

The Mission

SOCIAL MEDIA COMPETITOR ANALYSIS



BACKGROUND

OVERVIEW OF THE MISSION

- The Mission opened its doors on October, 12, 2015, quickly becoming an Elon University favorite. Located in Gibsonville, North Carolina, The Mission is a quick service Tex-Mex restaurant with a full bar. However, it is best known for its unique margaritas.
- The Mission is a popular dinner and drinks spot for Elon University students, with a staff composed of primarily Elon students as well. It is located 1 mile from Elon's campus, giving students the opportunity to either walk or quickly drive to the restaurant.
- The Mission offers many promotions throughout the week to incentivize customers to visit the restaurant. These include, but are not limited to, discounted drink and food offerings, as well as the opportunity to spin the prize wheel.

GOAL

The purpose of this research is to examine The Mission's social media content on Facebook and Instagram, as well as its competitors' Facebook and Instagram content. This analysis aims to identify strengths and weaknesses in The Mission's social media strategy, and discover industry trends. With this information, effective recommendations on how to maximize The Mission's social media presence will be provided.

LOCAL COMPETITORS



San Marcos
IG: 639
FB: 2.1K



La Cocina
IG: N/A
FB: 586



Crazy Mexico
IG: N/A
FB: 895

NATIONAL COMPETITORS



On the Border
IG: 29.5K
FB: 310K



Bartaco
IG: 97.7K
FB: 7.9K



Chuy's
IG: 33.7K
FB: 100.3K

INSTAGRAM: THE MISSION



Instagram Followers:

2,057

Number of Posts:

281

CONTENT THEMES

Giveaways

Product Features

Staff Features

Upcoming Events

STRENGTHS

Location Tag

Business Profile

Link to Website

Descriptive Bio

Consistent Posts

Utilizes Hashtags

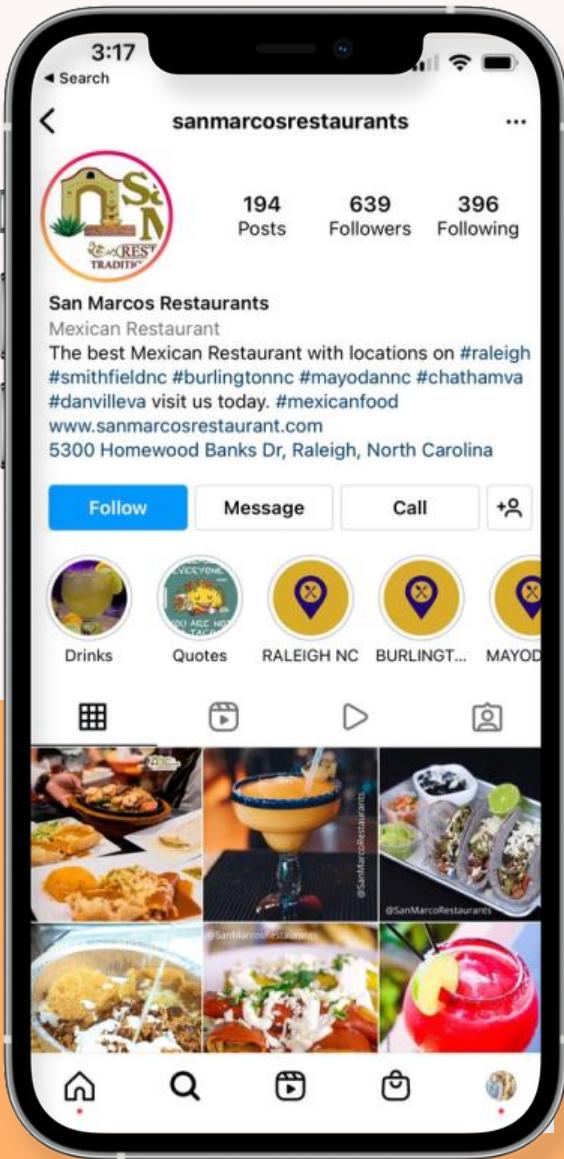
WEAKNESSES

No Highlights

Does Not Respond to Comments

Inconsistent Branding

INSTAGRAM: SAN MARCO'S



Instagram Followers:

639

Number of Posts:

194

CONTENT THEMES

Product Features

Holidays

STRENGTHS

Link in Bio

Business Profile

Utilizes Stories

Utilizes Highlights

Utilizes Hashtags

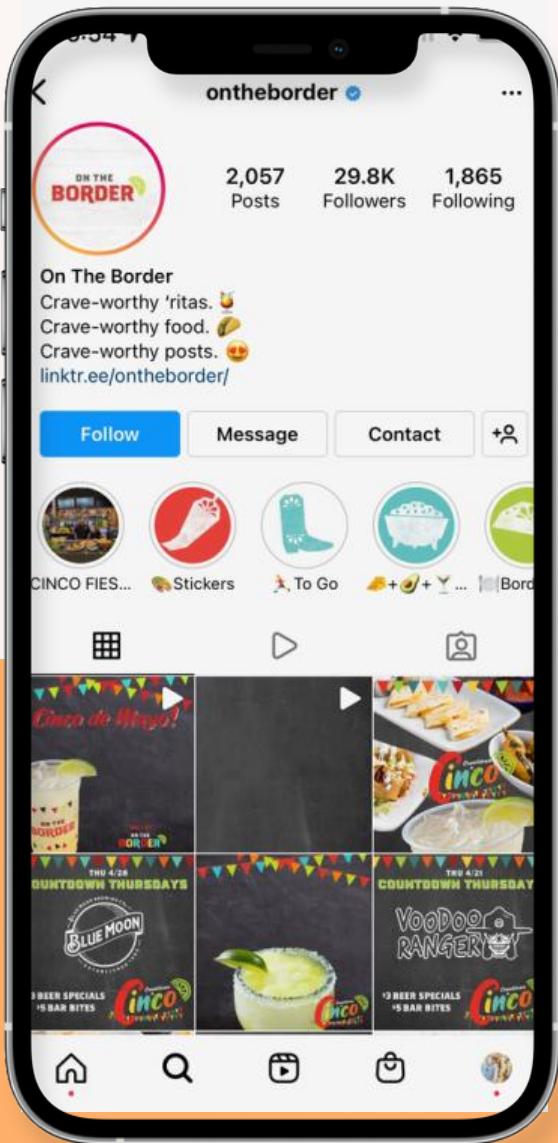
WEAKNESSES

Profile Photo
Sized Incorrectly

Lack of Content Variety

Does Not Respond
to Comments

INSTAGRAM: ON THE BORDER



Instagram Followers:

29,800

Number of Posts:

2,057

CONTENT THEMES

Discounts

Holidays

Product Features

Limited Time Offers

STRENGTHS

Link in Bio

Business Profile

Utilizes Stories

Utilizes Highlights

Consistent Branding

WEAKNESSES

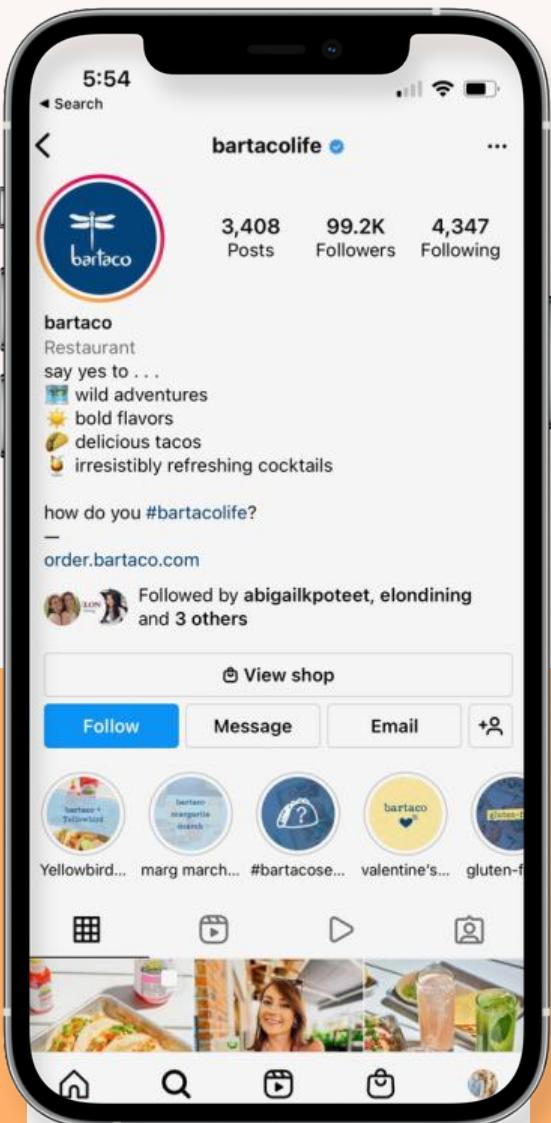
Inconsistent Posts

Lack of Hashtags

No Staff Recognition

Does Not Respond to Comments

INSTAGRAM: BARTACO



Instagram Followers:

99,200

Number of Posts:

3,408

CONTENT THEMES

Product Features

Customer Features

Staff Features

Limited Time Offers

STRENGTHS

Responds to Comments

High Quality Images

Consistent Branding

Descriptive Bio

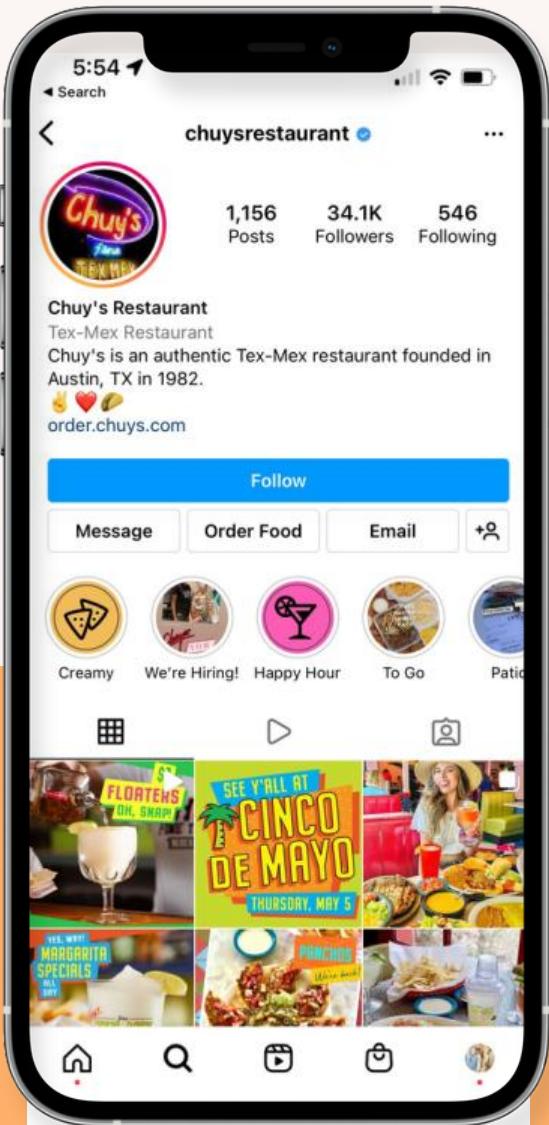
Utilizes Hashtags

Link in Bio

WEAKNESSES

N/A

INSTAGRAM: CHUY'S



Instagram Followers:

34,100

Number of Posts:

1,156

CONTENT THEMES

Customer Features

Product Features

Limited Time Offers

Holidays

STRENGTHS

Descriptive Bio

Utilizes Stories

Utilizes Highlights

Link to Website

Video Content

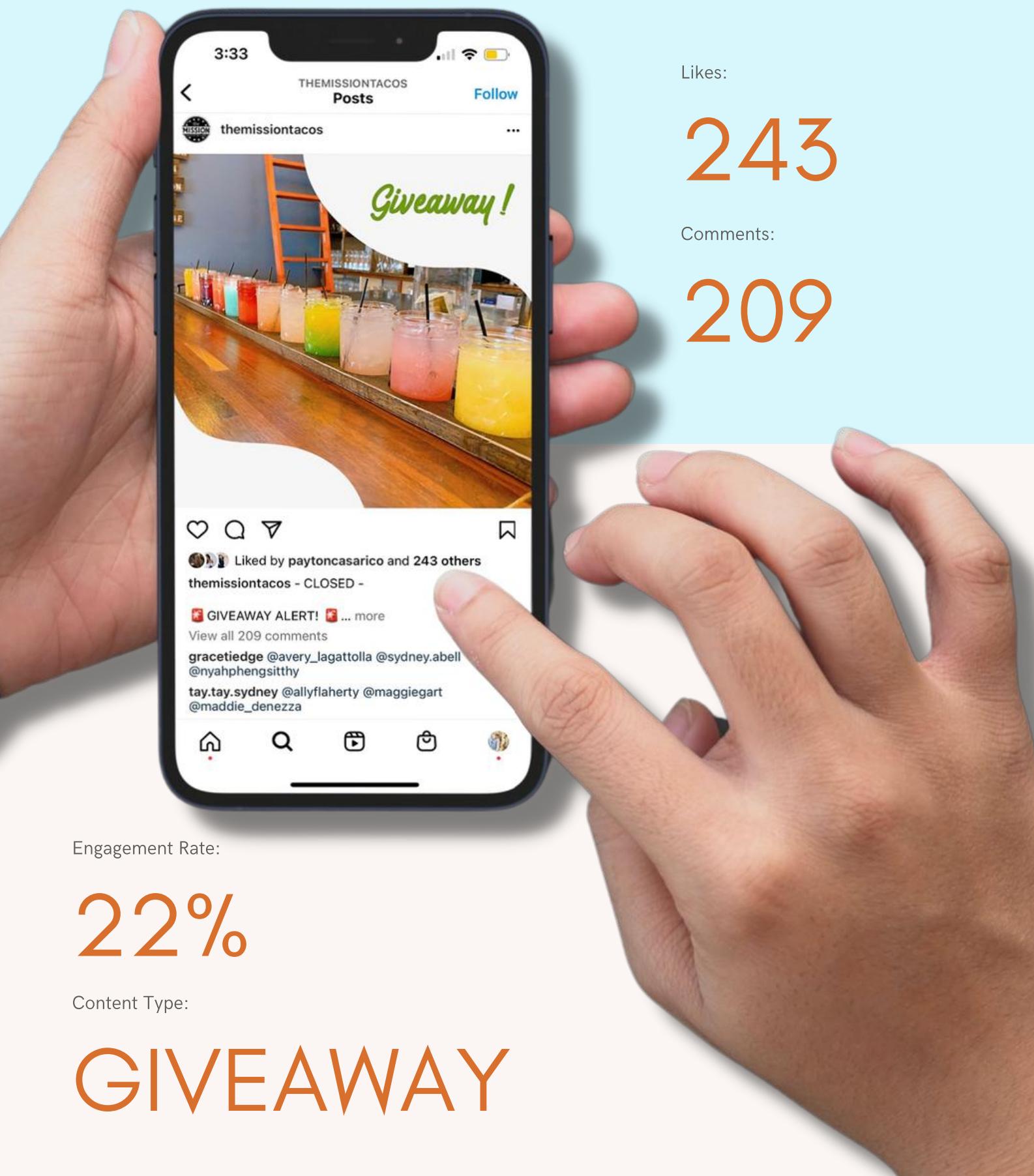
Business Profile

WEAKNESSES

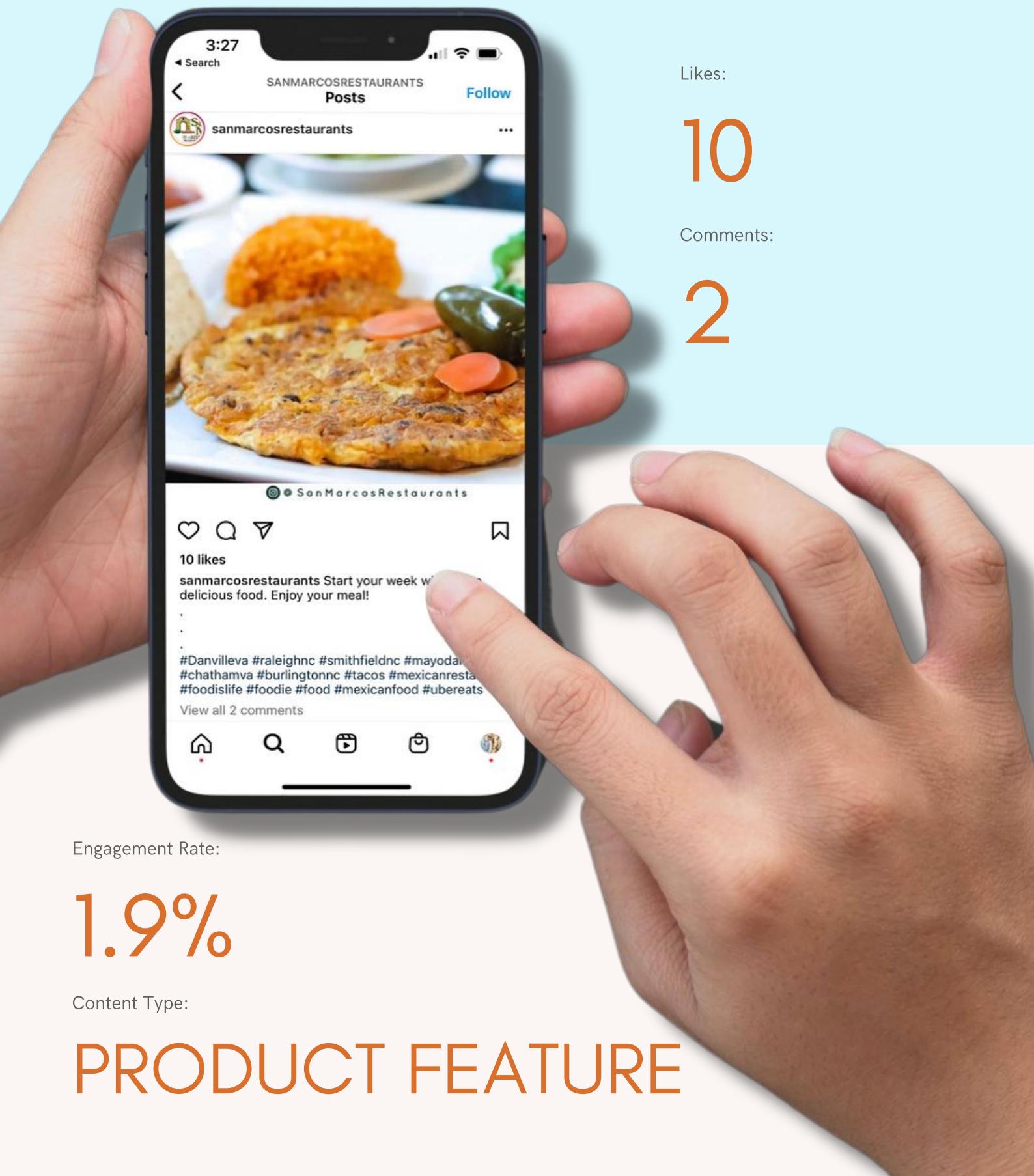
Inconsistent Branding

Does Not Respond to Comments

INSTAGRAM: THE MISSION'S MOST ENGAGED POST



INSTAGRAM: SAN MARCO'S MOST ENGAGED POST



INSTAGRAM: ON THE BORDER'S MOST ENGAGED POST



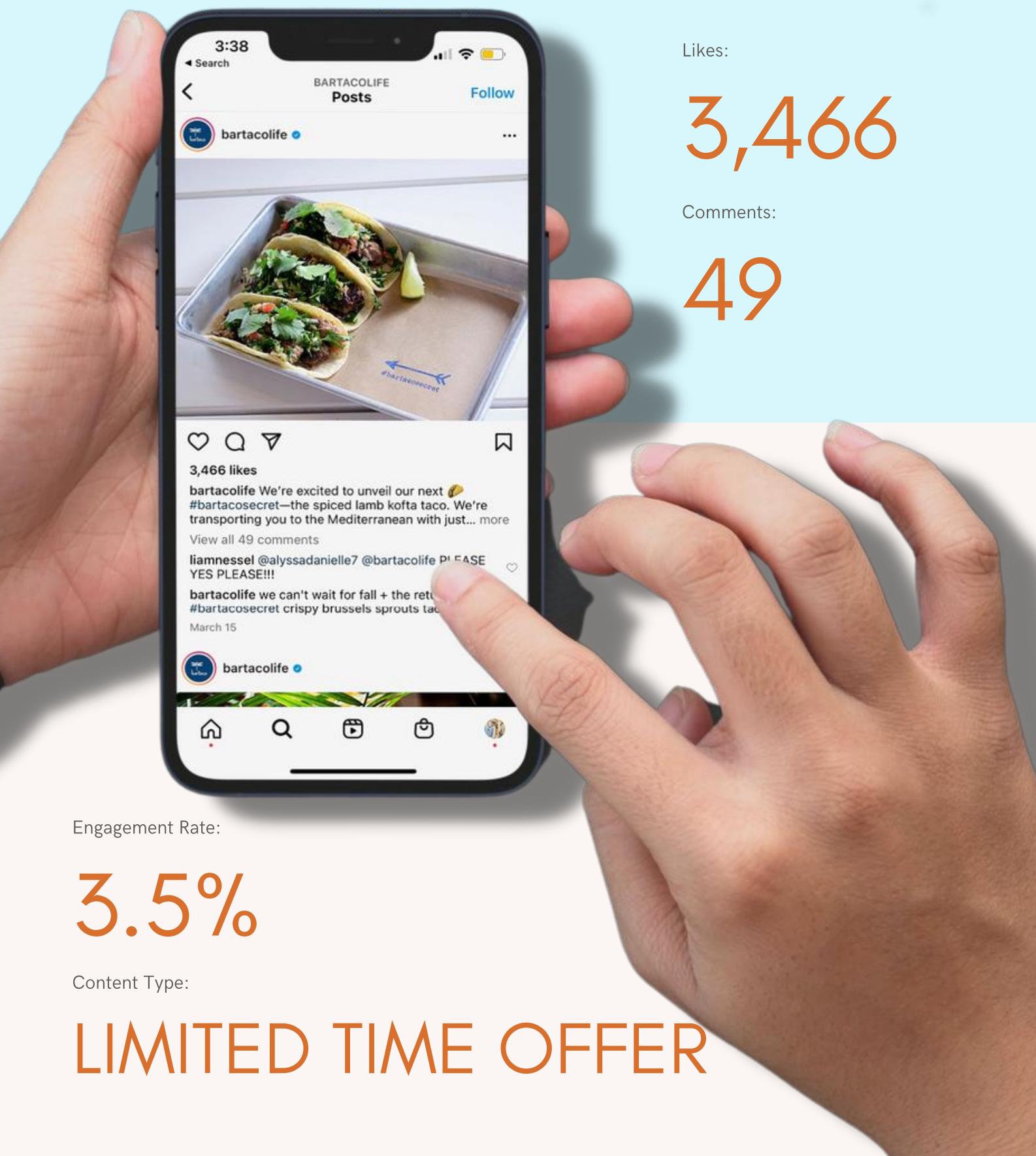
Engagement Rate:

1.3%

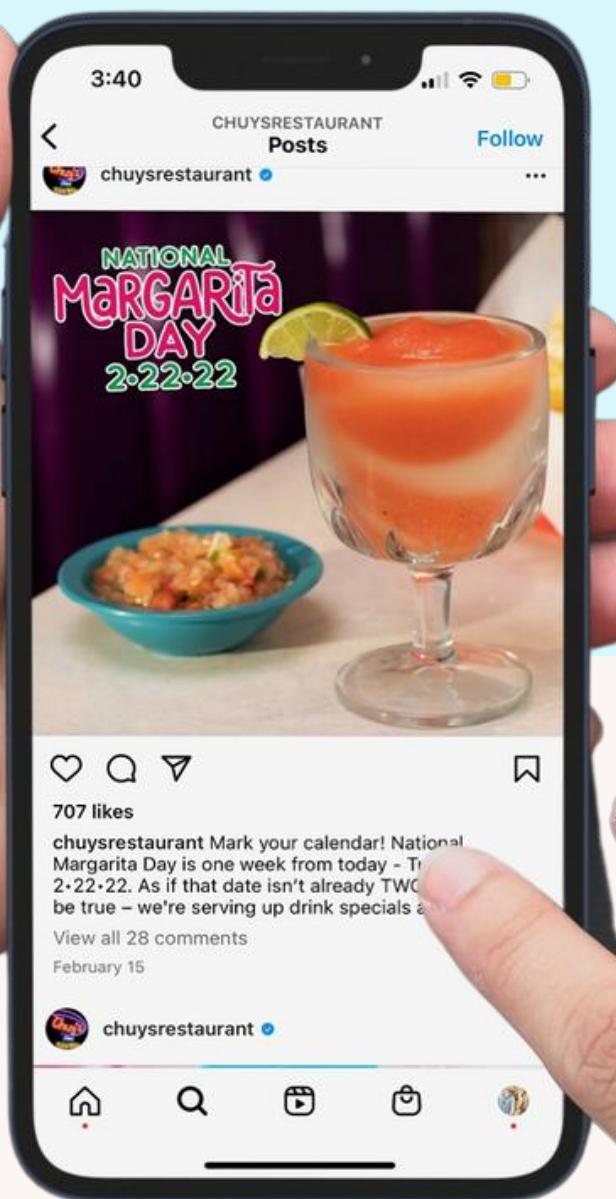
Content Type:

HOLIDAY

INSTAGRAM: BARTACO'S MOST ENGAGED POST



INSTAGRAM: CHUY'S MOST ENGAGED POST



Likes:

707

Comments:

28

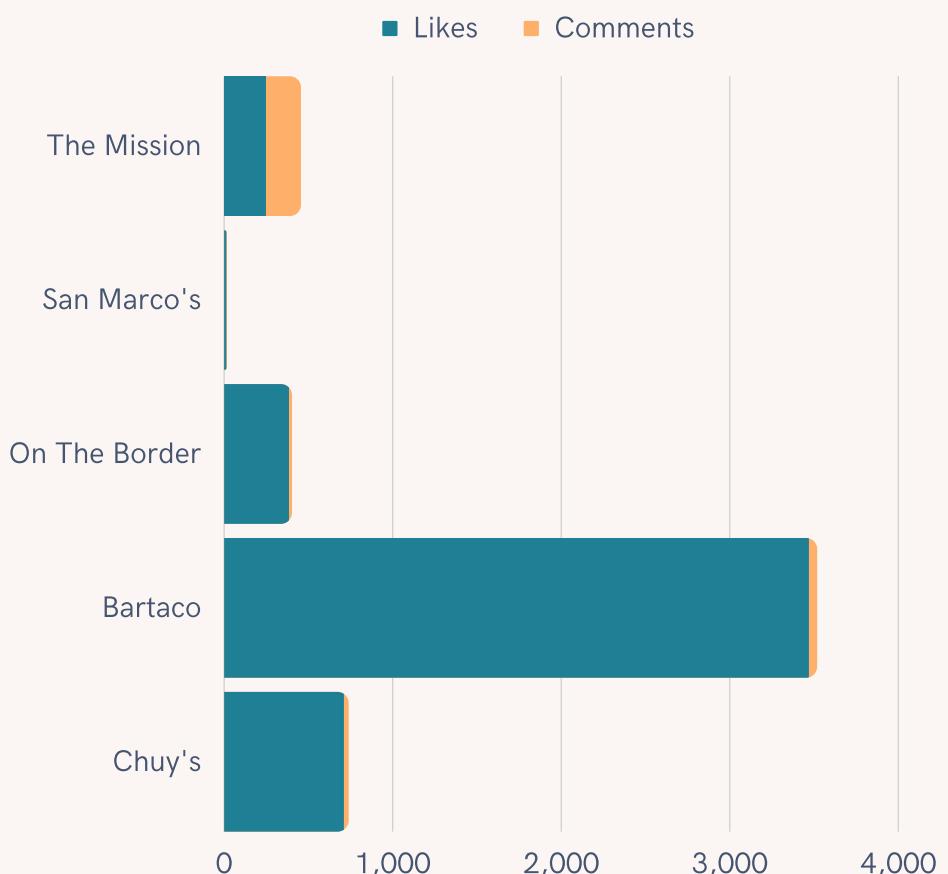
Engagement Rate:

2.2%

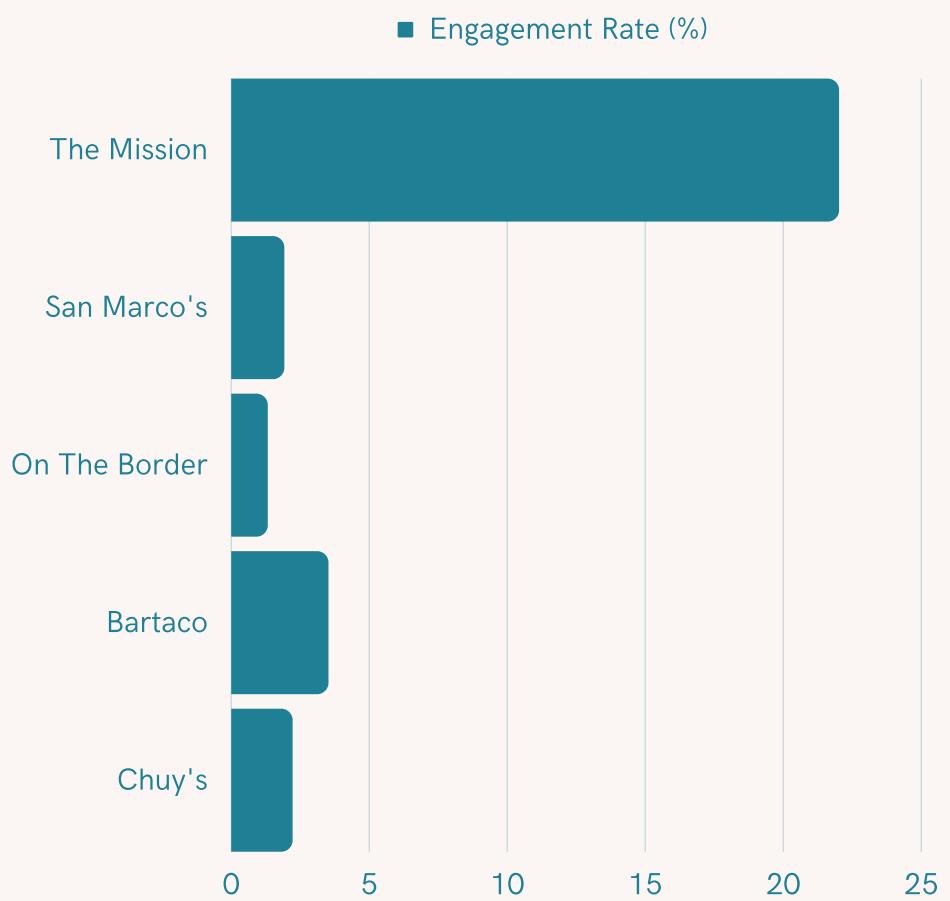
Content Type:

HOLIDAY

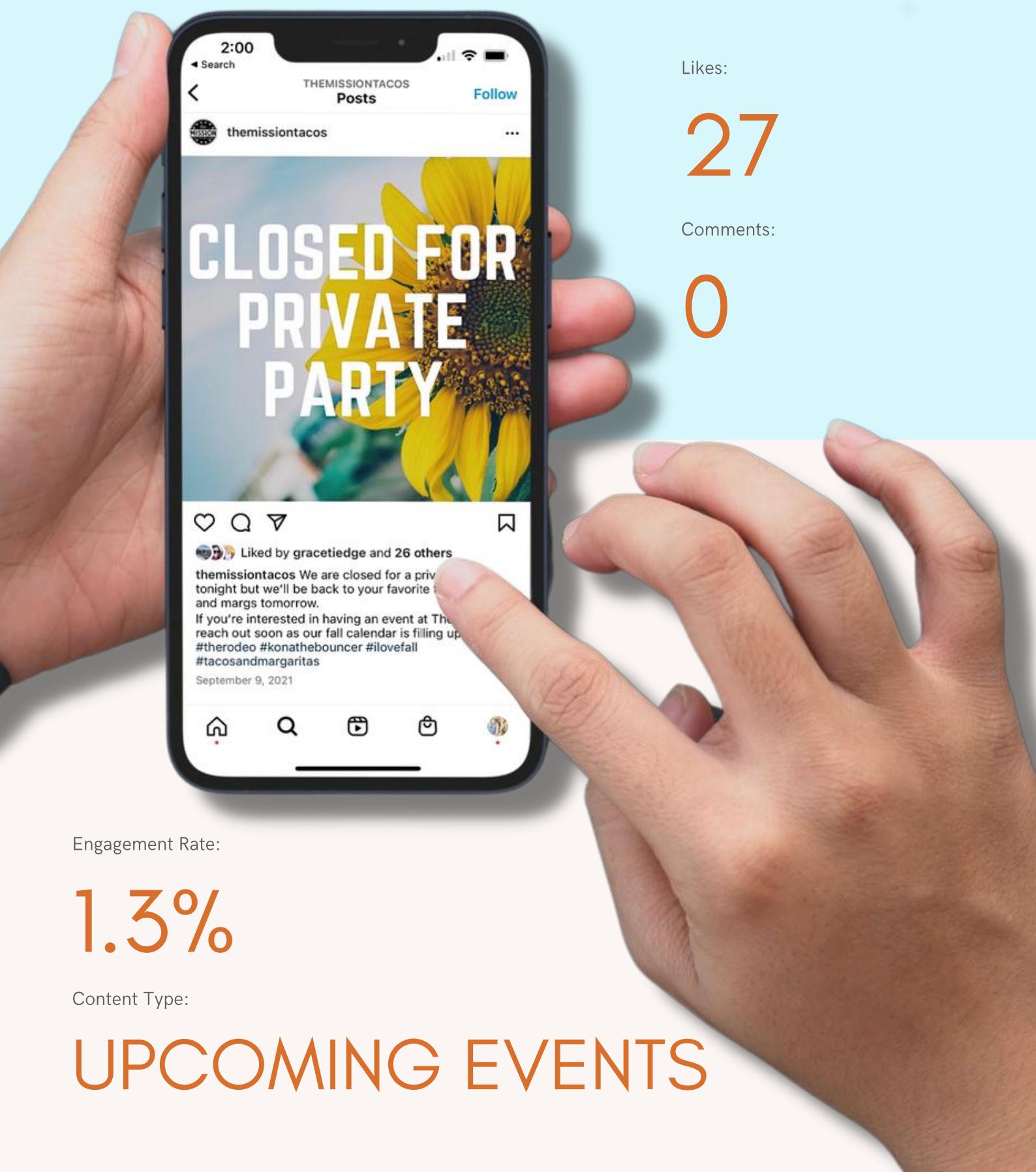
INSTAGRAM ENGAGEMENTS ON MOST ENGAGING POSTS



INSTAGRAM ENGAGEMENT RATES ON MOST ENGAGING POSTS



INSTAGRAM: THE MISSION'S LEAST ENGAGED POST



Likes:

27

Comments:

0

Engagement Rate:

1.3%

Content Type:

UPCOMING EVENTS

INSTAGRAM: SAN MARCO'S LEAST ENGAGED POST



Likes:

3

Comments:

0

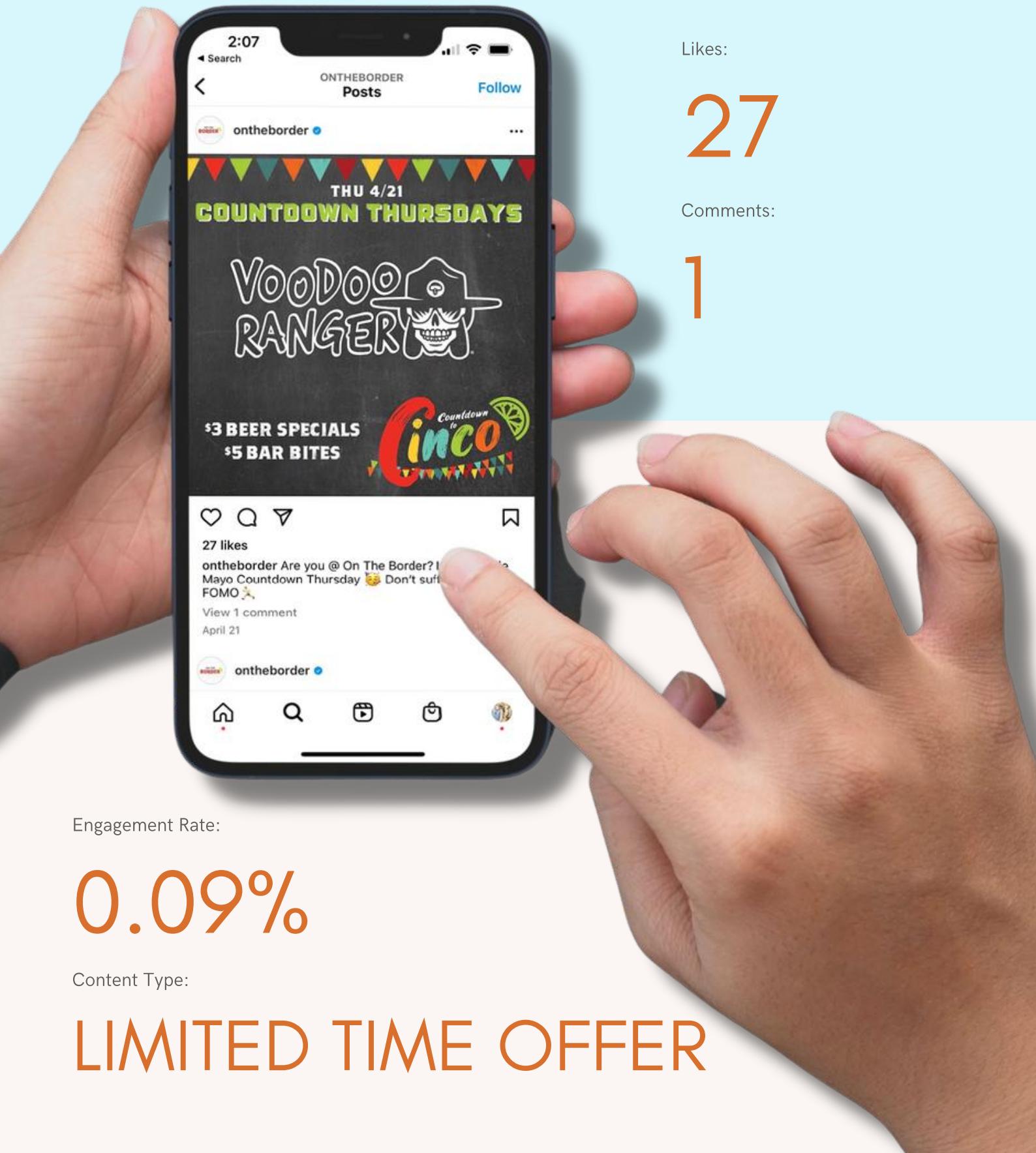
Engagement Rate:

0.47%

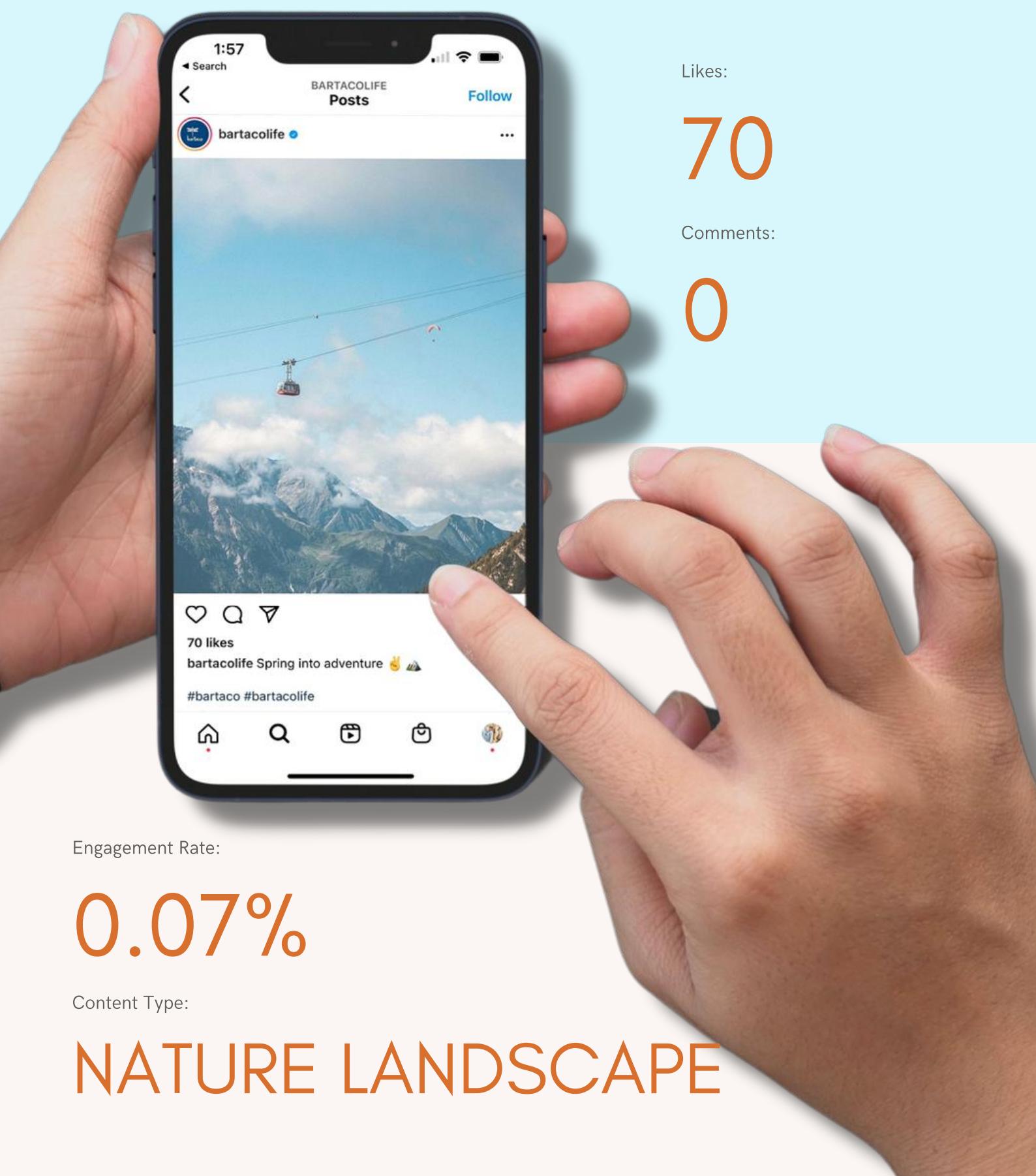
Content Type:

HOLIDAY

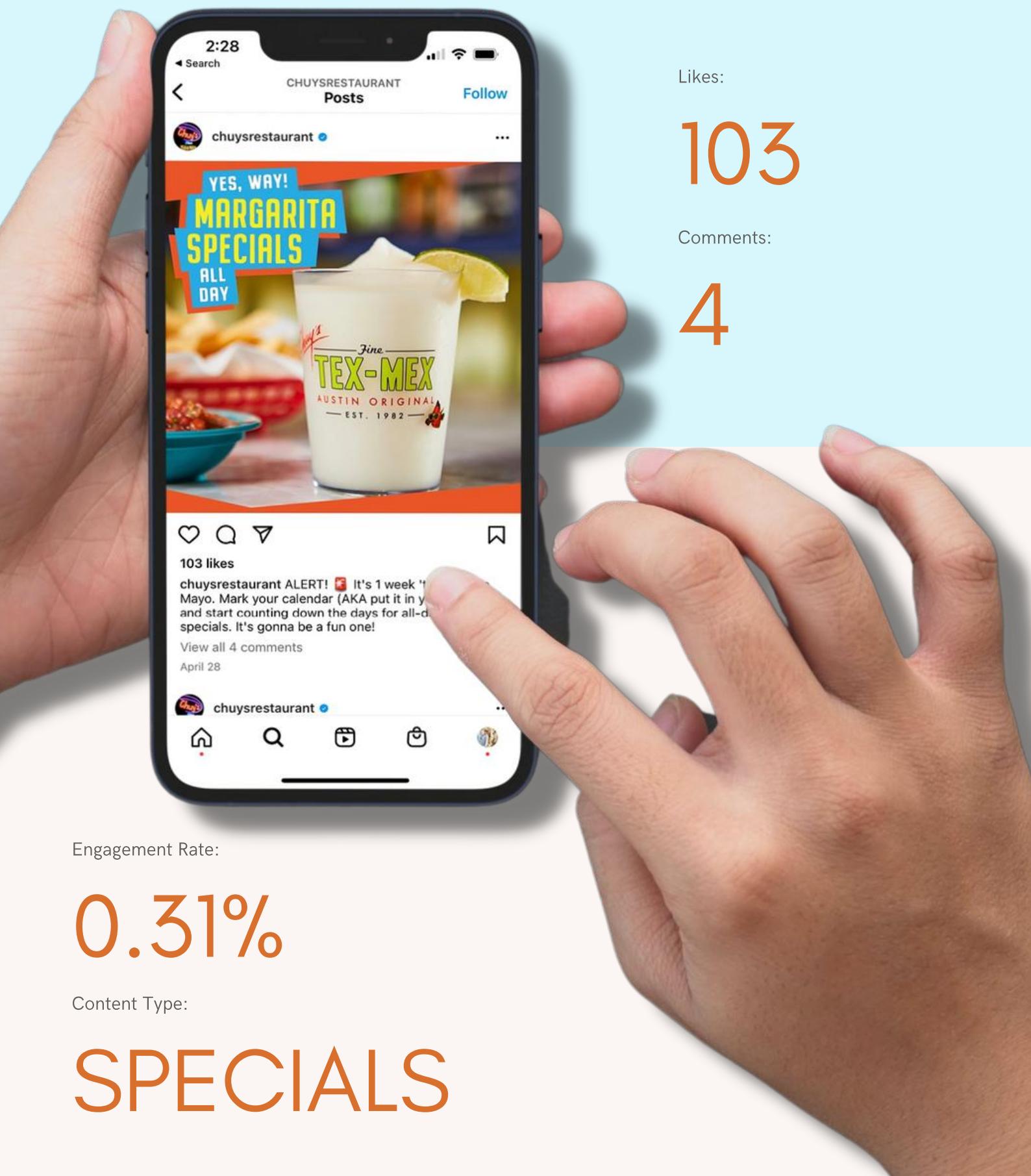
INSTAGRAM: ON THE BORDER'S LEAST ENGAGED POST



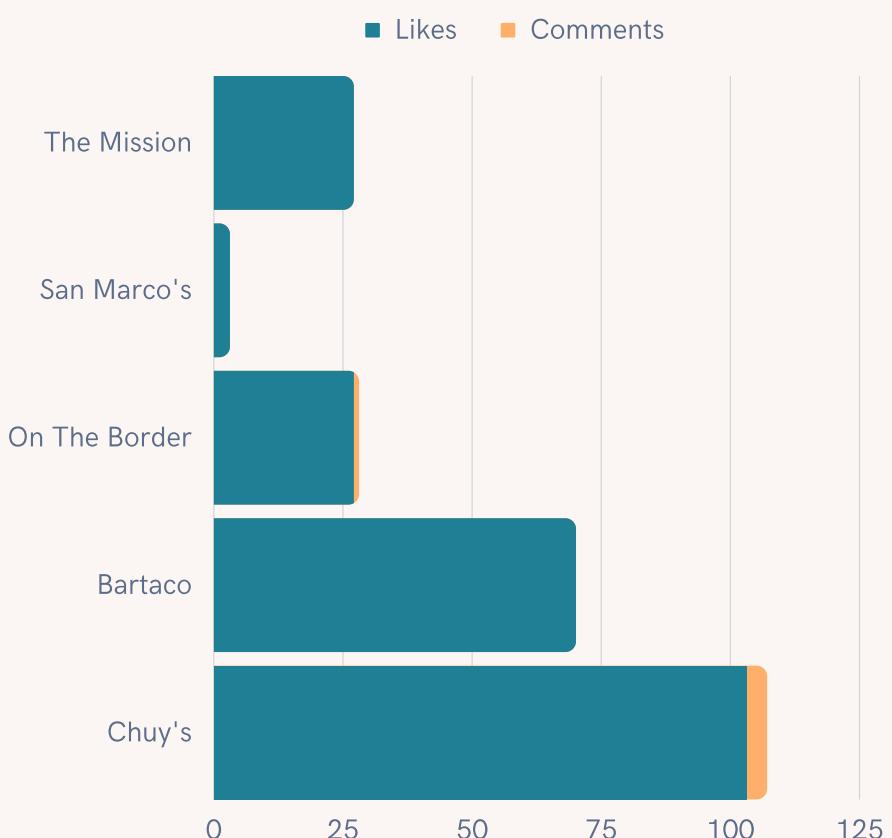
INSTAGRAM: BARTACO'S LEAST ENGAGED POST



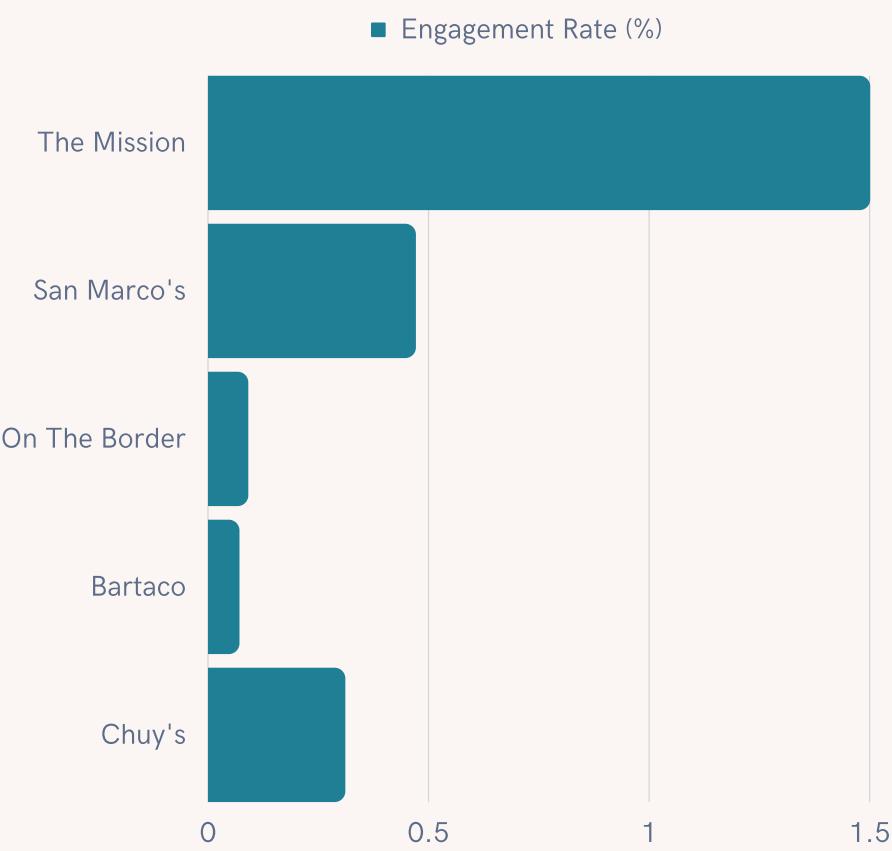
INSTAGRAM: CHUY'S LEAST ENGAGED POST



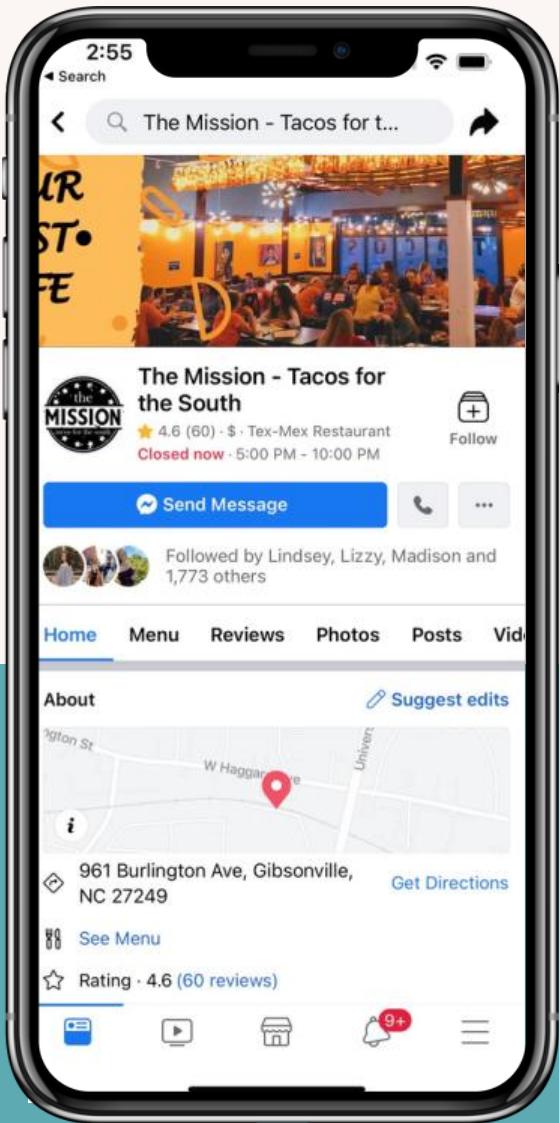
INSTAGRAM ENGAGEMENTS ON LEAST ENGAGING POSTS



INSTAGRAM ENGAGEMENT RATES ON LEAST ENGAGING POSTS



FACEBOOK: THE MISSION



Page Likes:

1,400

Page Followers:

1,776

CONTENT THEMES

Giveaways

Product Features

Customer + Staff Features

Upcoming Events

STRENGTHS

Clear Profile Photo

Location Tag

Link to Website

Photos of Menu

Descriptive Bio

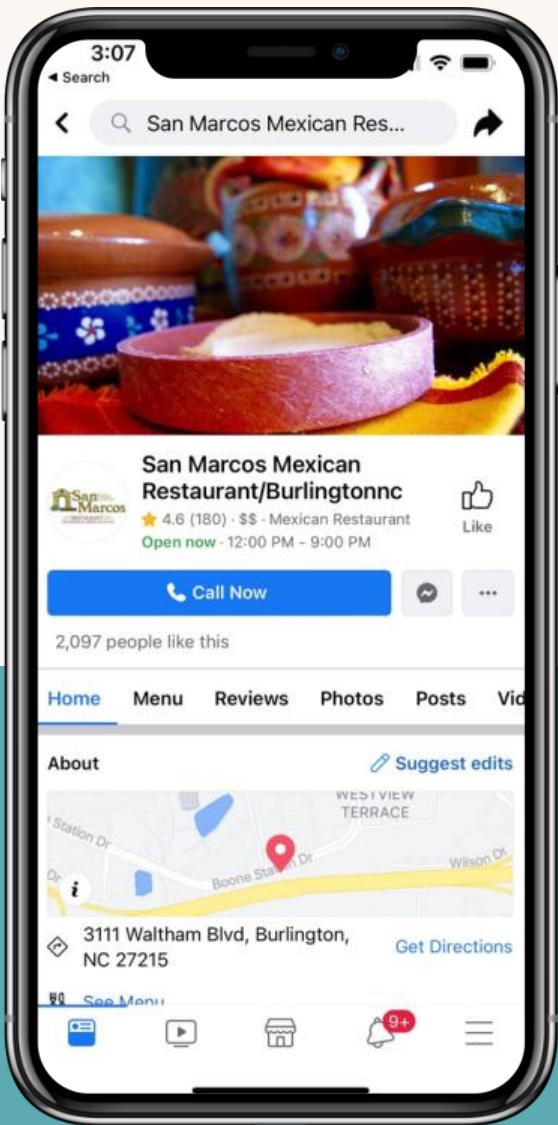
Consistent Posts

WEAKNESSES

Cover Photo Not Optimized for Mobile Devices

Does Not Respond to Comments

FACEBOOK: SAN MARCO'S



Page Likes:

2,097

Page Followers:

2,188

CONTENT THEMES

Product Features

Holidays

STRENGTHS

Clear Profile Photo

Location tag

Link to Website

Photos of Menu

Descriptive Bio

Consistent Posts

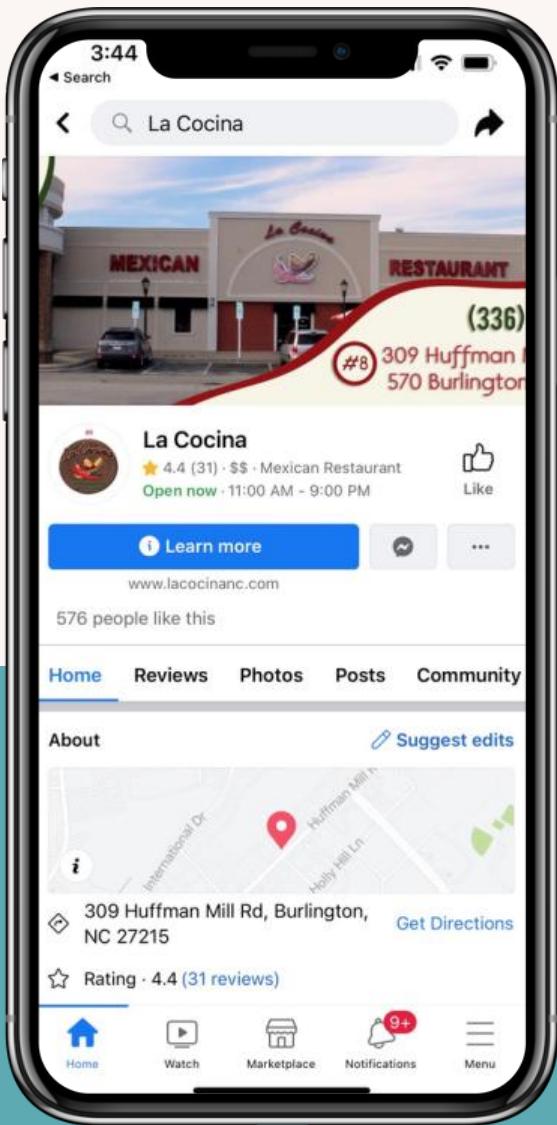
WEAKNESSES

Inconsistent Posts

Bio Is Too Long

Does Not Respond to Comments

FACEBOOK: LA COCINA



Page Likes:

576

Page Followers:

590

CONTENT THEMES

Product Features

Promotional Posts

STRENGTHS

Location Tag

Link to Website

Utilizes Hashtags

WEAKNESSES

Low quality Profile Photo

No Bio

Cover Photo
Sized Incorrectly

Inconsistent Posts

Does Not Respond
to Comments

FACEBOOK: CRAZY MEXICO



Page Likes:

704

Page Followers:

719

CONTENT THEMES

Holidays

Product Features

Customer Features

Specials

STRENGTHS

Location Tag

Utilizes Facebook Live

WEAKNESSES

Broken Website Link

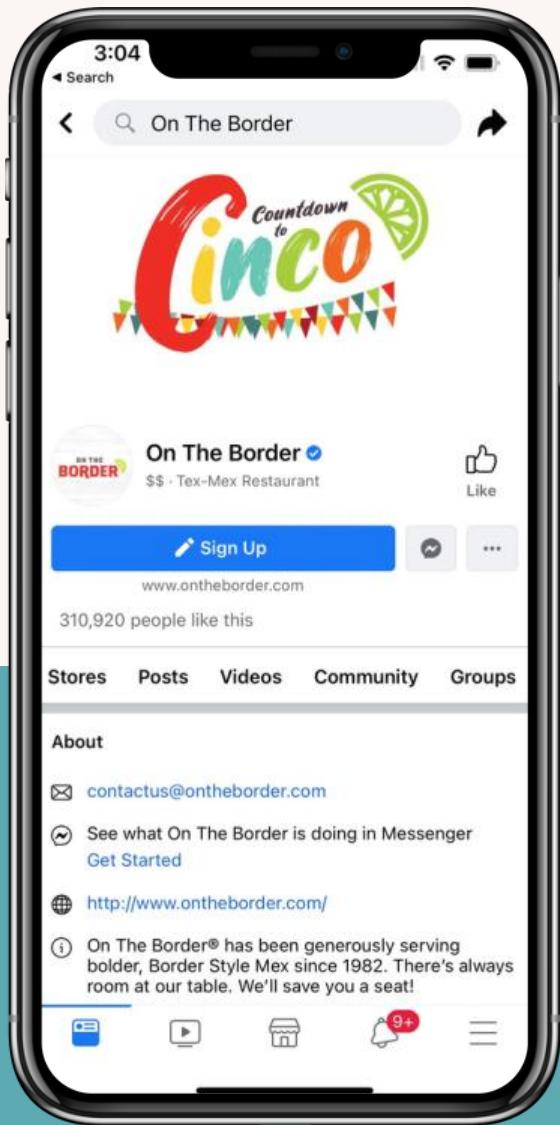
Low Quality Profile Photo

Profile and Cover Photo Are the Same

Inconsistent Posts

Does Not Respond to Comments

FACEBOOK: ON THE BORDER



Page Likes:

310,920

Page Followers:

300,964

CONTENT THEMES

Specials

Holidays

Product Features

STRENGTHS

Clear Profile Photo

Link to Website

Descriptive Bio

Consistent Posts

WEAKNESSES

Does Not Respond to Comments

FACEBOOK: BARTACO



Page Likes:

7,528

Page Followers:

7,919

CONTENT THEMES

Product Features

Staff Features

Customer features

News Coverage

STRENGTHS

Clear Profile Photo

Cover Photo Optimized
for Mobile Devices

Link to Website

Descriptive Bio

Consistent Posts

WEAKNESSES

Does Not Respond
to Comments

FACEBOOK: CHUY'S



Page Likes:

98,742

Page Followers:

100,662

CONTENT THEMES

Customer Features

Product Features

Limited Time Offers

Holidays

STRENGTHS

Link to Website

Consistent Posts

WEAKNESSES

Cover Photo Not Optimized for Mobile Devices

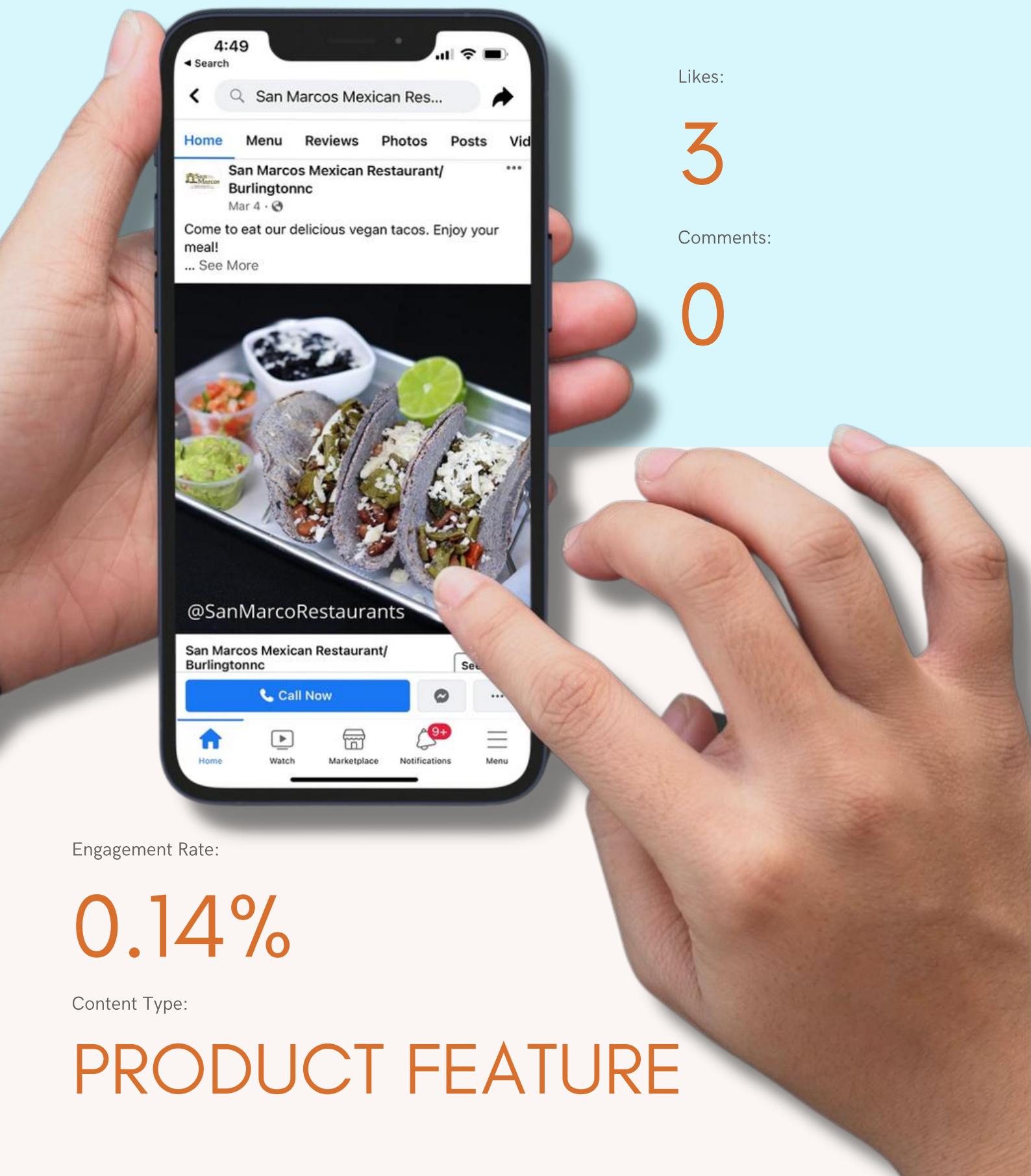
Blurry Profile Photo

Does Not Respond to Comments

FACEBOOK: THE MISSION'S MOST ENGAGED POST



FACEBOOK: SAN MARCO'S MOST ENGAGED POST



Likes:

3

Comments:

0

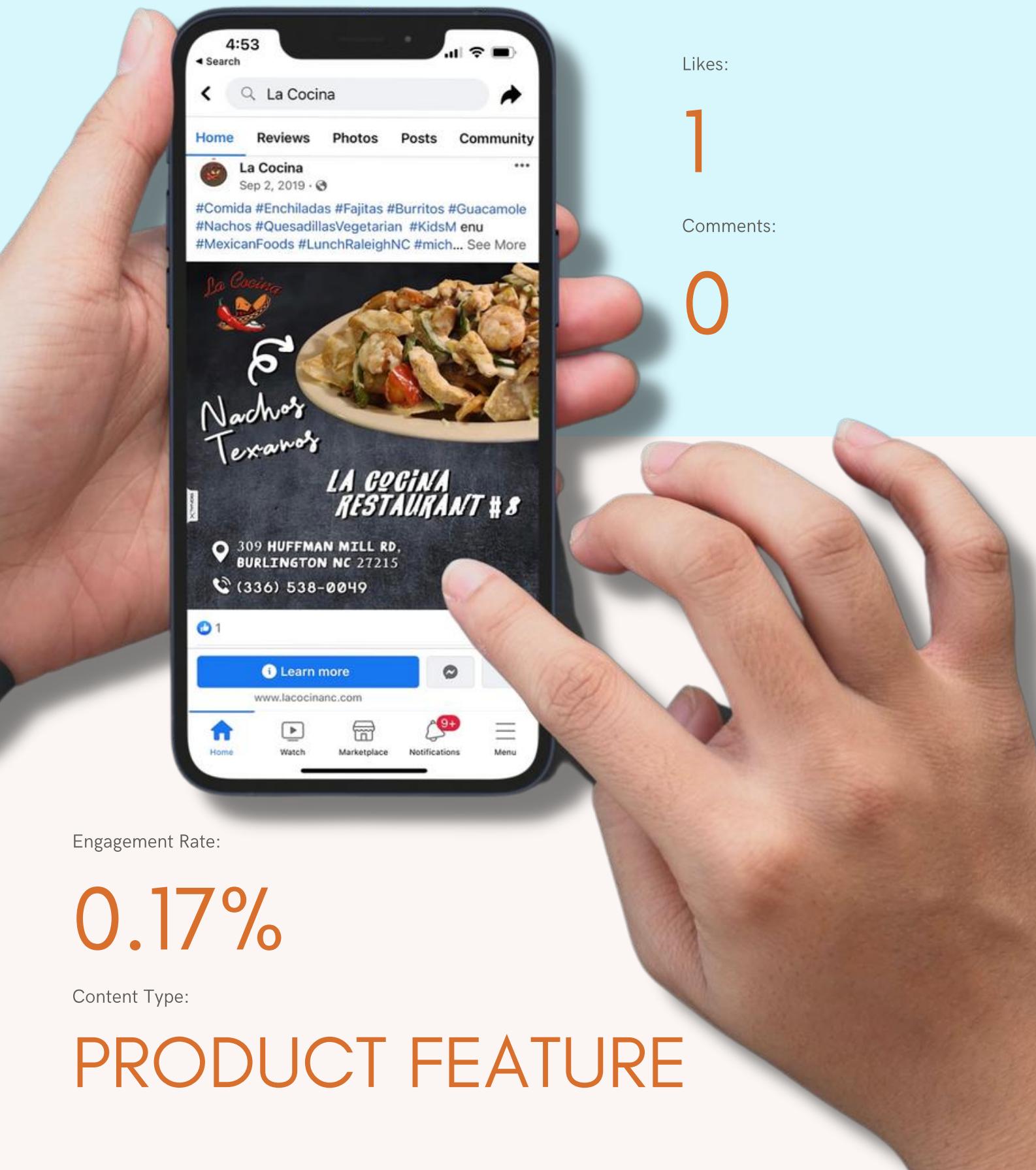
Engagement Rate:

0.14%

Content Type:

PRODUCT FEATURE

FACEBOOK: LA COCINA'S MOST ENGAGED POST



Likes:

1

Comments:

0

Engagement Rate:

0.17%

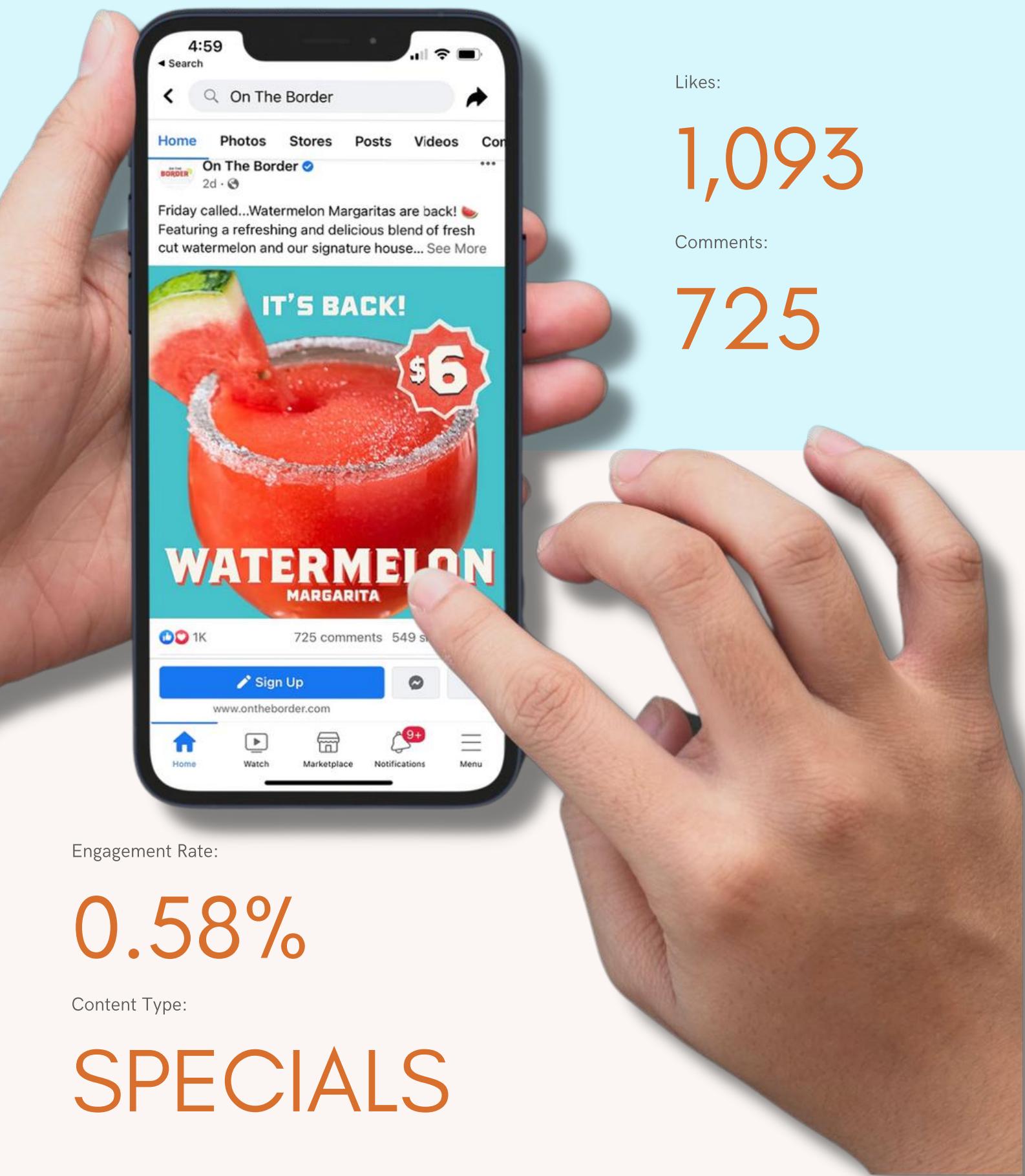
Content Type:

PRODUCT FEATURE

FACEBOOK: CRAZY MEXICO'S MOST ENGAGED POST



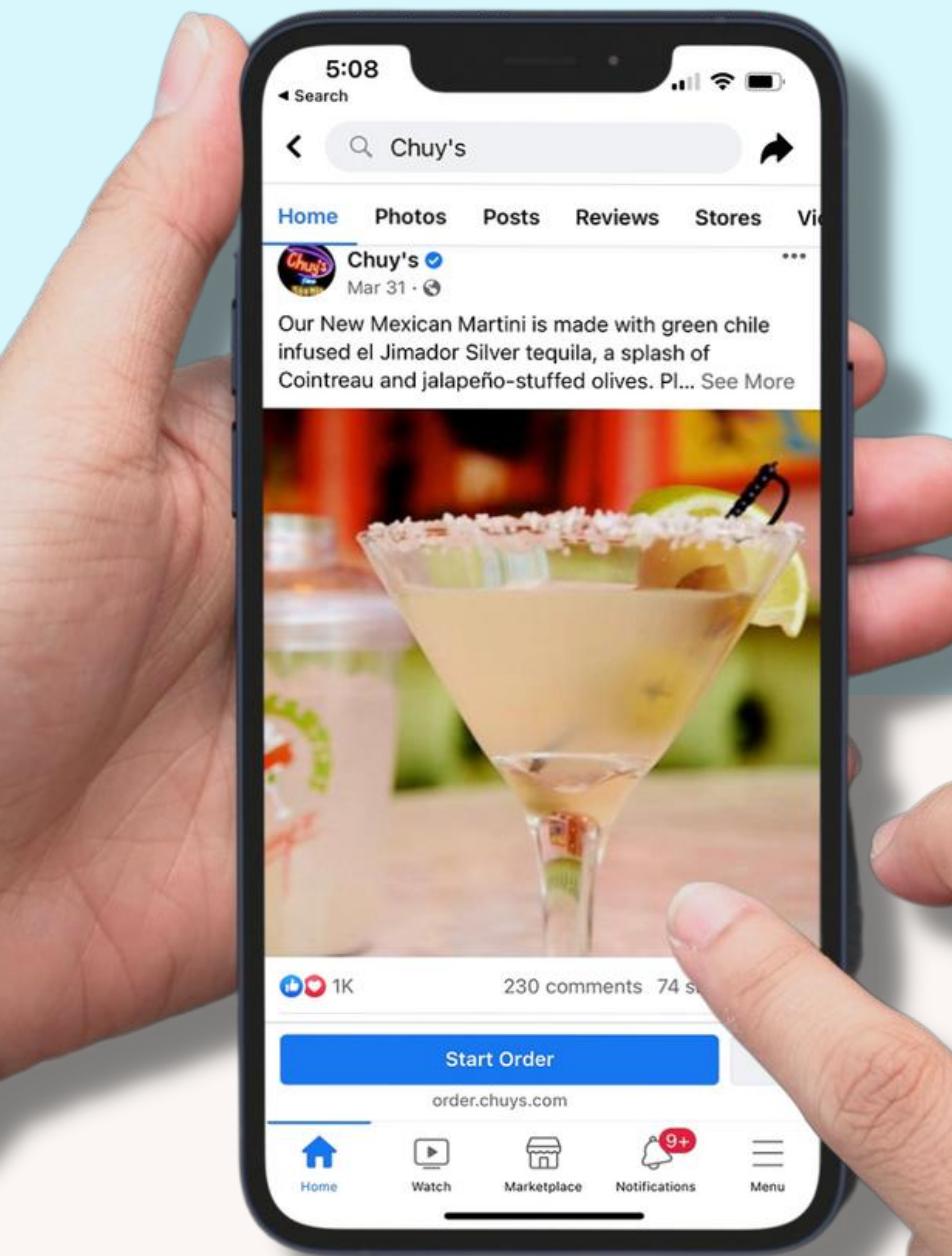
FACEBOOK: ON THE BORDER'S MOST ENGAGED POST



FACEBOOK: BARTACO'S MOST ENGAGED POST



FACEBOOK: CHUY'S MOST ENGAGED POST



Likes:

1,067

Comments:

230

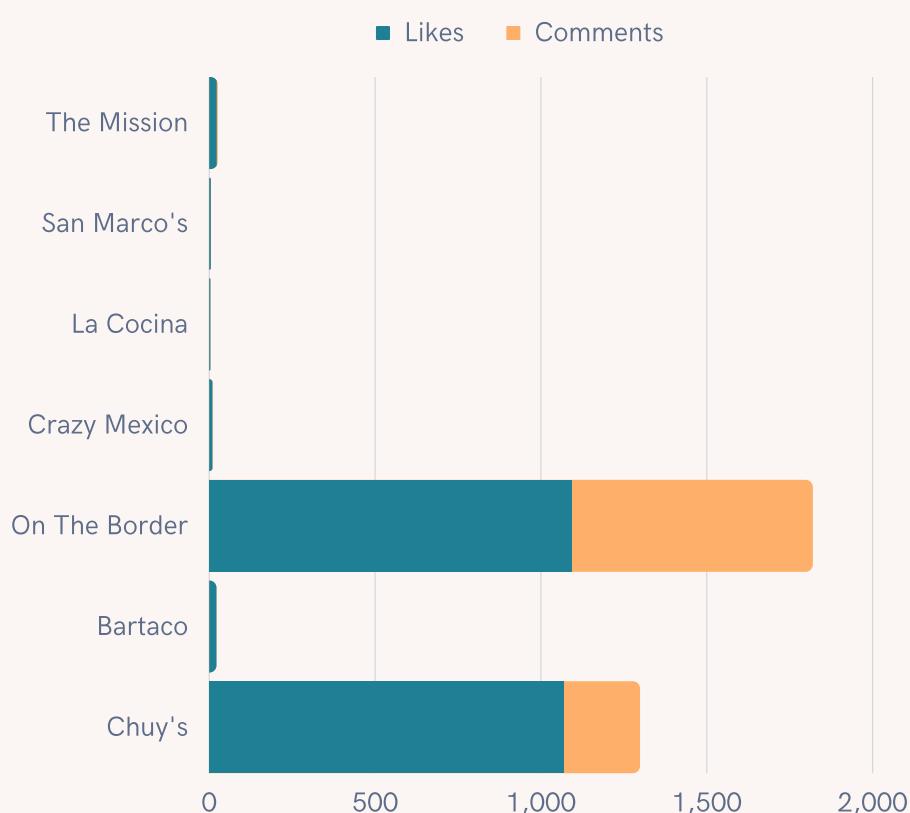
Engagement Rate:

1.31%

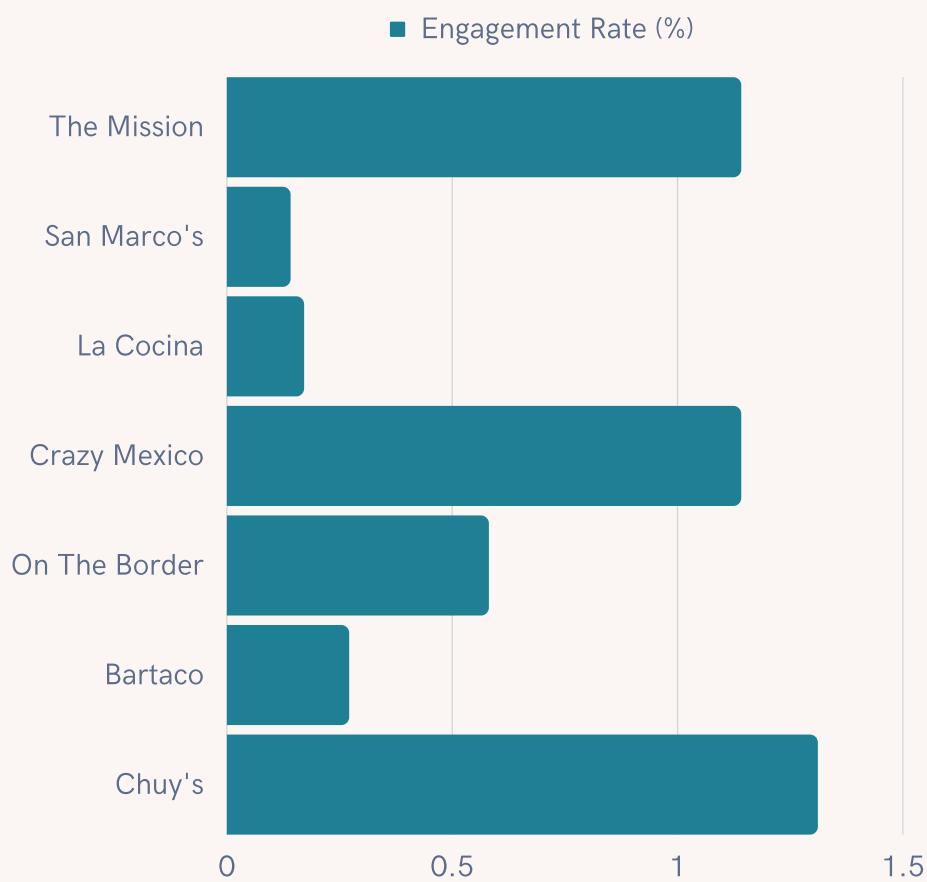
Content Type:

PRODUCT FEATURE

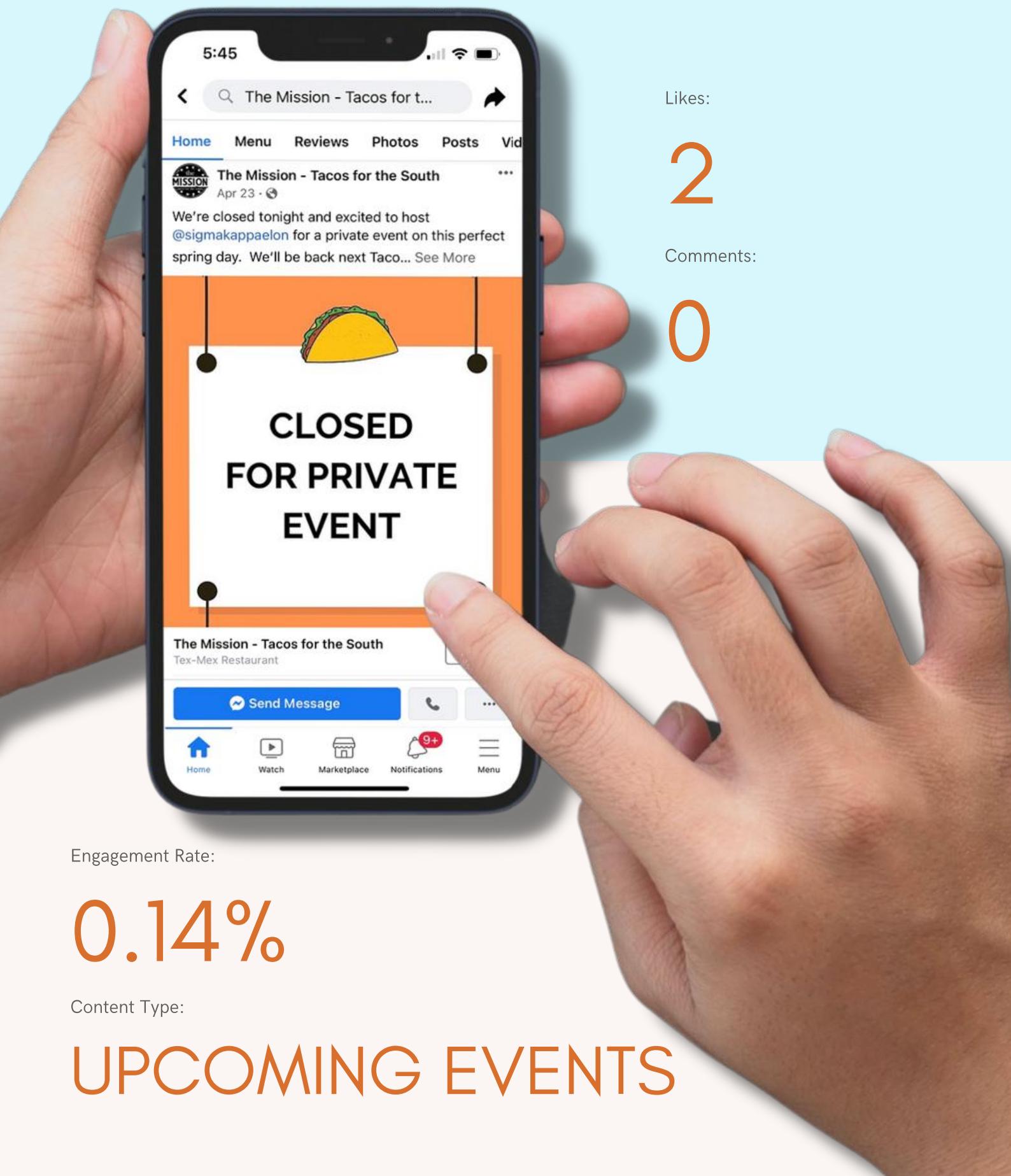
FACEBOOK ENGAGEMENTS ON MOST ENGAGING POSTS



FACEBOOK ENGAGEMENT RATES ON MOST ENGAGING POSTS



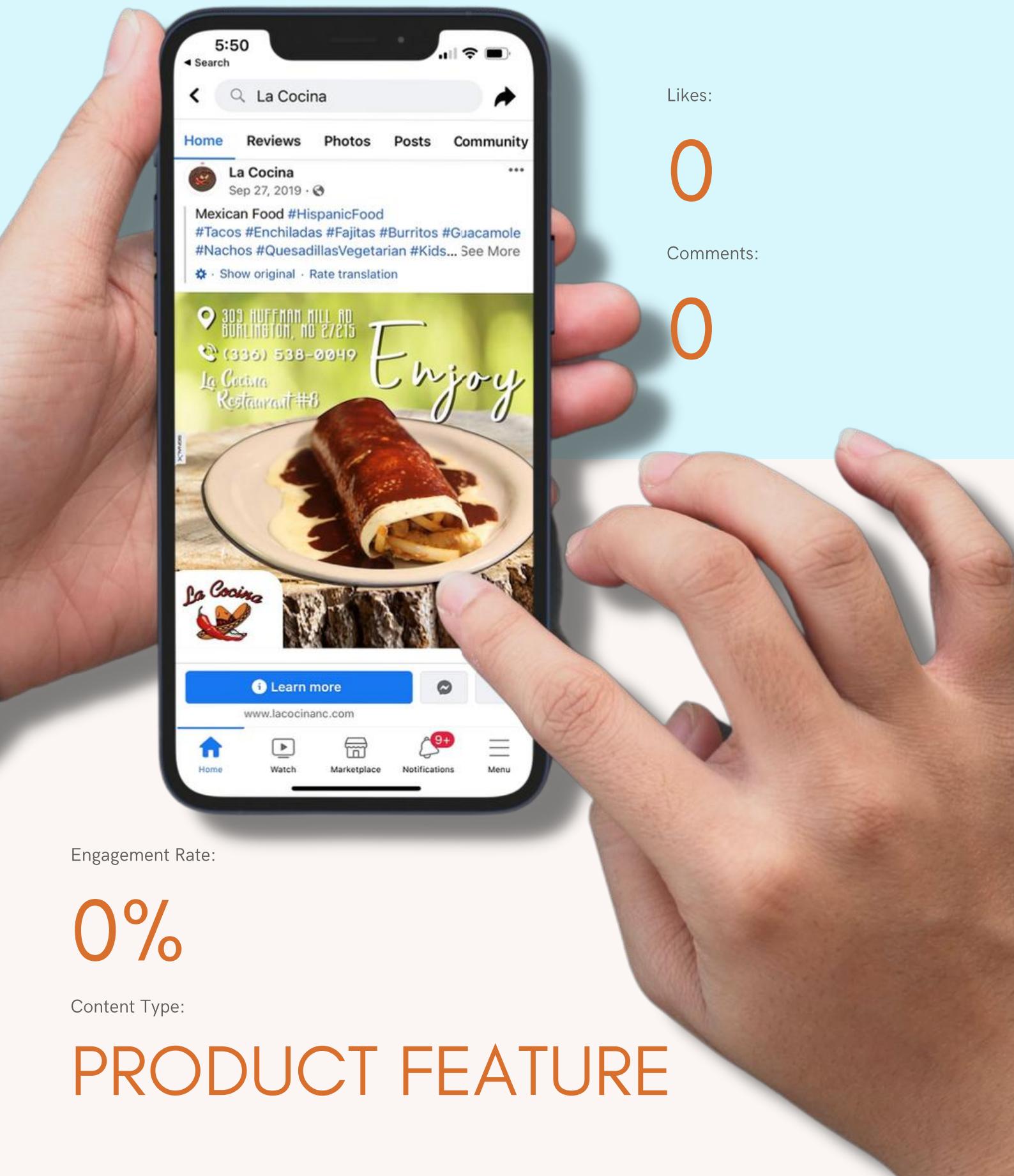
FACEBOOK: THE MISSION'S LEAST ENGAGED POST



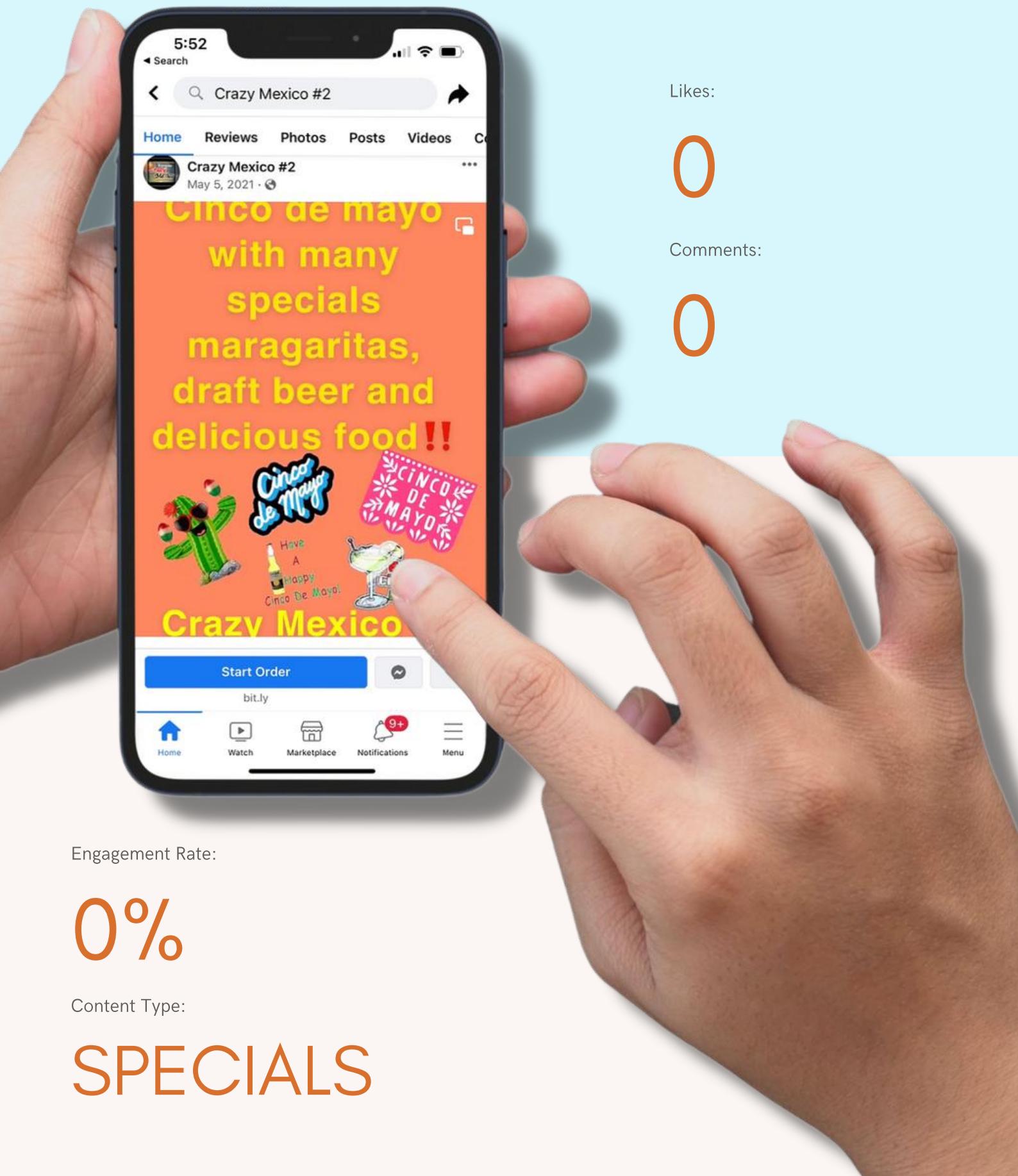
FACEBOOK: SAN MARCO'S LEAST ENGAGED POST



FACEBOOK: LA COCINA'S LEAST ENGAGED POST



FACEBOOK: CRAZY MEXICO'S LEAST ENGAGED POST



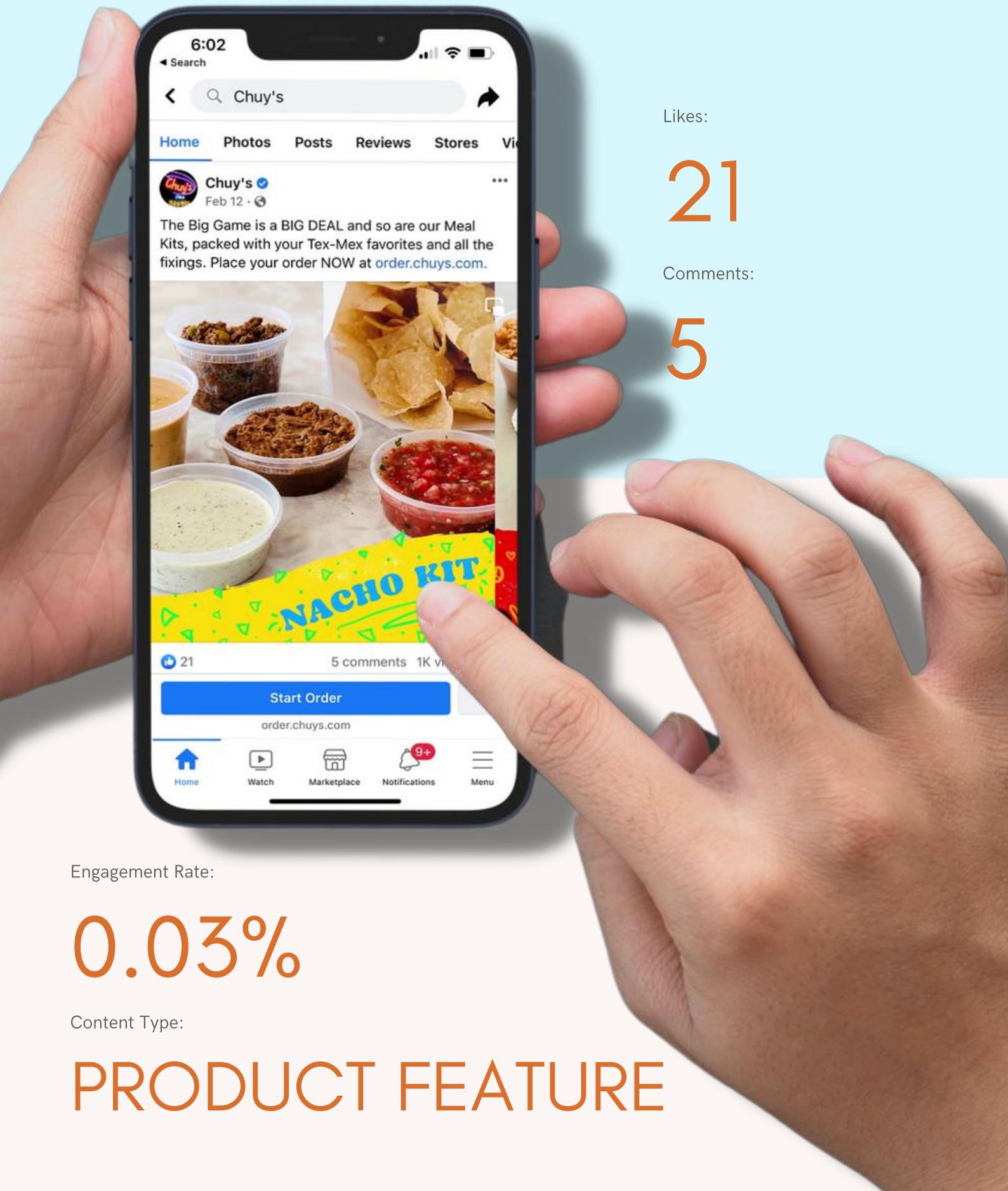
FACEBOOK: ON THE BORDER'S LEAST ENGAGED POST



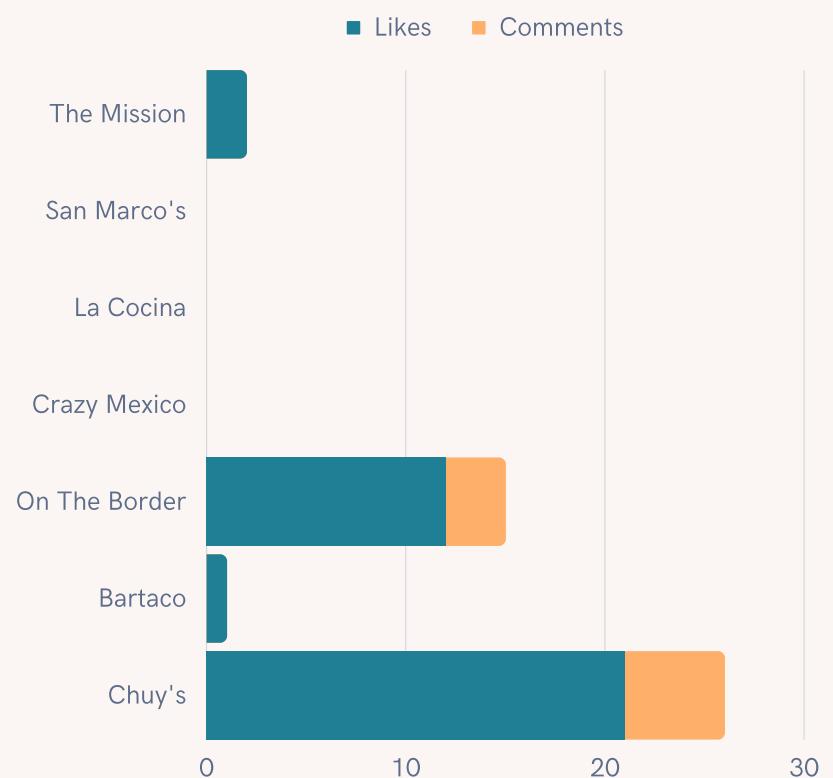
FACEBOOK: BARTACO'S LEAST ENGAGED POST



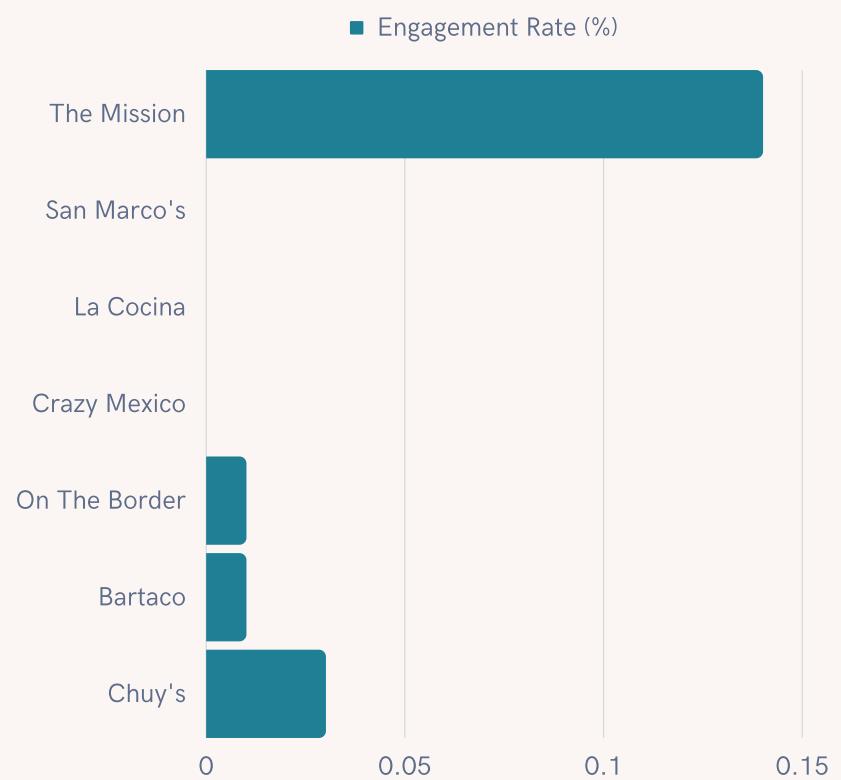
FACEBOOK: CHUY'S LEAST ENGAGED POST



FACEBOOK ENGAGEMENTS ON LEAST ENGAGING POSTS



FACEBOOK ENGAGEMENT RATES ON LEAST ENGAGING POSTS



TAKEAWAYS

KEY FINDINGS FROM THE COMPETITOR ANALYSIS

- The competitor analysis of Instagram posts revealed that giveaways are the most engaging content to post. Posting giveaways to Instagram is a great way to gain attention from followers on social media. Customers get excited over the chance to win free food/drinks from their favorite restaurant.
- The competitor analysis of Facebook posts identified that customer features and posts about specials are the most engaging content to post on the platform. Customers are more inclined to engage with a post if they see a familiar face. Additionally, posting about specials attracts new customers and builds awareness among existing customers.
- Competitor research on Instagram discovered that nature landscape posts received the lowest level of engagement. Restaurant followers are not interested in unrelated social media content on business pages. This content is distracting -- followers prefer to consume content that is directly related to the restaurant and its offerings.
- The competitor analysis of Facebook posts identified that product features and posts about specials are the least engaging. Customers want to see more than just products online, they want to see posts with people so that they can put a face to the restaurant name. It is important to note that specials was also listed in the most engaging content type for Facebook -- the high-performing specials post had a clear call-to-action (CTA), while the low performing post was a graphic. When posting about a special, it is crucial to provide a direct CTA to lead your customers on their buying journey.

RECOMMENDATIONS

FOR THE MISSION TO MAXIMIZE ITS INSTAGRAM AND FACEBOOK PRESENCE

- The Mission should continue to post giveaways, especially on Instagram. These posts received by far the highest levels of engagement across all analyzed posts.
- The Mission should post more customer features, especially on Facebook. Customer features received the highest levels of engagement on the Mission's posts, with several comments from friends of the person featured. Followers enjoy seeing a familiar face and get excited over the possibility of being featured by the restaurant themselves.
- The Mission should respond to customer comments on Instagram and Facebook. This research identified that only one of The Mission's competitors responds to comments (and only on one platform). Responding to comments on Instagram and Facebook is a great way for the Mission to distinguish itself online, as well as increase brand authenticity.
- Continue to consistently post on Instagram and Facebook, even while The Mission is closed for the summer. Research showed that restaurants that post consistently have overall higher levels of engagement. Posting consistently throughout the year allows for growth in audience awareness and engagement.