

## **Social Media Marketing Plan for Shake Shack**



Presented by Sheri Donahue  
Representative Social Media Sites for Sheri Donahue:

<https://sheridonahueblog.wordpress.com/>  
<https://twitter.com/ProbablySheri>  
<https://tinyletter.com/sheridonahue>

## About Sheri Donahue

I am a Social Media expert with a specialization in copywriting and graphic design to create holistic experience when it comes to brand voice and advertising. I have experience with writing blog posts, articles, press releases, and captions for social media posts, as well as experience creating visual elements such as logos, business cards, letterheads, brochures, social media graphics, digital and print adverts, editorial collages, and single page websites. I have experience with Microsoft Office, including a certification in Excel, Adobe Photoshop, Illustrator, and InDesign, as well as HTML and CSS coding.

My most recent and relevant work experience includes being a Marketing Intern for a commercial drone startup, Inspired Flight, where I regularly posted on the company LinkedIn and Instagram sites as well as crafted blog posts for their company website to increase keywords for SEO. I am also a Marketing Intern at Mustang Media Group to execute the marketing efforts of Cal Poly's Mustang News. I was a Sales Associate at Moondoggies Beach Club, a surf and skate shop, where I assisted with merchandising and buying, as well as developed excellent customer service skills. I was also a Clerical assistant for the Textile Surface Design Department at the Fashion Institute of Technology.

Thank you for inviting me to conduct a Social Media Audit, and I believe with my skills and expertise I will be able to provide valuable insight for Shake Shack Social Media efforts. The first reason that a Social Media Audit might be useful is that it will better allow your teams to leverage Social Media platforms in order to increase brand awareness. For the second reason, a Social Media Audit can better determine what is and what isn't working and how your followers are perceiving your brand. For the third and final reason, a Social Media Audit is necessary to understand what future plans involving Social Media should look like, or could predict how successful they might be, saving time and money.

## **Social Media Audit for Shake Shack**

### **1. Mission Statement: "Stand for Something Good"**

Brand's Promises and Values:

- Good Ingredients: Fresh never frozen, no hormones, and humane animal welfare
- Good 'n' Green: Sustainable agriculture and clean oil management system
- Good Bones: Thoughtful, well-crafted design using reclaimed materials for locations
- Good Neighbors: Extending hospitality to the community through fundraising, donations, volunteering

### **2. Social Media Policy:**

Shake Shack currently has no public Social Media policy, by I recommend that they create one in order to set defined expectations for both employees and followers of their Social Media accounts. Because Shake Shack's various Social Media accounts use User-Generated Content, it is a good idea to outline a policy that covers an agreement between both the User and Shake Shack regarding the use of this content. A good example of a Social Media policy that outlines the details of such an agreement is URBN, Urban Outfitter's parent company, which is a brand that is also well known for posting User-Generated Content on their Instagram.

### **3. Competition Research:**

Shake Shack's top organic competitors:

1. Bugerfi.com
2. Smashburger.com
3. Shake-shack.cn
4. Mooyah.com
5. Waybackburgers.com

### **4. SEO Audit:**

a. Shake Shack top five organic keywords:

1. "fast food near me"
2. "penn station"
3. "shake shack"
4. "burgers near me"
5. "food near me open"

b. The top three AdWords I suggest investigating are: "fast food near me", "burgers near me", and "food near me open". It seems that geographic location in reference to Shake Shack locations is a very important thing to people searching.

- c. One keyword: “shack” has been climbing in popularity, with an increase of 1,300 SEO clicks. This might be a new shorten nickname for Shake Shack, and they can highlight this by creating a spot of the landing page that announces this as a new official nickname.
- d. The top three inbound link sites are:
  - 1. <https://www.thrillist.com/eat/new-york/essential-nyc-food-bucket-list>
  - 2. <https://www.thrillist.com/eat/new-york/most-famous-nyc-restaurants>
  - 3. <https://www.eater.com/2020/3/17/21184292/are-fast-food-restaurants-closing-because-of-novel-coronavirus-covid-19>

The first two links are positive as they are lists of the most famous and most quintessential restaurants and place to eat in New York City. I’m sure many tourists and visitors consult these lists when making decisions about where to eat when they visit New York City, and Shake Shack being on these lists surely increases their reputation. The third link is merely a massive list of fast food places and their responses to COVID, therefore it is mostly informational and neutral, but could be seen as positive as visitors praise them for their response to the pandemic by closing their dining rooms.

## **5. Authorized accounts for Shake Shack:**

To find these accounts I searched in google “shake shack [insert social media platform]” and the top search results for each search where links to the official company page on the social media platform.

- <https://www.facebook.com/shakeshack/>
- <https://twitter.com/shakeshack>
- <https://www.instagram.com/shakeshack/?hl=en>
- <https://www.linkedin.com/company/shakeshack/>

## **6. Unauthorized accounts:**

To see if Shake Shack has any unauthorized accounts I typed in “ShakeShack” in each social media platforms search feature and looked down the list of accounts to see if any popped up besides Shake Shack’s official account.

- Facebook: I was not able to find any unauthorized accounts, but it looks like that each Shake Shack has their own Facebook page, which is good if someone wants to know more about a specific location. They also have verified account for some countries or regions, like Shake Shack Mexico or Shake Shack Middle East.

- Twitter: I was not able to find any unauthorized accounts, and similar to Facebook they have accounts for specific countries and regions, and even a page to find jobs at shake shack.
- Instagram: [https://www.instagram.com/shakeshack\\_fanpage/?hl=en](https://www.instagram.com/shakeshack_fanpage/?hl=en)  
On Instagram there was one unauthorized account that is a fan page, and seems to repost Shake Shack content and is a positive presence. They also have many accounts that are by country, but only a handful are verified, so it should be a priority for Shake Shack to get these official country specific accounts verified so people know they are the official accounts.
- LinkedIn: I was not able to find any unauthorized accounts, as Shake Shack only has one account for their entire company.

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## **7. Account Optimization**

- Facebook: Shake Shack's account is not missing anything, they have a profile picture, banner, useful links, bio, and contact info on their page.
- Twitter: Shake Shack's account is not missing anything, they have a profile picture, banner, useful links, bio, and contact info on their page.
- Instagram: Shake Shack's account is not missing anything, they have a profile picture, banner, useful links, bio, and contact info on their page.
- LinkedIn: Shake Shack's account is not missing anything, they have a profile picture, banner, useful links, bio, and contact info on their page.

## 8. Target Demographics

### Stacy

age: 19  
residence: New York City  
education: Some College  
occupation: Student  
marital status: Single



Stacy is a college student who likes to eat good food with her friends for a reasonable price and in a fast casual environment. Shake Shack meets all these qualities, so Stacy goes there frequently after class to get a delicious meal.

# Tom

age: 37

residence: Austin

education: College Degree

occupation: Electrician

marital status: Married with Kids



that I won't be able to pay for my children's  
college tuition when they are old enough

Tom is an electrician and is married with two young kids. He's wants to take his kids out of lunch on the weekends and send time with them while also getting them delicious food and feed his whole family without breaking the bank. Shake Shack fits this perfectly, and he takes his family there a few times a month.

## Social Content Analysis

### *Facebook – 400,593 current followers*

- Shake Shack's Facebook has 88 people from the United States, 1 from Brazil, 1 from Canada, and 1 from Colombia posting to their company page. They have not spent any money on ads on Facebook.
- In the month of November, Shake Shack posted 29 times, once a day except for November 2<sup>nd</sup> which was election day this year, and seems like a deliberate choice in order to prevent "useless" content from cluttering people's feeds on this important day.
- The **engagement** with the last 5 Facebook posts are as follows: Two of the posts stand out as more successful, as they both got a couple hundred likes, and both of the posts has User-Generated Content. Out of the last five, the post that did the best was a picture of a Shake Shack burger which got 830 likes, 35 comments, and 31 shares. The post with the least engagement was a digitally drawn chicken sandwich with "SZN's greetings" above it and it only got 53 likes, 4 comments, and 1 share.
- The **quality** of the last 5 Facebook posts are as follows: All of the last five posts are fairly high quality, with great pictures and short and sweet captions that utilize emojis and minimal hashtags and are in line with the brand voice as well as bring on top of trends. There is a good mix of promoting the product as well as celebrating the community and giving useful information such as a cocktail recipe using one of their beverages.
- The best performing post in November was a picture of their new Christmas Cookie milkshake with a 2 burgers and fries. The post got 1400 likes, 319 comments, and 102 shares, and most likely resonated with the audience because Shake Shack is known for their limited-edition milkshake flavors that I'm people look forward to each season.
- The worst performing post was promoting Shake Shack gift cards with a digitally drawn chicken sandwich and had 53 likes, 4 comments, and 1 share. It most likely didn't do well because the drawing wasn't very inviting nor is buying gift cards very exciting.

### *Twitter – 95,700 current followers*

- Just like Facebook, Shake Shack posted 29 times in the month of November, as well as replying to a couple tweets each day.
- The quality of the Twitter posts are as follows: Shake Shack's tweets all include a visual aspect, like a picture or video, accompanied by short, trendy captions with emojis, and minimal hashtags. Their pictures are very high quality, and some are User-Generated, and credit is given for the original poster, which is a great practice.
- The **engagement** with the last 5-10 Twitter posts are as follows: The last five posts were basically the same as the last five posts on Facebook, which shows they have an integrated marketing plan, and the engagement is similar, with the User-Generated picture of the burger doing the best with 106 likes, 13 retweets, and no comments. The post with the least engagement was the post promoting gift cards with the digitally drawn chicken sandwich, and it got 13 likes, 7 retweets, and 1 comment, which was criticizing the fact that the gift cards could not be used on their app or website.



- The quality of the last 5-10 Twitter posts are as follows: The posts are basically the same as the one's on Facebook, so they are the same high-quality content, but this could seem lazy or repetitive if a user follows Shake Shack on both platforms.
- The best performing post in November was a drool-worthy picture of one of their burgers that was submitted by a user on Instagram. The post got 830 likes, 35 comments, and 31 shares, and most likely resonated with the audience because Shake Shack is known for their delicious burgers and seeing one of them that is well photographed increases viewers' cravings for it.
- The worst performing post in November was the post promoting gift cards with the digitally drawn chicken sandwich, and it got 13 likes, 7 retweets, and 1 comment, similarly because people probably don't care gift cards, especially if they aren't redeemable online.

### ***Instagram – 726,000 current followers***

- Just like Facebook and Instagram, Shake Shack posted 29 times on Instagram.
- The **quality** of the Instagram posts are as follows: The posts are basically identical to the posts on the other platforms; therefore, the quality is the same.
- The **engagement** with the last 5 Instagram posts are as follows: Again, the posts are the same across all the platforms with very minor differences due to the inability to add links to Instagram captions. The post with the most engagement was a picture of two burgers stacked on top of each other, the same one that did the best on Facebook. It has 14,600 likes and 199 comments. The post with the least engagement was the one promoting gift cards again, with 952 likes and 1 comment.
- The best performing post in November was the User-Generated picture of the juicy burger with 14,600 likes and 199 comments.
- The worst performing post in November was the digitally drawn chicken sandwich picture promoting gift cards that has 952 likes and 1 comment.

## **Suggestions for improving posts in terms of target demographics:**

In order to target Stacy, I would post a User-Generated picture of college students eating Shake Shack burgers to Instagram. I would post this on a Friday afternoon, so that Stacy might see it and decide to go to Shake Shack with her friends after class is over to celebrate the weekend. The goal is awareness, to let Stacy know that her Shake Shack is a great option for a meal with friends. An important KPI to monitor would be comments where people are tagging others, which shows that people are sharing this information with their friends. The text content of the post would be as follows: "Spread the love by sharing fries with your friends!" with a picture of young people enjoying Shake Shack. Hashtag would be #collegelife. I would focus more on this User-Generated content because it does the best.

In order to target Tom, I would post a picture of Shake Shack kid's meal that promotes Shake Shacks' kid-friendly atmosphere. I would post this on Facebook on Saturday, as Tom might take his kids out to eat on the weekend. The goal would be conversion, to get Tom and his family to come into a Shake Shack location and order food. The KPI's to be tracked would be likes, because the more likes, the more likely someone really enjoys the content and might act on it. The text of the post would be "Even picky eaters can agree that Shake Shack has the best kid's meal!" with a picture of the kid's meal. I would avoid repetitive content across platforms because it might overwhelm followers and turn them off to the brand.

## **Social Media Monitoring**

Shake Shack is pretty good at responding to mentions in twitter, but unfortunately some comments go unnoticed, such as the issue some raised about not being able to use the gift cards online. This seems like something that Shake Shack should address first, rather than commenting on posts praising them.

I would use Awario to monitor the social media for Shake Shack, and for the Enterprise tier of Awario it would cost \$299 a month or \$2,990 if the annual option is selected, which I think Shake Shack would be able to afford. By having a team of actual people monitoring Shake Shacks mentions on Social Media, they will be better able to gauge the sentiment of followers and adjust accordingly.