



# Poppin' Joes Content Strategy

## Introduction:

The purpose of this report is to review the current content on our website and social media in order to build a strategy to implement. Our content strategy will allow us to focus our message for our audience. All the recommendations in this content strategy are based on my opinion, supported by user experience professional research as noted in the analysis.

## Key Message and Site Purpose:

Poppin Joe's website shares the story about Joe Steffy, a young adult with DS-ASD who is the company's sole proprietor. Poppin' Joe's first launched in 2005, providing gourmet kettle corn for purchase. The key message we want to give customers is that our site provides information about who Joe is and what our company stands for. In addition, the site provides customers with key details about how and where to purchase our product and fundraising opportunities.

- Introduce customers to Joe Steffy
- Tell customers about our company
- Provide available product
- Tell customers where and how to purchase
- Share fundraising opportunities

## **Intended Audience:**

Our customer base is composed of users who want quality products and the desire to support small businesses. Consumers today are looking to help small businesses but still want the convenience that large companies provide. According to SmallBizTrend.com, “What Customers Want [survey](#) indicates that 91% of respondents prefer small businesses when convenient” (Published: Oct 15, 2020). We intend to target these customers by providing them the convenience they are accustomed to while providing them the quality product we are known for. Our audience target will also focus on customers looking to support companies providing opportunities to individuals with disabilities.

## **Customer Needs:**

Customers coming to our site need an easy-to-navigate site that provides effortless scannability to find what they want. Our customers are looking to learn about who we are, what products we offer, where to purchase our product, how to contact us, and fundraising partnership opportunities. They want convenience, and research suggests that most users prefer online purchasing. Adding online ordering to our site is critical to meet customer needs.

- Convenience
- Reliability
- Efficiency

## **Motivations:**

Our customers are looking to support small businesses. In addition to helping small businesses, they prefer companies that are providing opportunities to the disabled. Our customers prefer convenience and are motivated to find simplicity in their life. This is evident in their shopping habits, which usually include websites with clear product descriptions and pictures, online shopping with affordable or free shipping, and straightforward websites that make shopping smooth and effortless. Our customers are conscious of their purchases and look to buy where there is a good cause.

Poppin’ Joe’s meets many of our customer’s needs and motivations. We are a small company ran by a young man with DS-ASD. Sharing a meaningful story about Joe is essential to our content. In addition to sharing our story, we will provide our customers

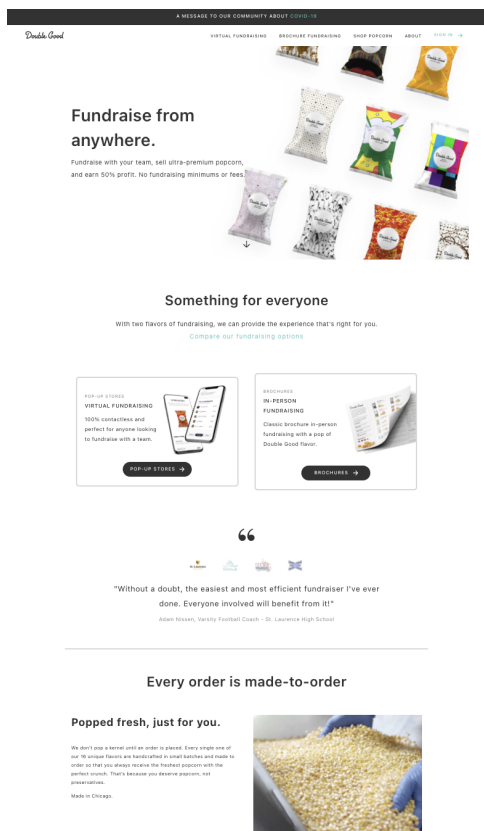
with straightforward, concise content. With this in mind, we will stand out above our competition.

## Competitive Analysis:

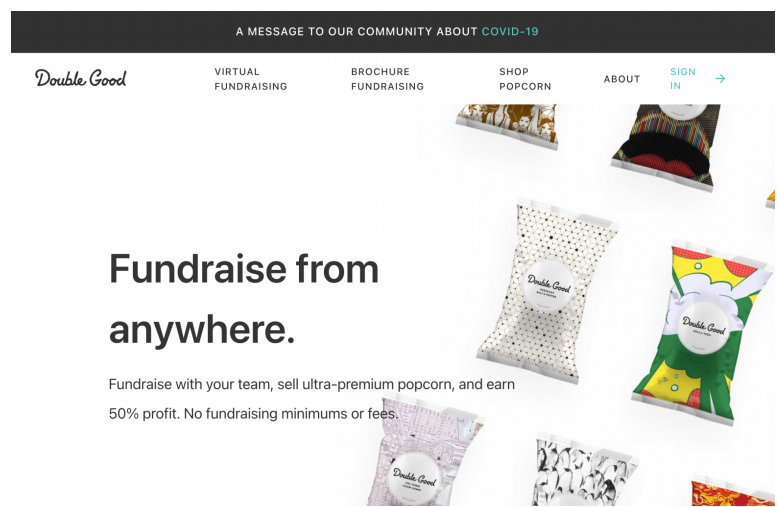
It may come as no surprise that we are not the only popcorn company on the market. We are not even the only popcorn company that employs the mentally disabled. Therefore, it is essential to consider what our competitors are doing to study their strengths and weaknesses. Doing so will allow us the opportunity to analyze ourselves and seize opportunities to improve. I choose three companies to analyze. The first two are popcorn companies that support a cause, however the 3rd company does not.

- Double Good Popcorn
- Popcorn for the People
- Popinsanity

## Double Good:



This is the Double Good homepage. To the left, you can see the entire homepage when you scroll. For example, below, you can see the homepage as seen above the fold line. Double Good's website focuses on fundraising, which is evident by its homepage content. Key ideas on this example are the white spacing and layout of the homepage. In addition, there is definitive layering and chunking, making scannability easy for the user.



Double Good

VIRTUAL  
FUNDRAISING

BROCHURE  
FUNDRAISING

SHOP  
POPCORN

ABOUT  
SIGN  
IN →



This example from their site shows how they use images to create a warm feeling with users. All the photos are of professional quality and use similar color palettes.

The image to the right is a video on the about us page showing how they make their popcorn. When users click the “watch full video” button, they are taken to its YouTube channel to watch other videos related to the company. The example below is scrollable images on their about us page showing how

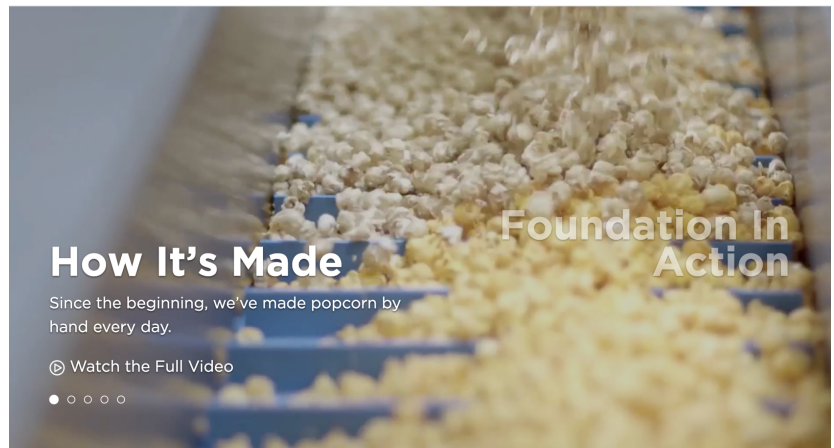
Double Good

Shop

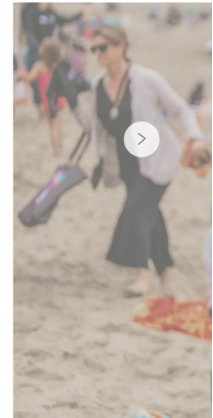
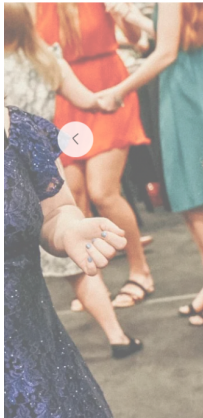
Gift

Fundraise

Stories



A few things we're up to



#### How Minnesota Youth Soccer Develops Future Olympians

Originally founded in 1969 as Minnesota Junior Soccer, the Minnesota Youth Soccer Association (MYSA) officially incorporated into a single governing body in 1987 with a simple philosophy: Fair, safe and enjoyable soccer for youth players of all skill levels and their families. Soccer for everyone. Soccer is the world's game. It's played in barrios and favelas, [...]

their company has impacted other organizations. When users click on the image or story, they are taken to the Double Good Blog, which shares more stories about how the



company is impacting the community. Also in the blog's content are hyperlinks to the organizations they have worked with and links to Double Good's other social media pages.

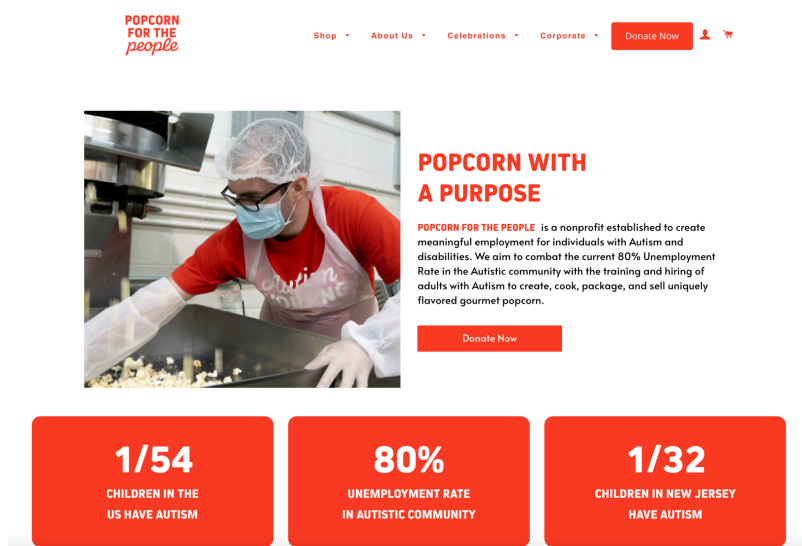
## Popcorn for the People:



This is the homepage for Popcorn for the people. I like the easy-to-read bold fonts they have chosen. I also love that the message of what their company is about is prominent. They have done an excellent job with their color palette choice. However, I would like to note that the busy

background makes it hard to read the font. I do not suggest we use a busy background image, as seen in this example. We should make our company message prominent as they have. Their navigation is also clean and conveniently easy to navigate. They have sub-navigation dropdowns, which I don't think our site necessary needs. I would also like to see the navigation buttons larger, making them more readable.

The company's "about us" page shares its purpose, which is pretty standard for most about us pages. However, what I liked about their page was that they shared Autism statistics. This content will be very relevant to our logos appeal by sharing logical data



that has an impactful meaning to our customers. As you can see in the example, the data is separated into individual boxes with easy-to-read statistics.



#### TODAY SHOW

"Kernels of Kindness" Steve Bier is the founder of the Popcorn for the People company in New Jersey, which employs autistic adults like his son Sam. In honor of World Autism Awareness Day, TODAY's Craig Melvin gets the story of how the company started from Steve and Sam.

Watch the Video

#### APLUS

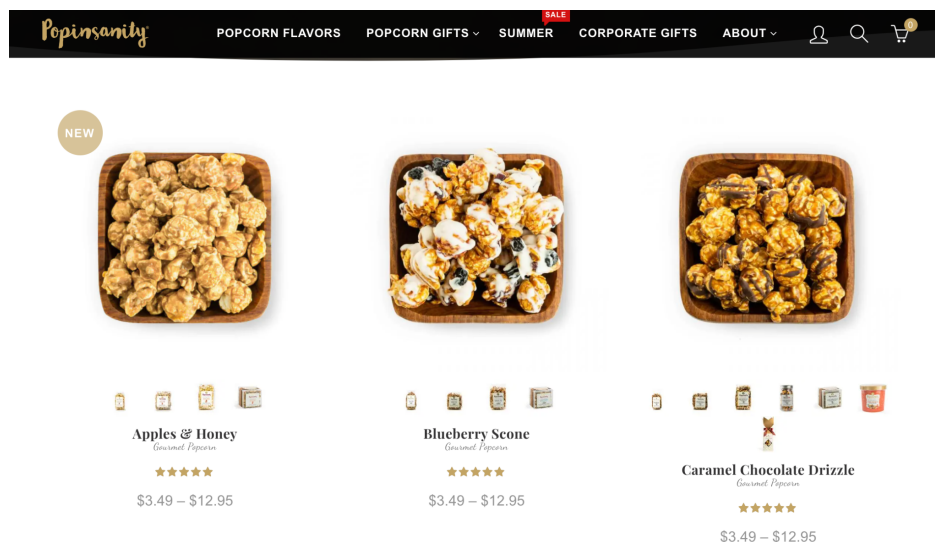
APLUS joined us in our facility and at an event to learn more about our organization!

See the Full Story



Popcorn for the People shares videos created by media sources featuring their company. The reason for its importance is it builds credibility by showcasing other people talking about them. In his book, *Writing and Editing for Digital Media*, Brian Carroll noted, "In a study conducted by Outsell, earned media was rated more effective than either owned or paid media by 81 percent" (Carroll, 2020).

## Popinsanity:



Popinsanity is a popcorn company that does not support a cause. However, they provide some excellent content resources that we can use to optimize our site. The page to the left shows their product page. When the user hovers over the

product image, a closer zoomed-in picture pops up. This allows users to see the detail of the popcorn that they could not otherwise have seen. Each product is aligned and proportionally sized to each other. Below the picture features products in available sizes and product packaging options.

Description	Additional information	Reviews (23)	FAQ
Weight	6 oz		
Dimensions	N/A		
Ingredients	popinsanity caramel recipe (sugar, corn syrup solids, brown sugar, salt, caramel color, soy lecithin, natural flavor, <2% of calcium silicate, soybean oil to prevent caking), chocolate drizzle (sugar, cocoa, palm kernel oil, lecithin, salt, natural and artificial flavors), popcorn, water, coconut oil, seasoning (hydrogenated coconut oil, palm oil, hydrogenated cottonseed oil, beta carotene (color) (e160a), natural and artificial flavor), soy lecithin (soybean oil, soy lecithin), sea salt		
Allergen Info	soy, coconut Manufactured in a facility that also processes wheat, peanuts and tree nuts		
Size	2.5oz Cutie, 6oz Bag, 12oz Bag, 6oz Glass Jar, 6oz Acrylic Box, 3.5oz Cup, 4oz Crown Box		
UPC	640213841542, 640213841634		
SKU:	CCD		

## Website Content Analysis:

After reviewing our current site and using the content analysis from our competitors, I have the following suggestions to improve our site.

The new navigation will contain the following:

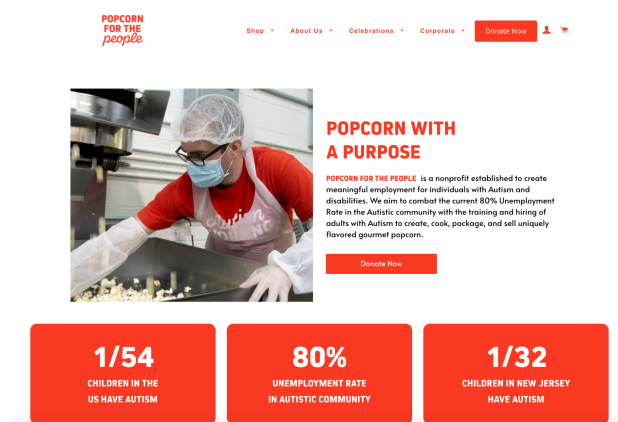
- Home
- About Joe: This page will tell the story of Joe and his company
- Products: This page will provide details about the products currently offered. In the future, this page will also offer online shopping.
- Find Us: This page will provide users with locations to purchase products and a calendar of local fairs we will be attending.
- Let's Chat: Here, users can email us, find our phone number, or send us an instant message.
- Fundraising: This is an integral part of our business, so we should keep it in the navigation. However, it is visited by the least number of users, so it will be located last.
- Social Media Icons: Rather than labels, we will use easily recognizable social media icons to allow users to find recent posts and pictures.

## Home Page:

The home page is crucial as it is the most visited page on the website. It sets the foundation of who we are. Our home page will share who we are at a glance and allow users to find the information they need. Our navigation bar will be proportionately large with bold easy to read buttons. The home page will feature a professional picture of Joe, following the color design as described in the style guide.

## About Joe:

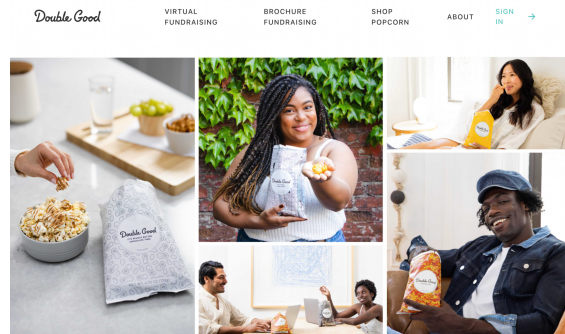
This page will feature the story of Joe. The content will explain how and why the company was created. Above the fold line of the site will feature Joe and statistics about autism as seen in the





example from Popcorn for the People. (example to the right) In addition, we will feature videos, as seen in the example from Double Good, showing our popcorn-making in progress and Joe in action. The videos on this page will link to our YouTube social media channel, where we will feature other videos about what we are doing in the community. Our about us page will also feature a picture collage as seen to the right, which will showcase Joe and our product.

The current website contains where to find us, which I recommend removing from the “about us” page. Instead, the content will be found on the “find us” page.



## Products:

Our current product page does not contain pictures of our product or the ability to purchase online. We will update the product page with professional images of our product. Since we currently only offer five flavors, we can feature each product on the page with an image, size options, prices, and allergy information. When the user clicks on a product, it will take them to a detailed product page which will provide additional information such as ingredients and nutrition content. Our users shop primarily online. To meet our customers' needs, we will add a shopping feature to the product page, making it convenient and easy for customers to buy our product. Under our products, we will feature a section that contains customer reviews. In addition, we will provide a link to our Facebook page where customers have tagged us in their posts.

## Find Us:

Our current site uses a calendar link in the navigation. This will be updated to “Find Us”. We will provide users with dates and locations of upcoming festivals and fairs we will be attending on this page. Each event will contain a hyperlink to the event page we will be attending. In addition, we will feature large prominent Follow Us links as the main content for the page. This will allow users to use their social media to follow us and get updates about relevant events. As suggested by Brian Carroll in his book, *Writing and Editing for Digital Media*, we will encourage users to follow us on social media by keeping them informed and updated on company activities. (Carroll, 2020)

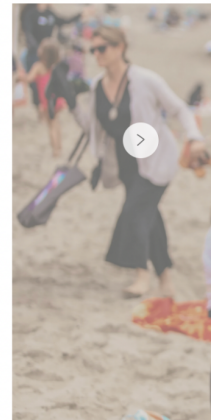
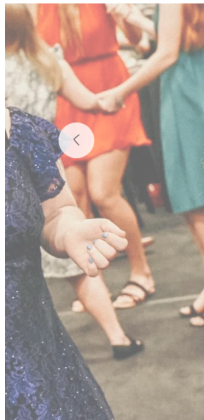
## Lets Chat:

Our current site provides the necessary contact information, including our address, phone number, and email address. But in addition to the current contact info, we will add a message form where customers can send us a direct message.

## Fundraising:

Our current site explains how our fundraising works; however, we need to add credibility to this page. Therefore, in addition to providing users the details about how the fundraising partnership works, we will also add success stories from past clients. To accomplish this, we will use the example from Double Good (provided below). In addition, we will share stories about other clients and how our fundraising helped them. Finally, we will also add a form box where customers can send us a message requesting more information.

A few things we're up to



### How Minnesota Youth Soccer Develops Future Olympians

Originally founded in 1969 as Minnesota Junior Soccer, the Minnesota Youth Soccer Association (MYSA) officially incorporated into a single governing body in 1987 with a simple philosophy: Fair, safe and enjoyable soccer for youth players of all skill levels and their families. Soccer for everyone. Soccer is the world's game. It's played in barrios and favelas, [...]

## Social Media Content Strategy:

I have noted a few places where we will create links to our social media pages. This will get users to our page, but our content will keep them on the page and ensure they follow us.

Our current Facebook page provides users content about what we are doing as a company. In addition to keeping customers informed about us, we will share stories about how other companies and customers impact us. For example, our latest post shares the progress of our new production site. In addition, we will feature posts along the process of the companies and people that are helping us. We will feature a post about the company that built our new building and share a link to their page. We will also improve our social media presence by making posts that encourage engagement from our audience. This will come in the form of asking questions, sponsoring games, and providing customer giveaways. Our social media will not focus only on our company but also on what we do in the community.

Our current Instagram page only has 3 posts and 38 followers. This is an area that we can significantly improve. We love sharing pictures, and this is the format to do it! Using Instagram daily, we will provide followers a snapshot of what Joe is up to each day. This content will not always be business-related. Our Instagram page will also include fun pictures of Joe on his days off.

Our site will also add links to our blog. The content on it will contain event info for upcoming fairs we are attending and guest posts from fundraising partners who have partnered with us. In addition, the blog will allow us to create hyperlinks to other pages, which will help our search engine optimization. Finally, our blog will show that we are actively involved in the community and care about more than just our success.

**Facebook:** (Post 2-3 times a week)

- Share updates on company happenings.
- Share where customers can find us.
- Post audience engaging questions.
- Create audience giveaways.
- Share reviews about companies we are working with.



**Instagram:** (Post daily)

- Share daily photos about what Joe is up to.

**Blog:** (Post monthly)

- Create blogs about fairs and events we will be attending.
- Have guest writers who will share their success from partnering with us for fundraising.

**YouTube Channel:** (Post Bi-weekly)

- Create videos about our products
- Create video about Joe
- Share videos from recent fairs and events

**Putting it into Action:**

Understanding what our customers' needs and expectations of our site are has helped develop this analysis. After analyzing our competitors and ourselves, I am confident that we can create a site to exceed our customers' needs and expectations. I look forward to presenting you with the completed project in the coming weeks.



## References

Carroll, B. (2020). *Writing and Editing for Digital Media* (4th ed.). Routledge.

Published: Oct 15, 2019L. U. J. 7. (2020, January 7). *91% of customers prefer small businesses when convenient*. Small Business Trends. Retrieved September 20, 2021, from <https://smallbiztrends.com/2019/10/what-customers-want-in-2019.html>.