

Presentation: 28/30Quantitative D



Where Good Friends Go!

Secondary Research

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Where Good Friends Go!

Brand Questionnaire

Brand Questionnaire

- Sharkey's is a bar and restaurant with locations in Blacksburg and Radford, Virginia
- Established in 1992
- They are known for their fun, sports bar atmosphere and famous wings



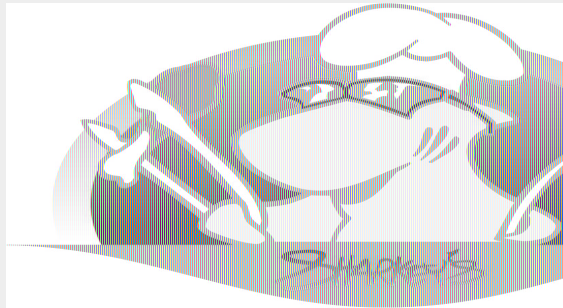
Brand Questionnaire

- **Tagline:** “Where good friends go”
- Relaxed place where students at Virginia Tech and Radford University can go to socialize, watch sporting events, play pool, and eat dinner and lunch
- **Compare to competition:** better food and more menu options than other local bars, offers trivia and bingo nights, great happy hour deals, outside seating, and multiple TVs



Brand Questionnaire

- **Customer relationship management:** Sharkey's follows their customers back on social media, posts their customers enjoying their food and drinks and in return, their customers tag them in their photos
- **Brand personality:** fun, friendly, community
- **Brand voice:** consistently presents itself on social media as a fun brand who loves their customers and is excited to see them
- **Logos & Colors:** yellow, red, black, and white
 - Two main logos



Unique Selling Proposition

"Sharkey's: Fueling Hokie pride with memorable moments while crafting something budget friendly for every craving"

- Signature Wings and Deals for drinks: Sharkey's is known for its tasty food options and happy hour specials that you can't beat anywhere else.
- Entertainment: Sharkey's offers trivia and bingo nights, creating a unique entertainment experience that few other bars in the area provide.



Mission and Value Propositions

"To provide a vibrant place in the heart Blacksburg where people can enjoy delicious drinks and food, watch sports, and create memorable moments in a fun and welcoming atmosphere."



Value Propositions

- 1) Convenient Location: "Located in the heart of Blacksburg, we're your go-to destination for sports, socializing, and relaxation."
- 2) Student-Friendly: "As a favorite spot for Virginia Tech students, we offer a safe and enjoyable place to unwind after classes with exclusive student promotions."

Social Listening

- Blacksburg: 4 star average on Google Reviews
 - Some complaints about bad/slow service and rude staff
 - “Best place around town to get good food and cheap drinks”
 - “Best bar in town”
- Radford: 4.3 star average on Google Reviews
 - Good service in the last year
 - Good selection of food and drink options
 - Cheap drinks during happy hour
 - Fun bar games

Sharkey's Wing & Rib Joint

220 N Main St, Blacksburg, VA

4.0 ★★★★★ 584 reviews ⓘ

Sharkey's Wing & Rib Joint

1202 E Main St, Radford, VA

4.3 ★★★★★ 1,036 reviews ⓘ

Competitors

Blacksburg:

- Buffalo Wild Wings
- Macado's
- PK's
- Hokie House
- Champs
- Square 5 Pub

Radford:

- BT's Restaurant
- Macado's
- Riley's Main Street Lounge
- Screamer's Sports Bar



Where Good Friends Go!

Content Audit

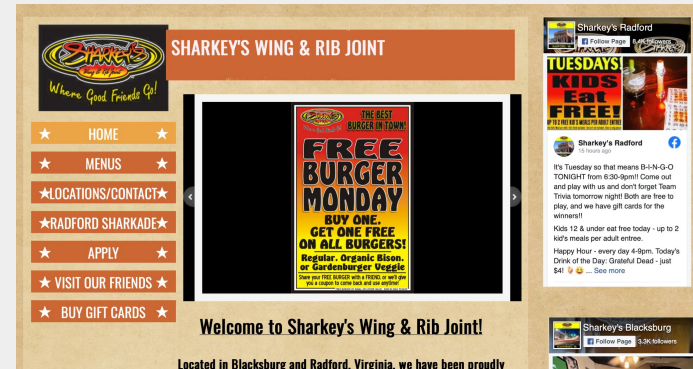
Website Audit

Positives:

- Updated links to most recent Facebook posts
- Working links to menu PDFs and external URLs
- Works well on mobile devices which is mostly what the target audience would view it from
- Showcases photos of menu items, events, and deals

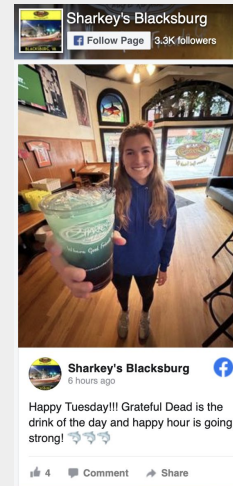
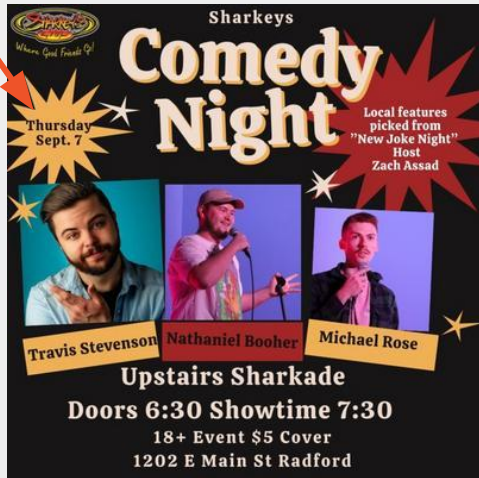
Needs Improvement:

- Radford and Blacksburg locations share a website even though they serve different audiences
- Odd layout that does not fit a normal computer screen



Website Audit- Fresh Content Frequency

- Events on the website are not commonly updated
 - Ex: poster for an event on September 7 still advertised in mid-October
- Continual event, such as Burger Night, are showcased on the website and do not need to be updated because they happen each week
- Facebook posts are updated each time a new post is uploaded



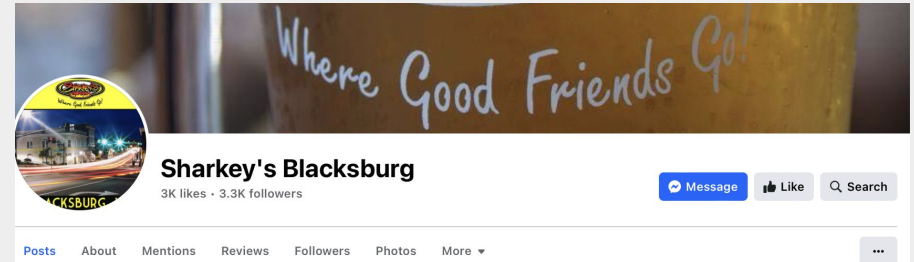
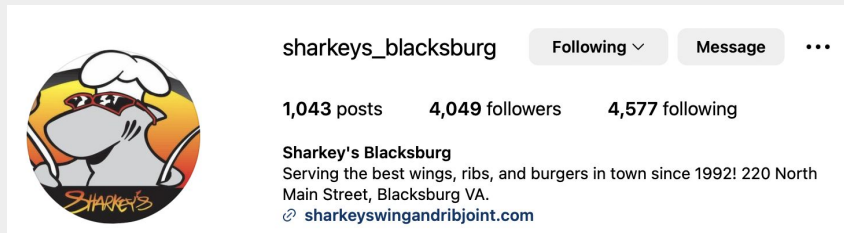
Social Media Audit- Blacksburg

Positives:

- Post almost everyday
- Post real customers who then repost and give the brand exposure
- Customers tag Sharkey's on Instagram
- 3000-4000 followers on both platforms

Needs Improvement:

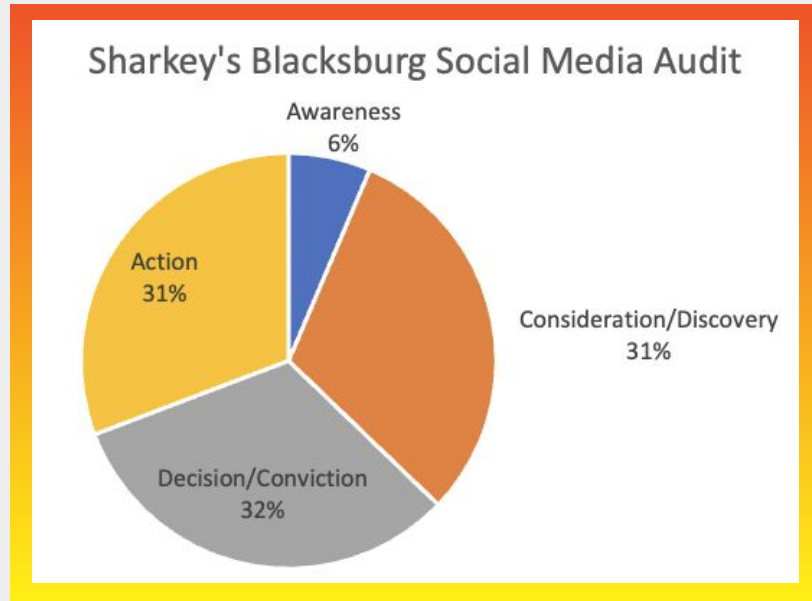
- Profile pictures are not properly formatted and do not match between platforms



Social Media Audit- Blacksburg

Gap Identification:

- Does not currently market toward consumers who are unaware of the brand



Social Media Audit- Radford

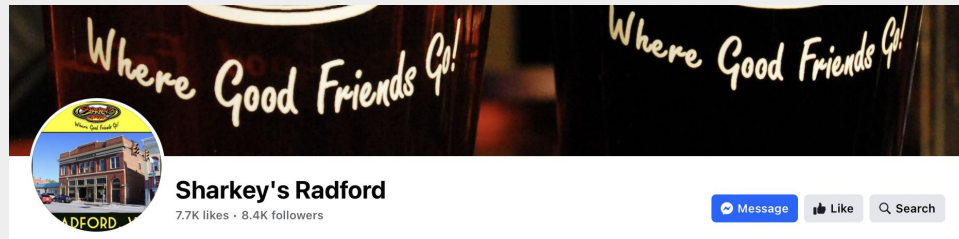
Positives:

- Post almost everyday
- 8000 Facebook followers
- Posts upcoming events



Needs Improvement:

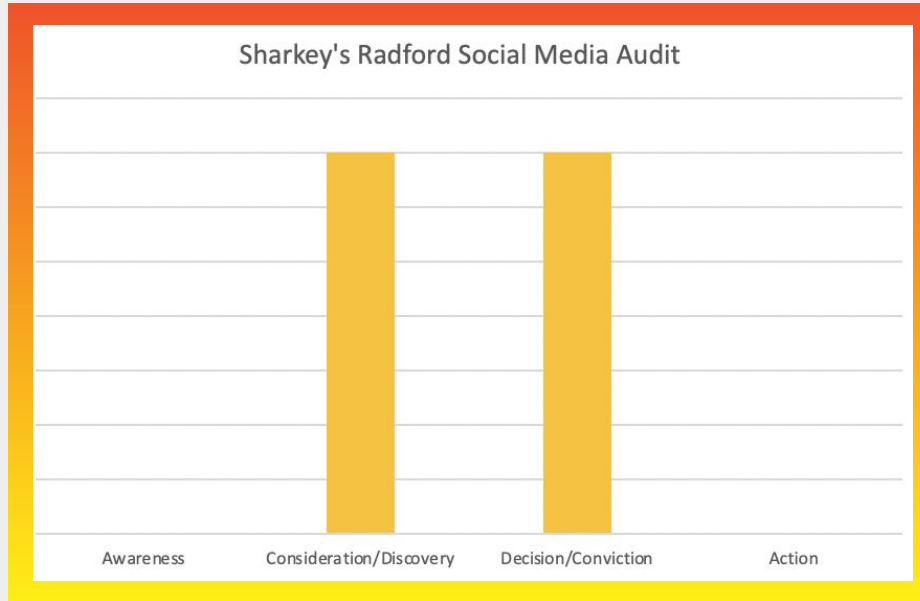
- Profile pictures are not properly formatted
- Reposts the same photos and captions each week
- Doesn't include customers in their social media



Social Media Audit- Radford

Gap Identification:

- Does not currently market toward consumers who are unaware of the brand
- Does not use action statements such as “Come join us” or “Bring your friends”



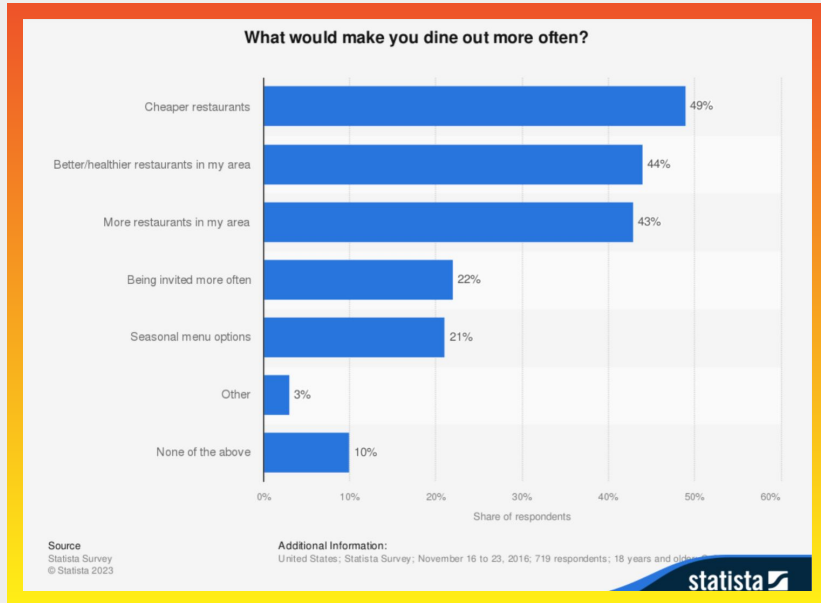


Where Good Friends Go!

SWOT Analysis

Strengths

- Strong brand presence in Blacksburg and Radford, VA as a college/dive bar
- Low prices; especially during daily happy hours
- Interactive activities, such as billiards, trivia, and bingo



EVERY TUES. in BLACKSBURG - 9pm
EVERY WED. in RADFORD - 7:30pm

FREE TO PLAY
Different categories
each week

Play as a team - any size
**PRIZES AWARDED
AFTER EACH ROUND!**

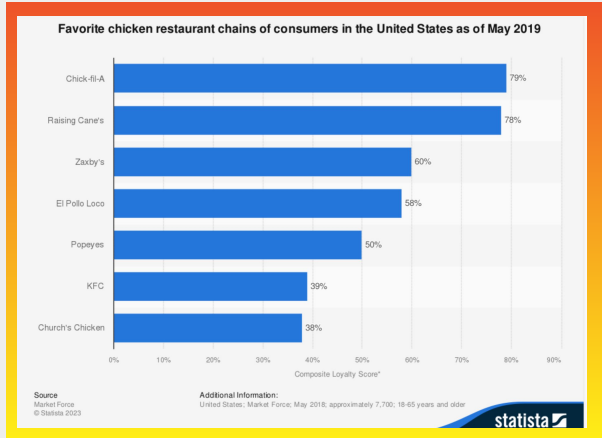


WWW.SHARKEYSWINGANDRIBJOINT.COM



Weaknesses

- Lack of awareness in target market as a restaurant that serves food amongst competitors
- Lack of menu variety, has primarily only served the same product since opening in 1992
- In the evening, only allows 21+ to enter, thus limiting consumers with families from eating at their establishment during these hours



\$8 Quick Lunch
Available Monday - Friday, 11-4
All Subs are Lunch Sized and Served with Fries or Tots

NEW!
Chipotle Chicken Philly
grilled fajita chicken, onions, mushrooms, green peppers, white american cheese, chipotle mayo

NEW!
Cali Chicken Sub
grilled fajita chicken, provolone cheese, bacon, lettuce, tomato, avocado, homemade ranch

Chicken Fajita Sub
A Sharkey's original! Chicken breast strips grilled with fresh green peppers, onions & spices, topped with melted habanero-jack cheese

Cheeseburger Sub
Certified Angus Beef diced up & grilled with sautéed fresh mushrooms & onions, loaded with American cheese

Deli Sub
Honey-baked ham & smoked turkey, topped with Applewood smoked bacon, provolone cheese & L.L.O. Served hot

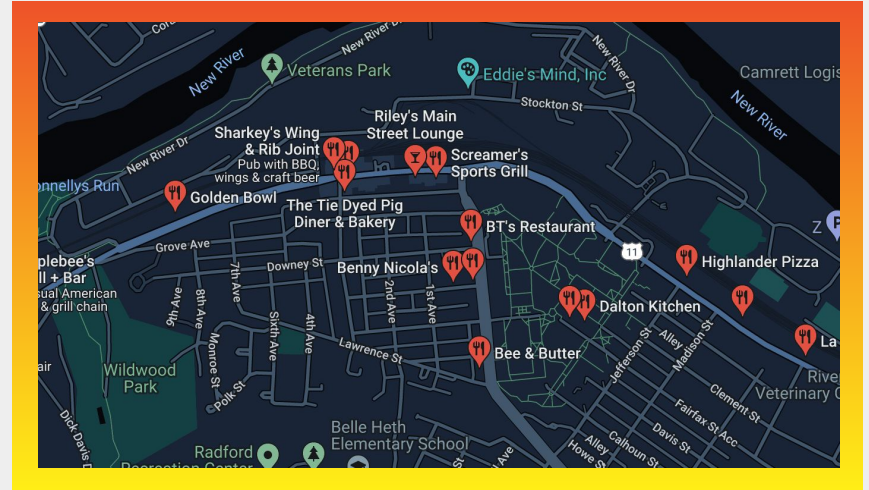
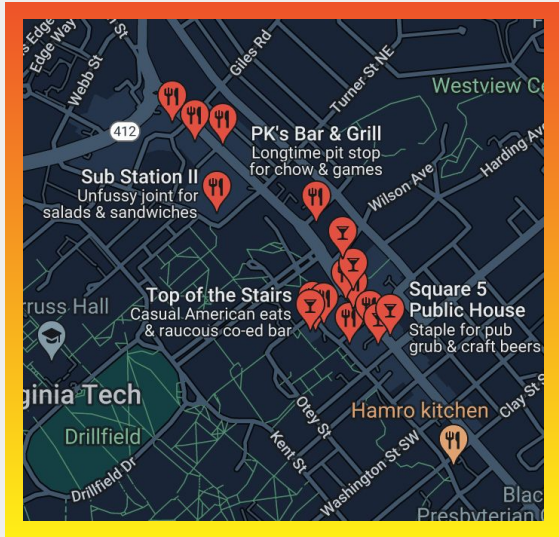
Grilled Buffalo Shrimp Po' Boy
Grilled Buffalo Shrimp served on a sub roll w/ lettuce & tomato, finished with chipotle sauce

The Lunch 'BIG Sale'
with fresh salad greens from our hydroponic farm, cherry tomatoes, cucumbers, red onions, & fresh mushrooms. Finished off with bacon, jack/cheddar cheese & croutons. \$8

***Topped with:**
Grilled Chicken Breast, \$13
Grilled Steak, \$15
Grilled Buffalo Shrimp, \$15
Ahi Tuna* grilled w/ lemon-butter, seared or well-done, \$15

Threats

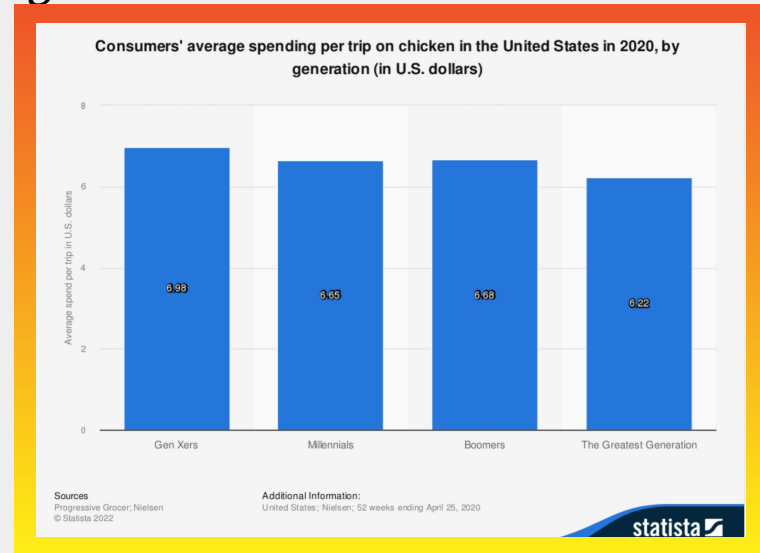
- Growth of other bars in both their Blacksburg and Radford locations.
- Over-reliance upon student population, results in lack of business in the summer months.



Opportunities

- Consistent search stream throughout majority of the year.
- ~50,000 residents in the Blacksburg and Radford areas, expanding upon their initial target demographic (see market demographics slide)
- Offering and maintaining current promotional agendas to market towards low-spending residents.

Keyword	Avg. monthly searches	Three month change	↓	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic impression share	Competition (indexed value)
bars near me	100 – 1K	0%		0%	Low	–	–	–		–	4
bars	100 – 1K	0%		0%	Low	–	–	–		–	2
pub	10 – 100	0%		0%	Low	–	–	–		–	0
pub near me	10 – 100	0%		0%	Low	–	–	–		–	0
sports bar n...	10 – 100	0%		0%	Low	–	–	–		–	7
sports bar	10 – 100	0%		0%	Low	–	–	–		–	5
bars open n...	10 – 100	0%		0%	Low	–	–	–		–	5
karaoke nea...	10 – 100	0%		0%	Low	–	–	–		–	0





Where Good Friends Go!

Target Audience

Market Demographic

- Blacksburg population = roughly 88,000 / Radford population = roughly 33,000
- Targeting all gender identifications
- Roughly 40,000 of Blacksburg's population is under 30, while about 14,000 of Radford's is under 30
- Targeting consumers with an income of under \$100,000, and a college-level education
- Targeting all ethnicities
- Focusing on smaller family sizes, primarily 1-2 members in the family
- Target consumer has an interest in sports, chicken wings, and social atmospheres

Market Demographic

General Buyer Persona

Gabriel Mesa



Background

Job? Career Path? Family? Lifestyle?

- Gabriel wants to pursue a career in finance
- He is originally from Herndon, Virginia
- He has two brothers who both go to Virginia Tech as well
- He is very focused on academics
- He enjoys watching sports, primarily football and soccer

Demographics

Age? Income? Location? Gender Identity?

- Gabriel is 22 years old
- His income is \$50,000
- He lives in Blacksburg, Virginia
- He identifies as male

Identifiers

Communication preferences? Social media platforms?

- Gabriel is extremely active on social media
- He prefers texting over phone calls
- His favorite platforms are Instagram, LinkedIn, and Facebook
- He uses Twitter to tweet about things he is doing

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Gabriel is planning on graduating in December, he wants to move out of state
- He is focusing on his upcoming graduation and doesn't go out much

What can we do?

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

- We can advertise Sharkey's food menu as opposed to solely their bar
- Offer incentives for first time customers to initiate brand experience
- Give out Sharkey's branded glasses so he could have one when he moves

Goals

Primary/secondary goals? Personal vs professional goals? Role-related vs company goals?

- Gabriel's primary professional goal is to graduate Summa Cum Laude in December of 2023
- He wants to hang out with his friends in college as much as he can before he graduates

Estimated audience size:

45,600 - 53,600 ⓘ



Estimates may vary significantly over time based on your targeting selections and available data.

Audience details:

Location:

United States: Blacksburg (+10 mi), Radford (+10 mi) Virginia

Age:

18 - 35

People who match:

Interests: American football or Buffalo wing

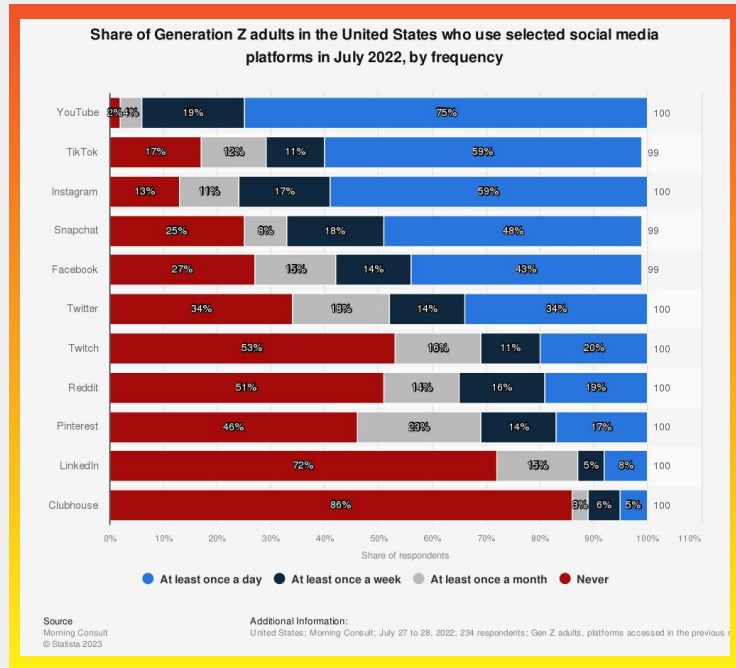
Education level: In college

Target Audience

- 18-35 female and male: Blacksburg and Radford residents who are looking for an affordable place to eat good wings, burgers, or have a beer and watch a football game
- 21-24 female and male: Virginia Tech and Radford University undergraduate and graduate students who want to unwind with their friends after a long day or week of classes

Target Audience

- Most of Sharkey's target audience is Generation Z
 - This generation can mostly be found on YouTube, TikTok, Instagram, and Snapchat



- Sharkey's secondary audience is Millennials
 - This generation can mostly be found on Facebook, Instagram, and Youtube



Where Good Friends Go!

Web Analytics & Keywords

Web Analytics

- Sharkey's, in the past week, has attracted attention in the form of the internet (since September 19, 2023)
- They have had 79 engagements in that time, producing a positive sentiment score of 13.2% with a negative of 5.3%. Notably here, when they hosted trivia night on Tuesday, they resulted in a negative sentiment score.
- The majority of their engagements came on Tuesday when they hosted their trivia night, with the second highest day being Friday.
- In this time frame, they have had a potential reach of 33.9 million, indicating that they are able to vastly increase their engagement on a daily basis.

Key Metrics

[New Search](#)
[Saved Searches](#)
↻
📄

Sharkey's

+ Compare

RESULTS

38

ENGAGEMENT

79

SENTIMENT

13.2% 5.3%
+ POSITIVE - NEGATIVE

POTENTIAL REACH

33.9M

RESULTS OVER TIME



NET SENTIMENT OVER TIME



Keyword Planner

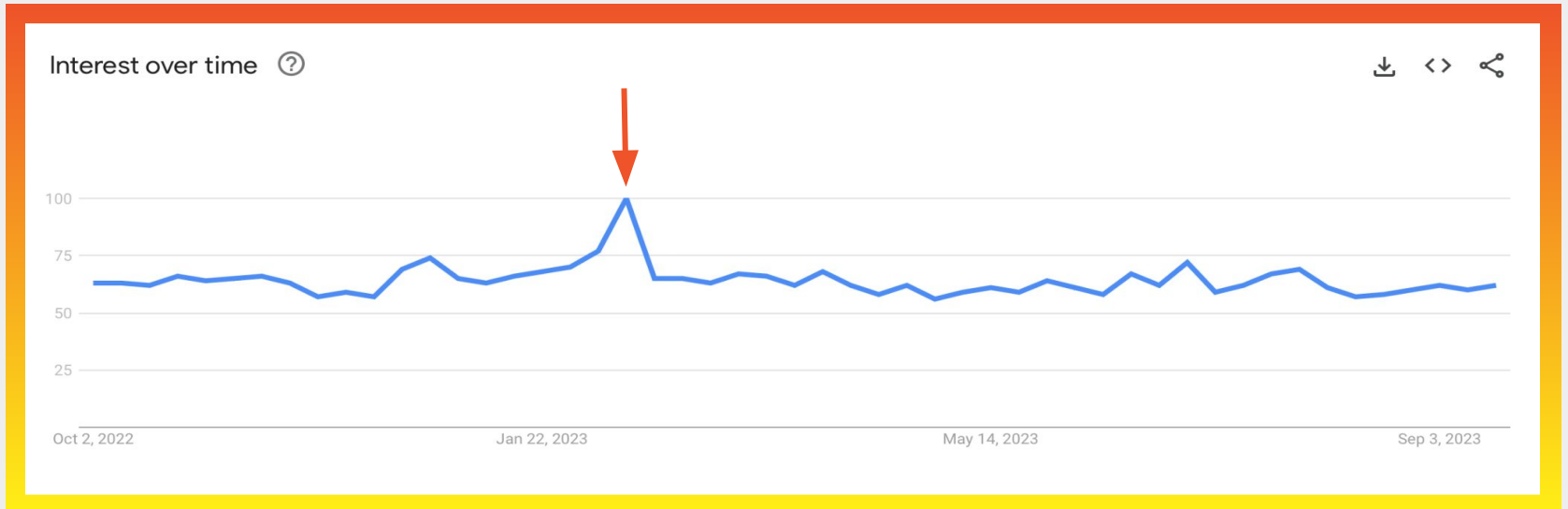
- The most notable keyword for Sharkey's would be bars and/or bars near me.
- These keywords have been searched 100-1,000 times in the past 6 months.
- Other important keywords within the Blacksburg and Radford areas would be individuals looking for wing places.
 - Within Blacksburg and Radford, consumers have searched the keyword "wings near me," the same amount as bars near me (100-1,000)
 - Amongst this keyword, consumers have searched pubs/sports bars/bars 10-100 times in the past 6 months
- Sharkey's Wing and Rib Joint is notably for offering pool tables, consumers have searched the keywords billiards/billiards near me/pool table 10-100 times in the same time frame noted above.



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bars near me	100 – 1K	0%	0%	Low	–	–	–		–	4
bars open near me	10 – 100	0%	0%	Low	–	–	–		–	5
billiards	10 – 100	0%	0%	Low	–	–	–		–	3
chicken wings near me	10 – 100	0%	0%	Low	–	–	–		–	9
hot wings near me	10 – 100	-100%	-100%	–	–	–	–		–	0
karaoke near me	10 – 100	0%	0%	Low	–	–	–		–	0
pool table	10 – 100	0%	0%	High	–	\$0.35	\$1.52		–	100
pool table near me	10 – 100	0%	0%	High	–	–	–		–	100
pub	10 – 100	0%	0%	Low	–	–	–		–	0
pub near me	10 – 100	0%	0%	Low	–	–	–		–	0
sports bar	10 – 100	0%	0%	Low	–	–	–		–	5
sports bar near me	10 – 100	0%	0%	Low	–	–	–		–	7
wing places near me	10 – 100	0%	0%	Low	–	–	–		–	5
wings near me	100 – 1K	+900%	0%	Low	–	\$1.04	\$3.18		–	13

Keywords

- The word “wings” was searched the most in Virginia during the Super Bowl weekend than any other time in the past year
 - During big football games, people are searching for where they can eat chicken wings



Conclusion

- Sharkey's has many opportunities to widen their target audience and increase sales and awareness
 - Target ads toward unaware consumers
 - Increase and strengthen their social media presence for the Radford location
 - Place ads on Instagram, YouTube, TikTok, and Snapchat to target the 18-24 age target audience
 - Showcasing happy hour deals and events
 - Place ads on Facebook, YouTube and Instagram to target the 25-35 age target audience
 - Showcase food deals and menu options
 - Place search ads and ads on social media before large sporting events
 - College football games, March Madness, Super Bowl, etc.

