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Social Media Marketing

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### Final Exam

Target is a store that is loved and visited (including myself) by so many people. To begin my final exam, I will first be analyzing and critiquing their Social Media Marketing efforts. So, when I first clicked the link to their website, I immediately scroll to the bottom to see if they provided a list of their social media platforms. As expected, I found that they are on Pinterest, Facebook, Instagram, Twitter, and Youtube. I found that depending on which social media platform they are on, they seem to post differently according to how that platform functions. For an example, Target posts more about their clothes and other items individually and in sections on Pinterest. They have labeled pins for their popular brands such as “GoodFellow & Co” and “A New Day”. They also have pins for kids attire, home, and other clothing. The great thing about Pinterest is that the audience is able to save certain things within these pins to create their own. They can easily share it and have others view it. On Instagram and Facebook, the content is a bit more professional and uniformed. They basically post the same content on both platforms, but the Instagram captions are much shorter than the captions on Facebook. On Facebook, Target also attaches links within their caption for each post which helps the audience get to whatever is being advertised a lot faster. Unfortunately, you can’t really keep clickable links within the caption on Instagram, so the captions are a lot shorter. I also noticed that between Facebook and Instagram, they’re a lot more active whenever it comes to posting stuff on Facebook. They post

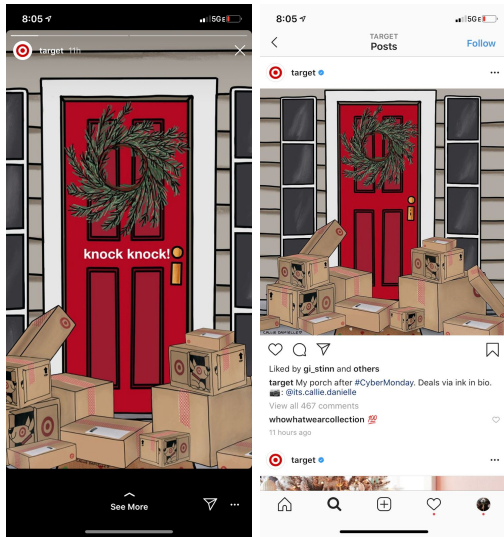
at least once or twice a day on Facebook and sometimes every other day on Instagram. Although they don't post a lot on Instagram, they do post on their Instagram story (content that is available to see for a temporary time). On Twitter, Target kind of took a more trendy and fun path. They sometimes post memes, funny videos, and just certain things that are currently popular now that they have in stock that relates to that certain topic (such as Frozen 2, Star Wars, and Pokemon Sword and Shield). On all three platforms, Facebook, Instagram, and Twitter, Target brings in special guests/known actors into target to compose a story to catch the audience's attention. Throughout all of their social media platforms, it's very clear that their main goal is to advertise their products according to how each platform functions.

Now that I've critiqued the social media marketing efforts of Target, I will now create a plan to upgrade their overall social media marketing in order to better promote their brand, sales, and other marketing objectives. Before I begin, I have to figure out Target's current or most recent goal and that being Black Friday and Cyber Monday deals. How were they able to advertise these deals and how can they do better? Whenever it comes to most social media platforms, the search bar, posts, users, hashtags, and subjects are all very important. I first looked up stores similar to Target to kind of compare each other and the way they run their social media platforms. Walmart seems to showcase celebrities more on their story and as well as have consistent partnership with these individuals to help kind of showcase their brands for sales increase. Target seems to be doing the same thing, but through my observation, seem to only showcase celebrities for a single post and end it there. In other words, Target should have more visible brand advocates to showcase their products. Walmart has multiple Ellen posts such as her Christmas gift giving list that was posted on their Instagram and Facebook story. For both

companies, the two most popular and constantly viewed by their audience would have to be Instagram, Facebook, and Twitter. Whenever it comes to all of their social media platforms, Target should do more collaborations with other companies in building more relationships. I'm really glad that they self promote cautiously and don't overdo it. To increase more on sales, they should provide more unique value. Very recently, they posted about their Cyber Monday deals. It would be nice if they broke down the sales instead of having the users click links to see it. It would be handy if they provided such content in their stories. Personally, I think they should have more deals for customers to get their attention. Most large companies seem to be doing the same deals. Target should try to think of something different that can really spark the interest of customers. Target should also have content that can be more interactive for users to feel involved. Within the content they produce and present, it should have "sharing triggers". The content should leave the customers to feel a certain emotion (emotional triggers). If they're able to feel something or relate to it, it's easier for them to consume and retain the message being portrayed. I noticed that they don't post a lot of videos. I feel like if they created more videos that would leave customers feeling a certain way, people would look forward to seeing these them. Target should also advertise or let people know about their other social media platforms. Each platform is different in their own way. They each have different functions and uses. I found out that Target is on Instagram, Facebook, Pinterest, Youtube, and Twitter. For an example, Pinterest utilizes pins to kind of run their platform. Target should utilize their rich and buyable pins more often. Rich pins provide more context about an idea (shows extra information). The rich pins they should specifically use would be the app, product, and article pins. Just like Instagram, Pinterest has buyable pins. With buyable pins, you are able to buy the look or product

right from the picture that's posted. There will be white dots that call out different parts of the picture. It just makes shopping online extremely easy without having to click so many links or try to find it yourself. Over everything, Target should respond to more questions being asked throughout their social media platforms. It's very important for a company to appropriately and respectfully assist potential customers in answering their questions or problems. Through my observation, Target's Twitter account seems to be more relaxed and humorous compared to their competitors. I feel like posting and creating their own memes that tie to the products they sell are very in trend and smart! Like I mentioned before, this caused emotional triggers and allowed the customers to be more interactive and maybe even looked forward to seeing their posts. The two very similar social media platforms that Target is on would be Instagram and Facebook. They seem to be more active on their Facebook account so that means between the two, Facebook has more traffic than Instagram. I think Target should post more content in their story and create more highlights for things like all of their brand advocates and partnerships with other brands/companies. Target overall is already pretty good at handling their social media platforms, keeping up with the latest trends, and effectively catch the audience's attention. It's quite difficult to spot what they need to improve on, but they definitely can always improve on things they already do!

Actual Content From Target's Social Media Platforms



Instagram posts/story: Presenting their Cyber Monday Deals



Posted the same content on Facebook

Due to the completion of my plan to improve Target's social media marketing in pursuit to better promote their brand, sales, and other marketing objectives, I will create a plan to administer, measure, and control it. As a lot of people within this field already know, it's common sense to have something to track the results of your planned out social media marketing plan. With the help of Hootsuite's article "7 Social Media Metrics that Really Matter - and How to Track Them" by Sarah Dawley (<https://blog.hootsuite.com/social-media-metrics/>), I would set up a Google Analytics account and first check the "Acquisition" tab and under "All Traffic", I would click on "Bounce Rate". This should list out each channel from lowest to highest bounce rate. Secondly, I would click on "Sessions" which is found within "Acquisition" and then click on "Channels". I enjoy this function because you not only need to look at the web referrals, but also the share of traffic. A list of all of the social networks your company/business is on will pop up and is listed from the least to most sessions being shared. To the right of the social networks, the number of sessions and the percentage will be found. Also, we shouldn't just track shares, but also amplification rates. In order to find the percentage of an amplification rate, you have to find the number of times your post was shared and divide that by the number of followers you have. Lastly, multiply that number by 100. Instead of just tracking likes, it's suggested to also check applause rates. Just like finding the amplification rate percentage, you take the number of likes from a post, divide that by the number of followers, and multiply that number by 100 to get the applause rate percentage. Lastly, track leads and not just numbers. Social media followers are just potential customers who may or may have not purchased from Target yet. It's best to get their email due to the view-rate compared between an email and a post. Surprisingly, the view-rates and click-through rates are larger than the view-rates and click-through rates of posts

on Facebook. By using a UTM code, a business is able to track potential customers on social media. Basically, a UTM code is a bunch of text that you can add to a link to let Google Analytics know which link drove which traffic to a specific page. With that being said, a business is able to know what is the most effective and popular.

Target is a well known and loved business that for sure will continue to grow and thrive. Through my observation and given critiques of their social media platforms, to my plan to improve their social media marketing plan in hopes to increase sales, their overall brand, and other marketing objectives, examples of their recent content, and how I would continue to track my social media plan, I hope to see if Target will make certain improvements that I suggested they should do.