

Comm 3368 - Chick-fil-A PR Strategy

Situation Analysis:

Chick-fil-A located on Main and Kirby is currently trying to create a strategic online marketing campaign to increase their social media following on Instagram and Facebook. This location is a recent addition to the fast-food franchise. Its current restaurant operator is Juli Salvagio, who also manages the Holcombe and Buffalo Speedway location as well. Since it is a new location, the social media following is much smaller compared to the other establishment that Juli operates.

Our goal is to implement a strategic public relations strategy to expand our online visibility and presence to attract new followers. Our objectives are to target two different demographics which includes, college students and parents of elementary/middle school students.

Due to the strength of Chick-fil-A's presence in the food industry and its loyal following amongst consumers, we have an incredible opportunity to maximize these strengths and attract new followers for our new Main and Kirby location on our social media platforms.

Digital outreach through social media is a viable, low-cost opportunity for this specific location. Since the Instagram page is still relatively new at less than one-year-old, growth in electronic traffic and connectivity with the desired target audiences are feasible with the assistance of the franchise's loyal fanbase, as mentioned in the paragraph above. Another example is to emphasize the alignment with your public's lifestyles and schedules and further illustrate the location's reliable, on-the-go image.

Moreover, one aspect to consider is the social media channels low follower count. Created in August 2022, the Instagram account averages ten likes per post, making it difficult to stand out. There is a physical limitation that acts as a barrier to inclusiveness of students of all ages. Other locations across Houston are closer to schools and higher education facilities, and the latter often have one Chick-fil-A located within their buildings. Convenience for those without reliable transportation is also not as prevalent for college and younger students under the driving age, and those who do need to drive further to reach 59 & Main, which is an external factor to consider.

However, there are some threats that this Chick-fil-A should be worried about. Due to its location, there are several other fast food competitors within the area like Wendy's, Sonic, Raising Canes, Whataburger, etc. Even other Chick-fil-A locations could be competitors since this new location only offers a drive-thru, carry out, and catering option.

Goal: To increase social media followers for the Main and Kirby location.

Objectives:

(Primary) To increase the number of college students following social media accounts by 15% by September 1, 2023.

(Secondary) To increase the number of parents of elementary/middle school students following social media accounts by 10% by September 1, 2023.

Target Audience: College students and parents of elementary/middle school students in and around Southwest Houston area.

Overall Message: To follow @cfamainkirby on Instagram and Facebook to stay in the loop about promotions, giveaways and community events at the Chick-fil-A on Main and Kirby.

Tactics:

(Primary)

- Flyers/posters on campus and near the parking garages/lots.
- Going to college campuses to promote the new location and bring awareness to the social media accounts.
- Raffle on social media that will drive new followers to the social media pages.

(Secondary)

- Flyers/posters in their drive-thru and in the green space around the building.
- Newsletter sent out to customers through Chick-fil-A app.
- Showcase video on social media that will drive engagement.

Content Calendar:

May 2023: - CFA flyers (College & Parents)

June 2023: - Instagram post; CFA Video

July 2023: - CFA monthly newsletter

August 2023: - Facebook post; Set up a CFA booth on campus