

Social Media Analysis & Campaign

Organization Name: Starbucks

Social Network (select only one): Instagram

Hyperlink to Profile: <https://www.instagram.com/starbucks/?hl=en>

Part One: Profile Audit (pages 1-2)

Branding

Starbucks was established on March 31st 1971. The first Starbucks was opened in Seattle, Washington by three students at the University of San Francisco. The store was across the street from Pike Place Market. Starbucks' mission statement is, "to inspire and nurture the human spirit — one person, one cup and one neighborhood at a time." Its purpose statement is based on supplying their consumers with the finest coffee in the world. Its core values are creating a culture of warmth and belonging, where everyone is welcome, acting with courage, challenging the status quo, being present and connecting with transparency, dignity and respect.

Its brand standards have been consistent. Starbucks' logo has gone through only two shifts. The most dramatic ones happened in 1987. Starbucks turned a brown woodcut into a green and black image. It dropped the "tea and spices" from the text it used to have and changed the siren from a 16th-century Norse woodcut to a more stylized black and white graphic. Today, its official colors are green, black and white.

Starbucks' social media platforms all have a uniform pattern to them. They follow the color scheme accordingly and represent a positive, up-beat experience. For example, all platforms have Starbucks' official logo set as the profile picture. Each post has a balanced color palette of green, black, brown and white. The reason there is a lot of brown is because of the coffee that may be picture in some photos, which is still on brand.

What Starbucks brings to social media is directly correlated with its mission statement. In fact, its mission statement is located on the homepage of all its social media platforms. It has managed to enhance its definition of "inspiring and nurturing the human spirit," by promoting seasonal packaging, notifying customers of vegan or vegetarian or options and recommending visitors drinks that are under 200 calories. The branding on its profile is consistent, yet it fluctuates accordingly when it comes to seasonal changes. For example, there is always a pop of red in packaging during the holiday season.

Visual Communication

Starbucks has always made sure to promote a sense of community and unity on its social media. It's safe to say Instagram is a platform that relies on visually pleasing pages. Many of Starbucks' Instagram posts feature a customer's hand holding a drink. These pictures are so simple, yet they don't fail to feature different skin tones, different genders and different nails colors too. These pictures send the message that Starbucks celebrates equality and embraces diversity.

Along with pictures of their baristas, customers, beverages and bakery items, Starbucks never fails to post inspirational quotes as well. The quotes aren't posted as frequently as its promotional posts, which is why it seems to be less calculated. The quotes appear to be more reactionary. For example, because of the COVID -19 outbreak Starbucks has recently been posting quotes that say, "joy can be found in the little things," and "remember to be kind to yourself."

Audience

1. Starbucks' main target market is men and women between the ages of 25 and 44. This market accounts for 49 percent of its total business. The next large group that Starbucks targets is young adults between the ages of 18 and 24. They bring in about 40 percent of Starbucks' sales.
2. Each generation becomes more and more progressive. Starbucks' two target markets are made of up Generation X and Millennial consumers. Its social media is filled with empowering messages of inclusivity. For example, it's Instagram has stories dedicated for pride, zodiac, ASL, sustainability and social impact. I think Instagram stories are the biggest way that Starbucks could reach its specific target audiences. This is a new form of photo sharing. It benefitted from Instagram adding in that feature because it's priorities are basically listed at the top of the social media page, right below its mission statement. Although I find the language used on its Instagram page to be consistent, it keeps up with the times. For example, Starbucks posted a screenshot a tweet it sent out during the holiday season. It read, "Me: Bundled up in a sweater and scarf sipping on a hot Pumpkin Spice Latte. Also me: sweating." This is a current meme that has been circling Twitter for a few months now. As far as languages go, Starbucks mainly posts in English, but shows diversity in the ASL story.

Social Media Posts

Starbucks has six social media platforms. These platforms are, Instagram, Twitter, Facebook, Spotify, Pinterest and YouTube. On its Instagram profile, Starbucks posts pictures of people drinking coffee, coffee by itself, quotes, reposts from customers and faculty. Starbucks posts on its Instagram every three days, if not every day. Clearly these posts are scheduled, but as mentioned before, some of them are reactionary. The tone is always playful and light-hearted. The purpose of each post is to provide a moment of bliss for Starbucks consumers. Each post shows a sense of community and glorifies the experience that comes from a coffee break.

The posts are varied. The Instagram account provides information; it attempts to sell products and it tries to inspire and make people laughs. For example, some posts promote some of Starbucks' most popular drinks, like the Cloud Macchiato, while other posts are humorous tweets from frequent customers. Just last week, @veenavid tweeted, "I escaped to @Starbucks drive-thru today for a few minutes – mostly because I needed to get out." The voice of this organization is joyful and stable. Not only is the voice conversational, but it's always consistent.

Part Two: Promotion Plan (pages 3-5)

Campaign name/Overarching Theme

The campaign's name will be "Lean on Me." The hashtag used on Instagram will be #LeanOnMe2020. The theme will come with a "we're all in this together," sense of comfort to it.

Goal of the Promotion

The main goal is to raise money for the Coronavirus Relief Fund. To encourage people to stay at home while doing good for their community, Starbucks will offer free shipping on all online orders of its packaged coffee through Target. Half of the sales earned will go directly toward the fund. Another goal is to promote a sense of unity and community through likes, shares, comments and a trending hashtag. Having "#LeanOnMe2020" trend on Instagram will add value to the company not just in profit, but by showing all coffee lovers that in times of despair, Starbucks is dependable. It will always provide a sense of relief through its strong community.

Timeline

This campaign will go on for one month to provide a month of financial support to the Coronavirus Relief Fund. This campaign will start on Friday, May. 1 2020 and it will end on Sunday, May. 31 2020.

Proposed Budget

In this campaign, Starbucks will be offering to donate half of the sales for its online orders of coffee grounds to the Coronavirus Relief Fund. Starbucks' coffee products are distributed through Target, Walmart and Amazon. Because most people have an account with either Walmart or Amazon, Starbucks will cover the standard five-dollar shipping fee through Target only. Starbucks makes an average of 61.3 million dollars every day. A portion of that revenue comes from the packaged coffee Starbucks sells either online or in local grocery stores. Because there are 31 days in May, and Starbucks will be giving half its earning of coffee grounds to the fund, it must invest at least 5,000 dollars for this campaign. Starbucks will pay for the advertising of this campaign, each shipping fee for Target users and it will give half of its earning to the fund.

How it Works

Starbucks will launch a campaign ad on Friday, May. 1 2020. It will advertise the importance of staying home and giving back where it counts. For the entire month of May, Starbucks will donate half of each online sale of its coffee grounds to the Coronavirus Relief Fund. This will empower people to give back during this time. To further encourage people to stay safe at home, Starbucks will also cover the shipping fee on all online orders placed through Target.

This campaign will appeal to Starbucks' audience because people are looking for a way to help, while also managing to stay safe for themselves and their loved ones. The Lean on Me campaign will give people a chance to give back to the fund, save on a shipping order and enjoy their favorite cup of Starbucks coffee right at home. This campaign will be welcoming and hopeful to all Instagram users. Starbucks has over 18 million Instagram followers. Through various posts, reposts, hashtags and stories, the word will get out. The engagement will be tracked by the number of likes and comments Starbucks gets on each post. It will also be tracked by how many people post a picture with their own coffee grounds and use the hashtag #LeanOnMe2020.

Advertising Promotion

Network: Instagram

Post 1 Copy: Enjoy your social distancing with a little cup of joy. This month, we will be donating half of all our online coffee ground orders to the Coronavirus Relief Fund. This applies to all our online retailers like Amazon and Walmart, but you can treat yourself to a \$0.00 shipping free through Target only. Together, we will stand strong. #LeanOnMe2020



Post 1 Image:

Network: Instagram

Post 2 Copy: Shipping fee? We've got you covered. Order your preferred coffee grounds at Target today. Go capture your packet full of sunshine and tag us, too! We will be reposting all your beautiful photos on our Lean on Me Highlight. Let's make the world a safer place, one cup of coffee at a time. #LeanOnMe2020



Post 2 Image:

Network: Instagram

Post 3 Copy: Oprah Winfrey said it best. We will come out of this stronger if we lean on one another. Help support your community and while treating yourself to one, or a couple, of our deliciously flavored roasts. Do your part today! #LeanOnMe2020



Post 3 Image:

Measuring Success

The tools I will use to measure my success are social and Google analytics. I will present these results to my boss through various graphs and other forms of quantitative data. I will display the sale increase that happened in May and I will show the financial increase for the Coronavirus Relief Fund. Some specific KPIs that I will measure will be hashtag usage, unique visitors and added followers to the Instagram page and the number mentions that Starbucks will be in. These KPIs will be measured during the first week of June, right after the campaign ends.