

Starbucks Social Media Strategy Report

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For a brand to successfully market themselves they need to have a clear and concise tone along with message across all social media platforms. In today's day in age it is important to keep up with the trends and analyze how to keep a consistent theme across all platforms and be aimed at the brand target audience. Starbuck Coffee, a leading coffee company, works hard to have a social media plan which allows for them to have effective social media platforms. In order to reach to maximize effectiveness across platforms I advise Starbucks to add more videos of their product being made, increase engagement and interactions across platforms, and post that incorporate new and current event.

Starbucks Coffee Company is a coffee company that sells both coffee grounds and beans along with hand-crafted beverages and a variety of food items. Their first store opened in 1971 at Pike Place Market in Seattle Washington and was found by Gordon Bowker, Jerry Baldwin and Zev Siegl. Many years later Howard Schultz took over operations of the company, he wanted to go a different direction with Starbucks. He wanted to create a specific atmosphere in his coffee shop that brought a sense of connection and community among customers. This was atmosphere similar to that in which he experiences in coffee shops during his time in Italy. This all creating the Starbucks Coffee we have come to know today.

“Starbuck is the premier roaster, marketer and retailer of specialty coffee in the world” (Starbucks 10-K Form, 2018), operating in about 78 markets. Starbucks has “ more than 28,000 stores in 75 different countries” (Mellinger, 2019). The company sells more than just coffee, helping for the brand to appeal to more than just coffee drinkers. Starbucks along with coffee sells teas and other hand-crafted beverages such as hot chocolate and smoothies. The company has teamed up with other companies and sells the following brands: Teavana, Seattle's Best

Coffee, Evolution Fresh, La Boulange, Ethos, Starbucks Reserve and Princi (Starbucks 10-K Form, 2018).

Starbucks mission is “to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time” (Starbucks, 2020). This mission bringing tying into the atmosphere Starbucks wants to create this sense of community and connection. This is also shown in the company’s tone of voice. The company has a very friendly and soft tone of voice. This makes it feel as though the brand welcoming and open to all customers, which is an appealing voice to have. It is apparent that Starbucks want to create the best experience for their customers through not only the coffee but the sense of connection and community their company has to offer.

In order for Starbucks to maximize effectiveness across all social media platforms, it must cater to their target demographic. Since Starbucks is a coffee shop it attracts many different types of people. But Starbucks does target a certain demographic. Through my research I have found that the company’s target market is broken up into segments. The first segment being between the ages of 25 and 40 with a high household income. This being an average annual income of around 90,000 (Mellinger, 2019) (Khan, 2018). The study also showed the second targeted group as being between the ages of 18 and 24 belonging to high income families, showing that most of Starbucks customer where born between 1997 and 2000 (Khan, 2018). The study showing that the overall targeted audience belongs to the upper-middle class and are well-off educated individuals (Khan, 2018). Studies show that 49% of their customers are between the ages of 25 to 50 and 40% are from the younger generation with their ages being less than 25, tending to be students in which Starbucks appears “cool” too. (Perch, 2020).

After looking into Starbucks demographic and determining the main age group is around ages 25-50 and 18-24, we can pin-point which social medias these age groups mostly use. The two most used social media by this age group are Facebook and Instagram. Facebook shows statistic the 79% of adults in the United States between the ages of 18 and 49 are on Facebook. (Chen, 2020). Showing 74% of individuals on Facebook have an average income of \$75K or more annually and 74% have at least a college degree. The study also shows that 51% of users use the site more than once a day. (Chen, 2020). As for Instagram, Instagram is more popular among the younger generation showing that 67% of individuals ages 18 to 29 use Instagram but only 47% of individuals between the ages of 30 to 49 use the platform (Chen, 2020). A little under half, (42%), the users have an average income of 75K or more and 42% of users on the app check it more than once a day (Chen, 2020).

Most individuals in the main targeted group of 30-49 use social media to get their news. Along with this user of this age are drawn to high quality pieces, quality over quantity for this age group (Adventure Web, 2019). These high-quality pieces must be put out there in order to grab this demographics attention. They also respond to videos that are informative and educational, these videos allow them to gain knowledge and learn something. (Informatics, 2018) As for the other targets group of ages 18- 29 this group of individuals are enjoy looking at images and are more imagery driven (Adventure Web, 2019). This group of individuals is also seen to have a very short attention span. In a 2015 study it is shown that the average young adult has an attention span of 8 second (Nunzio, 2015). This meaning that for this age group it is important to have quick moving posts that grab their attention and do not require much focus. In

order for Starbucks to have an effective social media they must take these statistics into consideration and come up with insightful content that is quick and concise.

After doing research there are 3 things, I would like to change about how Starbuck runs their social media platforms. The first change is to add more videos of their product being made. This is because users today enjoy seeing short clips and this makes the product look more appealing and allows for customers to see what really is going into their drinks. The second is to increase engagement and interaction among customers. Starbucks does not engage much with customers and I believe by engaging and interacting more with customers it will help to expand on their mission to create connection and community with customers. Last is to incorporate news and current events in their post, this would help to get attention of the older target market and help show Starbucks cares.

Through research I have come to the conclusion that one of the most effective ways to grab people's attention is through short videos. These videos will be about a 10 second video in which barista will show how popular drinks are made. This showing the customer exactly what is put into their drink and also spark interest in new drinks that customers might think they would enjoy because of the ingredients in the drink. As said earlier, the primary media platforms for their target audience are Facebook and Instagram, both these medias allow for videos of this length to be posted. Research shows "nine out of 10 of the most watched videos on Facebook are under 2 minutes and the majority are around 1 minute" (Wouters, 2017). Research also showing, "marketers have just 10 seconds to grab an audience's attention, after that the engagement fall" (Wouters, 2017). As stated before their target audience had a short attention span, so making

quick videos will grab and keep their attention for a short period of time allowing them to take in and remember the information being given in the video.

Also, today with emerging app TikTok taking the world by storm, short videos have become much more popular and engaging to people. With this app emerging I think it is drawing people to short videos and making them more attractive since these videos are so short. Data also shows “millennials are more effective in shifting through unnecessary information, meaning something needs to grab their attention, they want to eliminate fluff and get to the point” (Wouters, 2017). TikTok is doing this making video more appealing. Overall, videos making the product will help to draw customers in and allow for their attention to be caught.

My second modification was to increase engagement and interaction among customers. This helps to fit into the atmosphere Starbucks is trying to create as well. By connecting customers on their social media, it will help for them to create connections and a sense of community that will extend to their stores. Also, engagement will help to grow their customer base.

Studies show that when companies engage with their customers it creates customer loyalty and creates a greater sense of word of mouth (Eckstein, 2020). Spreading positive feedback about the company, growing their market. This study also shows that “answering a compliment on social media can increase customer advocacy by as much as 25%” and customers who are shunned by brands are 30% more likely to switch to a competitor (Eckstein, 2020).

In order to engage with customers Starbucks can one create interactive Instagram stories. By doing this Starbucks will encourage customers to interact on Instagram. They could start

polls such as do you like hot or cold drinks, chocolate or caramel, when do you drink your coffee, ect. By asking these questions it will also help for Starbucks to see what customers like and how to better market to their customers. Another way they could engage with customers is to ask questions in their captions. This would also help to increase the number of comments and encourage customers to interact with each other. Starbucks can also run contest, by running contest it will help to spread the word about Starbucks and get customers more engaged by encouraging them to share the companies post to win something. Everyone likes incentives.

My final modification to Starbucks social media page is to incorporate current news and event into their post. This is because research shows Starbucks's main targeted audience uses social media primary to hear and read about news.

Starbucks could incorporate news into their social media by offering weekly updates about what happened in the news that week. Keeping the content very simple, yet informative, just covering the major headlines of the week. By keeping the content of the news simple and informative yet not drag on, it would also appeal to the younger follows. This is because it would be to the point offering them good information, that would be a quick 1-3-minute read. Since research shows how short attention spans are these days, this post would quickly grab their attention, and be a quick snippet of the weekly news. By posting these news post weekly, I believe it would increase Starbucks's follows and appeal more to the older portion of Starbucks's target market.

Starbucks has the opportunity to increase the effectiveness of their social media platforms by creating more engaging posts, playing to what their targeted markets wants to see and creating short videos, showing customers exactly what is in their drink and how they make

it. Making these simple changes to their social media platforms, I believe, will allow for a significant increase in engagement and followers on their social media platforms.

Instagram/ Facebook videos:



Stories/Engagement Post:



starbucks • Follow

starbucks

Want to win a \$100 Starbucks gift card?!

Here is what to do:

- 1) Share this one your story
- 2) Comment down below your favorite holiday post
- 3) Follow us
- 4) Tag your coffee buddy

Liked by: and others

NOVEMBER 23

Add a comment... Post



Your Story 57s

When do you drink your Starbucks Coffee?

Morning Afternoon



Starbucks

23m

Comment below what your favorite part about the holidays is

35

4 Comments 1 Share

Starbucks News Post:



starbucks • Follow

starbucks

Starbucks weekly news update:

COVID-19 cases rise in multiple states such as CT, MA, TX and more

President Donald Trump increase COVID regulations in states struggling to keep their numbers down

Japan celebrate their country's

Liked by [unreadable] and others

NOVEMBER 23

Add a comment... Post

Citations:

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