

# Digital/Content Strategy for Sicín Sásta

## Target Audience:

- Women 25-55: Busy mothers with children, seeking quick, healthy meals that fit into the family’s schedule (cooking competent – Fillets & Diced). Located in Ireland
- Women 55+: Health and quality-focused, often cooking for the entire family. (Whole bird). Located in Ireland

## Overall Mission Statement:

- At Sicín Sásta, we believe that food brings people together. That’s why we’re committed to providing Irish families with exceptional, responsibly sourced chicken that tastes as good as it feels to serve.

## Goals:

1. Build brand loyalty through authentic and personal connections
2. Drive engagement on social channels and the website
3. Expand the brand’s digital presence, with a larger focus on TikTok

## Key Platforms

- Instagram: Influencer partnerships, reels of hacks, tips, and recipes, UGC, and some informational posts
- TikTok: hacks, tips, recipe creations, trends, UGC
- Facebook: Influencer partnerships, reels of hacks, tips, and recipes, UGC, and some informational posts
- YouTube Shorts: reels of hacks, tips, and recipes.
- Email: Newsletters, targeted content, promotions, and exclusive news.
- Website: Provides visual storytelling of the brand, an option for e-commerce, and houses a database of recipes with the product.

Platform	Content Type	Key Tactics
Instagram	Influencer partnerships, reels, UGC, tips	Recipe hacks, cooking tips, user-generated content, seasonal campaigns
TikTok	Short-form hacks, recipes,	Viral recipe reels, relatable

	trends, UGC	mom moments, trending sounds
Facebook	Influencer partnerships, reels, UGC, informational posts	Family-focused content, recipe ideas, and community engagement
YouTube	Quick cooking hacks and recipes, farm backstory	Bite-sized, engaging food content for a broad reach
Email	Newsletters, targeted offers, and exclusive news	Monthly updates, recipe spotlights, special promotions
Website	Visual storytelling, e-commerce, recipe hub	Brand heritage, product benefits, seamless shopping, and blog posts

## Content Strategy

- Reels/TikToks:
  - Recipe reels including fast, easy-to-follow recipes (few steps) & more elaborate family meals
  - Time-saving, quick and easy cleaning/cooking hacks
  - Mom hacks
  - Home organisation and hacks
  - Behind the scenes of the brand and farm
  - Family/kid activity ideas.
  - Comedic/Relatable videos for the moms
- Influencer Collabs:
  - PR drops lead to features on pages
  - Reels from the store to the making of the recipe. (Could do a classic “family recipe to push the point of the brand embracing tradition.)
  - Reels of mom influencers cooking with their kids.
- Static Posts/Carousels:
  - Informational posts on sustainable practices
  - Educational posts on the health benefits of certain foods
  - Giveaways
  - Business story graphics
  - Information on their partner/charity
  - Blog posts on the website include news, updates, stories about the farm, etc.
- Email:

- Monthly newsletters with updates on the business, information on sustainable practices, recipes,
  - Exclusive online offers for those who are subscribed to the website (or those who have bought in the past)
  - Exclusive news that wouldn't be beneficial to wait to share in the newsletter
- 3 posts per week (2 reels a week, 1 static or 3 reels a week); 1 newsletter per month; 2 blogs a month

## Voice and Tone:

- Human: A tone that comes across as speaking to a close friend.
- Fun and authentic
- Enthusiastic: Love for the product is showcased through the words to later be reflected in the views of the consumer.
- Dos:
  - Speak like a warm, caring friend
  - Use sensory language about taste and sight
  - Be direct, simple, and charming
  - Focus on the consumer the same amount, if not more than, the brand
- Don'ts:
  - Be overly formal or explanatory
  - Be generic
  - Use guilt-charged words and phrases
  - Use empty buzzwords

## Influencers

- Siobhan Berry @mummycooks
  - 69.7k followers
  - Dublin-based mum
  - She posts mom hacks and recipes for the whole family, and recipes that are kid and baby-focused
  - Published books: *Baby & Family: Cook for Family, Adapt for Baby* (2018), and *Lunchbox Made Easy*.
  - Consistently appears on News Talk Radio and Ireland AM.
  - Has been featured on Ireland AM, Southeast Radio, Dublin's Q102, WLR-FM, EastcoastFM, LimrickLive95FM, and The Irish Times.
  - Has a blog titled *Mummy Cooks*
- Jolene Cox @oneyummymummy1
  - 143K followers

- Dublin-based mum
- She posts recipes and her cooking with her children
- Published Books: 2 published books and currently releasing her third: *Now You're Cooking*
- Regular appearance on RTE's Today Show
- Founder of One Yummy Mummy Family Cooking Club, Zoom classes teaching kids cooking skills and providing meal planners and shop lists
- Ciara Turley @thetummyfairy
  - 210k followers
  - She posts content focusing on nutrition, family recipes, and batch recipes for busy families. She also occasionally posts cleaning and cooking hacks
  - Has been featured in podcasts and Irish blogs like [TheTaste.ie](https://www.thetaste.ie/) and *Wandering Into Wellness*: "What's in Your Basket"
- Cliona O'Connor @clionaoconnor\_
  - 105k followers
  - Certified nutrition coach
  - She posts content that focuses on family-friendly recipes and her lifestyle as an athletic mum.
  - Guest on TV show *Look Who's Hangry*
  - Based in Cork
- Sarah Butler @sarahbutlerathomeofficial
  - 244k Followers
  - Food columnist for the Irish Examiner
  - Has been on the RTE Today show multiple times
  - Has published 4 cookbooks total
  - She posts healthy recipes and easy meals to cook
  - Based in County Mayo
  - She is a Supervalu ambassador
- Lili Forberg @liliforberg
  - 518k Followers
  - Published a cookbook, *Lili's Family Fakeaways*
  - She posts content that includes healthy family recipes, quick recipes, and relatable mom content.
  - Based in Dublin
- Laura Battigelli @laras.bites
  - 128k Followers
  - She posts content focusing on easy recipes and fakeaway. Each recipe includes the serving size, number of calories and protein in the dish.
  - She is a chef on *Ireland AM*
  - Doesn't appear to be a mum, but is cooking family-sized recipes.

- She follows a more luxurious lifestyle outside of her food content, which aligns with the vision of a more luxurious or higher spending audience base.
- Based in Cavan
- Maria Dillon @mrsdillonskitchen
  - 70.6k
  - She posts recipes to feed her family, including traditional Irish meals like black pudding burgers and baps.
  - Doesn't have a cookbook or have been featured on TV, but she was interviewed and featured on *Mama Bear Blogs*.
  - She is in collaboration with The Collective Agency and owns a hair salon as well.

## Influencer Strategy

- Focus on Influencers whose audience and image align closely with the brand's image and target audience.
- Ensure the influencers generate higher amounts of engagement on their content instead of solely focusing on follower count.
- PR boxes with branded messaging and clear calls-to-action (ex recipe box)
- Create an affiliate code that provides a discount for consumers and benefits for the influencer

## KPIs

- Build customer loyalty:
  - Increase in UGC and brand tags and mentions across various platforms by xx%
  - Increase the repeat purchase rate by xx% within x number of months through retention strategies
  - The frequency of purchases increases by xx%
- Drive engagement on social channels and the website:
  - Grow engagement methods on various channels by xx% per channel
  - Increase in subscriptions to the brand's site by xx%.
- Expand the brand's digital footprint, particularly on TikTok:
  - Increase in website traffic by xx% using short-form video content and targeted links.
  - Views and engagement numbers on social content increase by xx% month-by-month through a focus on trend-driven and influencer-led content.

## HomeStore and More Moms

- Similar busy schedules and family lives, however, they would prefer to look more for deals rather than high-quality, sustainable products.
- Consider targeting them by highlighting the benefits to the family/children of eating Sicín Sásta instead of other brands.
  - Reliance on metaGoogle ads to get the message across to these shoppers.
  - Sicín Sásta could sponsor or collaborate on community events in neighbourhoods to introduce their product and increase awareness (could provide a discount code on online or in-store orders to tempt these consumers to try the product).
  - Use geo-targeting and retargeting ads within a certain radius of HomeStore and More to target anyone who visits the site or social channels to remind them to try the product.

## Content Ideas

- Health benefits of certain foods
  - Lemons aid in digestion due to the citric acid aiding in the creation of stomach acid, which helps break down food.
    - Lemon water also has skin benefits by brightening and evening out skin tone, promoting a clearer complexion, and potentially aiding in collagen production. Also potentially helps prevent kidney stones.
  - Ginger helps fight against nausea and reduces inflammation, which can aid in limiting heartburn.
  - Almonds, despite being high in fat, are a good source of vitamin E, which can help with blood pressure control.
  - Dark chocolate consumption lowers the risk of suffering a stroke; it's packed with beneficial minerals like potassium, zinc, and selenium. It can even protect your skin against sun damage.
  - Black coffee can protect against diabetes, reduce the risk of liver cancer, and combat Parkinson's disease.
  - Mushrooms are the only vegetable (well, fungi, technically) source of vitamin D. Portobello and cremini mushrooms are also good sources of riboflavin and niacin.
  - Dark meat chicken has more saturated fat than white meat, but it's far richer in minerals like iron, zinc, and selenium, as well as vitamins A, B, and K. It's also high in taurine, which breaks down fat and helps with inflammation and blood pressure.
  - Avocado fat is linked to a healthy heart and good cholesterol levels. Adding them to your regular diet may help with belly fat and protect your eyes and skin.

- Popcorn can be good for you if you limit the salt and butter. It's a whole grain that's loaded with fibre, which helps fill you up and keeps you regular. It also has vitamin B, manganese, and magnesium, as well as antioxidants, which may protect you against disease and cell damage
- Recipes
  - <https://www.bbcgoodfood.com/recipes/jerk-chicken-burger>
  - <https://www.bbcgoodfood.com/recipes/chicken-chorizo-jambalaya>
  - <https://www.bbcgoodfood.com/recipes/one-pot-chicken-rice>
  - <https://www.bbcgoodfood.com/recipes/slow-cooker-chicken-casserole>
  - <https://www.bbcgoodfood.com/recipes/healthy-chicken-pad-thai>
  - <https://www.bbcgoodfood.com/recipes/chicken-pearl-barley-risotto>
  - <https://www.bbcgoodfood.com/recipes/tuscan-chicken>
  - <https://www.simplyrecipes.com/lemon-pepper-chicken-breasts-recipe-6828643>
  - <https://www.simplyrecipes.com/million-dollar-chicken-recipe-8347158>
  - <https://www.olivemagazine.com/recipes/meat-and-poultry/chicken-burrito-bowl/>
  - <https://www.olivemagazine.com/recipes/healthy/chicken-stroganoff/>
- Cleaning hacks
  - Shaving cream can work as a defogger on your mirrors; any cheap kind will do. Put it all over the area you want defogged, let it sit for 15 minutes or so, then wipe or squeegee it off. The mirrors stay fog-free for a week.s
  - Fill your blender about halfway with warm water, add a drop of dish soap, and whisk away. If your blender has a buildup or is looking a bit dull, you can also add a drop of vinegar or lemon juice.
  - It's very easy for your kettle to accumulate mineral buildup even though water is the only thing you're putting in it. To break that buildup down, simply pop a few lemon slices in your kettle and boil water in it. (This hack also works to clean your coffee pot!)
  - If you have a stainless steel sink, the best thing to clean it with is already in your cabinet: flour! Wash and dry the sink, sprinkle the whole thing with flour, then get to polishing. You'll be surprised at how sparkly the metal gets.
  - If your sink still stinks and you have a garbage disposal, make a bunch of ice cubes from white vinegar and small chunks of lemon. Put one or two down the drain, and run your disposal. It's an instant deodoriser.
  - You can give your sofa a refresh with just a dishwasher tablet, a pot lid, and a dish towel. Dissolve the dishwasher tablet in hot water, soak your dish towel in it, and wring it out to get rid of the excess water. Then wrap the towel around the pot lid, holding all the edges by the handle, and get to cleaning.
  - Instead of scrubbing hard, sprinkle kosher salt directly on the dirty spots. Use a paper towel to rub the salt grains over the stuck-on food gently. The coarse salt

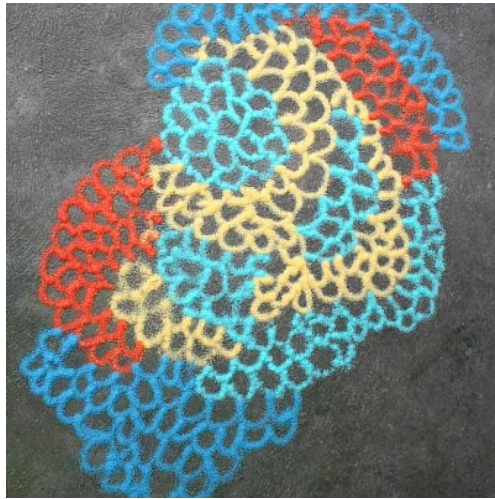
will lift the stains without damaging the seasoning. Rinse after cleaning and dry immediately so the pan doesn't rust.

- Put 1/2 a cup of vinegar in your dishwasher to remove water stains.
- Put ice cubes in your dryer for 5-10 minutes with a piece of clothing, and all the wrinkles will be gone.

○

- Kid activities

- With food colouring, salt and squeeze bottles, your family can hit the driveway, sidewalk or patio and make masterpieces



○

- Fill a tub with foaming shaving cream, add food colouring or paint on the tip, then swirl with a butter knife or stick, and when you lay a piece of paper on top, it comes away with a cool, marbled pattern.
- <https://dabblesandbabbles.com/3-ingredient-diy-foam-paint/>
- Dump out the laundry baskets for an indoor arcade game. Launched off a cardboard ramp, plastic balls score major points with bored kiddos
- Painter's Tape + Empty Wall. Give them pieces of tape and let them create shapes and patterns on the wall. When they are done, it comes right off
- [. https://www.bbcgoodfood.com/howto/guide/playdough-recipe](https://www.bbcgoodfood.com/howto/guide/playdough-recipe)
- <https://www.bbcgoodfood.com/howto/guide/how-make-fake-snow>
- <https://www.bbcgoodfood.com/howto/guide/oobleck>
- <https://www.twinkl.ie/resource/how-to-press-flowers-using-a-book-t-ad-329>

- Mom hacks

- Large baking trays for easy clean up of things like magic sand, play dough, and paint. Also good for keeping all the pieces together in LEGO projects. Muffin tins are good for sorting pieces.
- Keep a donation bin in every closet: Outgrown it? Toss it in the bin immediately; no huge cleanout is needed.



- Mesh bags for socks: Give each kid their mesh laundry bag for socks, no more mismatched chaos.
- Put lavender oil on a stuffed animal's tag: Works like a calming diffuser without needing anything fancy.
- Command hooks inside cabinet doors: Hang measuring cups, bibs, hair ties, snack bag clips, and anything that clutters counters.
- Baby wipes remove deodorant from shirts: Lifesaver before school drop-off or work.
- Use a pill organiser for jewellery or hair ties: No more tangled chaos when you travel.
- Remove permanent marker from wood using toothpaste
- Use cupcake liners to avoid a mess from a melting popsicle
- Home organisation/hacks
  - Pre-sort baskets: One for darks, lights, towels, kids can help, AND you don't have to sort later.
  - Seasonal swap bin: Keep out-of-season clothes in under-bed containers or top-of-closet bins: label by season or size.
  - "Restock Sunday" bin: Store your go-to restock items (toilet paper, baby wipes, snacks) in one big bin so refilling is fast.
  - "Backstock" bin in the pantry: Group duplicates of items (extra ketchup, pasta, snacks) in one place so you don't overbuy.
  - Store items where you use them. Keep sunscreen near the door, scissors in the kitchen, etc. Save steps = save time.
  - People enjoy labelling and restocking videos (which also help create ideas for the viewer)
  - Have a bin or basket per person. Throw in their shoes, homework, mail, etc.
  - Wall hooks save floor space for bags, coats, or reusable shopping totes.
  - Create a command centre: Calendar, chore chart, weekly meal plan = all in one spot.
  - Keep a "don't forget" basket by the door: Return items, library books, outgoing mail, etc.
- Cooking hacks
  - Use kitchen scissors more for chopping small things like vegetables. It usually doesn't occur to me to even use them, but they can save time. You don't have to wash a cutting board, and you won't have to dull your knives at all. You can drop them directly into a prepared dish as you cut. Your cleanup is done after rinsing the scissors, rather than washing a new knife.
  - Microwaving garlic cloves for 15 seconds makes them so much easier to peel

- If your brown sugar becomes hard, place it in a sealed container with some bread slices. Leave overnight and check, and it should be soft again. The brown sugar will absorb the moisture from the bread
- Putting bread in containers with fresh baked goods allows for them to stay fresh and softer longer
- Fry your rice in a bit of oil before you boil it. No more gluey sticky rice. Freeze things flat and stack them. Whether it's soups, stews, or ground meat, the flatter and wider you can get them, the faster they'll freeze and defrost, which not only makes you more efficient, it also improves the quality of the food.
- Slicing meat to grind or cook in a stir-fry can be tricky even with a sharp knife. To make it easier, place the meat in the freezer for 10 to 15 minutes to stiffen it up.
- You can extend the lifespan of washed herbs and greens by several days by rolling them up in damp paper towels.
- Adding a dash of vinegar to the water when boiling eggs helps the shell peel off more easily
- Save yourself the disappointment of an un-squeezy lemon by microwaving it whole for around 20-30 seconds on high. It's just enough time to release the juices, but be careful not to go overboard and dry the flesh out.
- Blog Ideas
  - From Birth to Table: A Day in the Life of a Sicín Sásta Chicken
  - Why Slow-Growth Breeds Taste Better
  - Sustainability Spotlight: How Our Grain-Fed Feed Mill Works
  - Seasonal Meal Planning with Sicín Sásta
  - Meet the Farmer: Profiles from Our Family Farms
  - How Sicín Sásta Packaging Protects Flavour & Reduces Waste
  - What “Raised Right” Really Means: A Farmer’s Q&A
  - Kid-Friendly Kitchen: Cooking with Sicín Sásta
    - Post fun, safe cooking activities for kids—mini chicken skewers, “decorate your burger” game, healthy snack ideas—helping parents involve children in meal prep.