




TASTE OF NEPAL:

A DIGITAL MARKETING STRATEGY
FOR MOUNT EVEREST



ABOUT US

- Student-led marketing team supporting local businesses
- Uses creative, data-driven strategies
- Developed an Instagram campaign for Mount Everest Kitchen & Grill
- Aligned with the restaurant's cultural identity & goals

USP

- Spark Agency supports local restaurants
- Focuses on Vancouver-based storytelling
- Creates engaging, scroll-stopping content
- Runs performance-driven ads to boost foot traffic

TAGLINE

“Ignite Your Story. Fill More Tables.”





MEET THE TEAM



Mohd Farhad

Marketing Strategy Manager &
Content Lead



Hugo Ferreira

Copywriter, social media and art
director



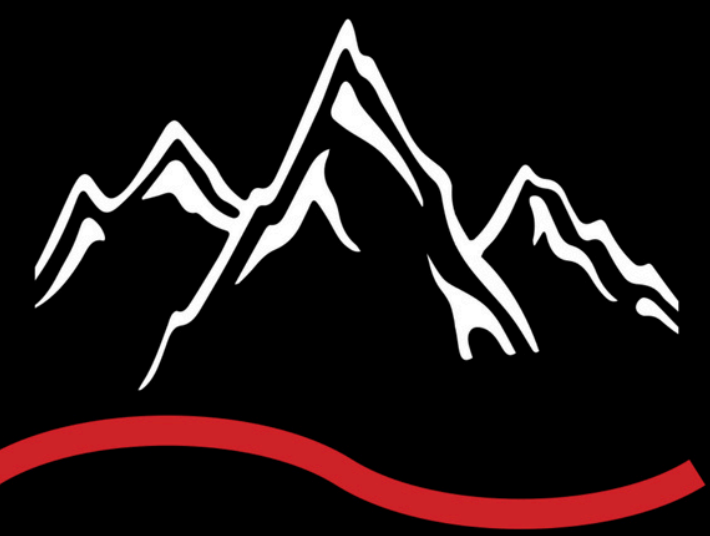
K (YUSUKE MARUYAMA)

Filmmaker, social media
specialist



Alba Caselles

Social media and marketing
specialist



MOUNT EVEREST

KITCHEN AND GRILL

● MEET THE BRAND

- Nepalese restaurant serving authentic dishes (e.g., momos, curries)
- Mission: Share Nepalese culture through food & storytelling
- Warm, welcoming atmosphere rooted in tradition

● LOCATION

- Downtown Vancouver, BC
- Surrounded by offices, colleges, and residential areas

● OPERATION DURATION

- Operating for 2+ years
- Founded by local Nepalese community
- Mission: Preserve culture through authentic dining

● CLIENTELE

- Office workers (lunch)
- College students (nearby campuses)
- Local residents & Nepalese families (evenings)



OVERVIEW

● PURPOSE

- Grow Instagram presence
- Drive in-store visits through cultural storytelling
- Support business growth with engaging social media

● FUTURE VISION

- Be Vancouver's go-to Nepalese dining spot
- Build a loyal digital + local community
- Lead in cultural storytelling on Instagram

● KEY OBJECTIVES

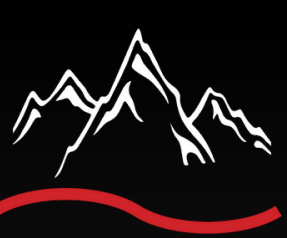
- +350–550 new followers (target: 574–774)
- 8–15% engagement rate
- Boost in-store traffic by 10–20%
- 5–10 direct Instagram bookings

● KEY STRATEGIES

- 10-day themed Instagram giveaway (Aug 1–10)
- 3 Reels + 5 Stories/week
- Use hashtags + geotags for visibility
- User-generated content & micro-influencers
- Continue content beyond campaign

● UNIQUE SELLING PROPOSITION

- Authentic, culture-rich Nepalese food
- Festival themes (e.g., Gai Jatra)
- Downtown location + flexible menu (vegan, halal, gluten-free)
- Reels & Stories with real people, real moments



Competitor Analysis

Direct Competitor:

Gurkha Himalayan Kitchen

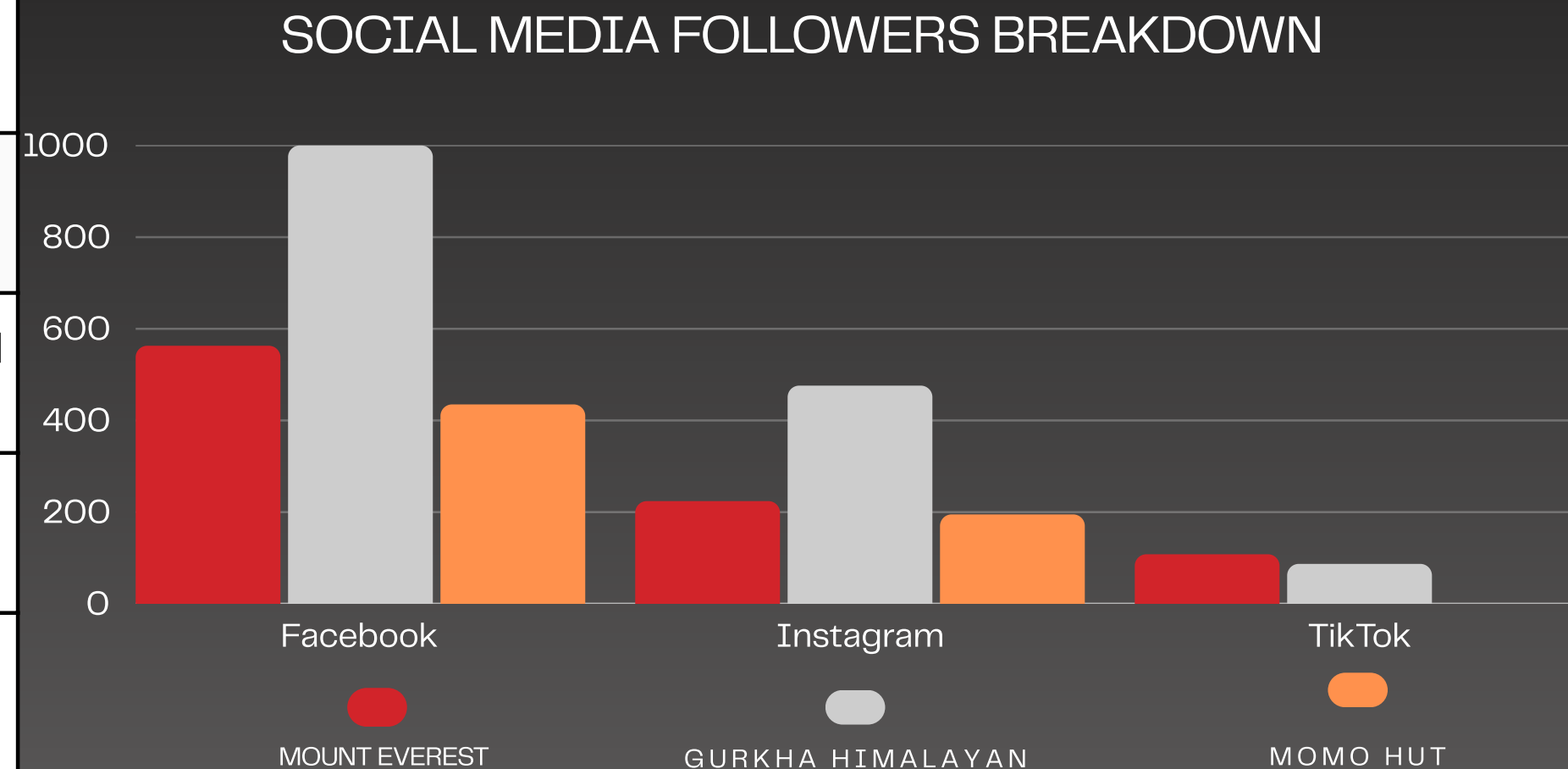
- Location: 1141 Davie Street, Vancouver, BC
- Cuisine: Nepalese, Tibetan, Indian

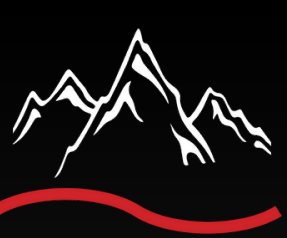
Indirect Competitor:

Momo Hut

- Location: 6372 Fraser Street, Vancouver, BC
- Cuisine: Nepalese with Indo-Chinese fusion

	MOUNT EVEREST	GURKHA HIMALAYAN	MOMO HUT
Location	Strong downtown location with high foot traffic	West End location, less central	Fraser Street location, less accessible downtown
Menu	Diverse menu + gluten-free, vegan, halal options	Authentic but limited to Nepali-Tibetan dishes	Focuses heavily on momos with Indo-Chinese fusion
Dining	Flexible for large groups, broad customer appeal	Cozy and authentic, but not ideal for large groups	Casual, modern, limited party capacity
Social Media	Potential for influencer collaborations and Reels strategy	Low social presence, more reliant on review sites	Simple Instagram presence, mostly static posts
Growth Potentia	Launching Instagram-first giveaway + story content	Engages in review responses but lacks campaign use	Moderate social interaction, room to grow





Business Analysis

Overview

A SWOT analysis of Instagram and social media presence helps identify strengths, weaknesses, opportunities, and threats. This insight guides smart decisions, strong strategies, and long-term competitiveness.

Strengths

S

- Authentic Nepalese cuisine
- Central downtown location
- Strong Google reviews
- Loyal customer base
- Community-focused brand

Opportunities

O

- Giveaway tied to cultural event
- High potential for Reels & UGC
- Influencer collaborations
- Rich storytelling content
- Trend-driven engagement via Reels

Weaknesses

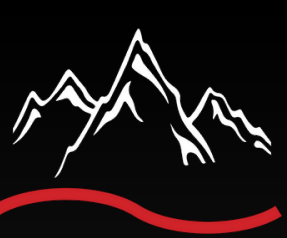
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- Irregular Instagram posting
- Low follower count (224)
- Underuse of visual platforms

Threats

T

- Local competition
- Social media algorithm volatility
- Limited time for content creation



Target Market

Fine-tune your message by customizing it for your target market. Draw up personas for your target market so you can speak to them in their language.



Name: Raj Koirala

Age: 29

Background: Born and raised in Kathmandu, Nepal. Moved to Vancouver three years ago for graduate studies and now works in tech.

Pain Points: Misses traditional Nepalese food and festivals; wants to stay connected to his roots in a new city

Goals: Discover places that serve authentic Nepalese dishes and participate in cultural events

Behavior: Comes across the #TasteNepalVancouver giveaway post on Aug 1 while searching for Gai Jatra events. Tags friends from his Nepalese community and visits the restaurant with his roommate after seeing the post.

Why He Engages: The festival theme and prize evoke nostalgia and pride, giving him a taste of home during Gai Jatra.



Name: Emily Carter

Age: 34

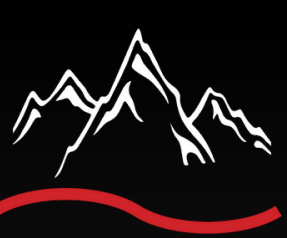
Background: Born and raised in British Columbia. Works remotely as a freelance UX designer.

Pain Points: Tired of repetitive dining spots; seeks hidden gems with authentic cultural backstories

Goals: Expand her food palate and support small businesses that offer unique dining experiences

Behavior: Daily Instagram user. Engages with #VancouverEats, #HiddenGemsVancouver, and follows foodie influencers and cultural chefs

Why She Engages: She loves discovering new food stories and visually engaging, authentic dishes that she can share with her foodie audience.



Social Media Strategy

Identify a goal that is specific, measurable, achievable, relevant, and time-bound (SMART). Break it into actionable steps, each with its own deadline.



● Specific

Clear and focused

Increase Instagram followers and in-store traffic through a one-month social media campaign



● Measurable

Quantifiable results

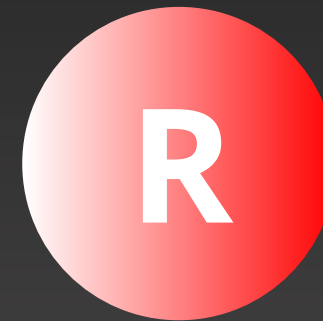
Grow followers by 350–550, boost walk-in traffic by 15%, get 5–10 bookings



● Attainable

Quantifiable results

Leverages Google reviews, quality food, and a strong location; uses a low-cost strategy



● Relevant

Aligned with broader business goals

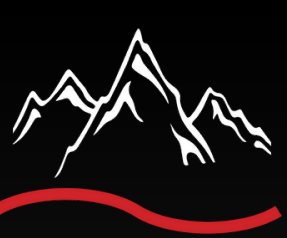
Supports cultural visibility, brand awareness, and local community engagement



● Time-bound

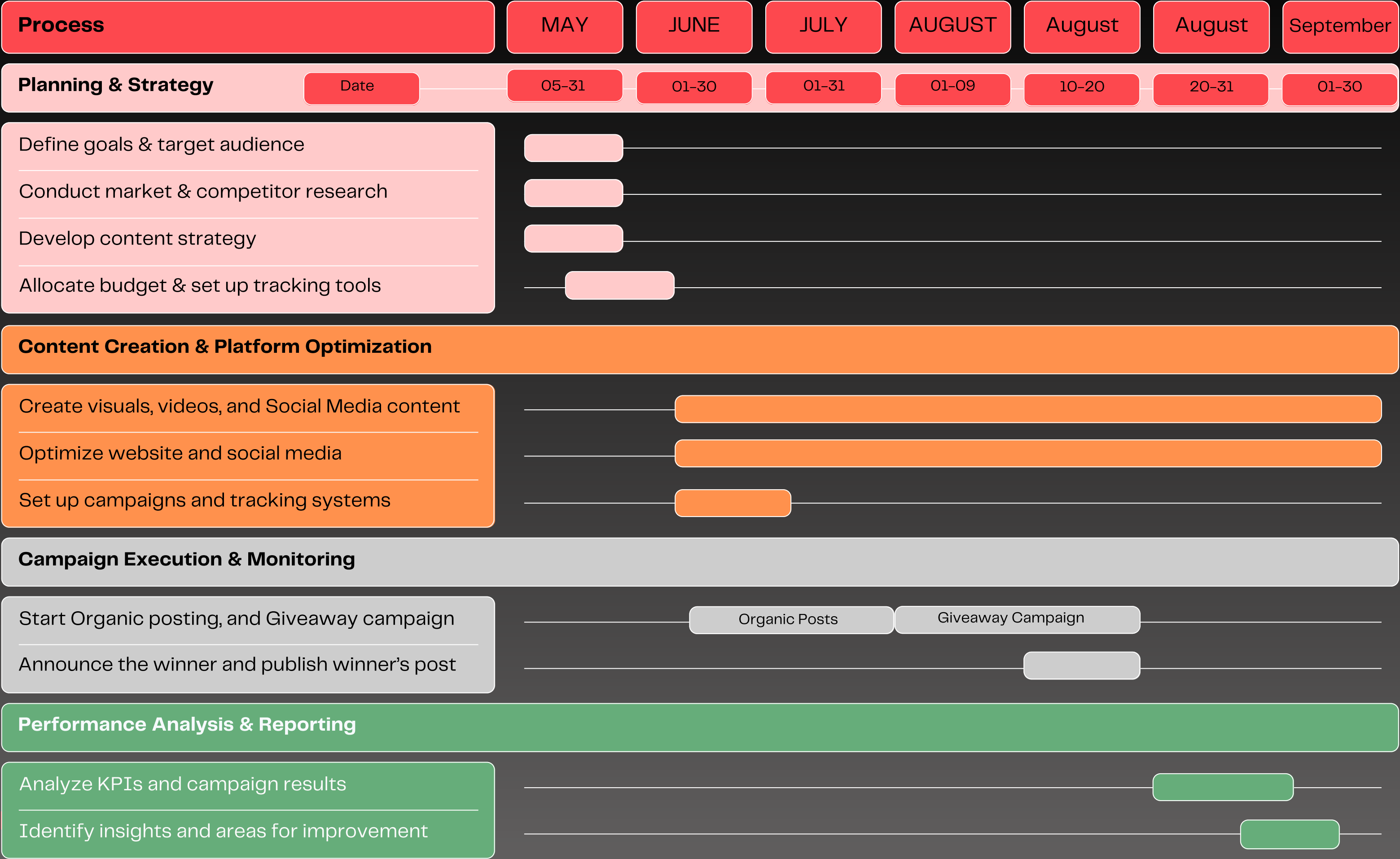
Set within a defined timeframe

Campaign runs August 1–31, 2025



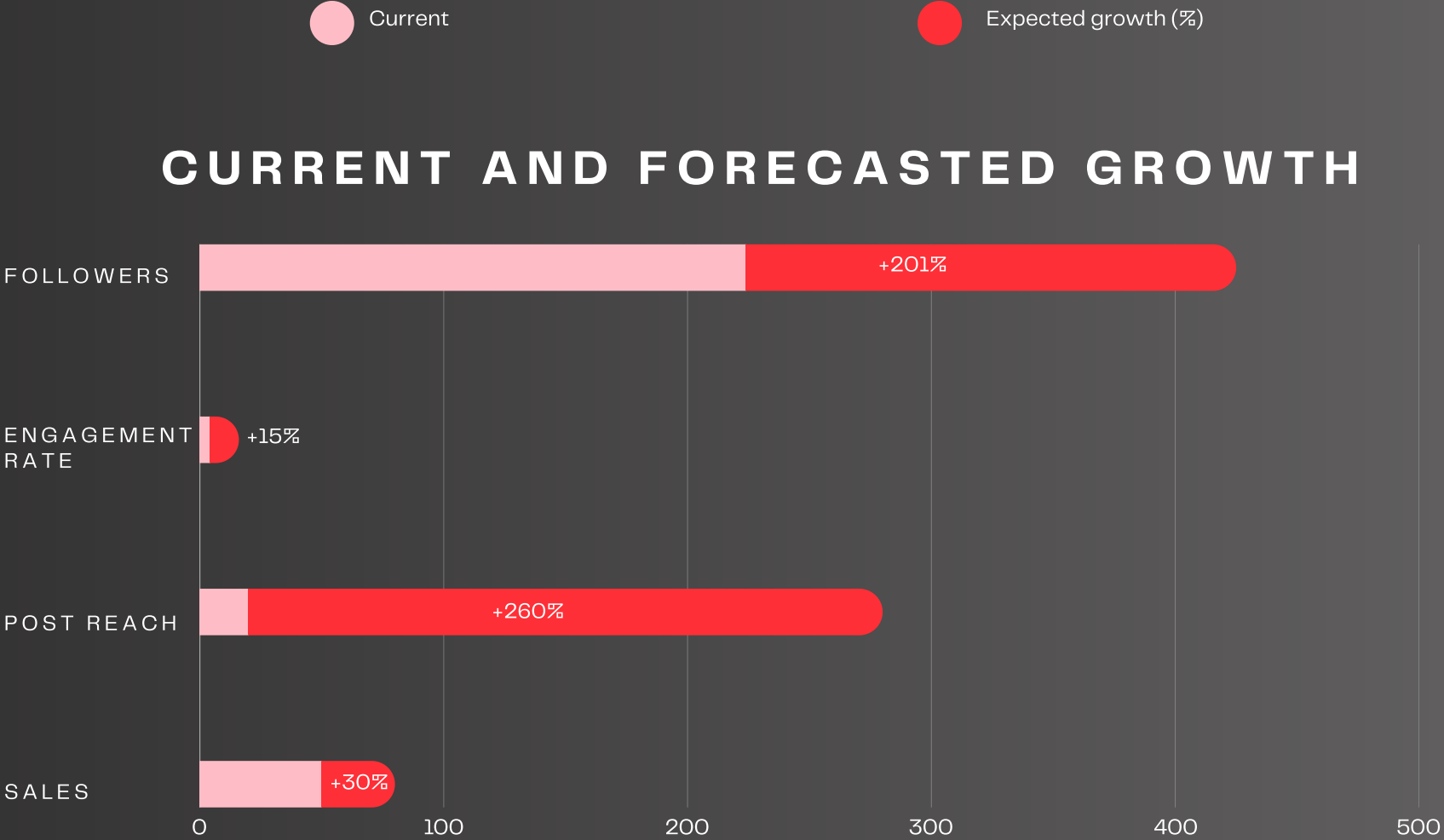
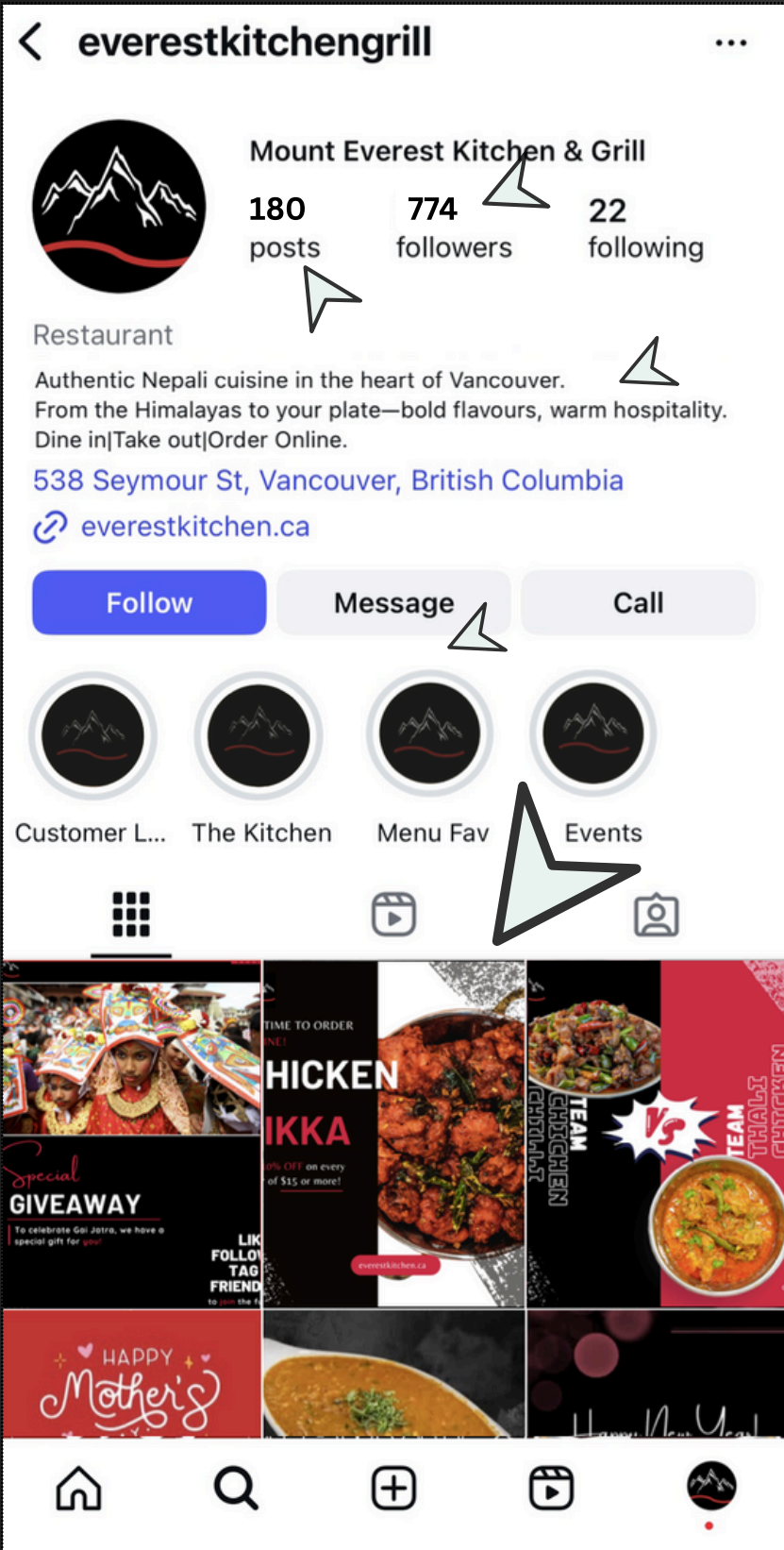
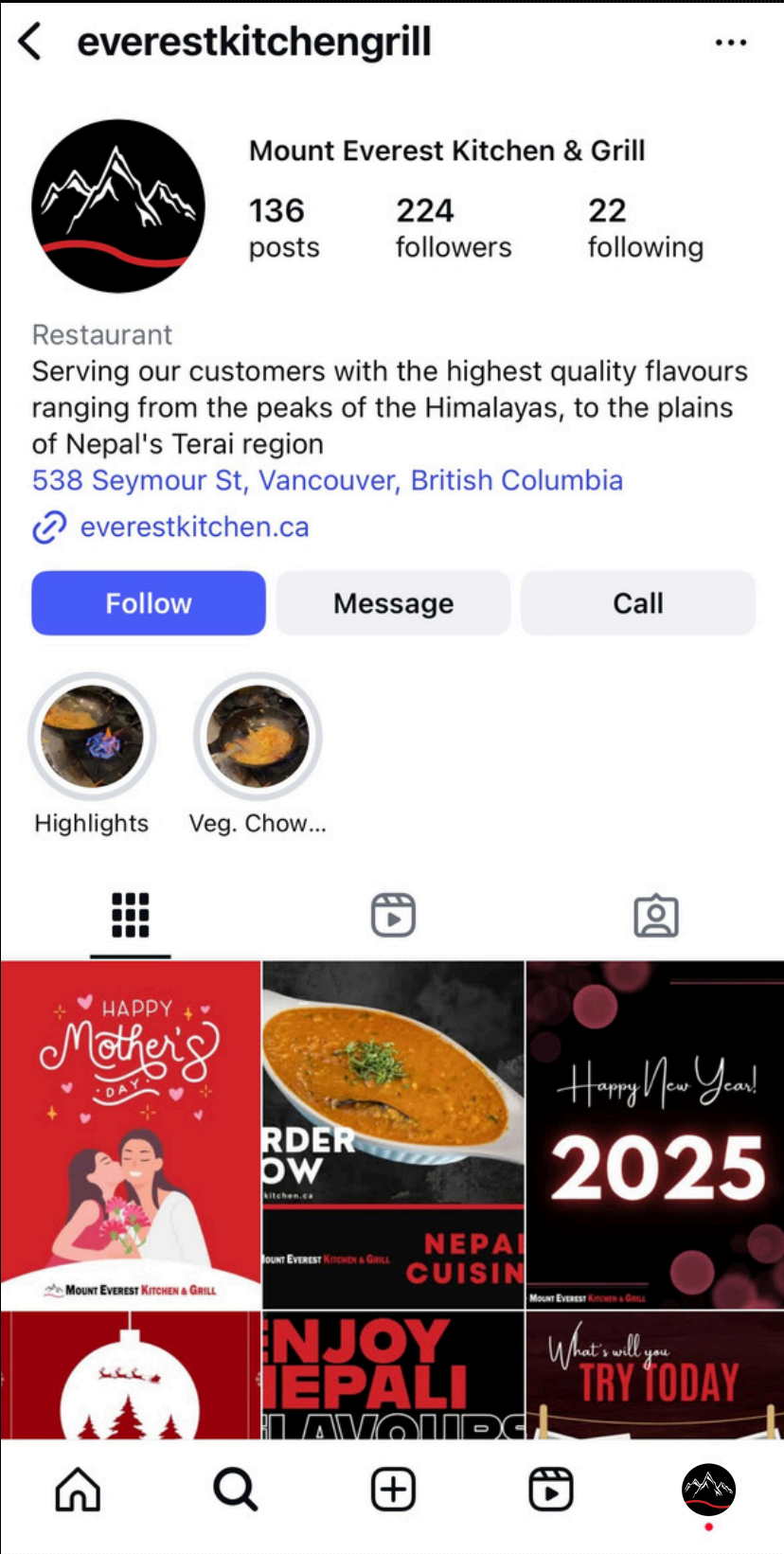
Social Media Marketing Campaign

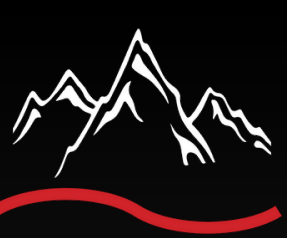
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CAMPAIGN GROWTH PROJECTION

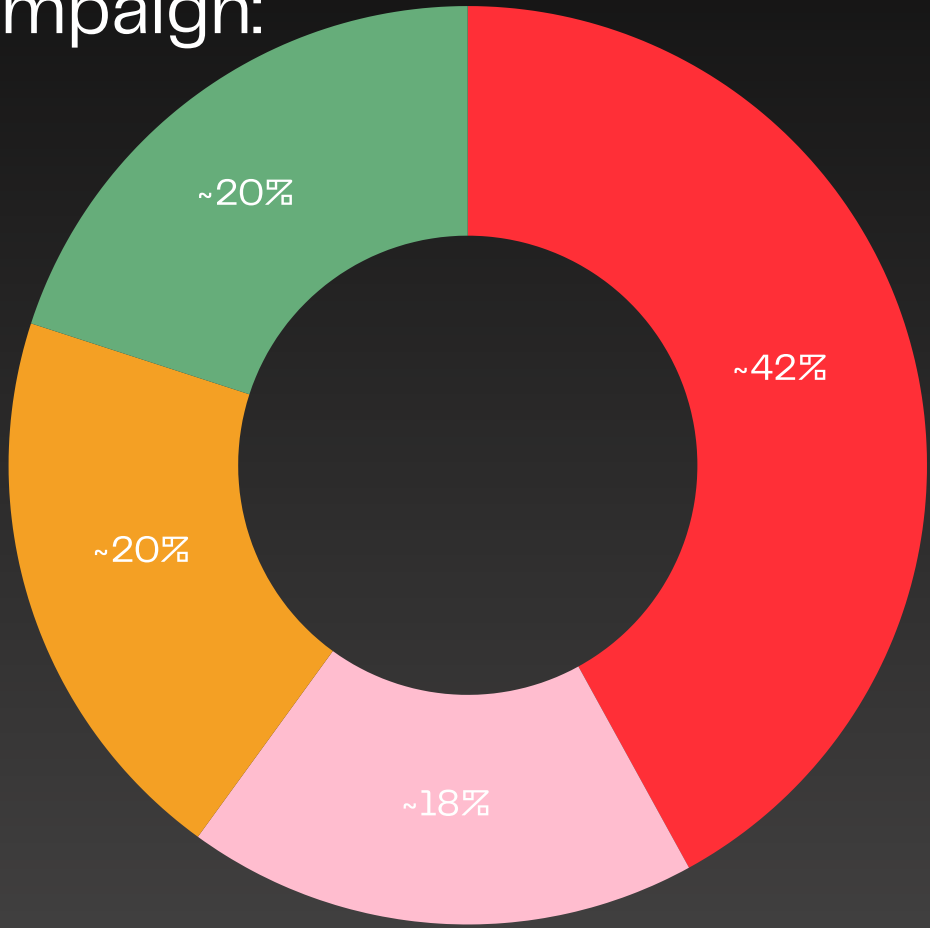




CAMPAIGN BUDGET PLAN

This campaign is designed to be cost-effective, using organic growth strategies and minimal spending to maximize engagement and impact. Below is a breakdown of the estimated costs associated with each part of the campaign:

Category	Item/Description	Estimated Cost (CAD)
Content Creation	Photography & video editing (3–5 reels, story templates)	\$150
Content Creation(Optional)	Canva Pro or design tool subscription (1 month)	\$20
Giveaway Prize	Dinner for 2 (voucher value)	\$70
Website & Social Integration	Banner design for homepage update	\$30
Website & Social Integration	Website update & integration (basic developer fee)	\$50
Influencer Collaboration	Free meal in exchange for IG post (1 micro-influencer)	\$0–\$50
Promotion Tools (Optional)	Link-in-bio tool (Linktree or similar)	\$0–10
Campaign Tracking & Analysis	Instagram Insights (Free), Optional paid analytics tool	\$0–\$20



June – August

- Content Creation
- Giveaway
- Website Integration
- Tracking/Tools/Influencers



Monthly Content Calendar – August 2025

Sun

27

3

10

Post: CELEBRATION DAY, JOIN US!
Story: same info as post

17

24

Story: caesar salad

Mon²⁷

28

Post: food picture
Story: same as feed with the correct format

4

Post: team picture
Story: repost in stories

11

Post: announce the winner of the giveaway
Story: same info as post

18

Post: Reels: tour through the restaurant, meet the place and the team (show everything, even the chefs working in the kitchen)

25

Tue

29

5

12

Story: picture of the restaurant: All ready for you!

19

Story: have you tried our Soup of the day?

26

Story: Teej Celebration: offer 10% – 15% off for customers who come dressed in red or green

Wed

30

Post: Reel: how to get to the store (find out the real Nepali restaurant in Vancouver)

6

Post: Orders online above \$15 get 10% off
Story: same info as post

13

Post: you're a spicy lover? don't miss our Chicken chilli
Story: same as post

20

Post: Our most traditional dish! Come to the restaurant and try
Story: Same info as post

27

Post: carousel: check this out! post of some dishes and employees working.
Story: Teen Celebration: offer 10% – 15% off for customers who come dressed in red or green

Thu

31

7

Story: reminder last day to participate

14

21

28

Story: Teej Celebration: offer 10% – 15% off for customers who come dressed in red or green

Fri

1

Post: Giveaway announcement
Story: same as post addapting format

8

Post: you love to try food from all over the world? Come visit our restaurant!

15

Post: food battle: Thali chicken vs. Chicken Chilli
Story: same as post

22

Post: picture of Chicken Sekuwa
Story: Same info as post

29

Post: food battle: Tandoori Chicken Wings vs. Fish Tikka

Sat

2

9

Story: our schedule

16


23

Story: Reminder delivery service and pickup orders


30



Instagram Post **Previews**






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Sponsored



IT'S TIME TO ORDER
ONLINE!
**CHICKEN
TIKKA**
Get **10% OFF** on every
order of **\$15** or more!
everestkitchen.ca

Order Now




89 views
everestkitchengrill We prepared a great deal for you!


When you order online and spend \$15 or more, we'll take 10% off your entire bill, just like that!

What are you waiting for? Make your order without delay!

#nepalifood #food #discount #mouteverest #grill
View all 14 comments






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**Special
GIVEAWAY**
To celebrate Gai Jatra, we have a
special gift for **you!**

**LIKE
FOLLOW
TAG 5
FRIENDS**
to join the fun!

Order Now




89 views
everestkitchengrill We prepared a giveaway event to celebrate the Gai Jatra with you!

Get a chance to win a \$70 coupon to enjoy anything you like at our restaurant, It's super easy to participate:


- ✓ Like this post
- ✓ Follow our Instagram page
- ✓ Tag 5 friends in the comments below

Don't miss out, we'll pick the winner on August 10!

#nepalifood #food #discount #mouteverest #grill #giveaway
View all 14 comments






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Sponsored



**TEAM
CHILLI
CHICKEN**
VS
**TEAM
THALI
CHICKEN**
order now

Order Now



89 views
everestkitchengrill Today is battle day!

Place your bets, who will win this epic showdown: the fiery Chicken Chilli or the comforting Chicken Thali? Can't choose? Try them both! And if you're in the mood for something else, our menu is bursting with mouthwatering dishes just waiting to be discovered.

Are you sure you have the stomach for this epic battle? Visit us and find your favorite dish!

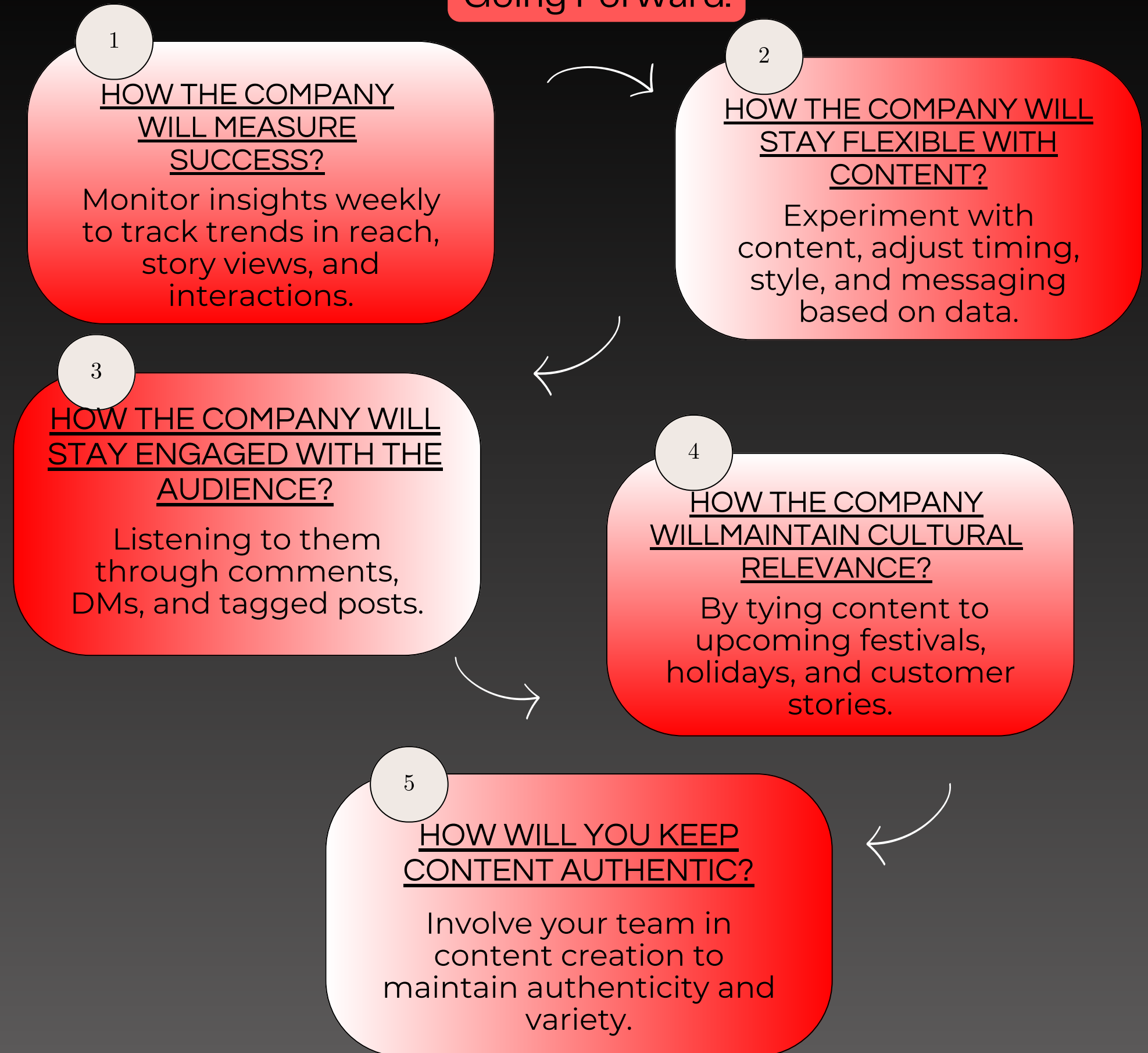
#nepalifood #food #discount #mouteverest #grill #foodbattle
View all 14 comments



Continuous Improvement

While this campaign sets a strong foundation, Mount Everest Kitchen & Grill's long-term success on Instagram will rely on its ability to adapt, evaluate, and evolve based on audience response and content performance.

Going Forward:





Mohd Farhad

Marketing Strategy Manager &
Content Lead

Alba Caselles

Social media and marketing
specialist

K (YUSUKE MARUYAMA)

Filmmaker, social media
specialist

Hugo Ferreira

Copywriter, social media and art
director