# BRAND & SOCIAL MEDIA STRATEGY

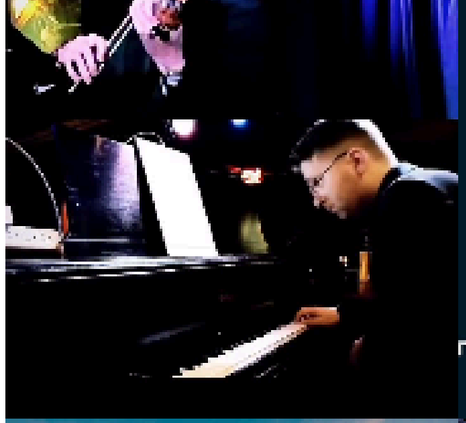


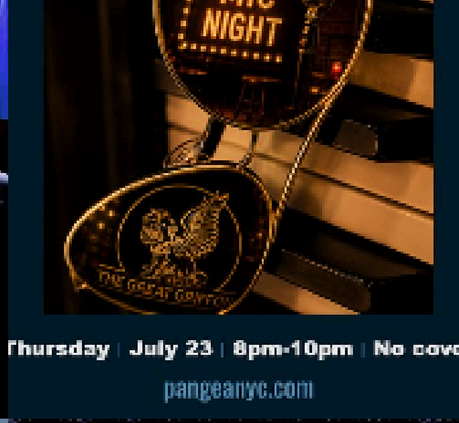
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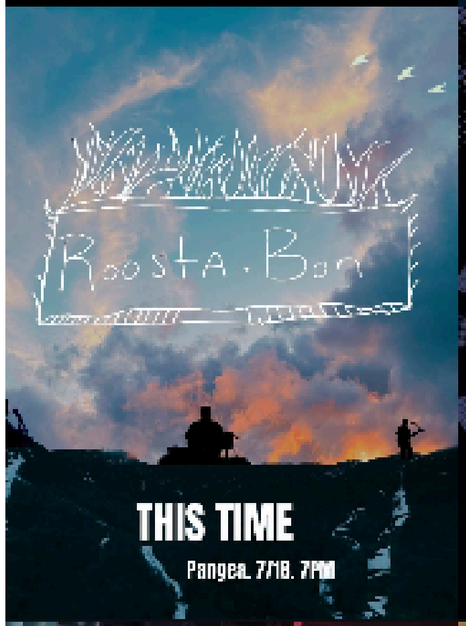
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July 28 2026

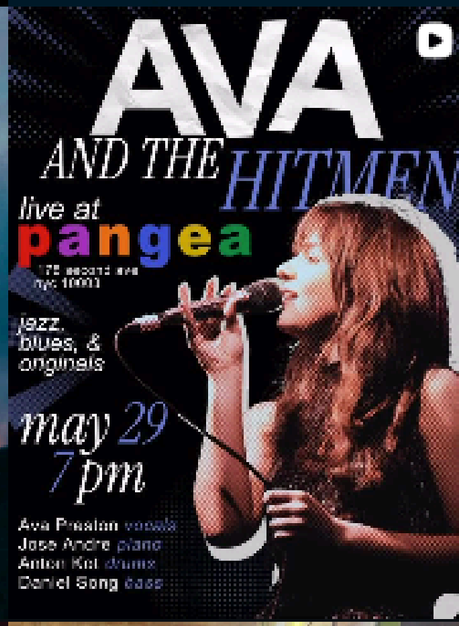
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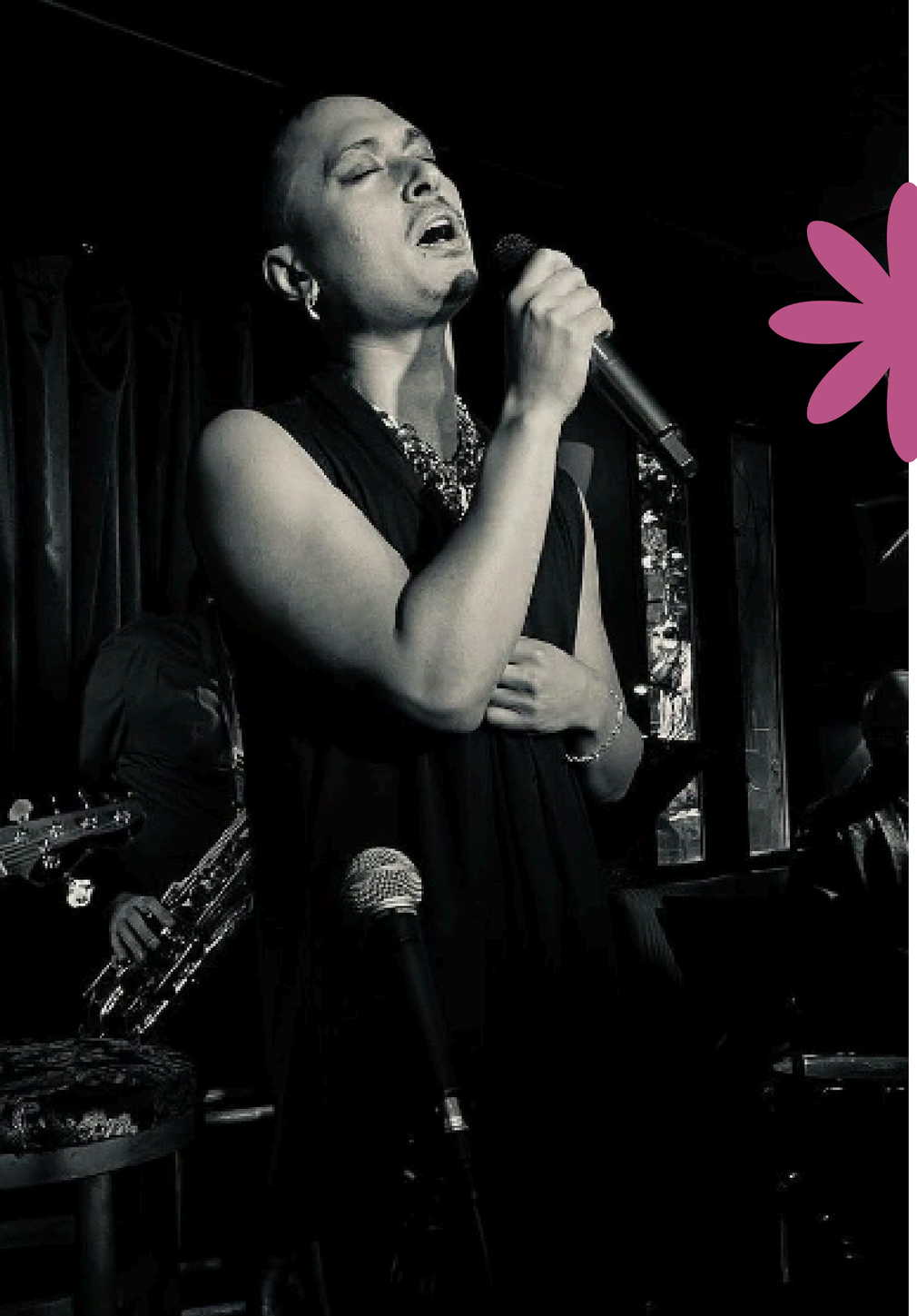






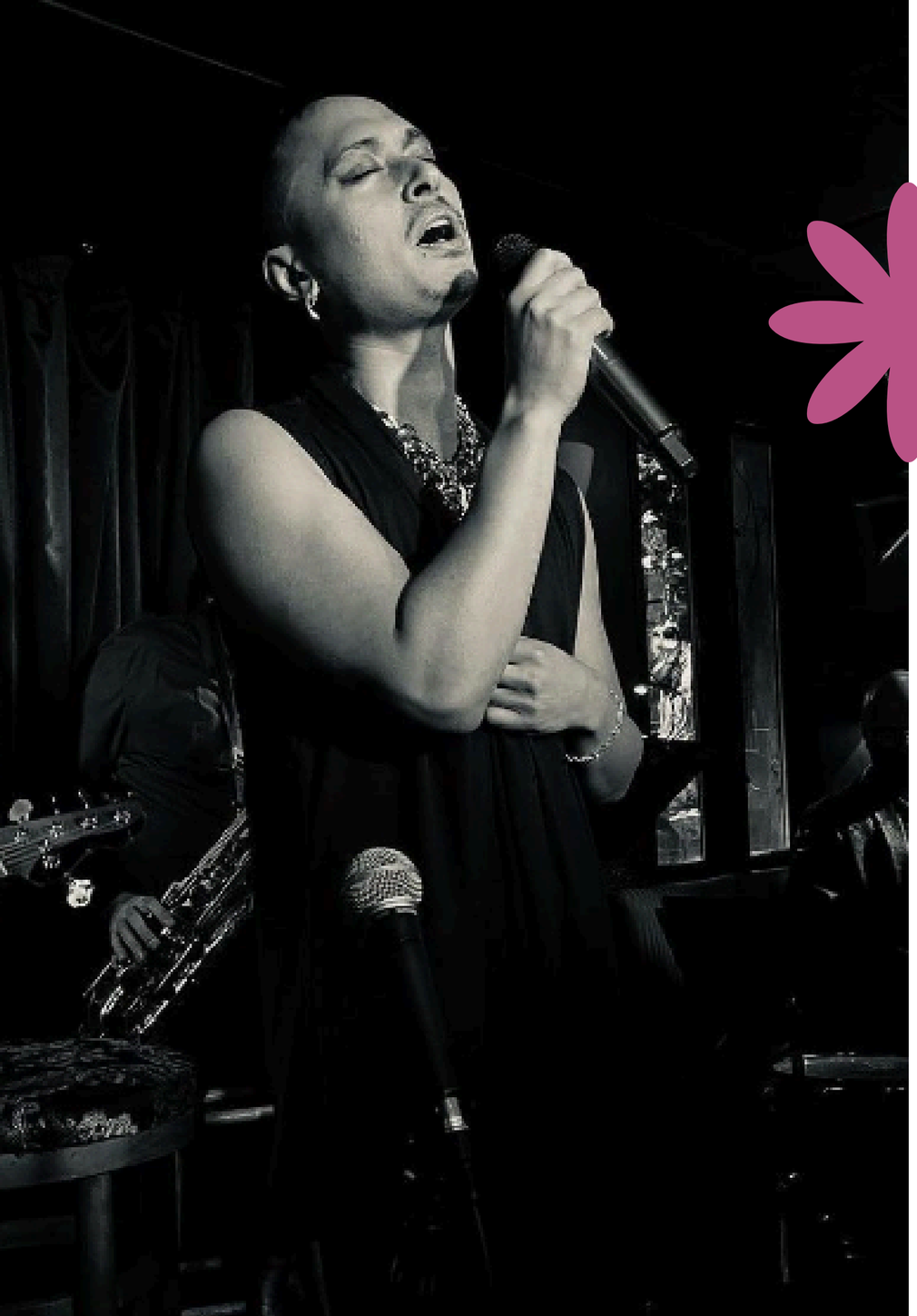

# Pain Points

- Increased competition after the pandemic
- Brand identity isn't consistently communicated across chanels
- Social content feels scatered
- Opportunities for discovery are being missed



# Pangea's Goals

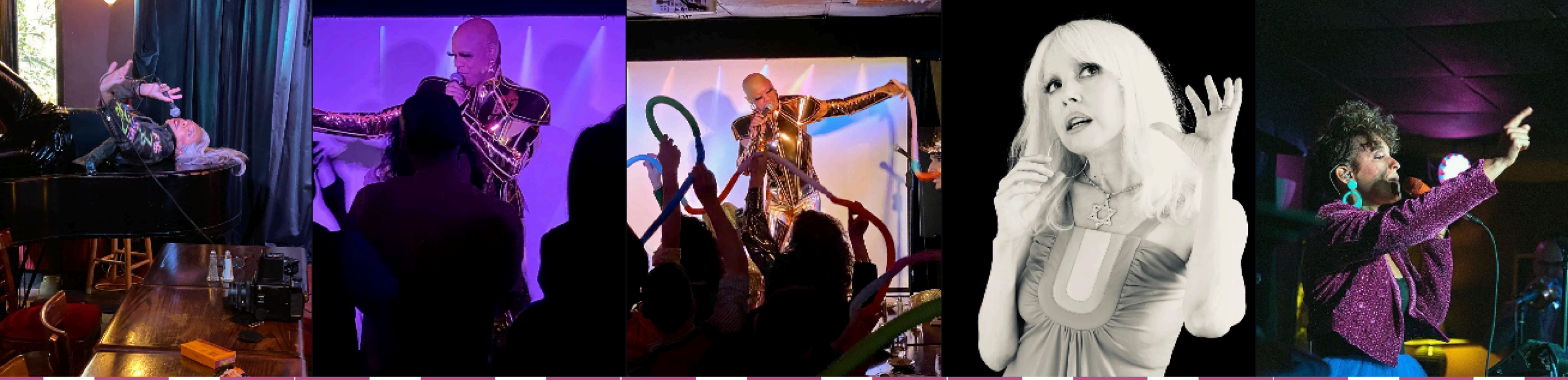
- Build a Brand Identity
- Increase reservations and repeat visitors for cabaret room
- Find a balance between marketing Pangea as a restaurant + cabaret room
- Develop a consistent social media calendar
- Grow an engaged community in-person and online



# What success looks like

- Instantly recognizable
- Distinct visual identity
- Loyal audience
- Strong digital presence
- Consistent storytelling
- Increased attendance

## HOW WE GET THERE --->



The goal is to transform Pangea from a place that hosts performances into one of New York's most recognizable **cultural destinations.**

Phase 1

# Building The Foundation

No marketing effort performs consistently without a clear brand Identity. This phase creates the strategic roadmap that guides every piece of future content, marketing campaign, and customer experience.

Deliverables can include:

- Brand Analysis
- Brand Positioning
- Core Values. Mission & Vision
- Target Audiences/Personas
- Messaging Framework
- Brand Voice
- Visual Direction
- Content Pillars
- Social Media Strategy
- Competitive Analysis
- Customer Journey
- KPIs
- Content Calendar Framework
- Brand Guidelines
- Pinterest Mood Board
- Photography Style Guide
- Typography
- Color Palette
- Creative Direction
- Recommendations to improve marketing funnels





# STRATEGY PHASE

pangea



# WHERE TICKET SALES/AWARENESS COME FROM?

1. Performer-driven promotion: Individual performers are incentivized to promote via their own mailing lists and socials. Pangea's own channels are secondary distribution, not the primary sales engine.

2. Pangea’s email list

3. Legacy word of mouth / community identity: People describe Pangea as a "safe place for artistic risk," "an incubator.”

4. Trade press / cabaret journalism has built credibility, but reach is limited to people already interested in the cabaret/theater space rather than mass discovery. Also articles have a limited shelf life for discoverability as time passes.

# REVENUE SOURCES

Revenue sources:

- Small portion from cabaret ticket sales
- $20 minumum F&B oders for cabaret shows
- Restaurant dinning
- Private events
  - private parties
  - rehearsals
  - launches
  - receptions
- Donations

**Pangea's ultimate marketing job is to bring prople in for the food +  keep the cabaret room full of people who'll also order dinner and cocktails beyond the $20 minimum ideally.**



# WHAT COULD IMPROVE ?

- Social media following is thin for the reputation. Instagram sits at 3,567 followers with 947 posts, and Facebook at 2,849 likes, which are modest numbers for a venue that has gotten New York Times cabaret coverage. That's a gap between reputation and actual digital reach.
- On Tripadvisor it has only 38 reviews. This could be improved to reach more NYC visitors, but rankings are good on Google and Yelp. In general the more good reviews the better.
- The audience is mostly self-selecting cabaret/theater insiders, not people discovering it through general restaurant search, review sites, or social media.
- Improve your about page. Make it more visually appealing and lean on emotional storytelling.

# WHAT COULD IMPROVE ?

- General reservations still rely heavily on emailing info@pangeanyc.com. NYC diners expect instant digital reservations (e.g., OpenTable, Resy). Requiring manual emails creates drop-off and unnecessary administrative delay.
- While Pangea lists Instagram, Facebook, and Twitter icons, reliance on traditional press clipping lists shows a tilt toward older media. It’s a good idea to diversify.
- GoFund me linked at the bottom of the homepage seems outdated. Consider taking that down if its not an active campaign. If it is still active, consider making it stand out more.
- I saw Pangea accepts donations. Make it more obvious/easy for people to donate across your website
- Consider adding a blog section or FAQ in the main menu if there is capacity. Prioritize articles where you are answering questions you already get from people. This is good for Generative Engine Optimization (GEO)/ AI SEO.
- Invite small/rising NYC based content creators to your restaurant/shows in exchange for free tickets/free dinner. It involves strategy, but restaurants do this all the time.

# OPPORTUNITIES

1. **Market Pangea as a cultural brand**
2. Develop a visual identity
3. Storytelling around Pangea's history and legacy
4. Up the behind-the-scenes content

You have access to:

- rehearsals
- artists
- backstage
- bartenders
- chefs
- audience reactions
- East Village history

You are sitting on a content gold mine.

7. After looking at Pangea from both a marketing and business perspective, I think their biggest challenge/opportunity is your positioning.

Pangea has something genuinely rare:

- 40-year East Village history
- intimate 60-seat venue
- respected among artists
- strong reputation in NYC cabaret circles
- restaurant + bar + performance space
- incubator for new work

You just need to consistantly **show** that across chanels



# COMPETITIVE ANALYSIS

Joe’s pub

# COMPETITIVE ANALYSIS

JOE'S PUB
A PUBLIC THEATER ARTISTIC PROGRAM

Joe's Pub is a program of The Public Theater, whose parent nonprofit is legally named New York Shakespeare Festival, a 501(c)(3) tax-exempt organization

The Public Theater as a whole is donation-dependent. Joe's Pub is most definitely cross-subsidized by the Public Theater. There is no public doc specifying how much, but we can assume. Also, there is a dedicated "Joe's Pub Council"  that are listed specifically as "Joe's Pub funders," alongside "Joe's Pub Council" leadership and the Joe's Pub Annual Gala raises money earmarked for Joe's Pub-branded initiatives. source link

**Revenue sources:**

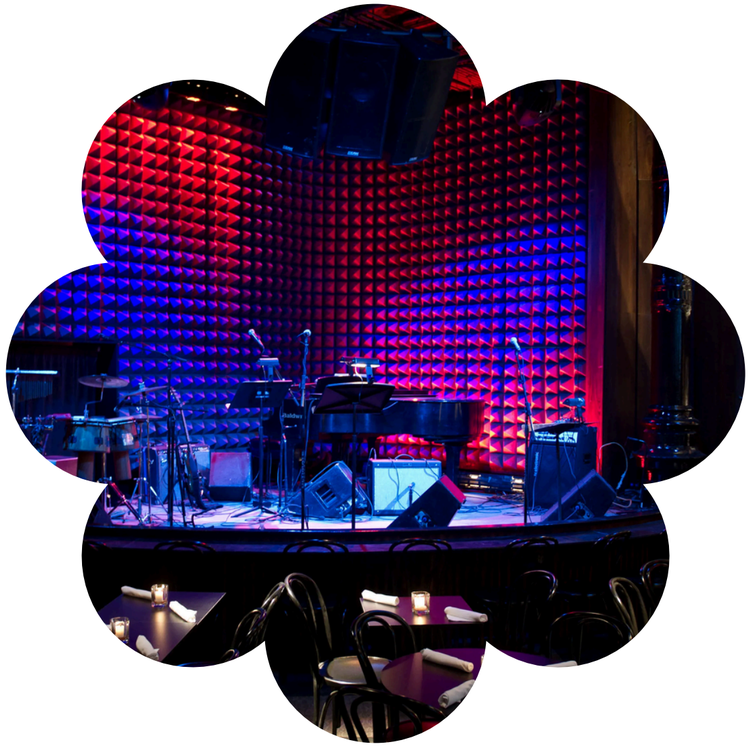
- Donations
- Shared/allocated general Public Theater funds
- Ticket sales: artists book the room, often keeping most box-office revenue, while Joe's Pub earns rental fees plus food & beverage revenue
- Private event rentals: daytime shoots, album releases, corporate events, weddings; past clients include The New Yorker, NYC Food & Wine Festival, Glamour, Comedy Central. Source: Joe's Pub Facility/Rental Guide (PDF)
- F&B minimums: every guest is required to spend on two drinks or one food item minimum per person.

# WHAT IS THEIR STRATEGY?

Since many shows are essentially the artist's own, a huge share of attendance is likely driven by the artist's own fanbase and mailing list, not Joe's Pub's own marketing. Similar to Pangea’s model.

Joe's Pub's brand marketing matters most for its own curated series (Vanguard Award, Habibi Festival, Pride programming, Under the Radar) and for building its own reputation as the room to bring in new artists.

By anchoring itself to The Public Theater, Joe's Pub leverages prestigious institutional credibility



# WHAT IS THEIR STRATEGY?

Joe's Pub has worked with an outside agency, The Syn, as PR agency of record for over 3 years.

Their approach:

- Curating a distinct narrative for every performance and program, rather than generic promotion.
- Leaning on flagship franchises such as the annual Habibi Festival, The Vanguard Award & Residency, Under The Radar Festival, Pride Month programming, and artist-development programs like New York Voices and the Joe's Pub Working Group (JPWG)  which give press something recurring to cover every year, rather than one-off shows.
- Result: coverage in The New Yorker, Time Out New York, Brooklyn Vegan, NY Daily News, The Guardian, Vulture, NYLON, and BUST.

What this buys them in plain terms is earned media (press) doing the heavy lifting of credibility-building, while the Public Theater's overall brand halo (64 Tony Awards, 197 Obie Awards, 6 Pulitzer Prizes) gives Joe's Pub instant legitimacy that a standalone club couldn't buy.

Historically, discovering artists before they're famous is itself a recurring PR story they can retell.

**I think their acquisition channels probably look something like this:**

1. Existing artist fanbases (largest driver)

This is probably the biggest channel. Every performer promotes heavily on their own chanels:

- Instagram
- TikTok
- newsletters
- Facebook
- personal websites

Joe's Pub benefits from hundreds of artists marketing for them every year. With about 700 performances annually, that's essentially 700 separate marketing campaigns run by the artists themselves.

2. Email newsletter

Very likely one of their strongest owned channels where they promote:

- newly announced shows
- sold-out performances
- limited runs
- curated recommendations

3. Word of mouth

Joe's Pub has been around since 1998. It has become almost a cultural institution many New Yorkers simply know.

4. Press coverage

Joe's Pub receives regular coverage from outlets like:

- New York Times
- Time Out New York
- BroadwayWorld
- Playbill
- local arts publications

Instead of advertising, they often earn editorial attention because:

- famous artists debut new work there
- Broadway performers test material there
- festivals happen there

This earned media builds credibility that paid ads can't replicate.

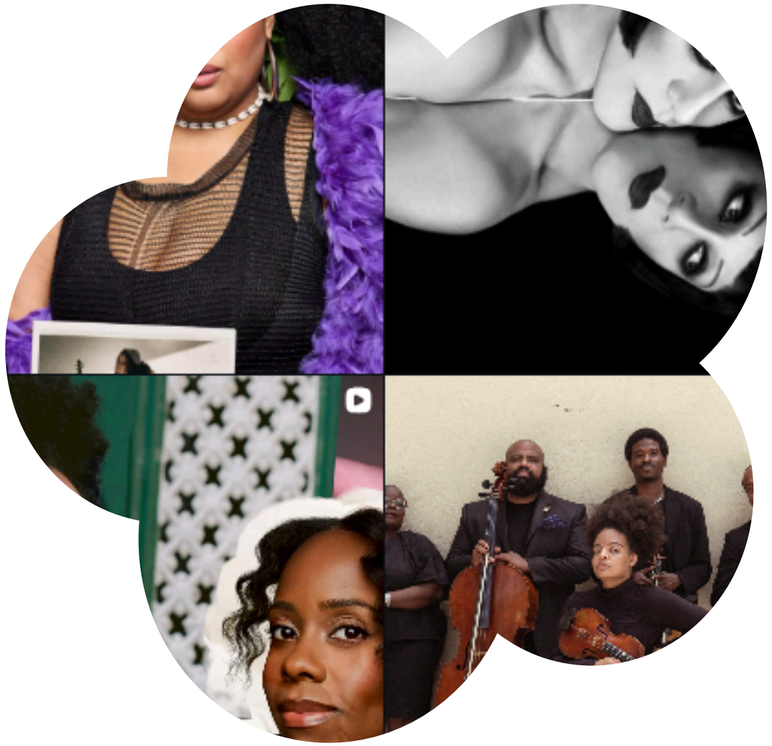
5. Organic search
Their website ranks well for:

- cabaret NYC
- live music NYC
- singer songwriter NYC
- jazz NYC
- Broadway concerts

This likely produces steady traffic.

6. Social media
Not their largest sales driver.
Their Instagram functions more as:

- awareness
- credibility
- artist discovery
- community building



# A NOTE ON JOE’S PUB SOCIAL MEDIA

Joe's Pub's marketing leans heavily on:

- artist reputation
- email
- press
- NYC arts audiences
- repeat visitors
- institutional credibility

Their social media feels more promotional than community-building. They're posting events, but not consistently telling stories.

This means they probably don't need social media to fill shows. Established venues can rely on:

- loyal patrons
- subscribers
- donor networks
- artists bringing their own audiences
- tourism
- press coverage

Pangea has some of this going but on a smaller scale. **Which means if you choose to invest in social media work it will have to function an audience development chanel and it has to be strategic.**



# WHAT IS NOT WORKING?

- With ~63k followers, post engagement is relatively low (54 likes / 5 comments on pinned posts). The content relies heavily on promotional posters rather than short-form video content (Reels/TikTok). This tells me that their social media is not as effective as it could be.

- I couldn't find a substantial, active TikTok presence for the official account. TikTok is the platform where most low-cost, high-reach ticket-driving discovery happens for live events right now.

- Cost/value friction at the venue itself. Reviews flag the mandatory two-drink or appetizer minimum per person, on top of ticket price, sometimes pushing total cost closer to $100, with polarized opinions on food quality. This is a recurring complaint across Yelp/TripAdvisor and works against the brand's mission of "art and culture belong[ing] to everyone.” The actual guest cost doesn't feel accessible. Tripadvisor

Joe's Pub succeeds because it has decades of brand equity, institutional partnerships, and a loyal audience in large part from The Public Theater/New York Shakespeare Festival. Pangea cannot compete by copying that model. It has to compete by creating a personality-driven brand identity that reaches audiences where they already spend their time.

# WHAT CAN’T BE COPIED

**Joe's Pub is a more mature institution, but Pangea is still a brand that can evolve. That means Pangea can move faster.**

Large institutions usually have:

- multiple stakeholders
- lengthy approval processes
- legacy branding
- conservative marketing
- limited willingness to experiment with theyr PR/marketing

Smaller venues like Pangea can:

- test content tomorrow
- pivot next week
- experiment with TikTok
- build creator partnerships
- create a completely different audience experience

(But always using data to direct those decisions ^^^ )

**That's a real competitive advantage.**



# WHAT IS WORKING FOR JOE'S THAT PANGEA CAN "COPY"?

1. Rekindle relationships with the press to get some fresh pieces out there. Hire a PR agency if budget allows but there are free ways to go about it, but requires more effort.
    - Tap into your network. Someone probably knows someone.
    - Cold reach out on LinkedIn, Instagram, Facebook to people in the press. It might be as simple as pitching a story or inviting them for a free coffee at Pangea.
    - Host media nights or "creator" mixers and promote through chanels like Luma and Eventbrite.
    - An active social media account can get attention from the press but it's a long-term game. It's best to reach out first.

2. Joe's Pub makes it easy for people to donate. One good way to get people to donate is running campaigns like "We need $$$ amount to get XYZ so we can continue making our venue accesible...."

3. Produce more content on Pangea's website for GEO/SEO

4. Get more positive review on Google, Yelp, Trip Advisor. You can offer incentives like a free coffee/drink if you leave a review. Or leave a review for a chance to win tickets to XYZ show.

5. Consider getting on Luma and Eventbrite

6. Crate your own version of "Joe's pub council." It can be a paid membership or free but these will be your designated advocates.

Phase 2

# Social Media Management

Deliverables include:

- Manage your social media accounts
- Content calendar
- Content creation
- Caption writing
- Reels
- Stories
- Community management
- Performance reporting

More details to come in the coming slides



# WHERE PANGEA HAS AN OPENING

Joe's Pub sells performances. **Pangea can sell belonging and community.**

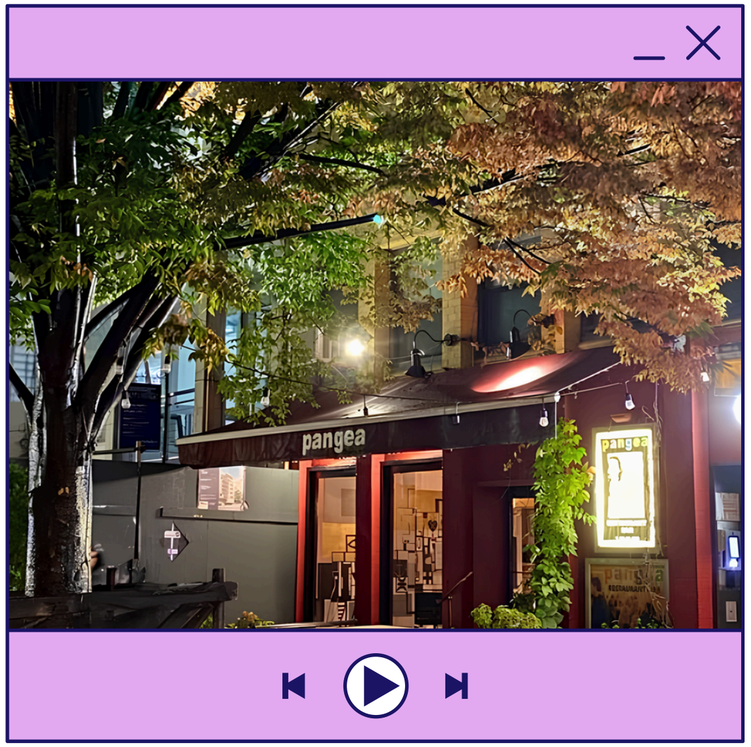
Joe's Pub's social media and website communicates:

“Here's who's performing.”

Pangea could communicate:
“Here's the magical little corner of New York you've been looking for.”

Those are completely different emotional propositions.

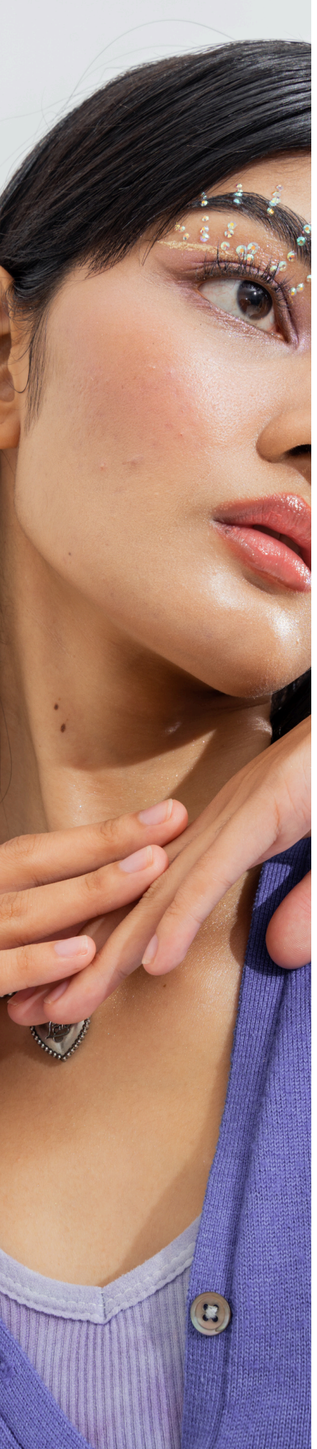
**If Pangea consistently creates content around discovery, intimacy, artists, community, food, late nights, backstage moments, and the feeling of "being in the room" it can build a distinctive identity that doesn't depend on decades of history or a parent institution like The Public Theater.**



# The Opportunity

Pangea's opportunity is to leverage its agility to build a digital-first brand that creates emotional connection, reaches new audiences organically, and becomes known not just for who's on stage, but **for the experience of being there.**





# The reality of social media

Social media has become one of the primary discovery engines for Gen Z and Millennials.

People don't just Google anymore.
They ask:

- "Best jazz bar NYC"
- "Hidden restaurants NYC"
- "Date night NYC"
- "Things to do this weekend"
- "Speakeasy Manhattan"

**...on TikTok and Instagram.**

Then the algorithm starts recommending similar places. That's a huge shift in consumer behavior. Even TikTok has reported that younger users increasingly use the platform as a discovery tool for local businesses and places.

source: TikTok for Business

# Examples

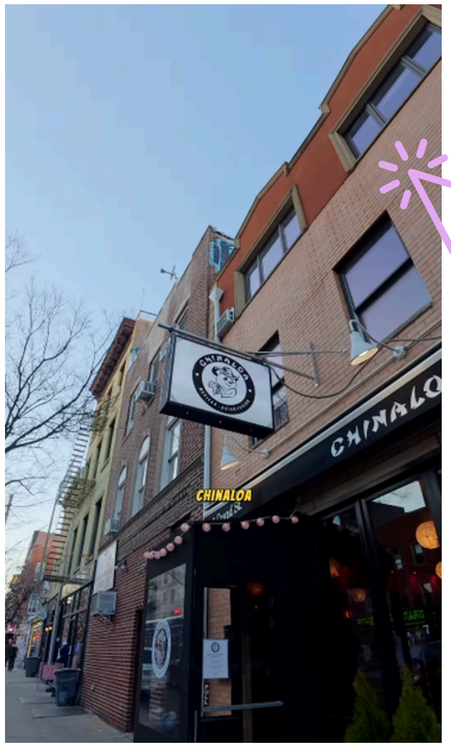
**Lexington Candy Shop (NYC)**
A simple Coke float video by creator New York Nico exploded. Millions watched and then suddenly the restaurant had lines out the door. Years later they're still benefiting from that exposure. source link here

**Skirt Steak (NYC)**
TikTok creators started posting and reservations increased. The restaurant became a destination people specifically wanted to experience because they saw it online. source link here

**Portillo's**
This isn't even a small restaurant. Their TikTok campaign increased website traffic by 18% in 24 hours while dramatically improving engagement and advertising efficiency. source link here.

# EXAMPLES OF GOOD SOCIAL MEDIA STORYTELLING










You can use these as inspiration to create similar videos for Pangea

# REALITY CHECK

The businesses that win are not the ones that had one viral video. **They're the ones that became consistently discoverable.**

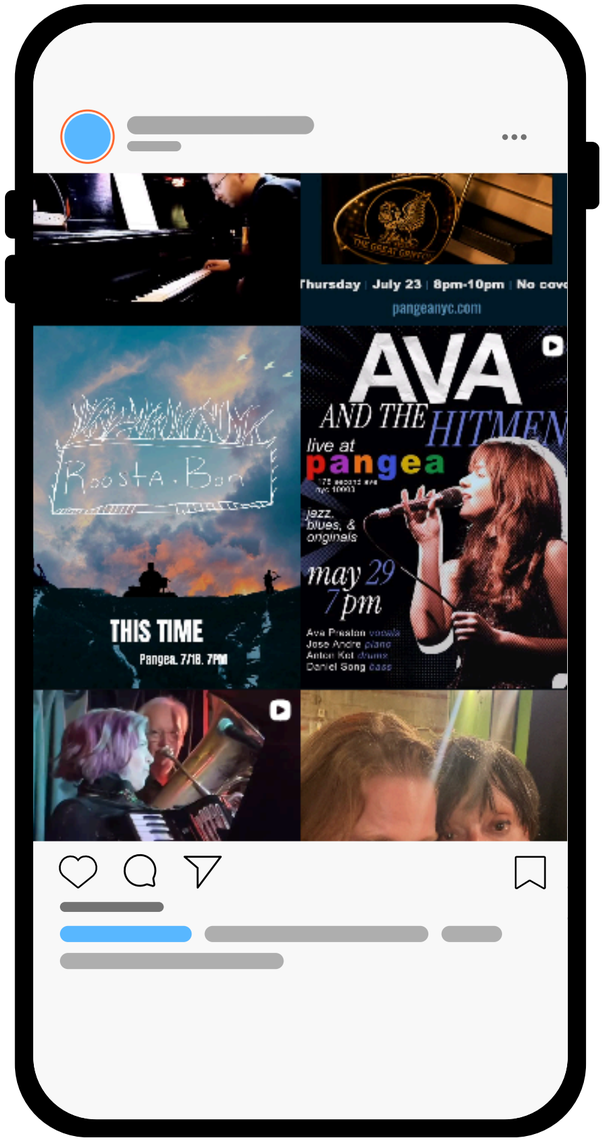
Think about how people scroll these days.

People don’t decide to go to a restaurant just because a video poped up on their feed with 3 million views once. They decide gradually with multiple exposures. The more your brand pops up on their feed you are creating more touch points where they get to know your brand.

So social media is a long-term game that requires patience, crafty storytelling, and consistency.






Thursday | July 23 | 8pm-10pm | No cove
pangeanyc.com
AVA
AND THE HITMEN
live at
pangea
jazz
blues, &
originals
may 29
7pm
Ava Preston vocals
Jose Andre piano
Anton Kal drums
Daniel Song bass
THIS TIME
Pangea. 7/18. 7PM

# SUMMARY

Phase 1

# Building The Strategy

Deliverables can include:

- Brand Analysis/Audit
- Brand Positioning
- Core Values. Mission & Vision
- Target Audiences/Personas
- Messaging Framework
- Brand Voice
- Visual Direction
- Content Pillars
- Social Media Strategy
- Competitive Analysis
- Customer Journey
- KPIs
- Content Calendar Framework
- Brand Guidelines
- Pinterest Mood Board
- Photography Style Guide
- Typography
- Color Palette
- Creative Direction
- Recommendations to improve marketing funnels

Market Price: $2,500-$5,000+
**Portfolio/Founding Client Rate: $1,700**



Phase 2

# Social Media Management

Tasks/deliverables can include:

Content Production

- Monthly content shoot. 7 shoot days maximum/month
- Video editing
- Behind the scenes
- Artist features
- Customer stories
- Food features
- Venue highlights

Campaign Development

- Seasonal campaigns
- Holiday promotions
- Artist launches
- Cabaret series
- Restaurant promotions
- Ticket launches
- Special events



Phase 2

# Social Media Management

Influencer & Creator Partnerships

- Identify NYC creators
- Invite creators
- Coordinate visits
- Track performance

Website Recommendations

- Landing pages
- Homepage messaging
- SEO recommendations
- Calls to action
- Conversion improvements
- Event pages

Press & PR Support
Not traditional PR.
Instead:

- Help Identify stories worth pitching
- Support press kit updates
- Suggest collaborations
- Review media opportunities
- Help repurpose press coverage into social content



Phase 2

# Social Media Management

Analytics

- Monthly reporting
- KPIs
- Audience growth
- Reach
- Engagement
- Website traffic
- Ticket sales (if tracking available)
- Recommendations



# summary



Phase 1 Brand Strategy ↓

Defines who Pangea is, who it's for, and how it stands out. ↓

Phase 2 Social Media Execution ↓

Transforms the strategy into content, campaigns, and audience growth.



# CONTACT INFORMATION.


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