



# Le Peep Boulder: Digital Audit

Bella Arreola, Elise Gersten, Connor Marshall, Forrest Mondlane Jr, Kyle Riner, Alexis Rollheiser

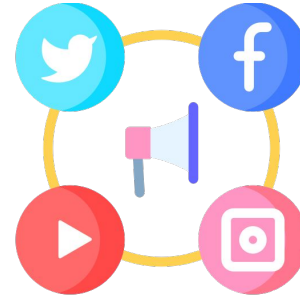
# Client Background

- Privately owned and operated, corporate independent
- Breakfast and lunch menus always available
- Located in the Village Shopping Center
- Great spot for CU Boulder students/families and nearby hotel residents
- Socially focused media on Instagram and Facebook



# Company Goals

1. Enhance online social engagement and visibility
2. Increase community outreach and participation
3. Implement and drive traffic to a cohesive online ordering system/website
4. Differentiate corporate and local restaurant digital platforms
5. Increase recognizability to the level of their competitors. I.e: The Buff, Snooze AM



---

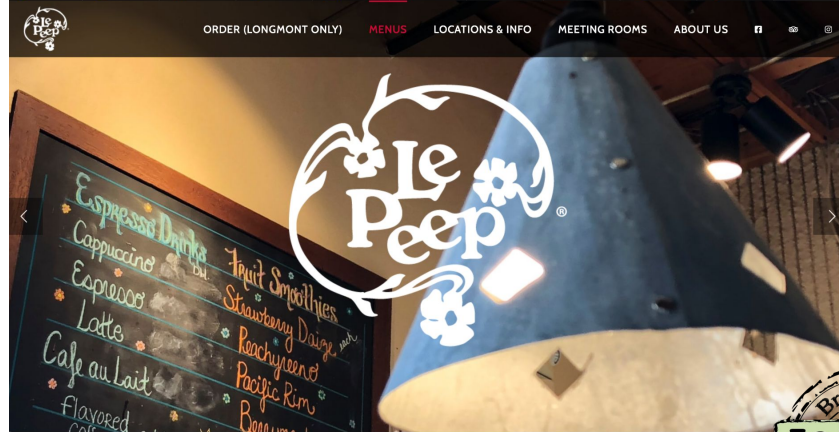
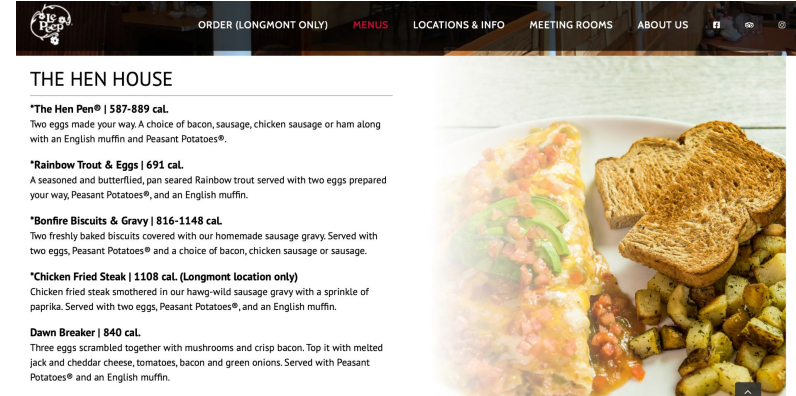
# Recommendation 1: Create a Website

---



# Current Activity: Website

- Boulder and Longmont website is combined
  - Only displays Longmont's menu
- Poor SEO
  - "Le Peep Boulder" returns Le Peep's corporate website, then Yelp, and then the Boulder/Longmont website
- Online ordering only for Longmont location

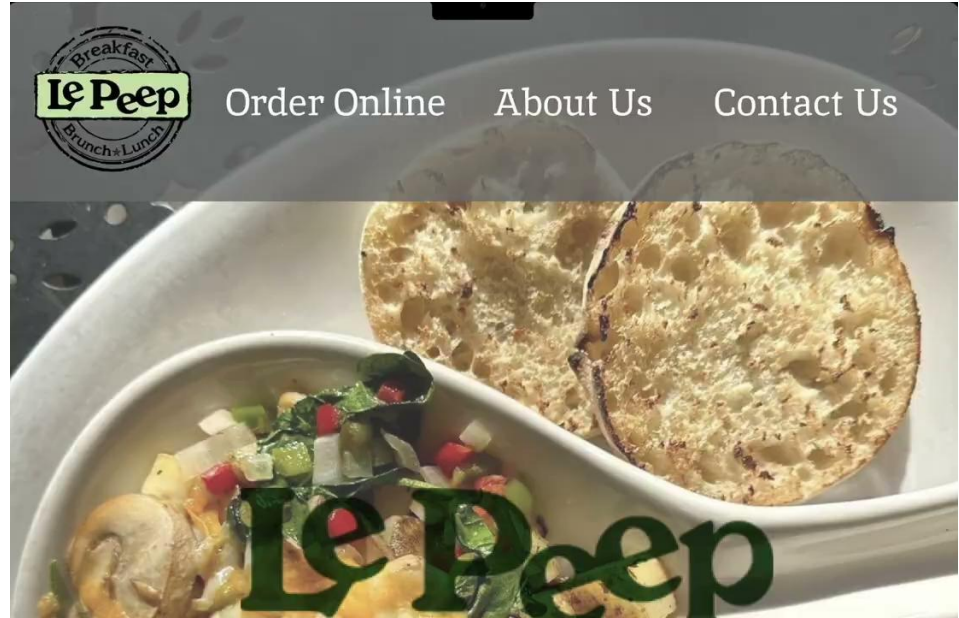


# Changes: Website

- Split Longmont and Boulder
- Increase ad spend on keywords using Google Adwords
- Increase keywords on website, crawlability
- Show Boulder location menu
- Add online ordering for Boulder

## Addresses Goals:

- Increase visibility
- Drive traffic to online ordering
- Differentiate corporate and local restaurant digital platforms



Website prototype made on Figma



---

## Recommendation 2: Create a TikTok and Post Actively

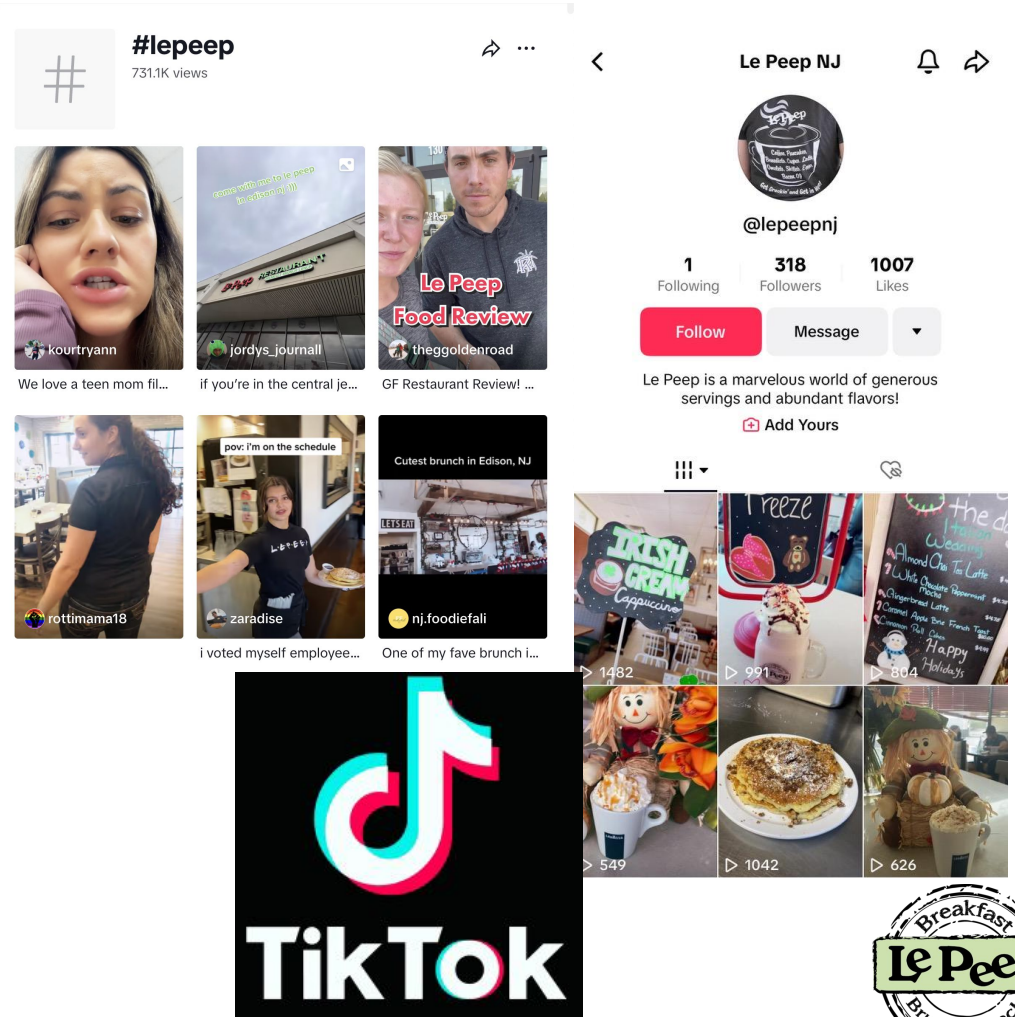
---





# Current Activity: TikTok

- No TikTok account for Boulder Le Peep
- Other Le Peeps have accounts
- Le Peep content in other cities posted by general public
- People posting about #lepeep





# Changes: TikTok

## Areas of improvement

- Create TikTok Account
- Focus on Trendy videos vs Promotional
- Sprinkle these videos on the Instagram Account (Reels)
- Differentiate from other Le Peep locations

## Addresses goals:

- Enhance online social engagement and visibility
- Increase recognizability to the level of their competitors. I.e: The Buff, Snooze AM



A couple enjoying their first date



---

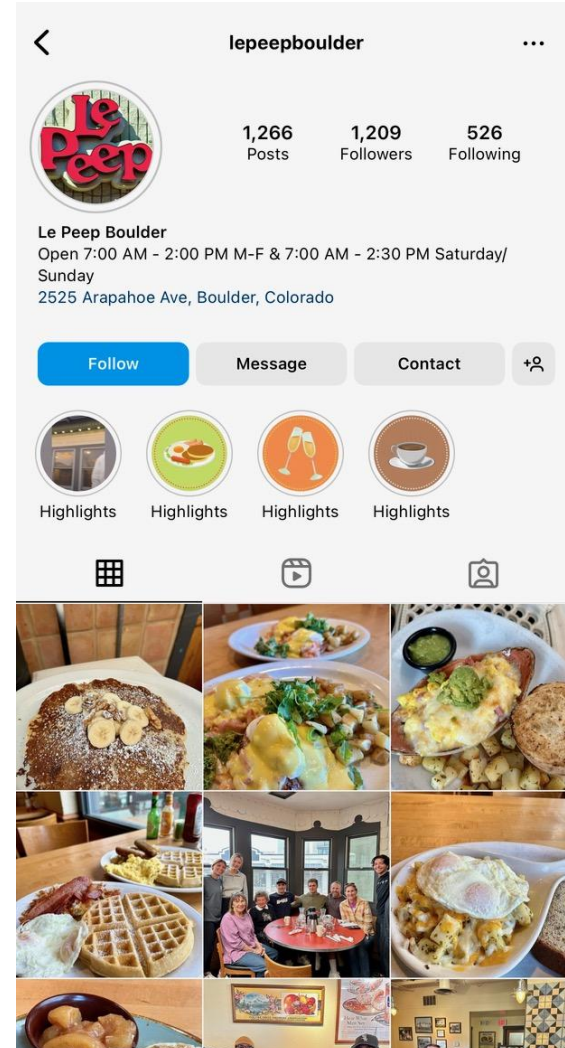
## Recommendation 3: Re-do the Instagram

---



# Current Situation: Instagram

- No website linked
- Bio too long
- Not running ads
- Highlights aren't named
- Not all highlights have cover photos
- No filters on the pictures

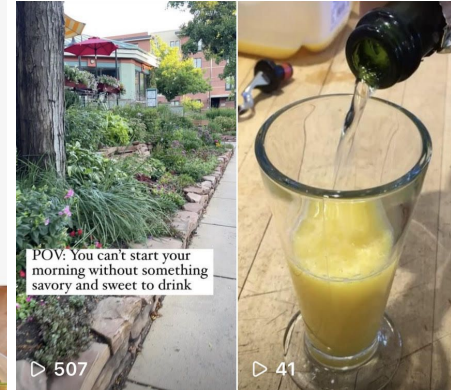
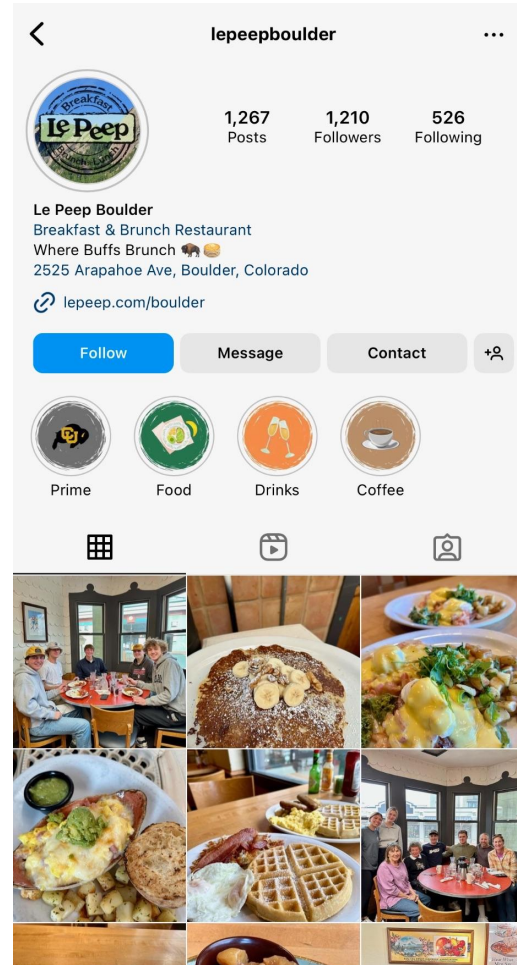


# Changes: Instagram

- Website linked
- Shorter bio with emojis
- Running A/B Ads
- Highlights are named and have cover photos
- Pictures have filters and using presets
- New profile picture specific to Boulder
- Type of business specified

## Addresses Goals:

- Increase recognition
- Increase community outreach



---

## Recommendation 4: Start Influencer Marketing

---



# Current Situation: Influencer Marketing

- Only posting on Instagram
- Not inviting influencers to eat at Le Peep
- Posting some familiar faces to the local area



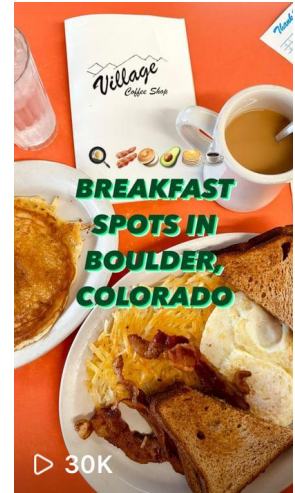
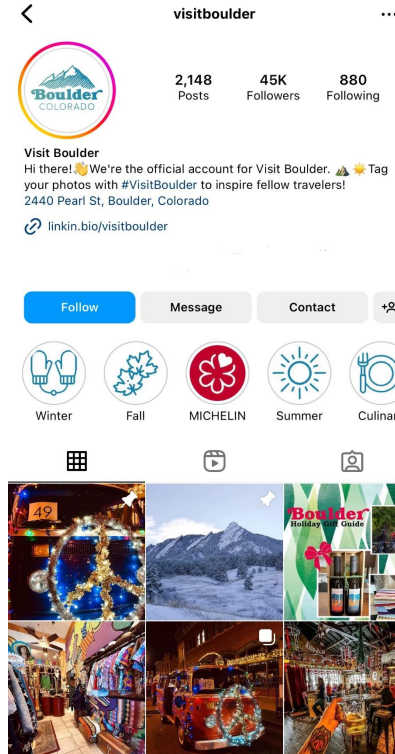


# Changes: Influencer Marketing

- Potential clients:
  - CU student life social medias (@cuboulderlife)
  - Local food reviewers on TikTok (provide link in video/discount codes if you mention them)
    - @visitboulder
    - @boulder\_foodie
    - @exploringwithlexi
    - @theamandabittner
    - @morganchomps

Addresses goals:

- Increase outreach and presence to students
- Create a desired perception in consumers' minds





# Summary

- 1) Create a Website → Consideration/Conversion
- 2) Create a TikTok → Awareness/Advocacy
- 3) Re-do the Instagram → Awareness/Consideration
- 4) Start Influencer Marketing → Awareness

