

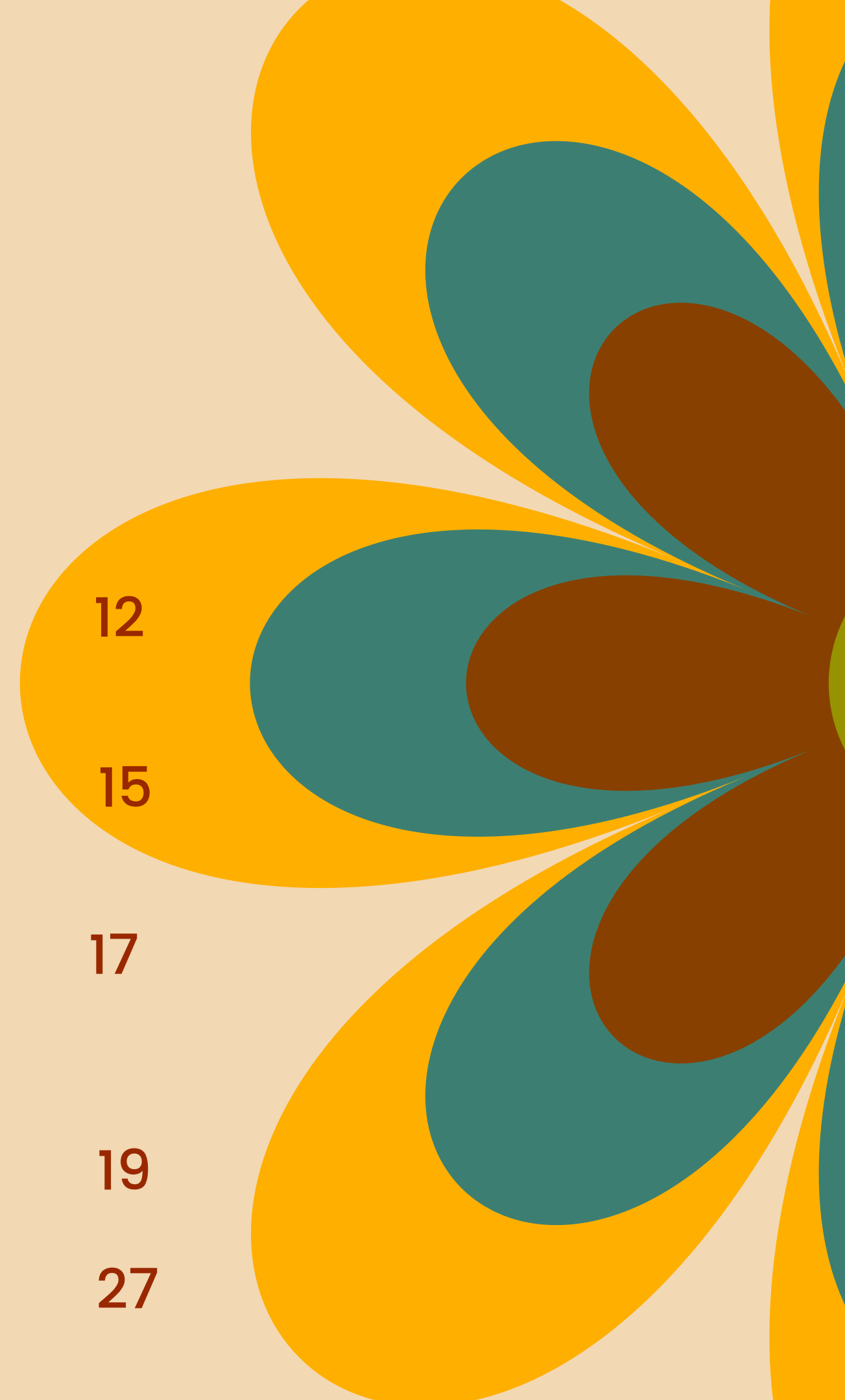


# RAISING CANE'S SOCIAL MEDIA PLAN

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# EXECUTIVE SUMMARY RAISING CANE'S

- The following slides is a creative plan for Raising Cane's to increase social media presence.
- The goal behind this social media plan is to gain a bigger follower count on TikTok, Instagram and Facebook and increase media activity within the accounts.
- Within this report, you will find real life statistics and current presence, strengths, strategies and goals.

# OVERVIEW

Raising Cane's Chicken Fingers is a famous fast food restaurant who serves the public. Their purpose is to become the number one selling chicken fingers around the world and help our communities. They take pride in helping raise fundraisers, being involved in community events and serving the perfect box.

With this plan, I hope to help enhance their social media presence and reach new followers, potential partners and new customers. My goal is to create an active social media involvement that people from different age range can enjoy and understand.



SOCIAL MEDIA PRESENCE



# CURRENT SOCIAL MEDIA PRESENCE



## INSTAGRAM

- HAS 911K FOLLOWERS
- THEY POST DAILY
- NO PAID CONTENT, ONLY PROMOTE THEIR PRODUCTS
- INTERACTS WITH FOLLOWERS



## TIKTOK

- HAS 535.0K FOLLOWERS
- PROMOTES NEW CAMPAIGNS
- FOLLOWS A COUPLE TRENDS
- DIVERSE, UNIQUE

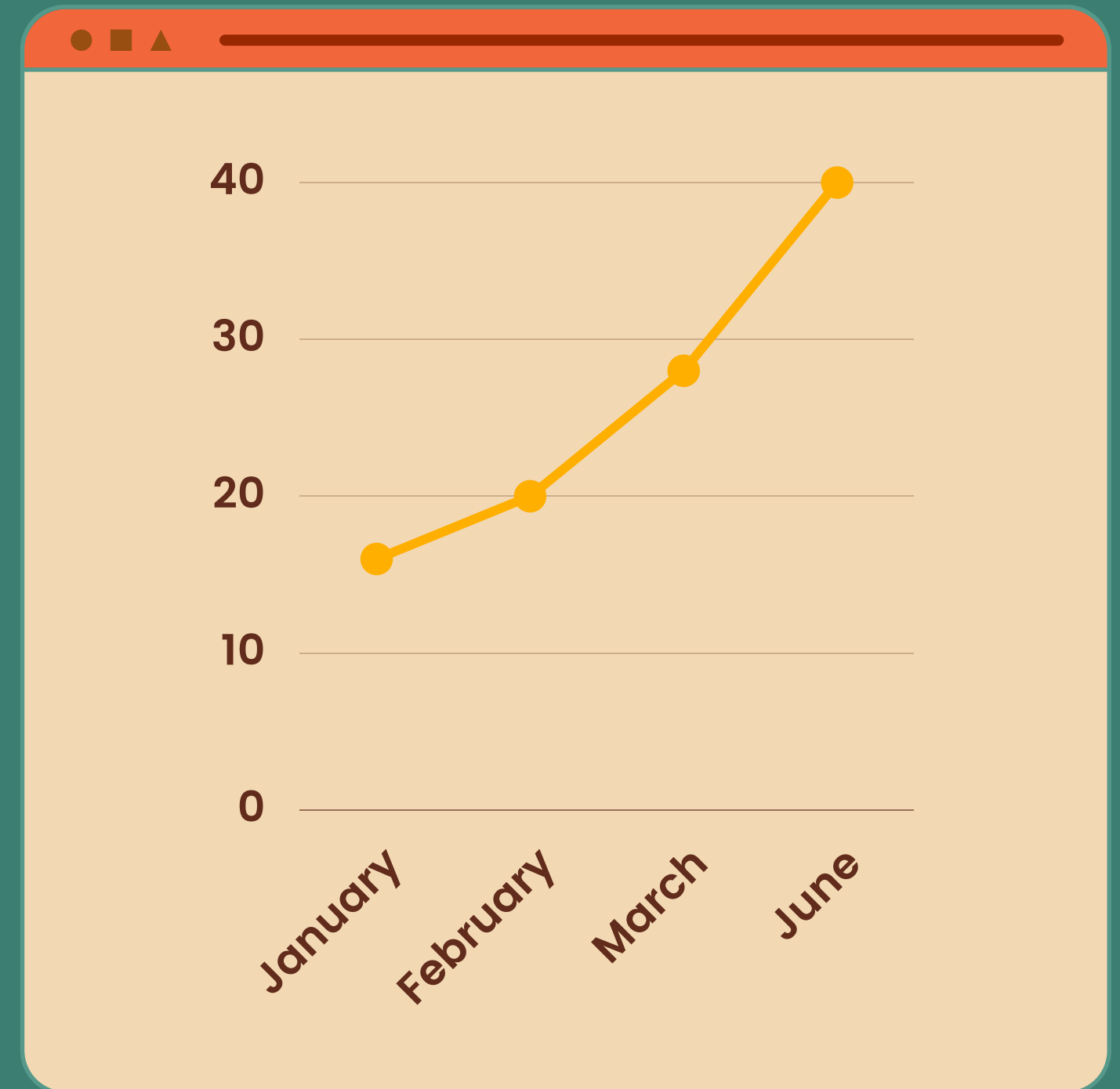


## FACEBOOK

- HAS 740,069 LIKES
- HAS A STOREFRONT ATTACHED
- POSTS DAILY
- SHARES OTHER PEOPLES POST
- VERY ACTIVE

# WHAT WE CAN WORK ON

- Like any other company, there will always be room for improvement. Although they are active and consistent, their posts are repetitive and can use some different techniques. Following different trends, partnering with different brands/companies can bring in more revenue to the company and increase engagement with users.



## IMPROVEMENT FOLLOWER ESTIMATE



**COMPETITIVE  
ANALYSIS**



# ✦ COMPETITIVE ANALYSIS ✦

## STRENGTHS

- Actively posting on every social media platform
- Interacts with followers
- Post promotions and new campaigns they are working on
- Is involved with the community .

## WEAKNESSES

- Posts are repetitive.
- Posts are kind of old school, don't follow trends often.
- Some photos they post are not clear and of bad quality.
- Not active on TikTok or Twitter.

# ✦ COMPETITIVE ANALYSIS ✦

## OPPORTUNITIES

- More promotional rendering, such as commercials, billboard ads, ads on social media and special appearances on television.
- I believe that they don't spend a lot of money on their marketing area that can possibly increase with the right spending.

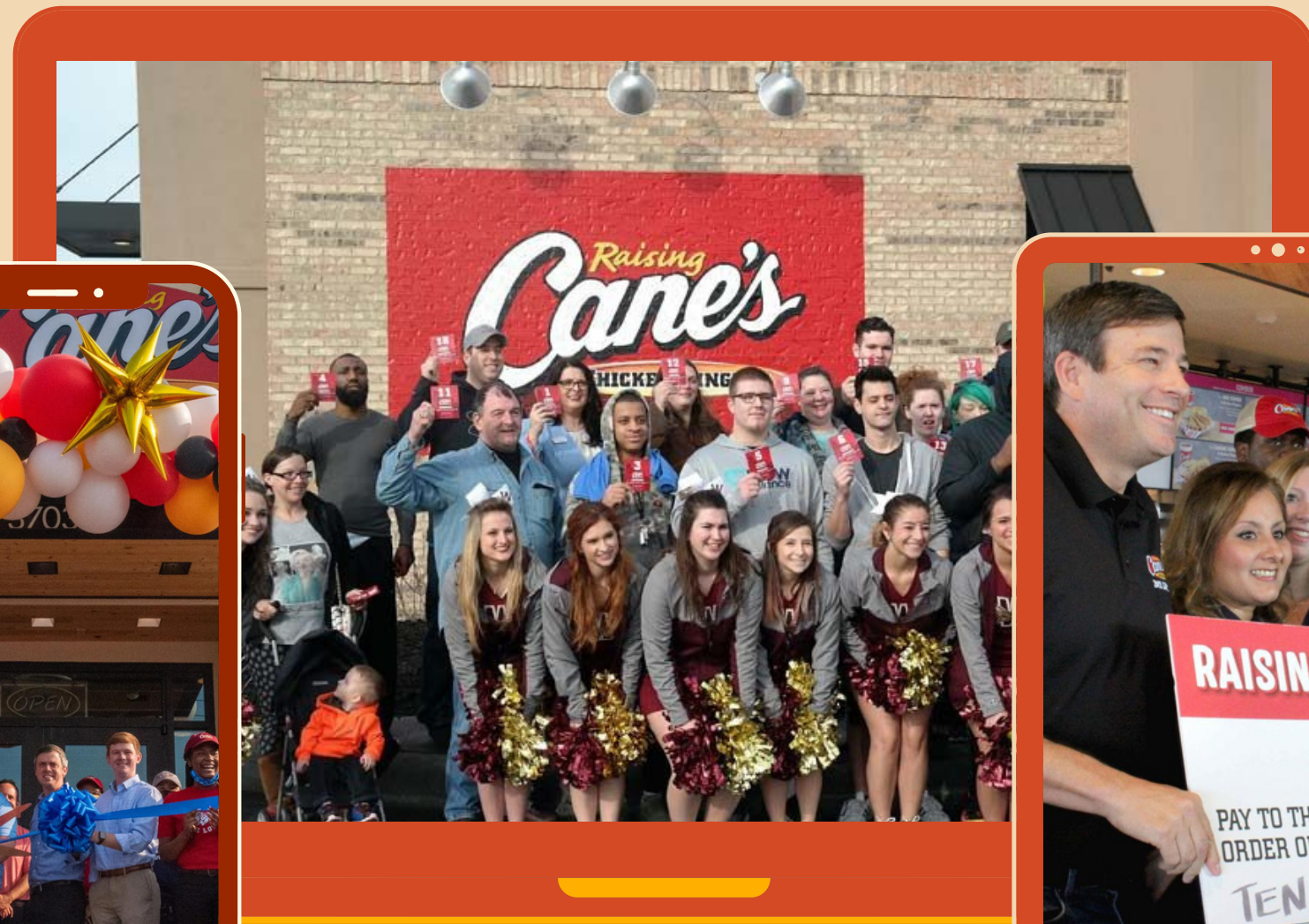
## THREATS

- Any chicken finger selling company is a threat or competition.
- One specifically that is very similar to canes is Laynes Chicken Fingers. They have similar options, similar sauces and restaurant layout.

# TARGET MARKETS



# CURRENT AUDIENCE LANDSCAPE



- The current audience for Raising Cane's vary from younger children, teenagers, young adults in college and also parents and older adults.
- They do many fundraisers for schools, nonprofit organizations and military personnel.

## POTENTIAL AUDIENCE LANDSCAPE



IN OUR CURRENT SOCIAL MEDIA WORLD, TIKTOK AND INSTAGRAM ARE TAKING OVER HEAVILY THAT ARE BEING INFLUENCED BY THE YOUNG ADULT COMMUNITY.

I BELIEVE IF WE CAN PARTNER UP WITH FAMOUS CELEBRITIES, HOST UNIQUE EVENTS, IT WOULD BRING MORE YOUNG ADULTS AS POTENTIAL AUDIENCES THAT CAN MAKE MORE REVENUE TO THE COMPANY AND BRING IN MORE RECOGNITION ONLINE AND THROUGHOUT THE WORLD.

# RAISING CANES GOALS





# GOALS

- Create posts that are unique and trendy. Following trends to stay relevantly social,
- Gain more followers that vary across the world. Restaurants are opening up in different countries and can bring more followers.
- Remain the best selling chicken finger company. We are upholding that standard with our ingredients and authentic services.
- Gain new customers



# STRATEGIES





# STRATEGIES



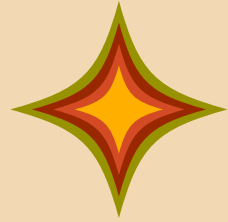
Make content that is diverse and includes different races and identity



Often check statistics and analytics on each post to see how well or bad it did



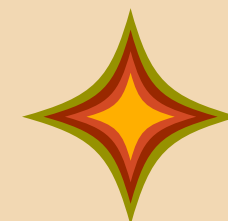
Create unique and creative posts that catch peoples eyes



Adjust with statistics and try new ideas that could work better



Create uplifting and heartwarming events that people support



Have a set schedule that works with the public to get as much views or interactions as possible.



# PLATFORMS AND CONTENT



# INSTAGRAM

## Stories

- Stories I plan to post on Instagram would be promotional posts that can be shared with other people. Can also be used for sharing real time events and reposting other peoples posts.

## Hashtags

- For hashtags, I would use about 4-7 hashtag per post to increase interaction and traffic. Some examples could be #OneLove  
#Nationalchickenfingerday #ToddGraves  
#canesswag


# TIKTOK

## Follow Trends

- Following current trends that people are using can bring in more views and recognition. Doing so can help us stay relevantly social and open minded to new changes.

## Duetting celebrities

- Duetting celebrities can help spark new campaigns and partnerships that our customers and followers could enjoy and interact.

A stylized illustration of a web browser window with a yellow title bar and a white content area. The word "FACEBOOK" is centered in the title bar in a bold, brown, serif font. The background of the slide is green with colorful wavy patterns in blue, red, yellow, and orange.


# FACEBOOK

## Promotional sale events

On Facebook, there is an option of linking a storefront with merchandise they are selling. I would use this feature to promote our new merchandise and also holiday sales.

## Reposting other posts

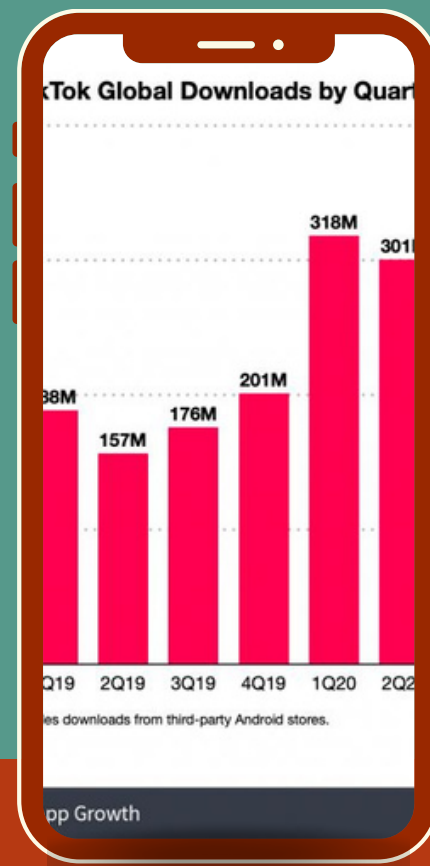
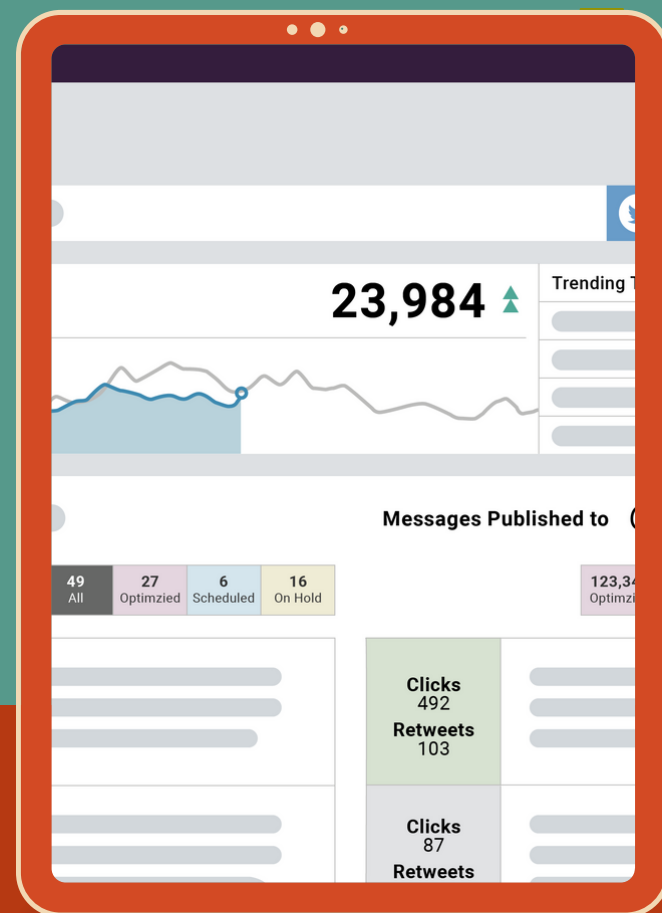
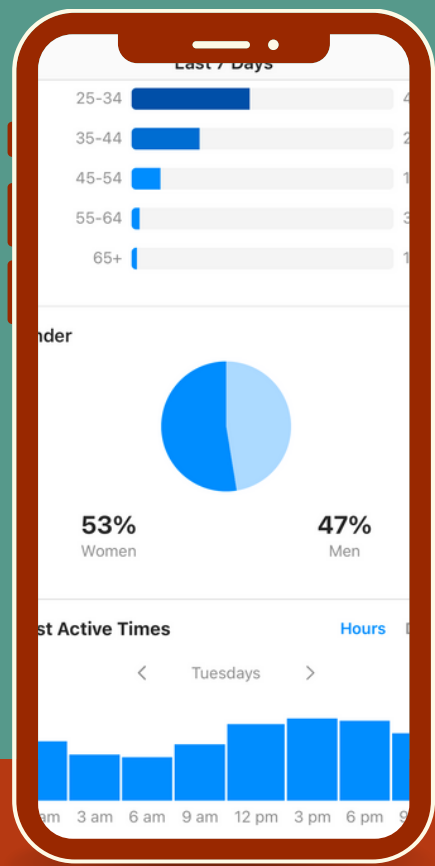
Reposting other people's post that align with our values and beliefs can help let other people know that we care what others have to say and that we support and are involved in our communities.



**MONITORING**

# MONITORING

- For monitoring, I am going to utilize Instagram analytics, TikTok statistics and also SocialFlow to keep up with the number of likes, reposts and activity.
- Monitoring this way can help adjust with different kind of posts that work, getting feedback to adjust for improvement or changes.





# PLAN FOR TUNING





# PLAN FOR TUNING

## PROFIT INCREASE/DECREASE

- Keeping up with sales and focusing on the areas where they were low and how we can bring it up.

## FEEDBACK

- Responding to comments and messages can show our followers that we care and are involved as much as possible.

## CHECK STATISTICS WEEKLY

- Reviewing the number of likes, shares and reposts our content is making. Adjust accordingly to low interactions.

## FOLLOW FLOW OF FOLLOWERS

- Based off of posts, reposts and comments, consistently checking if the follower count is increasing or decreasing. Adjust accordingly.

# WEBSITES USED



[HTTPS://WWW.TIKTOK.COM/@RAISINGCANES?LANG=EN](https://www.tiktok.com/@raisingcanes?lang=en)



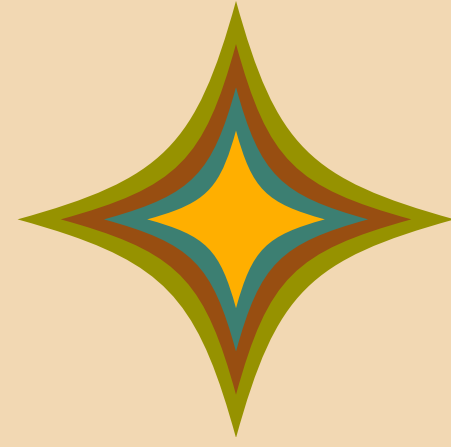
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THANK YOU!

