

BUS 453: SOCIAL & NEW MEDIA MARKETING

SOCIAL MEDIA MARKETING PLAN FOR TARGET



BUS 453-01

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BY: ZARA BUDREIKA

About Zara Budreika

Hello, my name is Zara Budreika, and I am a highly detail-oriented Social Media expert who feels especially passionate about visual content creation and content writing. Currently, I am a fourth-year student at Cal Poly San Luis Obispo, who will be graduating in June 2023 with a major in Business Administration and a concentration in Marketing Management. I consider myself to be an innovative and dedicated individual who finds joy in product photography, creating both digital and physical art, and putting a creative spin on things when I have the opportunity. Whether it be developing an eye-catching PowerPoint presentation, designing layouts for eye-catching advertisements, or brainstorming tactful product displays, I am very passionate about using my visual skills to capture consumers' attention. I am eager to help fulfill your company's digital content creation goals.

In my future career, I strive to pursue an engaging, hands-on career in the field of advertising and digital content development. I consistently search for new methods to capture the attention of potential customers, and my focus always centers around being both efficient and timely. My unique experiences with graphic and interior design, crafting handmade art, and valuable coursework in digital marketing, consumer insights, and market research, pose me as an excellent candidate for serving as a Social Media Expert for Target. Through my Bachelor's degree in Marketing, I have gained viable skills in digital design, drawing consumer insights and market data, visual communications, and understanding the psychology behind marketing. As a Social Media Expert who specializes in visual content creation, I am excited to have the opportunity to expand Target's brand image and entice new customers.

I appreciate you providing me with the chance to conduct a social media audit for Target. I believe that performing this audit will be highly beneficial for your company for the following three reasons:

- **1)** A social media audit will help your firm to uncover why its social posts are not effectively creating conversions, and how to potentially remedy this to reach more people, get higher engagement, and increase leads.
- **2)** The audit will provide you with guidance towards how to better utilize advertisements to promote your content and drive leads to Target's website.
- **3)** A social media audit will improve your brand's digital reputation and enable your brand to better satisfy its customers.

Social Media Audit for Target

Mission Statement:

Target's mission statement is: "To make Target the preferred shopping destination for our guests by delivering outstanding value, continuous innovation and exceptional guest experience by consistently fulfilling our Expect More. Pay Less. Brand Promise." Furthermore, Target describes its own brand by saying "great design is fun, energetic, surprising and smart—and we don't just mean how something looks. It also satisfies a need, simplifies your life, makes you feel great and is affordable to all"¹.

1. Social Media Policy:

Link to Target's Social Media Policy:

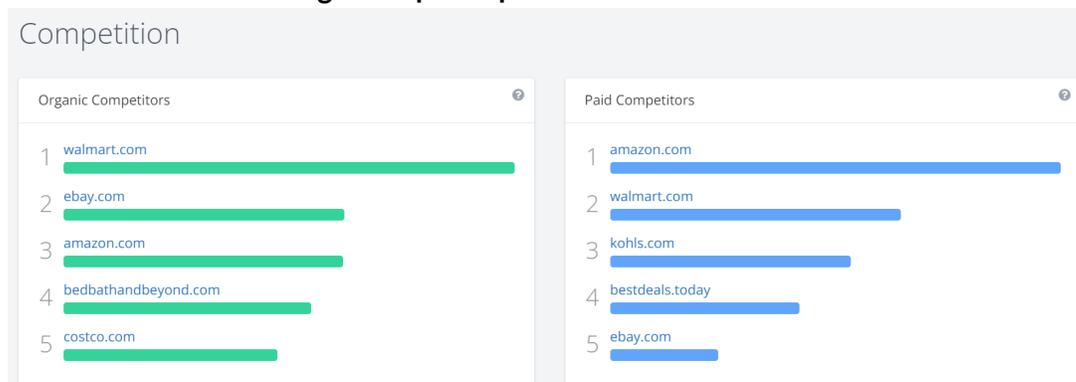
<https://www.target.com.au/medias/marketing/corporate/aboutus/Careers/Social+Media+Policy.pdf#:~:text=Social%20Media%20Policy%20Purpose%20This%20policy%20has%20been,share%20information%20or%20become%20involved%20in%20online%20discussions.>

2. Competition research:

According to *Spyfu.com*, Target's top competitors, organic and paid, include²:

- **Organic Competitors:**
 - 1) walmart.com (<https://www.walmart.com/>)
 - 2) amazon.com (<https://www.amazon.com/>)
 - 3) ebay.com (<https://www.ebay.com/>)
 - 4) bedbathandbeyond.com (<https://www.bedbathandbeyond.com/>)
 - 5) kohls.com (<https://www.kohls.com/>)
- **Paid Competitors:**
 - 1) amazon.com (<https://www.amazon.com/>)
 - 2) walmart.com (<https://www.walmart.com/>)
 - 3) kohls.com (<https://www.kohls.com/>)
 - 4) bestdeals.today (<https://bestdealtoday.org/>)
 - 5) wayfair.com (<https://www.wayfair.com/>)

Target's Top Competitors Ranked in Order



¹ <https://mission-statement.com/target/>

² <https://www.spyfu.com/overview/domain?query=target.com>

3. SEO Audit:

Referring to *Spyfu.com*:

- a. **Top keywords for the primary landing site of Target³:**
 - i. *Organic Keywords*: “target,” “target near me,” “stores near me,” “jobs hiring near me,” and “jobs near me.”
 - ii. *Paid Keywords*: bestbuy, ipad, ipad air, blue light glasses, and target careers.
- b. **Three top AdWords I recommend that Target further investigates⁴:**
 - i. “Jobs hiring near me,” “Apple,” and “Shopping near me.”
- c. **Keywords climbing in popularity⁵:**
 - i. “Jobs hiring near me,” “Ulta,” “Sony Playstation 5 Stores,” and “Apple.”
 - **Recommendation for landing page topic based on “Ulta” keyword:**
 - a. Considering that “Ulta” is a quickly growing keyword , which has grown by 44.9k SEO clicks recently, I recommend that Target features a banner on their landing site that says something such as, “Ulta Beauty has now teamed up with Target! Visit your local Target today to discover the wonders of Ulta and Target all at once!”. Through this, Target would be emphasizing that its retail stores now have sub-areas inside that are min-Ulta shops, which grant customers with a simplified shopping experience.
- d. **Top three inbound link sites and their influences:**
 - i. **1) [Target Credit Card Payment Methods Using Different Means \(thebankly.com\)](https://www.thebankly.com)**
 - Somewhat negative influence on brand; consumers are unable to easily locate Target’s credit card policies, so they are seeking out information from other websites, such as this one. I would recommend that Target places credit cardholder information in an easier to locate position on their own website, to ensure that these cardholders do not get frustrated.
 - ii. **2) [Target Locations & Hours Near Port Chester, NY - Page 4 \(yellowpages.com\)](https://www.yellowpages.com)**
 - Positive influence on brand; consumers are simply seeking out the hours for Target stores near them in New York, indicating that they are hoping to go shopping soon.

³ [SEO Keyword Research by SpyFu: A Powerful Keyword Tool: target.com](https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=mostvaluable&sidebarContext=topics&query=target.com&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,clickPerClick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad&matchTypes=monthlyCost,broad)

⁴ [SEO Keyword Research by SpyFu: A Powerful Keyword Tool: target.com](https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=mostvaluable&sidebarContext=topics&query=target.com&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,clickPerClick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad&matchTypes=monthlyCost,broad)

⁵

<https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=mostvaluable&sidebarContext=topics&query=target.com&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,clickPerClick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad&matchTypes=monthlyCost,broad>

- 3) [Top 5 websites to buy marvel legends | Marvel Legends Amino Amino \(aminoapps.com\)](#)
 - a. Positive influence on brand; consumers who visit this site are intrigued by a particular product carried by Target, “Marvel Legends,” and are hoping to purchase these products from Target.

4. **Authorized accounts for Target:**

To locate the following accounts for Target, I had to simply perform a Google search, as these links were not located (or easily located, at least) on Target’s official landing page. To better engage customers, Target may benefit from including an area on their site for the direct links to their social media accounts.

Links to Authorized Accounts:

- o Facebook: <https://www.facebook.com/target/>
- o Twitter: <https://twitter.com/target>
- o Instagram: <https://www.instagram.com/target/>
- o LinkedIn: <https://www.linkedin.com/company/target/?originalSubdomain=in>

5. **Unauthorized accounts for Target:**

To locate these accounts, I searched on each social media platform for the keyword or hashtag of “Target.” Through this, I was able to discover several fan pages, groups, and other accounts with similar purposes.

Links to Some Unauthorized Accounts & Their Influence:

- o **Facebook:**
 - [Target Clearance Deals | Facebook](#) → Positive influence; Target customers have grouped up to discuss current clearance events and promotions that Target is having.
 - [Target Lovers | Facebook](#) → Positive influence; In this group, Target self-proclaimed enthusiasts discuss their favorite new products, deals they scored, etc.
- o **Twitter:**
 - <https://twitter.com/TargetRestock> → Positive influence; Customers who are interested in knowing when Target has restocked certain items, such as gaming consoles or video games, have shared this information with those in the group.
- o **Instagram:**
 - [Target Is Everything \(@targetiseverything\) • Instagram photos and videos](#) → Positive influence; This is a Target influencer account, who is not affiliated with Target directly, but posts about all her favorite product finds.
 - [Ashley • Target Trendsetter \(@targettrendsetter\) • Instagram photos and videos](#) → Positive influence; This account represents another Target

influencer who posts current trending, seasonal, and/or limited-edition items at Target.

o **LinkedIn:**

- [R100 Target Store Interns | 2023 Class | Groups | LinkedIn](#) → Positive influence; Target's student interns have formed a group to discuss their role expectations, experiences, and general takeaways from the internship program.
- [Target Leadership Parking Lot | Groups | LinkedIn](#) → Positive influence; Target's student interns have formed a group to discuss their role expectations, experiences, and general takeaways from the internship program.

6. **Account Optimization:**

Authorized Accounts and Potential Recommendations for Optimization:

o **Facebook:**

- **Description:** Upon my initial glance, I notice that Target's Facebook page has an eye-catching seasonal banner and avatar. Furthermore, the page includes a website URL, a "Send Message" button for contacting the company, the company's slogan: "Expect More, Pay Less," and a button to click for online shopping on their site.
- **Recommendations:** Although the Facebook page contains several important pieces of information, it neglects to include a company description. To better inform consumers of what Target's mission and purpose is, Target should include a brief description of its company.

o **Twitter:**

- **Description:** The Twitter page successfully includes an avatar, a fun banner with the Target Bullseye dog, and a URL link to their site.
- **Recommendations:** However, Target's Twitter does not include a direct way for consumers to message them on this platform. Furthermore, I strongly recommend that Target utilizes Twitter more efficiently, in terms of the frequency and diversity of its posts. The last tweet posted was from October 31st, 2021, which was approximately 5 weeks ago (As of December 7th, 2022). Therefore, the Twitter page is not as active as it could be, and adding on, the previous posts are mainly images or Tweets, so Target could vary their posts to also include videos or short clips.

o **Instagram:**

- **Description:** Target's Instagram page includes an avatar of its signature bullseye logo, a brief description of the company in its bio, various Instagram highlights, and a link to allow the page's visitors to shop on Target's website. In Target's Instagram bio, the company also encourages customers to tag their relevant posts with the hashtags "#TargetFinds" or "#TargetRun."

- **Recommendations:** Most of Target's Instagram posts are surprisingly videos, and I think the company could benefit from varying their posts between videos, still pictures, and reels, to continue to intrigue customers who may have fleeting attention spans. Also, Target's Instagram unfortunately neglects to include a clear way to contact them, such as a phone number, email, or suggestion to simply DM their account for help.
- o **LinkedIn:**
 - **Description:** Target's LinkedIn page includes an avatar, vividly colored banner, thorough company description, and a URL to their career website, which aligns well with the main purpose of LinkedIn as a platform.
 - **Recommendations:** Not applicable; I believe that the LinkedIn page is currently optimized, as it posts relevant and diverse content, maintains a strong brand image, and effectively reports on the brand's business angle of operations, such as posting about career opportunities, company financial performance, and offers speaker panels about the future of Target.

7. **Personas:**

- **Persona #1: Danielle (Age 35, Bachelor's Degree, Married)**

Danielle

age: 35
residence: Orange County, CA
education: Bachelor's Degree
occupation: Aesthetician
marital status: Married



"I love shopping in my free time and finding great deals!"

Enjoys self-care, shopping trips to relax, spending time with her husband and dog, and going to malls.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Must be given adequate time for relaxation, self-care, entertainment, and hobbies.

Needs

- To relax after work
- To find great deals for her and her husband

Wants

- To find cute and hip items, including clothing, to feel included in trends
- To save money on every day and splurge purchases

Values

- Saving money when possible
- Considers shopping as a hobby/entertainment
- Enjoys feeling trendy

Fears

- Not being able to afford shopping trips
- Not having enough time for herself and specifically for self-care

I believe that this profile effectively represents one of Target's key customers, as "Danielle" openly represents Target's slogan of "Expect More, Pay Less," since she values both having the chance to go shopping as a form of entertainment, but she also values getting good deals for both her and her husband. Therefore, this persona shows an interest in getting high-quality items at affordable prices, which Target's brand stands by. Furthermore, many of Target's unofficial fan pages on Instagram tend to be of women who are in their mid-30s and do not have kids, which allows them to have more time and money to go shopping for fun after work, and thus, this persona successfully represents these factors.

- **Persona #2: Becky (Age 50, Master's Degree, Married (with Kids))**

Becky
 age: 50
 residence: Texas
 education: Master's Degree
 occupation: Mother
 marital status: Married, with Kids

"I love my kids and want to give them only the best."

After helping my kids with their homework and preparing dinner for my family, I love to read a book, go shopping, or take a bath to relax.

Comfort With Technology

INTERNET	██████████
SOFTWARE	██████████
MOBILE APPS	██████████
SOCIAL NETWORK	██████████

Criteria For Success:
 Desires to feel appreciated, admired, and given time away from her responsibilities so that she can relax.

Needs

- Time to relax away from family and her kids
- To save money on her family's necessary household items

Wants

- To create special memories with her children and husband, especially during the holidays
- To feel appreciated by her family members
- To find coupons for her purchases

Values

- Family time
- Time for relaxation after taking care of her children
- Having peace and quiet when possible

Fears

- Being seen as a mean or unfair mother
- Only having time for completing responsibilities and not having time for herself

This second persona, "Becky," represents a mother who is approximately age 50 and has several tiresome responsibilities tied to motherhood and being a wife. Becky seeks to go shopping as a way to get some time for herself and also to find reasonably-priced items for her family members. I believe that this persona represents another key customer in Target's market, as I personally have seen many mothers in Target evidently shopping for their kids, and adding on, many mothers constitute the Facebook Target fan-page groups I

explored. In these Facebook groups, it is very common for mothers to seek out and share coupons and deals that they discovered at Target, so that they can both save money and make their family happy with purchases. Therefore, as a whole, this persona represents a consumer who places high value on couponing, scoring deals, making her family members happy, and using shopping as a chance for “alone time.”

Social Content Analysis

Facebook – 22,732,032 current followers

- Although Facebook offers an ad transparency feature, there appears to be no information available regarding the number of people posting on behalf of Target, or about Target’s total ad budget. Therefore, we will shift our focus to Walmart, one of Target’s top competitors. Walmart has partnered with 17 organizations who post on behalf of Walmart, and during the month of November 2022, there were approximately “1,200 results” for ads put out by Walmart.
- Shifting back to Target, Target posted, on average, 5 times a week on Facebook during the month of November 2022.
- The **engagement** with Target’s recent Facebook posts is as follows: Likes ranged from about 200-400 likes, comments ranged from 255, Comments ranged from about 80 to an impressive 1,000 comments, and shares tended to range between 30-50 shares. Most posts did relatively well, with approximately 1-2 doing less well with their engagement rates.
- The **quality** of recent Facebook posts are as follows:
 - Target’s recent posts appear to each be in alignment with an uplifting, family-oriented, and positive brand voice. Further, the company’s goals, as evidenced by their brand mission to offer products that “satisfy a need, simplify your life, make you feel great and are affordable to all,” aligns with the content of their posts, which feature images of customers using their products and appearing content while doing so. Adding on, Target’s Facebook content appears to resonate well with their target demographics, as many posts are either geared towards younger working professionals without children, or for families with children. For instance, a recent post included an image of a young girl smiling while inside of a “Santa’s Workshop” cardboard pop-up dollhouse, which aligns with a family-oriented and warmhearted brand voice. Unfortunately, Target appears to not use hashtags at all in its Facebook posts and therefore, this is a definite area for their improvement of reach and engagement.
- The **best performing** post from November 2022 in terms of engagement:
 - One of Target’s best performing posts, from my viewpoint, was a post from November 24th, 2022, in which they featured a poll question stating: “One Thanksgiving side has to go...[Answer here]”. This post received 1,000 comments, 325 likes, and 25 shares. I believe that this post’s high engagement rates can largely be attributed to the fact that it prompted audience members to respond, and also,

it provoked consumers into a bit of a debate regarding opinions on Thanksgiving dishes.

- o Another top-performing post was from November 10th and featured a 30-second long video clip of a toddler wheeling around a mini Target shopping cart and perusing the store looking for winter decorations. This video received 16K likes, 4.7K comments, and 3.1K shares, likely due to the “cute factor” of the child in the video, and the overall sweet and uplifting message that the video represented.
- The **worst performing post** in terms of engagement in November 2022:
 - o On November 14th, Target posted about an upcoming speaker event titled “Holiday Gift Run” that featured Ashley Tisdale and Chris Olsen. This post significantly underperformed in comparison to other posts, having only received 150 likes, 53 comments, and 0 shares. This may be partly due to the post/event not having been directly representing a Target product or idea, and rather, just the simple idea of holiday gifts. Furthermore, Facebook members may have not been intrigued by the particular speakers of the event, or maybe they simply could not attend the event, since it was planned for a Thursday at 3:00 PM PT (many people are working at this time of the week).

Twitter – 2.1M current followers

- Target posted approximately 3 times per week on Twitter during the month of October 2022.
- The **quality** of the Twitter posts are as follows:
 - o Target’s Twitter posts tend to be humorous, meme-centric, and lighthearted, which constitutes their branded voice for this social media platform. Furthermore, hashtags are utilized, but somewhat infrequently, and are relevant when they are used though. For instance, Target had been promoting Taylor Swift’s new album for a few weeks, and for each related post, they used the hashtag “TSMidnightTS.” The general campaign goals for Twitter usage appear to be geared primarily toward awareness, rather than, say, conversion. This is evidenced through tweets that appear to simply inform consumers about certain new products, like new album releases, rather than encouraging customers to directly make purchases via these posts.
- The **engagement** with the last 5-10 Twitter posts is as follows:
 - o Reflecting on the past 5-10 Twitter posts, comments tend to range from about 50-300 comments. Further, likes range from 100-1,000 typically, with a few exceptions having an impressive 15K or 23K likes. Finally, in terms of retweets, Target’s page has an average of 50 per post, with, again, a few exceptions, including 3,000 and 7,000 retweets. Most posts did alright with engagement levels overall, and a few (2-3) had very high engagement rates, likely due to hashtag usage and specific content they contained.
- The **quality** of the last 5-10 Twitter posts are as follows:
 - o The last 5-10 Twitter posts represent a lighthearted and playful tone, which aligns well with the brand’s desire to pursue designs that are “fun” and “energetic.” An

example of a humorous post put out by the brand was: “Picture this: a haunted Target where the jump scares are just acquaintances from your high school.” The tone taken on by Target’s Twitter appears to present a goal to simply increase awareness of consumers, rather than necessarily convert their engagements into leads for purchases, which may be an area that Target should shift its approach. Target’s Twitter appears to utilize hashtags somewhat infrequently as well, but when they do use them, they are appropriate and draw in higher engagements. Overall, Target’s tweets appear to rouse reactions out of consumers, rather than getting them to consider buying products, which adds to social conversation through encouraging humor, but neglects to leave consumers with a strong image of what the brand is actually selling and promoting.

- The **best performing** post, in terms of engagement, from October 2022:
 - Target’s top-performing post was from October 12th, and this post received 24.2K likes, 7,000 retweets, and 801 comments. This post emphasized the option to pre-order Target’s exclusive edition CD of Taylor Swift’s new album, “Midnights.” This tweet featured mention of a hashtag, “#TSmidnightTS,” and also emphasized a feeling of scarcity and therefore urgency for interested consumers, which are two factors that likely contributed to the success of this post’s engagement.
- The **worst performing post**, in terms of engagement, from October 2022:
 - The worst performance was demonstrated by a post from October 9th, which received a measly 21 comments, 23 retweets, and 98 likes. This post featured a 30-second video showing off Target’s new fall designer collection, and reflecting on this, it appears that consumers may not have personally liked the clothing designs, or perhaps the video was just boring in a sense; the video did not seem striking in any way, as it just had simple instrumental music and was not filmed to reflect a current video trend or style.

Instagram - 5.2M current followers

- Target posted approximately 5 times a week on Instagram during the month of November 2022.
- The **quality** of the Instagram posts are as follows:
 - Target’s Instagram posts are very people-centric, meaning that the bulk of their posts feature people using their products, such as wearing Target clothing items or using a Target cookie decorating set. Through this consumer-centric impression, a warmhearted and positive voice is presented, which aligns with Target’s overall desire to provide consumers with “outstanding value” and “exceptional customer service.” The overall content tends to be visually intriguing, reflective of a variety of products carried by Target, and humorous, which makes it resonate well and valuable to social conversation. However, I do notice two interesting things: 1) Almost all posts are videos, which may deter consumers with shorter attention spans, and 2) The videos all seem to be in TikTok style, which may indicate that Target is simply reusing TikTok content for the purposes of their Instagram account. Through these two factors, I believe that Target could use a bit of improvement to diversify its content and vary up their postings between Instagram

and TikTok. Target appears to utilize hashtags in all its Instagram posts, which is admirable, and the hashtags appear to be relevant. Some examples of hashtags include: “#TargetRun,” “#TargetHoliday,” and “#CyberMonday.”

- The **engagement** with recent Instagram posts is as follows:
 - In regards to engagement, Target’s Instagram posts tend to have about 1,500-3,000 likes and about 50-150 comments. Some posts, however, have significantly higher engagement rates, which I will explain next. Overall, Target’s Instagram posts appear to be consistently drawing in high levels of engagement, and between the other two social platforms discussed, it appears that Instagram may be the most dominant way for Target to interact with its audience.
- The **best performing** post from November 2022 in terms of engagement:
 - The top performing post, from November 18th, received 15.4K likes and 108 comments. This post featured a seasonal drink recipe for “Mulled Holiday Punch,” using several Target-brand ingredients and other grocery store items. This beverage recipe was both visually captivating and thirst-inducing, along with the actual video structure itself being easy to follow and aligning with a TikTok trend. Adding on, a reputable bartender was tagged in the caption of this post, and a relevant hashtag, “#TargetHoliday,” was featured. Each of these factors likely contributed to the popularity of this particular post.
- The **worst performing** post from November 2022 in terms of engagement:
 - One of Target’s posts with the worst performance was from November 30th, and only received 1,015 likes and 83 comments. This post featured four beauty items, such as shea butter cream and “Scalp Drops,” being mentioned as holiday stocking-stuffer ideas. I can deduce that this post may have not had top levels of engagement due to the somewhat niche quality of the particular items being promoted. Adding on, the imagery of the products was not the most visually engaging or colorful.

Suggestions for Improving Posts in Terms of Target Demographics

1. *Persona A* – Suggested post:

For my first persona–Danielle, a 35 year-old married woman who sees shopping as a hobby and enjoys getting great deals and trendy items–I recommend creating organic posts on the Twitter and Instagram social platforms. These two platforms are likely to align best with Danielle’s top used platforms, given her age and interests. Considering that my persona, Danielle, works full-time as an esthetician, posts should be geared around her work schedule, so I encourage the post to go out either at around 7:00 PM on a weekday or at 11:00 AM on a day during the weekend, and will be posted during summer time. Given Danielle’s previous frequency of buying at other retailers, the campaign goal of the post will be conversion, which is likely to be feasible for individuals such as herself. Through this post, the KPIs to be tracked will be Conversion Rate and New Sales Revenue. The post itself will be geared around Danielle’s curiosity about trendy items and desire to score top

deals on items. In alignment with Target's lighthearted and uplifting brand voice, the post's text will read: "Got an upcoming beach day this summer? Grab a portable wine tumbler cup today in the color "Marbled" and sip by the sea 🌊 #BeachDay #Relax #TargetFinds." This text will be supplemented by a video of a group of women laying on pool chairs and drinking from wine tumblers together and laughing. This post will ideally draw consumers such as Danielle in towards purchasing a trendy item to fit in and enjoy that product alongside friends in a social setting.

2. *Persona B* - Suggested post:

For my second persona-Becky, a 50 year-old married woman with children who sees shopping as a way to get some alone time from her family, and who also actively seeks out coupons for saving money-I recommend creating an organic post on Facebook. Facebook would likely be the social platform that aligns best with Becky's demographics. Since Becky is a stay-at-home mother who has to help her children get ready for school in the morning, the best time for the post to appear is around 10:00 AM on a weekday. Through this post, the central campaign goal will be to increase awareness for current deals and coupons at Target and to also create higher conversions from increased awareness of present store offers. Further, the important KPIs to be tracked will be Website Traffic Data, to assess how many consumers are viewing the Target website after seeing the Facebook post, and Conversion Rates.

The post itself will center around Becky's desire to save money while shopping and around her need for time to relax after helping to tend to her family members. In alignment with Target's energetic and sometimes playful brand voice, the post's text will read: "Kids driving you crazy this holiday season? Our newest item for self-care can help! Try out our heated, massaging memory foam neck pillow, now on sale for only \$19.99! #HolidaysWithTarget #ChristmasGift #Self-Care." This text will be supplemented by a GIF image of the massaging neck pillow displayed next to a steaming hot cup of tea and a crackling fireplace. This post will ideally draw consumers such as Becky in towards finding affordable items that will help them to relax and enjoy alone time.

Overall Strategy Improvement Recommendations

Given the information I've researched for Target's brand, I have a few key suggestions for the company's future social posts. Firstly, based on my exploration of Target's engagement levels between Instagram, Twitter, and Facebook, it has become clear to me that Instagram is the platform through which users interact most with Target's posts. With this in mind, I recommend that Target strives to be very active on Instagram and increase its posts per week to around 6-7 posts to better engage its customers and keep them further up to date with new products and sales. Next, most of the users I noticed interacting with Target's posts tended to be women likely between the ages of 30-50. Through this, I advise that Target should center its promotions around products for these women who seem to be financially stable and usually interested in seasonal or limited-time items. Adding on, I recommend that Target tries to use more hashtags on all its social platforms. Currently, Target has failed to consistently utilize

hashtags, especially on Facebook and Twitter, and to increase the brand's level of reach and engagement, the brand must use relevant hashtags. Finally, on Instagram in particular, I noticed that Target almost strictly posts just videos in TikTok-style, so I suggest that the brand diversifies its posts to include pictures, videos, and reels, not just videos alone. In turn, this will likely capture the attention of consumers with fleeting attention spans, and will keep users excited to see what the brand has posted next.

Social Media Monitoring

“Reputology,” a social media monitoring company, could potentially be very beneficial for Target to use for monitoring mentions or customer feedback, whether positive or negative. This platform offers a free trial, and after that, it runs for about \$30-\$100 per month. A feature offered by Reputology is 24/7 review monitoring, such as through Google, Facebook, and app directories, and this feature would be very helpful considering Target's popularity and the growing amount of Target products being advertised and recommended, or discouraged, by online social media users. Furthermore, Reputology offers a simple and convenient way to gather feedback and address concerns to make improvements through customizable surveys, and with this, Target could easily monitor customer sentiments to see where they may be lacking. Upon each digital purchase completed, consumers could be prompted to fill out one of these surveys, and Target could then analyze the results to better serve its customers. If Target recognizes an area that they are lacking in, the company could then respond to customers who expressed their dissatisfaction within those surveys, and ideally, Target would respond with grace, politeness, and would encourage individuals to remain customers by offering appropriate remedies (like a refund, coupon off next purchase, etc.) Likewise, to address the positive feedback Target receives through this service, Target could provide satisfied customers with a “Thank you for being a loyal customer” message and possibly provide a coupon for these users to use on their next purchase. Overall, Reputology appears to be a cost-effective and suitable option for monitoring social media, through its valuable features for conducting surveys, 24/7 sentiment surveillance, and simplicity of use.

Reflecting on November 2022, there were several comments posted on Target's social platforms. One particular comment on Instagram was from a woman who purchased a gift card in a Target store, and when she went to use the gift card later, she had learned that a Target employee had unethically used the gift card for themselves. Therefore, this customer felt scammed, in a sense, and apparently has been waiting for a response and reconciliation from Target, which she has yet to receive. A second negative comment, also on Instagram, was from a consumer who had their online purchase shipped to an incorrect address, and when she called Target's customer service line, Target apparently refused to refund or replace her order, leaving her very frustrated. A third negative comment, from Facebook, was from a customer who had ordered an item at the beginning of October 2022 and still has yet to receive their item. Upon speaking with Target's customer service via phone, she received inconclusive advice and did not feel that she was properly helped. Each of these three negative comments I observed have yet to be responded to by Target directly, which indicates that Target is severely lacking in its customer service via social platforms. Target appears to only sporadically respond to comments—usually positive comments—within between a few days to a few weeks. According to Facebook, Target's response time to direct messages is within an hour, which appears reputable though. However, Target needs to better address comments posted directly on its social media posts, not just its DMs, and additionally, their response time should be more prompt. I encourage Target to respond quickly to dissatisfied customers and invite them to share more details privately regarding their purchase,

via DM. Through Direct Messages, Target should ask for any relevant proof the customer may have, and then, Target should politely apologize for any mishaps and offer to make amends with the customer. This could include offering a refund, a replacement, or a coupon. Through these efforts, discontent customers would likely calm down, recognize that Target had made an attempt to make amends, and hopefully still remain a customer in the long-term.

Email Campaign

For Target, a future conversion campaign via email should follow the Awareness/Attention, Interest, Desire, and Action (AIDA) model to intrigue and guide email receivers into considering making a purchase. In light of the current holiday season, I recommend that Target focuses on a seasonal message that encourages consumers to visit Target to make their holiday decoration and gift purchases. For the Awareness/Attention stage, I advise that Target creates a captivating and short subject line, such as, "Top 10 Limited-Edition Holiday Stocking Stuffers," which would prompt consumers into clicking the email because they are curious about the types and prices of items available. Next, for the Interest stage, the email's body could include a brightly colored and eye-catching image of a stocking filled with some of Target's cute and affordable stocking stuffer items, such as a snowman plush toy and holiday candy. Next, for the Desire stage, the email's body could include mention of how the items are selling out fast, with only a few left in stock, to push a feeling of urgency onto consumers. Finally, this would lead us to the Action stage of the AIDA model. To encourage consumers to make purchases, Target could include a clickable link to the list of stocking stuffers and say something like, "What are you waiting for? Stuff those stockings today before it's too late!". Overall, this email campaign could lead to the following results: An increase in web traffic on Target's site, increased number of holiday purchases, and Target running out of supply of certain limited holiday items.

Below is an example of the email campaign:

Subject Line: "Top 10 Limited-Edition Stocking Stuffers"



Looking to put a smile on your loved ones' faces this holiday season?

The holidays are fast approaching and Target's got your back. Check out our Top 10 Stocking Stuffers we know that your whole family will love.

Well, what are you waiting for? Stuff those stockings today before these gifts sell out! Check out the list here: www.target.com/stockingstuffers.

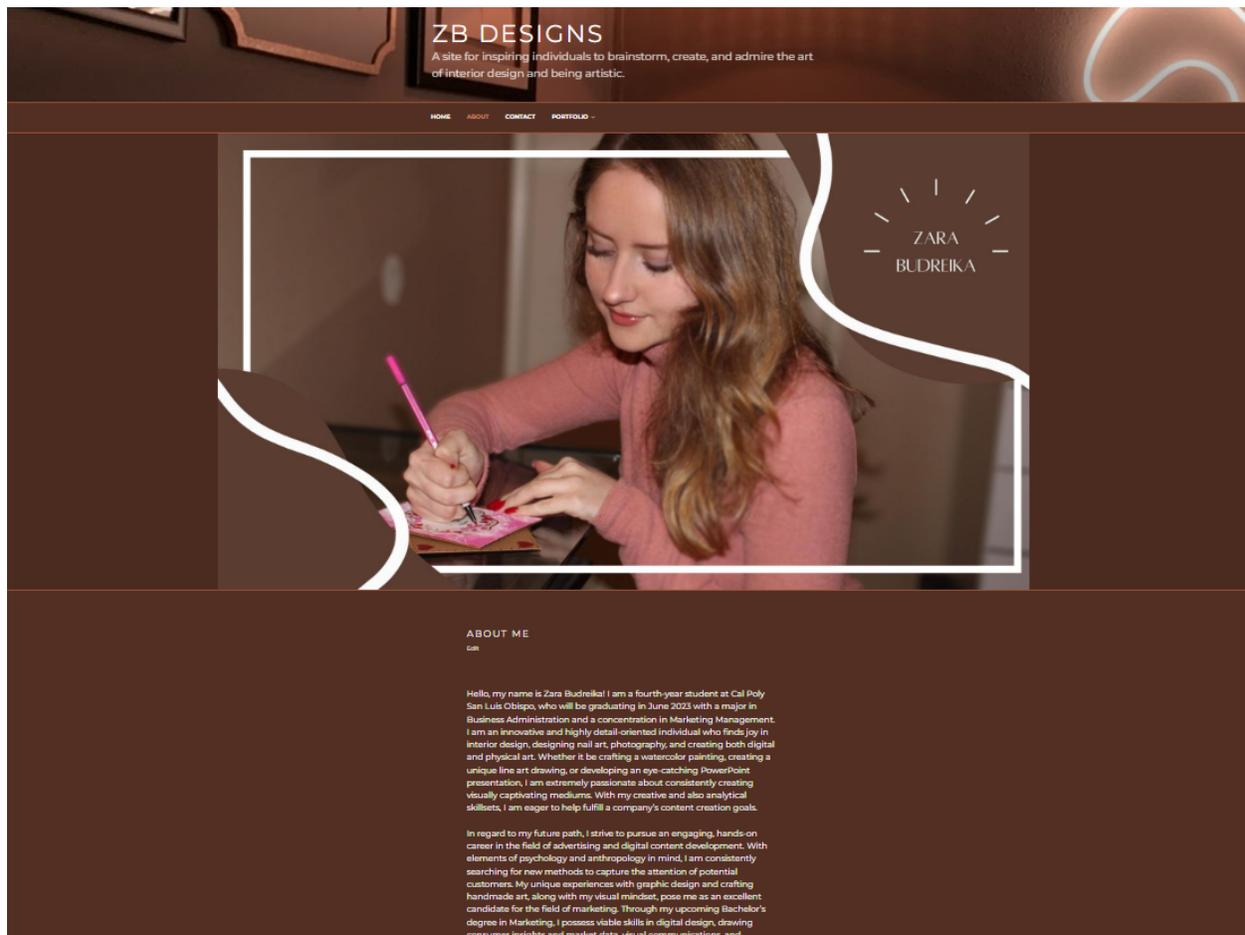
Happy holidays from our Target family to yours!

-Target 🎯🌲

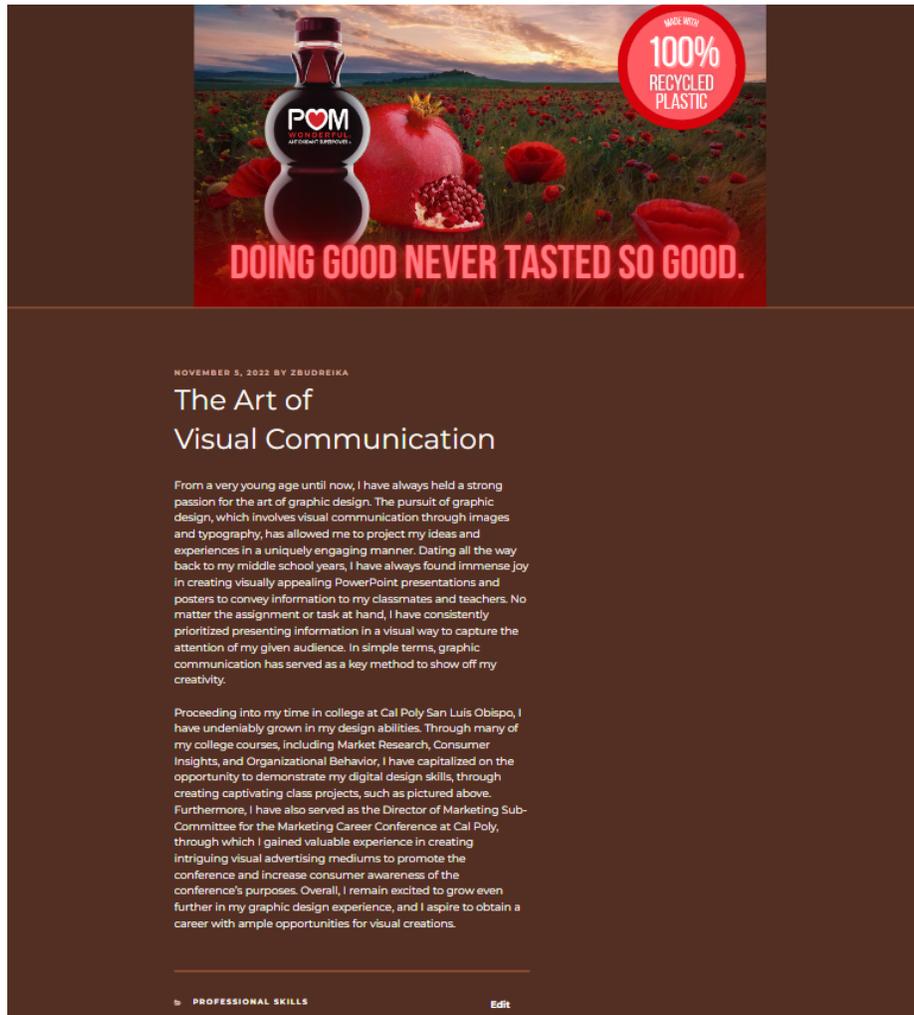
Example Blog / Landing page

For Target's reference, I have attached an image of what an effective landing page will look like, along with a post that is categorized and tagged. Specifically, my WordPress "About" page, along with a sample blog post are depicted below.

"About" Page on WordPress



Sample Blog Post on WordPress



The Art of Visual Communication

From a very young age until now, I have always held a strong passion for the art of graphic design. The pursuit of graphic design, which involves visual communication through images and typography, has allowed me to project my ideas and experiences in a uniquely engaging manner. Dating all the way back to my middle school years, I have always found immense joy in creating visually appealing PowerPoint presentations and posters to convey information to my classmates and teachers. No matter the assignment or task at hand, I have consistently prioritized presenting information in a visual way to capture the attention of my given audience. In simple terms, graphic communication has served as a key method to show off my creativity.

Proceeding into my time in college at Cal Poly San Luis Obispo, I have undeniably grown in my design abilities. Through many of my college courses, including Market Research, Consumer Insights, and Organizational Behavior, I have capitalized on the opportunity to demonstrate my digital design skills, through creating captivating class projects, such as pictured above. Furthermore, I have also served as the Director of Marketing Subcommittee for the Marketing Career Conference at Cal Poly, through which I gained valuable experience in creating intriguing visual advertising mediums to promote the conference and increase consumer awareness of the conference's purposes. Overall, I remain excited to grow even further in my graphic design experience, and I aspire to obtain a career with ample opportunities for visual creations.

Post Block X

AUTHOR

zbudreika

Move to trash

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