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Target Social Media Campaign

Part 1: Profile Audit

Branding

Target's mission statement is "To help all families discover the joy of everyday life." Their core values revolve around family, fun, ease, and inspiration. Target uses a lot of red in their stores as well as their website and social media, due to the color being very strongly associated with the brand. As well as the Target logo of a very simple target. The social media I chose to use for this campaign is Instagram, due to their very strong presence on this platform.

With just one look at Target's Instagram, I can see that their brand is very effectively communicated. Taking it literally, there are countless pictures of families and children implying a sense of family. However, thinking abstractly, there is also a large sense of community being shown by their posts. For example, there are several posts about representation in ads, movements such as Black Lives Matter and Stop Asian Hate, as well as reposts from Target shoppers. I believe because of this they are looking to enhance their brand from communicating family as just related people to promoting family as a sense of community and belonging. Their social media does a great job of communicating their core values and ideals.

Visual Communication

Personally, when it comes to catching my attention, bright colors and large words catch my eyes extremely well. Target's Instagram feed is full of color, as well as big texts to catch viewers eyes. None of the posts necessarily match, but they go well together and while that is not exactly a requirement for social media, it does not go unappreciated. In their posts, there is also a consistent amount of representation throughout. This really helps convey their message of family as well as extending that message to community.

Audience

On average a Target guest:

- Is 40 years old
- Has \$64,000 median household income
- 43% have children
- 57% completed college

Based on this information, I can see that Target does a good job focusing their social media posts on their target audience. For example, one post is a ‘tortilla hack’ tutorial. This post targets parents, because it’s a quick, easy snack for them to create for their kids. Also, it targets young adults, maybe college graduates because it is a cheap, convenient meal. Target also shares memes to connect with a younger audience. Overall, there are posts for every part of Target’s audience. There are also lots of pictures of families and children which easily appeals to parents.

Social Media Posts

In my eyes, Target does not seem to schedule their social media posts strictly. It seems as though they try to post everyday but miss a day here and there. To me, this makes their social media seem more ‘human’ rather than a structured bot posting. As for the tone of these posts, there are a lot of different tones going on. Some of them are educational, such as the previously mentioned tortilla video.

Others are inspirational. For example, during Black History Month, Target made many posts inspiring Black people with the hashtag #BlackBeyondMeasure. This hashtag gathered over 1,000 posts. Target also reposts videos from social media influencers. One video that stuck out to me was by Lindsey Noelle (@simonsaidd25 on TikTok). The video pictured her brother, who has down syndrome, next to an in-store ad saying, “She looks like me”. This video not only can help inspire those with down syndrome, but also shows a great sense of representation within their ads.

Along with educational and inspirational posts, there are memes sprinkled throughout their Instagram feed. All of these posts, however, seem as though they’re posted by different people. Each type of post has a very different style of caption. Some use hashtags and emojis, and others just completely skip that.

Part 2: The Social Media Campaign

Campaign Name/Overarching Theme

Based on Target’s newly released brand, the proposed name for the campaign is #TargetFavoriteDay. Targets newest brand, Favorite Day, features sweet food items such as ice cream, bakery items, mocktails, and more. All products are priced under \$15, which makes it very accessible and affordable for guests.

Goal of the Promotion

The goal of this promotion is to bring attention to Target’s new brand, Favorite Day. Released on April 5, 2021, it is a perfect time to start posting and get guests excited for the rollout. By sharing the hashtag, #TargetFavoriteDay, guests are invited to share their favorite day, leading them to associate the brand with good memories. Users of the hashtag will have the opportunity to have their stories shared by Target’s Instagram page. As well as getting their posts shared, three random users will be given a \$150 Target gift card to spend on Favorite Day items.

With this incentive, this will help the hashtag gain traction. Overall, this campaign will raise awareness of the brand, and gather support from guests who use the hashtag.

Timeline

The proposed timeline of this promotion is 8 days. Beginning April 5, 2021 (4/5/21) and ending April 13, 2021 (4/13/21). April 5-April 12 will be the allotted time to post. On April 12, three random users will be messaged and will have one day to claim their reward. If the reward goes unclaimed after 24 hours, it will be voided.

Proposed Budget

There are several factors that play into this budget:

- \$600 – Target gift cards for winners of the sweepstakes
- \$2,500 – Advertising/Promotional Material
- \$1,500 – Software (analytical tools, design, etc.)

Total Budget: \$4,600

How it works

An initial post (shown below) will be made to bring attention to the hashtag. Users will be invited to share their favorite days under the hashtag #TargetFavoriteDay. Throughout the week, the Target Instagram will repost users' posts on the stories feature. Along with users' posts, Target will also share posts, both interactive and informational in order to show what the brand is about. After a week, three winners will be chosen to receive a \$200 Target gift card. This promotion can appeal to a very broad group of Target's audience. With over 700 different products, there is bound to be something for everyone. As well as offering a \$200 Target gift card, anyone can use this on their Target shopping adventures to buy any new Favorite Day sweets along with anything else they need. The hashtag will be monitored and at the end of the week, the winners will be chosen.

Because Favorite Day is a new brand, Target will be posting posts about the brand on the Instagram for a little bit beforehand without letting guests know about the promotion. The promotion will not only allow viewers to learn about the new brand, but also allow them to enter a sweepstakes for a giftcard to the store.

Measuring Success

For this campaign, we will focus on likes, shares, follows, and use of the hashtag. The number of posts under the hashtag, #TargetFavoriteDay, will allow us to see the reach of the promotion. By using the insights tab on Instagram, we can see user engagement with the post including likes, comments, and shares. Also, you can see profile visits, accounts reached, and website clicks. With these insights, we will be able to tell how well our promotion did with website reach and sales of new products.

Advertising the Promotion



Right: Toward the end of the promotion, this post will be posted asking users what product they are most excited for. This will serve as a way to promote engagement with the account and also as a final reminder of the promotion that is going on.



Above: This will be the post to start off the promotion and allow users to begin posting their stories under the shown hashtag, #TargetFavoriteDay

Left: After some information about the brand is released, this story will be posted asking users about their favorite flavor of ice cream. Later, users comments will be posted with Favorite Day equivalents of their flavors.

