



## Online Branding Website Design

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Social Media Marketing Website Design

Messy Smokehouse Grill

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The purpose of this assignment is to create a website for an actual or fictitious company and apply social media marketing techniques to promote the company. First, I introduce the company and briefly describe why I chose to build a website for this company. Next, I provide an overview of the social media presence and plan to build a following across multiple platforms. Then, I explain the company's branding by providing insight into its name, logo, and theme. Finally, I conclude with a brief discussion of analytics for two weeks of growth with the company.

The name of the company I created a website for is Messy Smokehouse Grill (see Appendix A). Messy Smokehouse Grill (Messy) is a fictional restaurant that specializes in competition-style southern barbecue. As a fictitious company, Messy primarily functions as a sandbox for practicing design techniques and marketing concepts. I chose to build a website for Messy because it provides an opportunity to design and market content for a wide range of products and services that include food, apparel, and social events. The Messy website establishes an online presence by acting as a central hub for marketing across each social media platform.

In order to drive traffic to the website, Messy Smokehouse Grill maintains an online presence across multiple social media platforms that include Facebook, Twitter, Instagram, and TikTok (See Appendix B). Each platform will serve a unique purpose. For Facebook, Messy will focus on company news, advertising, and promotional offers. For Twitter, Messy will focus on listening to conversations, engaging with the audience, and interacting with followers. For Instagram, Messy will focus on general brand imagery through short videos, product photography, and visual storytelling. For Tik-Tok, Messy will focus on creating fun videos, entertaining memes, unique challenges. The content created for each social media platform will

cross-promote and integrate to drive all traffic to the Messy Smokehouse Grill website. The goal and objective are to create as much content as possible and target relevant influencers across each platform in order to gain an initial following.

The branding for Messy Smokehouse Grill is primarily made up of three parts: the name, logo, and theme (See Appendix C). The brand name comes from the founder of the company, Walter Messy, and the fact that eating barbecue is messy. The logo is an easy-to-recognize simplified illustration that combines a barbecue grill top, a "messy" dripping burger, and the letter 'M.' The theme for Messy is reflected in all messaging and brand imagery. Messy maintains a positive voice and tone with all messages and includes a consistently vibrant color scheme of orange and yellow in all imagery. All marketing communications for Messy Smokehouse Grill include at least one or more parts from the brand's overall theme.

After creating the company, building the website, and marketing the brand on social media, the analytics can be monitored and audited based on any key metric (See Appendix D). A key metric to look at for the growth of a new website is traffic. After launch, Messy Smokehouse Grill had 22 site sessions in the first two weeks. The average site session duration was 2m17s. Around 13 percent (3 out of 22) of the sessions were from returning visitors, and 86 percent (19 out of 22) were unique visitors. Over 72 percent of traffic came from a desktop computer, and roughly 27 percent came from a mobile device. All of the traffic for the first two weeks came from a direct link posted from a Tik-Tok video posted on the first day of launch. While monitoring site traffic for the first two weeks after posting the Tik-Tok video, I prepared content for Facebook and Twitter. For the first two weeks, starting the company page on Facebook was challenging. A company page on Facebook is linked to the user's personal account. Since I never used Facebook before this project, building an initial following has been slow. Out of 12 posts,

the average post reach was '3,' and average engagement was '0'. With growth so slow, I decided to promote a post for one week. So far, the promoted post has a reach of 107 with no engagement. Although Facebook has been slow for growth, Twitter is moving at a faster pace. So far, Messy has 21 followers with 934 earned impressions that average 43 earned impressions per day. The average engagement rate is still low at 2.1%, but this number is skewed because most of my posts were in the beginning before anyone followed. In the past two weeks, growth on Twitter has experienced the most success. For the third and fourth weeks of development, Messy Smokehouse Grill will begin adding more content to its Instagram and TikTok accounts. Other social media platforms under consideration are Youtube, Snapchat, and Reddit. The Messy Smokehouse Grill website can be found at [www.messy.website](http://www.messy.website). For social media, follow Messy on Twitter @waltermessy, on Instagram @waltermessy, on TikTok @walmartmessy, and the Facebook page @Messy Smokehouse Grill!

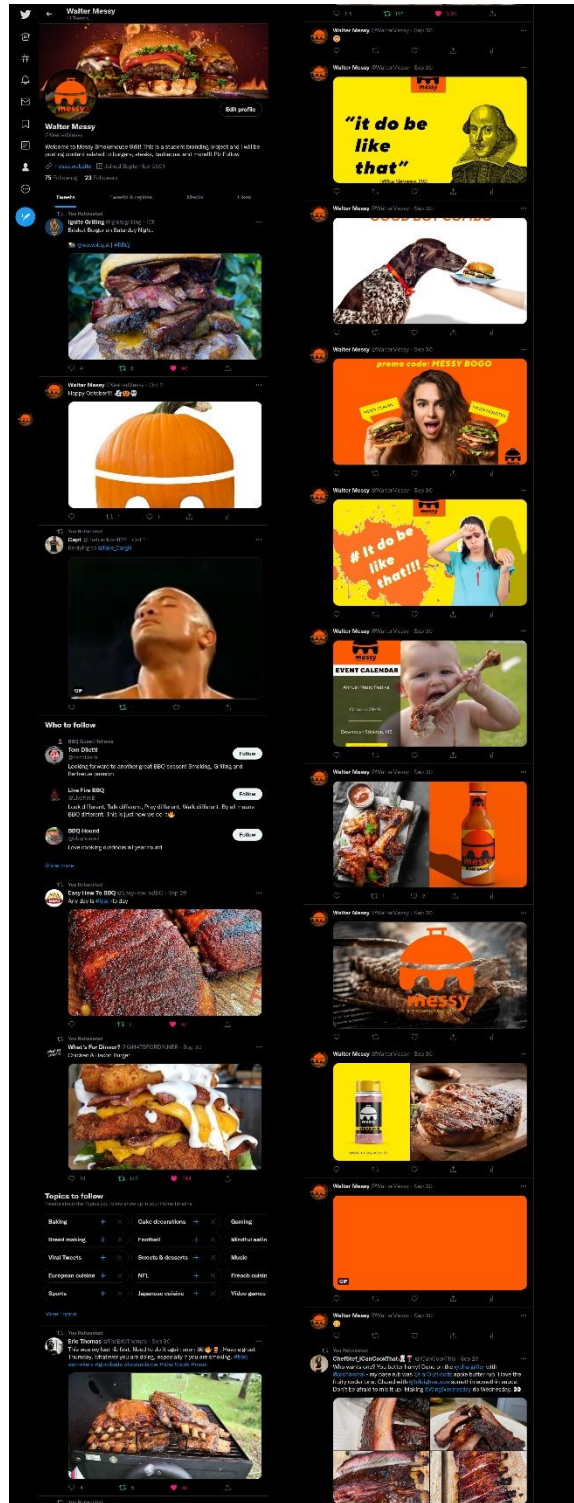
**Appendix A:**

Screenshot of Website



### Appendix B:

### Screenshot of Social Media Posts



Appendix C:

Screenshot of Branding

Matthew Mason Social Media Marketing: MK390-61

# PROJECT: MESSY

Brand Development Board

w w w . m e s s y . w e b s i t e

## LOGO CONCEPT

The diagram illustrates the logo concept for 'messy smokehouse grill'. It shows a large black silhouette of a grill with the word 'messy' in a bold, lowercase font and 'smokehouse grill' in a smaller font below it. To the right, the logo is deconstructed into its components: a 'GRILL TOP' (a black dome shape), a 'Messy Burger Bot' (a black burger patty with two white eyes), and 'THE LETTER "m"' (a black letter 'm' with a white outline). These components are shown with plus signs and an equals sign, indicating they are combined to form the final logo.

## BRAND CONCEPT

The diagram illustrates the brand concept for 'messy'. It shows a circular image of a man in a suit and tie, labeled 'Founder: WALTER MESSY', and a circular image of a burger, labeled 'Fact: Messy is MESSY!'. These two images are combined with a plus sign to form the brand name 'messy'.

**MESSY MISSION**  
*Make food great again*

**MESSY TAGLINE**  
*Messy is MESSY*

**MESSY MEME**  
*IT DO BE LIKE THAT*

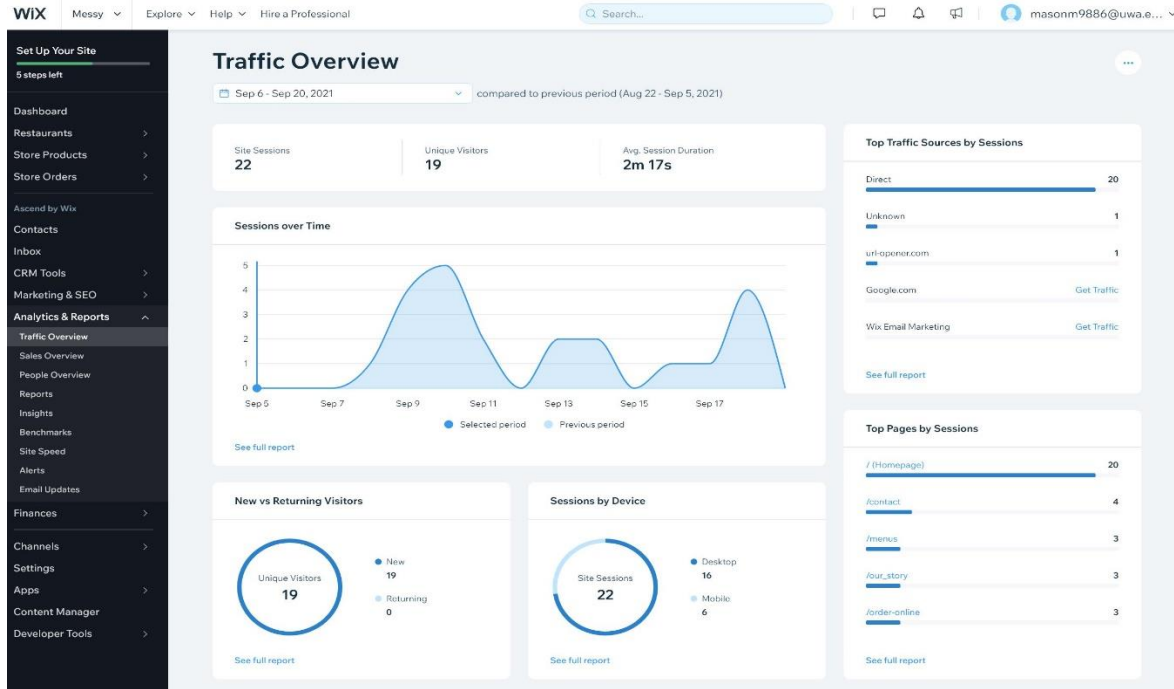
### MESSY BRAND COLORS

<b>ORANGE VIBE</b> #ff5a00	<b>GOLDEN MOOD</b> #ffea00
<b>WALTER WHITE</b> #ffffff	<b>REBECCA BLACK</b> #2a2a2a

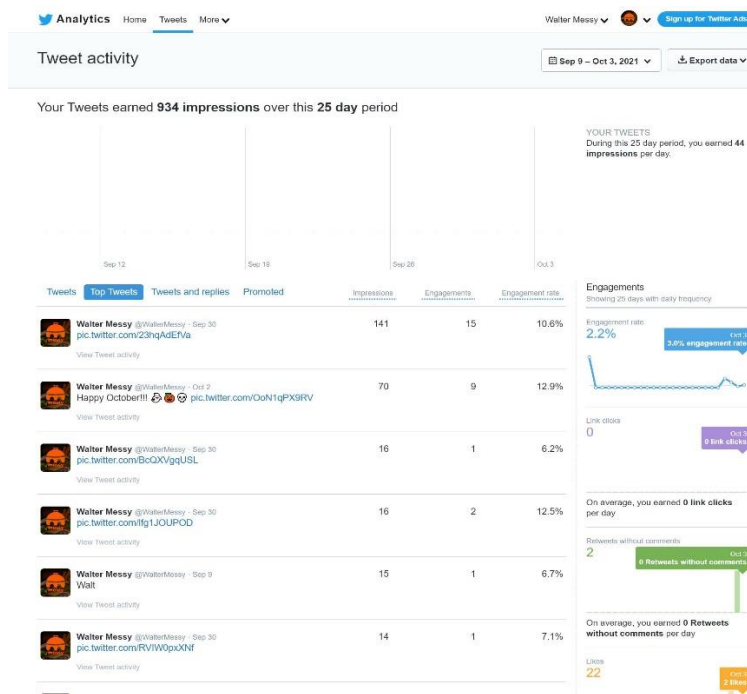


### Appendix D:

### Screenshot of Website Analytics



### Screenshot of Twitter Analytics



**Appendix E:**  
**Messy Origin Story**

**Original Version updated and adapted for marketing purposes.**

In 2008, the first Messy Smokehouse restaurant started from humble beginnings in a small rural community outside of Stickton, Alabama. Stickton was famous for its production of lumber and charcoal. When the housing market crashed and the fossil fuel market collapsed, a great recession ensued. This forced all the factories that Stick Town thrived on to close or relocate. As families prepared make a mass exodus, the great mayor, Mate' Masyn, called a town meeting to hold a week-long festival. In order to relieve families out of work, the festival included a giant barbecue contest as a fundraiser. People came from all over to not only show their support, but also to compete in the great contest for a great cause. Stick Town had never experienced anything like this. Campers lined the roads as far as the eye could see. Hotels that never operated over capacity were so full that people were renting empty bedrooms from local families. After the festival was over and all the tourists left, the town was a wreck and the streets were a mess. Messy bones were scattered everywhere. Some residents called this a disaster and called for Mayor Masyn's resignation. That is ... until the numbers came in. Stick Town raised enough in one week to rebuild and sustain their economy for the next year. Mayor Masyn was heralded as a hero for saving the city. What started as a charity event for displaced families has now become an annual festival dubbed The Messy Festival. The small town of Stick Town managed to create a municipal enterprise to incorporate Messy Bones Smokehouse and regionally franchise the restaurant across the southeast. What makes Messy Bones Smokehouse unique and stand out above all the competition is not only our story, but more so our recipe. Each year, we change our menu to reflect the winning recipes from our festival! This is what keeps our selection fresh and keeps our customers coming back for more. The Messy Bones promise is to deliver the best tastes of our time with the best flavors of our region ~ Mayor Masyn.