging people to invest in food and travel for personal growth and joy.
- Community Engagement » Connecting with fellow foodies, travelers, and local businesses.

Vision (What I Want to Achieve)

To become a trusted and influential foodie and travel content creator, growing a dedicated audience and ultimately monetizing the brand through partnerships, sponsorships, and digital products.

Content Theme

My brand will share food captured either in local restaurants or restaurants from where I traveled to and include reviews about the food or restaurant. I will also share travel guides such as places to go or even things to do when traveling to a place. I will try to include some behind-the-scenes content to make my channel personable. I will also watch out for any possible trending challenges or audio and follow the trend to increase the exposure of my account. Engagement posts such as polls, Q&A, and "This or That" food/travel editions are also good content ideas I will try to incorporate.



Content Strategy

For my brand, I will try to post at least 3-5 times a week with a combination of content. I will post my content to stories every time something is published. I used to post 3 similar food photos in a row for an aesthetic-looking feed, but I decided that it would be hard to maintain if I were to create more reels that would engage audiences better. Thus, I will start posting any food that I have regardless of the type. I will make my feed still look good by aiming for a similar color scheme and consistent font styles. I will add the name of the food at the center of the image with the same font, the "Elegant" font on Instagram.

I will incorporate hashtags and SEO in each of my posts. I will use location-based, foodie, and travel hashtags. I will comment on foodie/travel accounts and respond to DMs and comments if there is any for engagement. I will also look for opportunities to partner with other foodies, tourism boards, and brands in the long run. For now, I will make collaboration posts with my main personal account to increase the reach or impressions of my post and also try to work with restaurants to generate content.

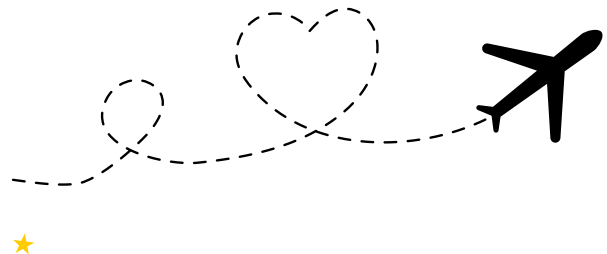
Social Media Calendar

Weekly pattern to be followed:

	Mon	Tue	Wed	Thu	Fri	Sat
Time	3:00 pm ★	4:00 pm	5:00 pm	5:00 pm	4:00 pm	5:00 pm ★
Content	BTS/Bloopers ★	Food Review Image/Carousel ★	Food Review Reel ★	Throwback Story ★	Trend/Challenge/Travel guide ★	Engagement (polls, Q&A, rate) ★

Example:

	Mon	Tue	Wed	Thu	Fri	Sat
Time	3:00 pm ★	4:00 pm	5:00 pm	-	-	5:00 pm ★
Content	BTS/Bloopers ★	Food Review Carousel ★	Food Review Reel ★	- ★	-	Engagement (poll) ★
Visual				-	-	
Caption	How much cheese do you get at Olive Garden? I would have gotten more if I was comfortable with awkward silence 🤔	- a full review of food ★	Get your cravings satisfied with a bowl of Japanese ramen at @banzairexburg during a chilly winter day in Rexburg!! ❄️	-	-	A good restaurant, to me, is when they replaced a key ingredient and the flavors did not differ too much from the original! Can you spot what's the key different ingredient?
Hashtag	★ #idahofoodies #idahofallsfoodie #ChariseEats #foodreview #cheeselover #olivegarden	★ #foodreview #grilledpork #grilledshrimp #vietnamesefood #moseslakefoodie #washingtonfoodie #ChariseEats	★ #foodreview #Rexburgfoodie #ChariseEats #idahofoodie #japaneseramen	-	-	★ #chinesefood #noodles #beefchowfun #IdahoFoodie #idahofallsfoodie #ChariseEats #spottedifference



Target Audiences

Florence The Foodie Explorer

Age: 27 years old

Level of Education:

Bachelors

Occupation:

Event Planner

Household Income:

\$55,000



About Florence

- Enjoys dining out, discovering hidden gems, and sharing their own food finds on social media
- Follows food influencers for recommendations on where to eat next
- Values authenticity and detailed reviews over just pretty food pictures

Pain Points

- Overwhelmed by too many food choices and unsure which ones are really worth trying
- Struggles to find authentic, lesser-known spots beyond mainstream food trends

How To Reach

- Posts that compare "hyped-up" vs. hidden gem restaurants.
- Behind-the-scenes food-making videos from restaurants.
- List-style Reels & Carousels (e.g., "5 Must-Try Brunch Spots in Boise").
- Engaging captions & polls (e.g., "What's the best way to eat fries—cheese, truffle, or plain?").

William The Weekend Traveler

Age: 33 years old

Level of Education:

Masters

Occupation:

Financial Advisor

Household Income:

\$80,000



About William

- May have a 9-to-5 job but loves planning food-centric trips
- Searches Instagram and blogs for "best restaurants in [city]" when traveling
- Wants itineraries and practical travel tips (budget, locations, must-try dishes)

Pain Points

- Doesn't have time to research travel spots
- Struggles to find foodie-approved restaurants that are worth the visit

How To Reach

- Itinerary posts (e.g., "48 Hours in Sun Valley: Where to Eat & What to Do")
- Reels showcasing travel & food highlights in a city
- Travel hacks & caption tips (e.g., "How to find the best local food spots when traveling")
- Hashtags like #WeekendGetaway #FoodieTravel #HiddenGems to attract travel enthusiasts

Target Audiences

Caitlyn The College & Budget Foodie

Age: 22 years old

Level of Education:

High School

Occupation:

Student

Household Income:

\$10,000



About Caitlym

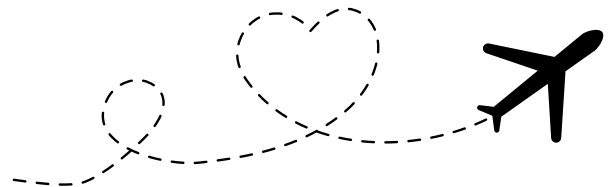
- Looking for affordable food & travel experiences
- Loves street food, food trucks, and budget-friendly restaurants
- Uses Instagram & TikTok to find quick, visual food recommendations

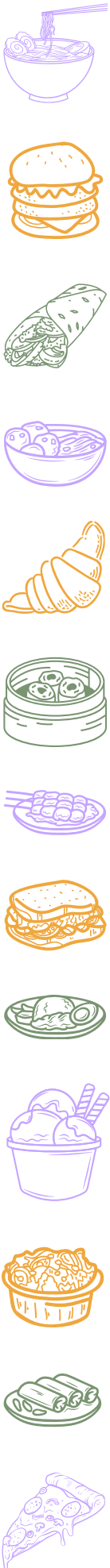
Pain Points

- Limited budget but still wants amazing food & travel experiences
- Struggles to find affordable yet high-quality restaurants.

How To Reach

- “Under \$10 Eats” series (budget-friendly recommendations).
- Food truck & street food features (trendy and accessible).
- Fun, fast-paced Reels with engaging captions (e.g., “Best Cheap Eats in Rexburg!”).
- Collabs & giveaways with affordable local spots (to drive engagement).





Brand Style Guide



MANIFESTO

Charise's Flavors & Footsteps is a journey of taste, adventure, and happiness—celebrating the joy of food and travel. From hidden gems to iconic eats, it invites others to savor the world, create unforgettable memories, and find happiness in every bite and step.

COLORS



#FFFFFF



#FCA311



#C5A5FF



#73956F

FONTS

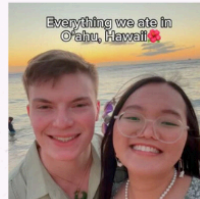
Playfair Display / Elegant (Instagram)

ABCDEFGHIJKLMN OPQRSTUVWXYZ
 abcdefghijklmnopqrstu vwxyz
 1234567890!@£\$%&'

Brittany

ABCDEFGHIJKLMN OPQRSTUVWXYZ
 abcdefghijklmnopqrstu vwxyz
 1234567890!@£\$%&'

MOOD BOARD



Key Actions

Account Name

My brand name/username used to be “Rise Foodie.” It is changed to “Charise Eats” to include my name, making it more personal and recognizable. It helps establish me as a trusted foodie rather than a generic food page. People connect more with individuals than with faceless brands. Because I plan to work with brands, having my name on the handle also adds credibility. Personal-brand-based influencers often get better engagement and partnerships.

Branding Colors

I used Coolers to help select my brand colors, purple, orange, and green, which were triadic colors. Triadic colors are evenly spaced around the color wheel and often make for very bright and dynamic color palettes. The combination invokes curiosity, excitement, and trust—key emotions that drive engagement and brand loyalty. In addition, purple conveys creativity, luxury, and uniqueness—great for making my brand feel special; orange evokes warmth, enthusiasm, and appetite stimulation—perfect for food content; green symbolizes freshness, nature, and growth—reinforcing food quality and travel exploration. Overall, my choice of colors not only aligns with my brand’s fun and adventurous personality but also makes my brand visually memorable and engaging.

Logo

I originally designed a logo with icons and lots of words but ended up changing it to something simple. This is because a minimalist text-based logo is sleek, timeless, and more adaptable across different platforms. It’s also easier to use on profile pictures, watermarks, and branding materials without losing clarity. Additionally, removing icons avoids visual clutter, making my brand look more refined and professional. Keeping it simple allows room for brand flexibility and growth too.





Key Actions

Highlight Icons

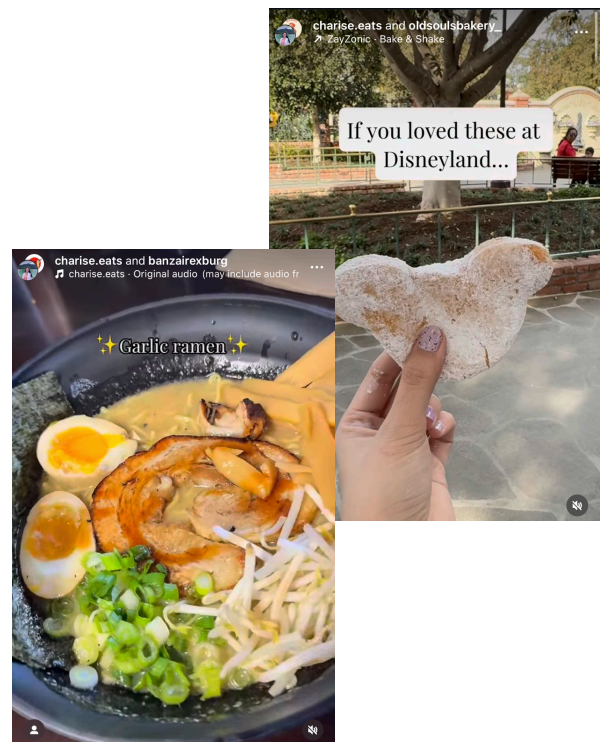
I designed a few icons to be used as my highlight icons. I used the same font as my logo and used the branding colors as the background. These custom icons create a cohesive and polished look for my profile, making it more attractive to visitors. A well-organized and visually appealing profile can encourage viewers to explore my content further.

Video Content

I used to post more images vs. reels. I decided to increase the number of video content because video content captures attention more effectively than text or images, leading to higher engagement rates. Notably, short-form videos receive 2.5 times more engagement than long-form videos. Besides, videos are highly shareable, which can amplify my brand's reach. Approximately 70% of consumers are likely to share a video on social media, enhancing my brand's visibility. Additionally, viewers retain 95% of a message when delivered via video, compared to just 10% through text, making video a powerful medium for conveying information.

Content Collaboration

I tried to create collaboration posts with my personal account and local businesses. Collaborating allows me to introduce my content to my partner account's followers, effectively broadening my audience base. This mutual exposure can lead to increased follower growth and brand awareness. Besides, collaborative content often garners higher engagement compared to solo posts. This heightened interaction can lead to better visibility within social media algorithms, further amplifying your content's reach.



Key Actions

Using Trending Audio

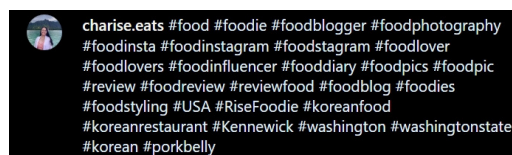
I try accessing the trending audio list and look for audio that is trending and plan content with it. Utilizing trending audio in my posts can significantly boost their reach and engagement. Instagram's algorithm favors content that aligns with current trends, making such posts more likely to appear in users' feeds. This alignment can lead to a broader audience and higher interaction rates. In addition, integrating popular sounds keeps my content fresh and relevant, resonating with audiences who are actively engaging with these trends. This relevance can strengthen my brand's connection with its audience.

Using My Own Voice

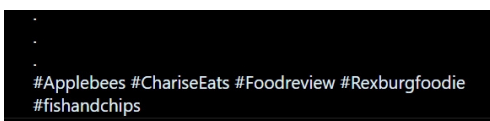
I used my own voice to narrate my videos instead of using AI generated voices. Using my own voice in videos fosters a genuine connection with my audience. It adds a personal touch, allowing viewers to relate more closely to my content. This authenticity can enhance trust and loyalty among my followers.

Using Hashtags

I originally used as many hashtags as possible in all of my posts. However, I learned that while Instagram still permits up to 30 hashtags per post, recent insights suggest that using 3-5 targeted hashtags is more effective. This approach prevents overwhelming my audience and maintains post clarity. Thus, I started using 5 hashtags in each of my posts, including location-based hashtag, audience hashtag, specific industry hashtag, and post specific hashtag.



charise.eats #food #foodie #foodblogger #foodphotography #foodinsta #foodinstagram #foodstagram #foodlover #foodlovers #foodinfluencer #fooddiary #foodpics #foodpic #review #foodreview #reviewfood #foodblog #foodies #foodstyling #USA #RiseFoodie #koreanfood #koreanrestaurant #Kennewick #washington #washingtonstate #korean #porkbelly



#Applebees #ChariseEats #Foodreview #Rexburgfoodie #fishandchips

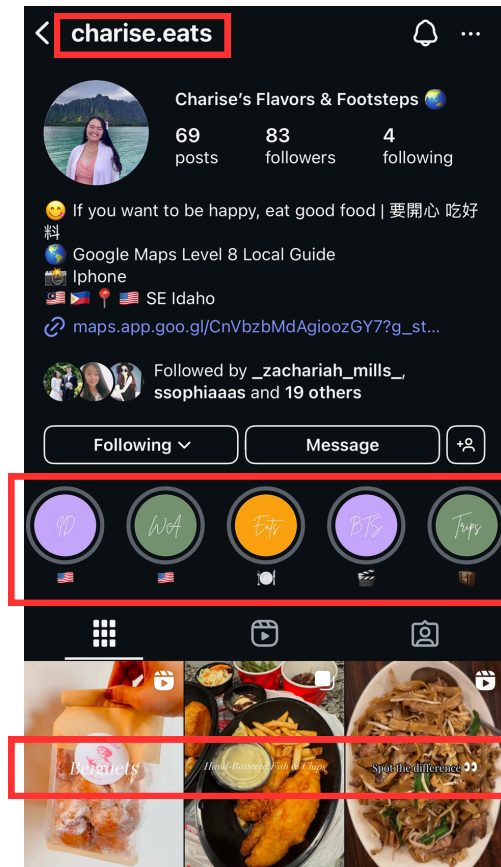


Evaluations

Before



After



>> Username changed

>> Account name shortened

>> Highlights added

>> Content element consistency

According to data from the last 90 days:

- Followers: 73 >> 83 (+13.7%)
- Accounts reached: 6,149 (+4,026%)
- Views: 12,782
- Profile visits: 225 (+2,712%)
- Interactions: 588

Evaluations

Top Content



Views: **2,934**
Accounts reached: **1,972**
Watch time: **4h 13m 11s**
Average watch time: **7s**
Interactions: **64**
View rate past first 3 seconds: **60.2%**

Views: **1,826**
Accounts reached: **714**
Watch time: **2h 18m 13s**
Average watch time: **8s**
Interactions: **64**
View rate past first 3 seconds: **47.8%**

Views: **1,429**
Accounts reached: **1,054**
Watch time: **1h 54m 42s**
Average watch time: **6s**
Interactions: **33**
View rate past first 3 seconds: **41.6%**

