



Meerah Meals 2.0

By Leslie Campos

Social Media Rebranding

Key Factors

- Brand Personality
- Content
- Theme/Aesthetic
- Grid Layout
- Filter
- Consistency



Brand Personality

- To create and Eye-Catching Instagram aesthetic for your brand you first need to set a brand personality.
- Think about your brand as a person, what characteristics does it have?
- This will help you create a cohesive IG aesthetic that represents your business accurately and resonates with your target audience.
- Examples:
 - Friendly
 - Relaxed
 - Inviting
 - Sincere



Choosing a Theme

- 01 Visuals are everything. Your Instagram feed needs to stand out to your followers that will eventually become customers.
- 02 Themes can be clean and minimalistic, vintage, tropical, or bright/neon or follow a single color aesthetic that matches your logo/brand color.
- 03 Choosing a brand/color for your Instagram is a great way to build your brand recognition. According to a study, color increases brand recognition by 80%!



Deciding a Grid Layout

- 01 What is a grid layout? It's how you position your posts in your feed. A good grid layout will help you visually organize your IG feed and create a *consistent* look overall.
- 02 Your posts need a form of balance that is inviting and pleasing to the eye of current and future followers and customers. A consistent theme and organization makes the feed grid layout stand out!
- 03 Examples of grid layouts include: Tile- Altering images and quotes with solid backgrounds, Row by Row - Each row of your IG feed tells one story, Rainbow - Where the color of your IG feed changes as you scroll.



Picking a Filter

- 01 If you are going to use IG filters on your photos, remember to choose just one filter. If you choose multiple filters, your feed won't look *consistent*. Choose one that matches your theme and stick to it!
- 02 A *consistent* look on your Instagram feed is key to having brand recognition in terms of followers and customers engagement.
- 03 Choosing a brand Instagram consistent filter will help you easily create a great looking, *consistent* aesthetic.

Overall Objective

With these key factors implemented to your business' Instagram feed, you can easily create an eye-catching page that can get you noticed on social media.

Not only that but with a clean and consistent IG aesthetic, you can turn IG followers into *LOYAL customers*.



How to Effectively Follow Plan

1. Template for all orders and prices (Menus)
2. Theme flyer for holiday sales (consistent)
3. Calendar templates, photos?
4. Orders more than \$X get a calendar?
5. More picture of food/products, less filters for a cleaner look

Social Media Mock Visual

Meerah Meals Instagram Page



23
Posts

66
Followers

83
Following

Meerah Meals

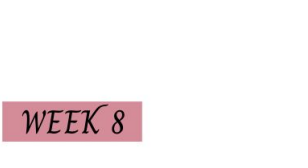
Food Stand

A lot of food are missing the main ingredient - Love
Café & Catering Services (Pick Up Only)

Elizabeth, New Jersey



Week 1





Thank
You!