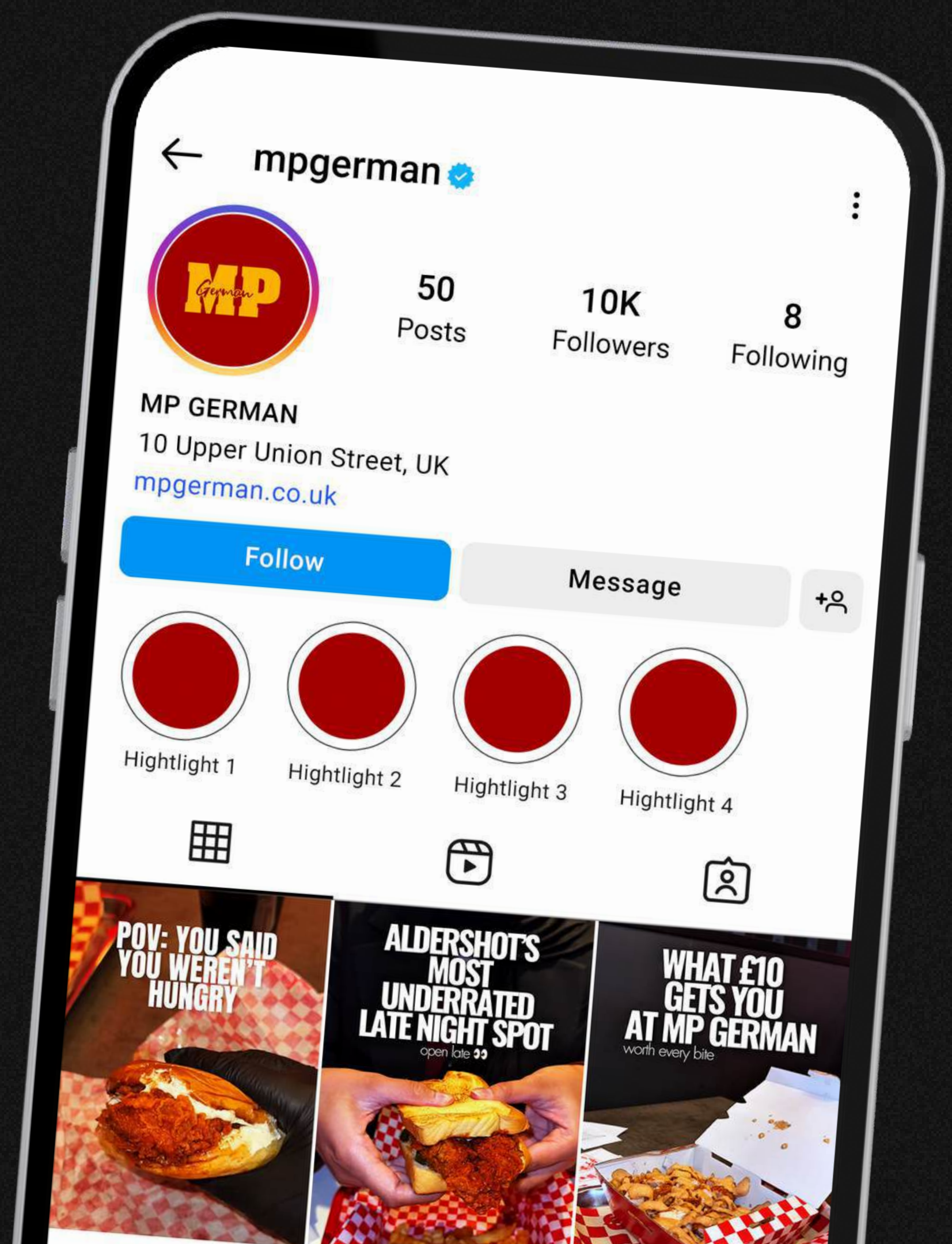


MP German

Social Media Transformation

A social media strategy built around cravings, local identity, and TikTok-first content.





**PEOPLE DON'T FOLLOW
RESTAURANTS.**

THEY FOLLOW CRAVINGS.

Modern food content succeeds when it feels emotional, fast-paced, and shareable.

CURRENT BRAND ANALYSIS

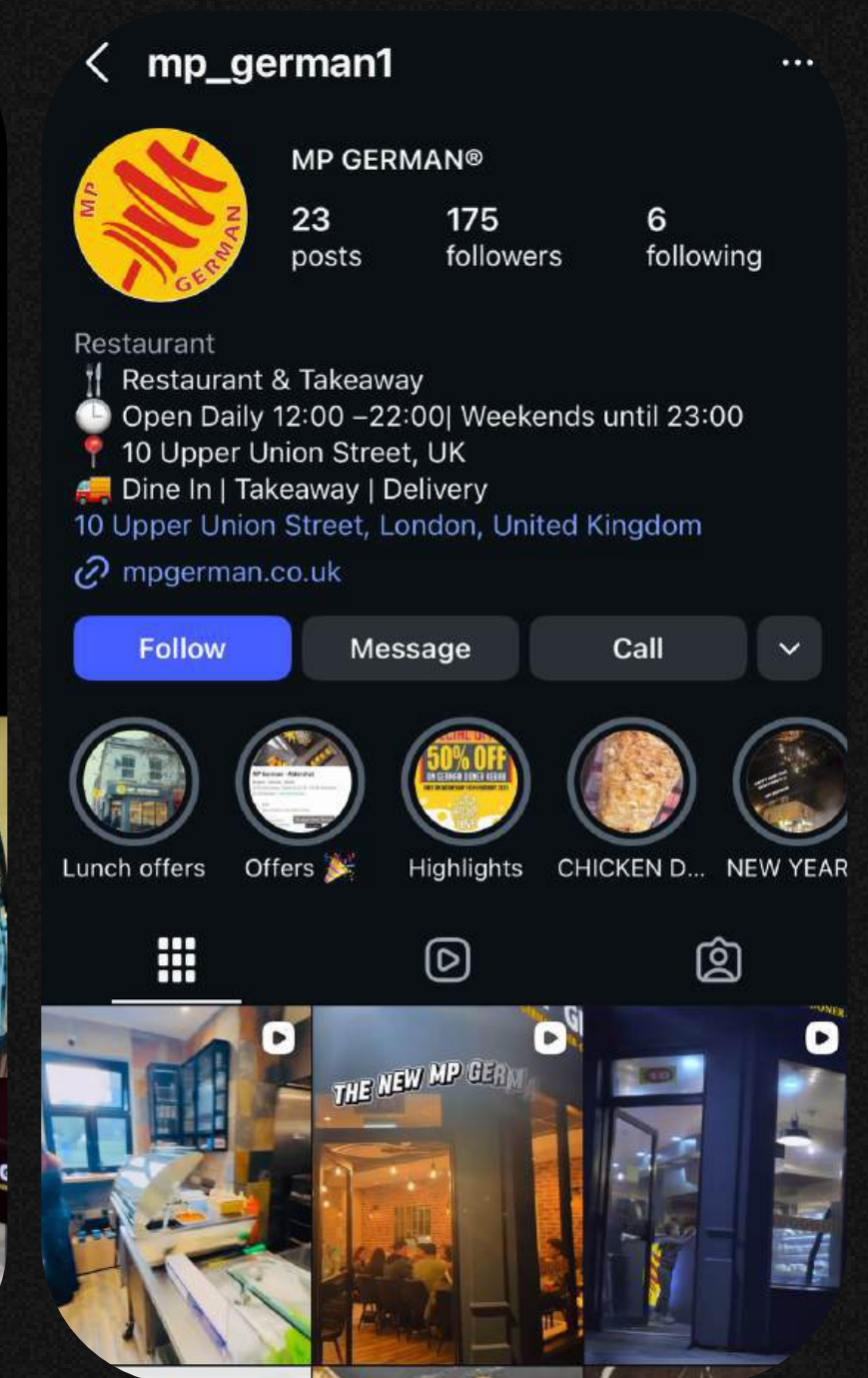
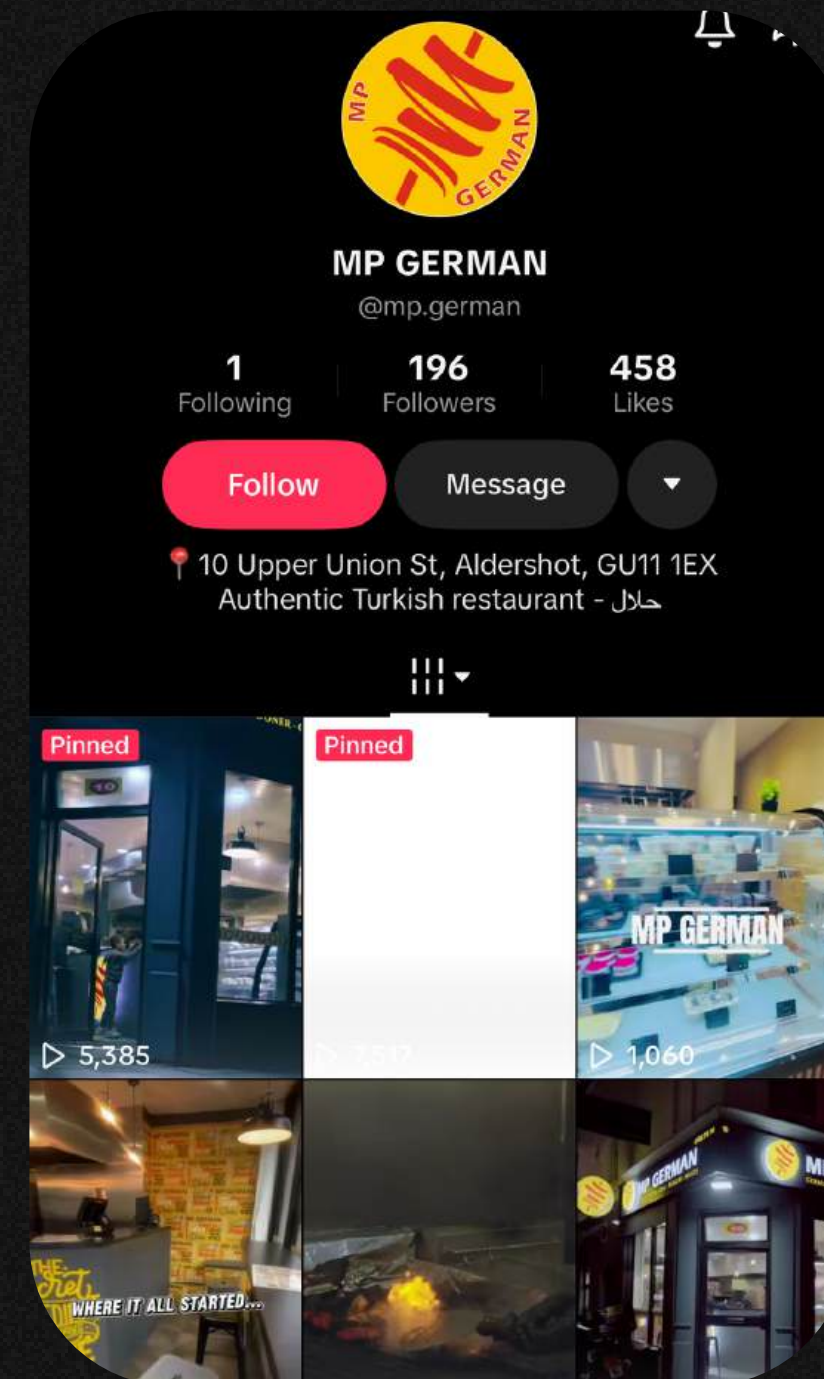
TikTok: 196 followers · Instagram: 175 followers · Avg post reach: minimal

What's Working

- strong menu variety
- recognisable branding
- potential for visual food content
- local customer base
- late opening hours — natural fit for late-night social content

Opportunities

- more TikTok-native content
- stronger visual consistency
- Content that speaks to Aldershot's late-night crowd and military community
- stronger food presentation
- more viral-focused hooks



Who We're Feeding

THE LATE-NIGHT CREW

Open late · impulse decision · driven by hunger and convenience ·
shares food content when it looks good

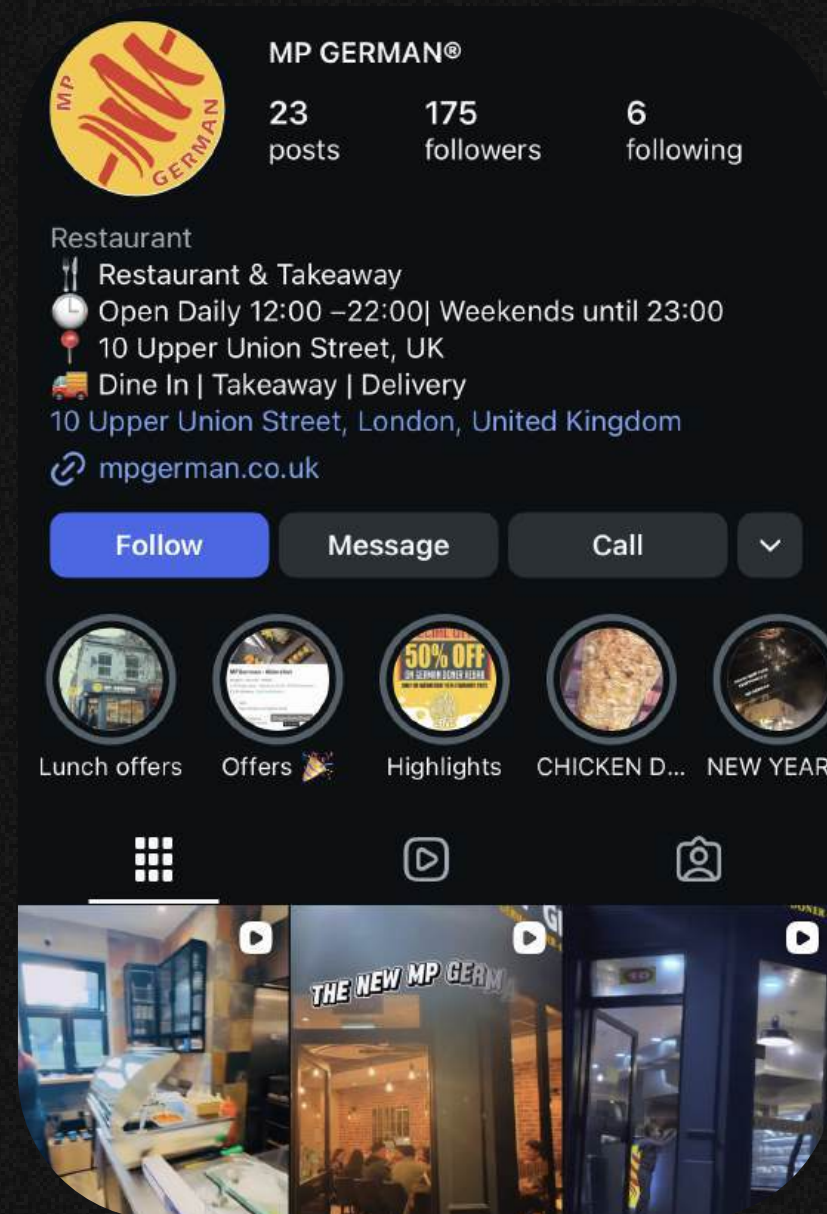
THE LOCAL REGULAR

Lives or works nearby · repeat customer · builds loyalty through
community content · responds to value and familiarity

THE ALDERSHOT MILITARY

Large local demographic · late-night eating patterns · value-conscious ·
responds to bold, no-nonsense content

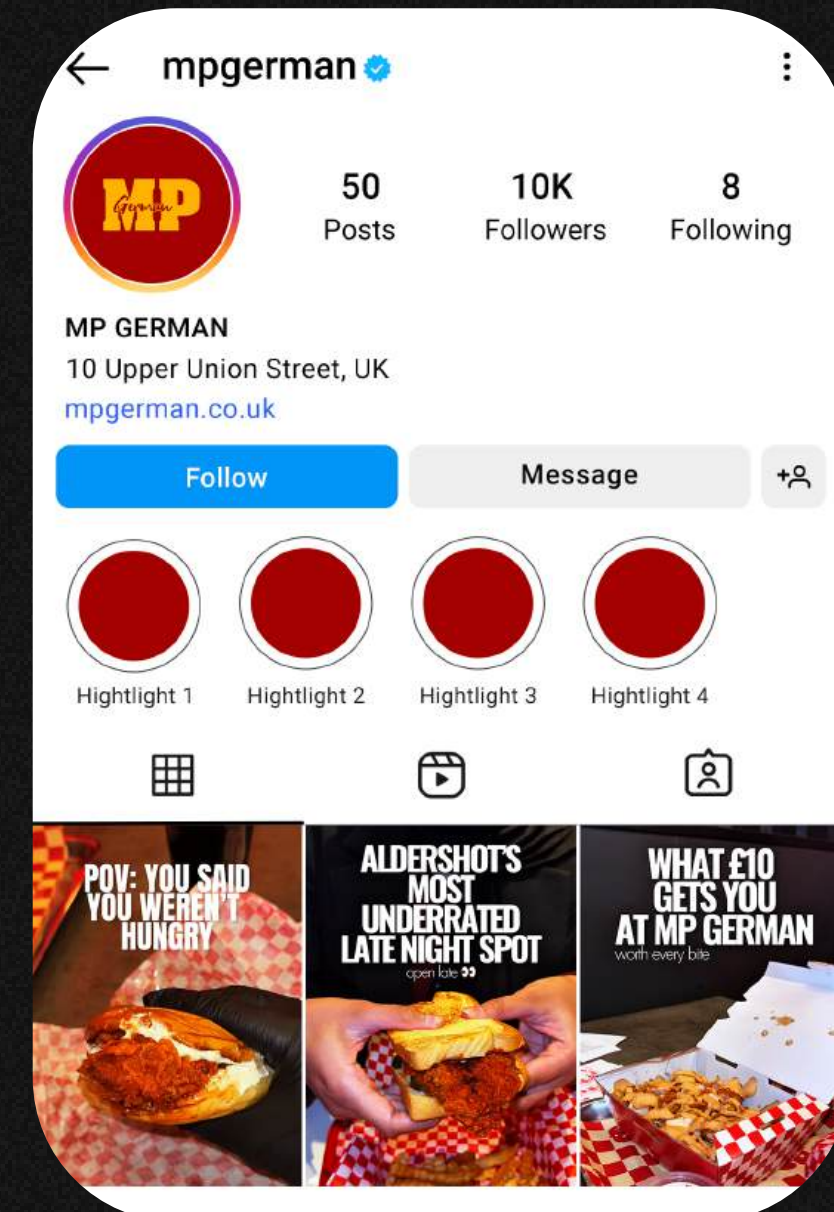
CURRENT PAGE



- Static food posts
- Product-focused
- Random uploads

Static posts → TikTok-first hooks
Random uploads → Consistent identity
Menu-focused → Craving-focused

TRANSFORMED DIRECTION



- POV: You said you weren't hungry
- Aldershot's Most Underrated Late Night Spot
- What £10 Gets You at MP German

Target: 5K Instagram followers · 4%+ engagement rate · within 6 months

Content Strategy

Crave Content

Closeups, cheese pulls, sauce pours, ASMR, food reactions.

Food content saves and shares when it triggers a physical craving response.

This is the content that makes someone show their phone to a friend.

Local Food Culture

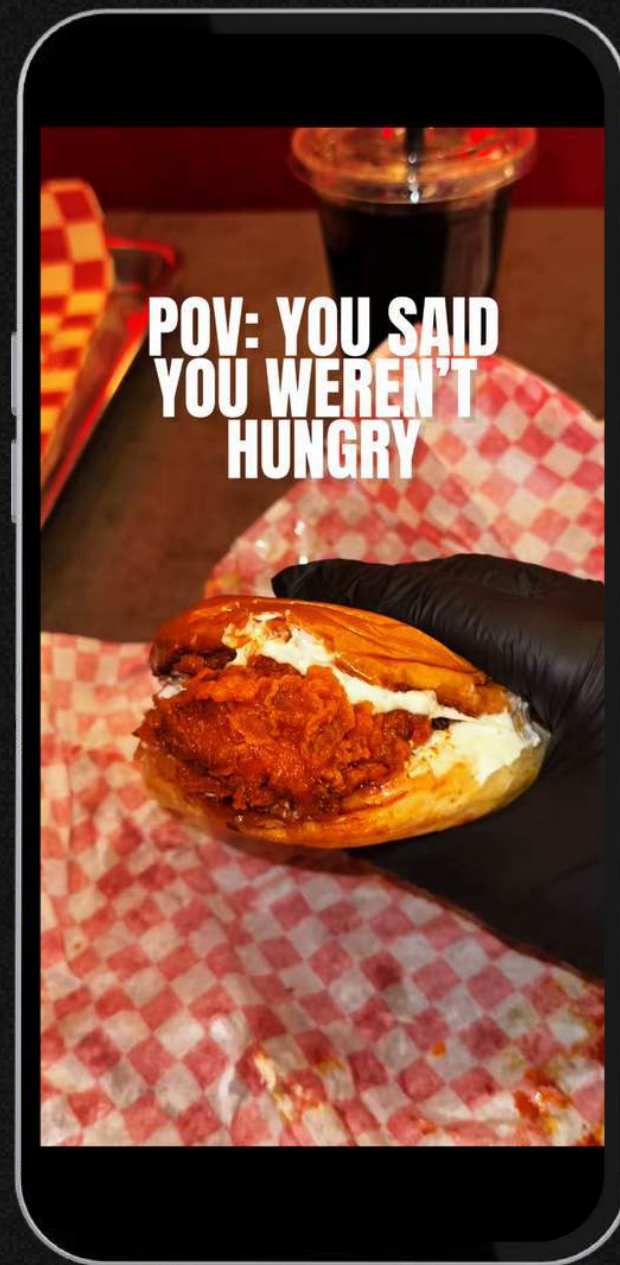
Late-night vibes, Aldershot identity, customer reactions.

Positioning MP German as Aldershot's late-night food spot creates local pride content — the type of post that gets shared specifically because people want to show it to someone who lives nearby.

TikTok-First Reels

Fast edits, bold hooks, trending audio, shareable moments. The algorithm rewards watch time and replays. Every video starts with a hook designed to stop the scroll in the first two seconds.

Reel Concepts



Relatability hook — makes the viewer the subject.
Designed to be sent to a friend.



Local discovery hook — triggers civic pride and FOMO.
High share potential.



Value hook — formats that perform consistently for food brands across TikTok and Reels.

Campaign Concept

Aldershot After Dark

A content campaign built around MP German's strongest natural asset — late opening hours.

01

Late Night Content Series

Weekly Reels posted between 9pm and 11pm. Authentic late-night atmosphere, real customers, real reactions. Timed to reach people who are already hungry.

02

"What You're Missing" Hook Series

Recurring format: filming the restaurant from outside at 10pm with the lights on and food visible. Hook: "While you're home eating cereal..." High curiosity, high local shareability.

03

Customer Reaction Captures

Brief, candid moments of customers reacting to their food. No scripts, no staging. The most shareable content format for food brands consistently.

#AldershotAfterDark

Posting Structure

Monday - TikTok + Instagram

Crave Reel

Wednesday - Instagram Reels

Food Closeups

Friday - TikTok primary

Trending Reel

Saturday - TikTok + Instagram

Customer Reactions

Sunday - Instagram Stories

Offers / Story Content

TikTok is the primary growth channel. Instagram is for retention and brand presence.
All Reels are posted to both platforms.

Success Metrics

Month 1 — Build

- Posting consistency: 5x per week hit
- TikTok reach per Reel: 500–2,000 accounts
- Instagram engagement rate: 3–5%
- Follower growth: +50–100

Month 2 — Grow

- TikTok reach per Reel: 2,000–8,000 accounts
- Instagram engagement rate: 5–7%
- Follower growth: +150–250
- One Reel hitting 10,000+ TikTok views

Month 3 — Compound

- TikTok: one video hitting 50,000+ views organically
- Instagram: 4%+ consistent engagement rate
- Follower growth: +300–500 combined
- External link taps: +100% vs baseline

**Success for MP German isn't vanity metrics.
It's content that makes people hungry enough to drive to Aldershot at 10pm**

Thank You

MP German

Spec Social Media Transformation

Haris Khan

harisqan@gmail.com

harisqan.com

[LinkedIn](#)