Little Caesars Pizza

Summary: Little Caesars Pizza has fallen behind on social media branding compared to other pizza brands. However, using strategies to reconnect with their target audience can salvage their branding. These strategies start with frequently using the social media outlets that the target audience uses the most, like Twitter and Snapchat. The other tactics include hosting contests on a popular social media outlet, posting more interactive, original content, and partnering with another brand on the fastest growing social media outlet within recent years. With these strategies, Little Caesars Pizza can make up for lost opportunity in the digital world.

Target Audience:

• Demographics: The target audience is 18-24 year olds of any gender. They are high school graduates and college students that have little to no income. They rely on minimum wage part time jobs with a maximum income of roughly $15,080 annually. The college students may have a slightly supplemented income from an allowance given by their parents or financial aid.


• Psychographics: The target audience is considered “cheap,” and is not willing to splurge on their food purchases. They favor convenience and budget-friendly prices over quality. They are not concerned with living a healthy lifestyle. The target audience members have multiple social media accounts such as Twitter, Instagram, Facebook, and Snapchat that they check/update several times a day.

Idea/Recommendation 1

Little Caesars Pizza could use part of their advertising/promotional budget to host a scholarship giveaway contest on Twitter. Little Caesars would initially tweet the contest details stating that they will be offering a scholarship worth “X” amount of money to the student that follows the account and writes the best tweet using the hash tag “#LittleCaesarsAchiever” explaining why they should win.

For the duration of the contest, the Little Caesars social media supervisors will need to be monitoring the hash tag “#LittleCaesarsAchiever” very frequently and saving their favorite tweets for further review at the end of the contest. This contest will be considered successful if their followers increase by 10% and they receive at least 20,000 tweets using the hash tag.

The call to action is for each contest participant to follow the Little Caesars Twitter page and to reply to them using the hash tag. This contest is a great first step and will work because the Twitter page will be gaining more followers for future content.
Also, the college peers that follow each participant will see the contest hash tag. This contest will have a lot of participants, even if it was only offering 500 dollars, because all they have to do is come up with a clever statement in 140 characters or less. In most cases, to earn a scholarship, students must write a lengthy essay.

According to Pizza MarketPlace, Little Caesars is in the top 10 social media performance for quick service restaurants on Facebook. That is great, however, adults older than 24 mostly use Facebook, which misses the intended audience.


**Idea/ Recommendation 2**

The Little Caesars Twitter page currently mostly consists of retweeting users that mention them. The page goes as long as seven days without tweeting original content. Although responding and acknowledging happy customers is important, not having enough original content is a huge problem because that is how brands influence consumers.

Little Caesars can increase their original content by asking questions, asking followers to choose between two things (favorite for this option, retweet for another option), or using a trending hash tag of the day. The call to action for these tweets is for the consumer to interact with the tweet by favoring, retweeting or responding to each tweet.

In order for the original content to resonate with college students, it is going to have to be really memorable and funny. According to the blog, “10 Tips for Successful College Marketing,” if the content isn’t memorable it isn’t going to be absorbed.

This is an example of what Little Caesars original content currently looks like:
This type of post is forced and is not funny or memorable. Little Caesars can still use the Major League Baseball opening week as a topic of discussion, but they should use an event that happened during the week to talk about, such as huge upset. An example being to tell the fans to favorite/retweet for which team they think is going to win and then telling the winning fans to celebrate with Little Caesars and the losing fans to console themselves with Little Caesars.

This strategy will work because producing memorable content will make the audience more willing to interact with the account. The brand shouldn’t be waiting around for customers to tweet to them; they should be creating the interactive opportunity.

http://okdork.com/10-tips-for-successful-college-marketing/

Idea/Recommendation 3

Snapchat has been one of the fastest growing social media outlets within the past few years. According to The Social Media Examiner, 71% of Snapchat United States Snapchat users fall into our target audience age range. Snapchat offers a “Discover” page, which features many different news outlets and brands all of which showcase new interactive media each day. Many of the outlets have themes for each day, sometimes even pizza. Little Caesars should partner with The Food Network, Tastemade, or even BuzzFeed to be featured during a themed day that would pertain to them.

Examples of The Food Network Discover Page:
The call to action for this would be to swipe up in order to read the article pertaining to Little Caesars, and then to follow the Little Caesars personal Snapchat account.

This will work because the Millennial and Z generation don’t receive their information and news from traditional media. The people in the target audience use Snapchat on a daily basis and browse the Discover page to keep up with what’s happening and for entertainment.

http://www.socialmediaexaminer.com/5-ways-to-use-snapchat-for-business/
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<thead>
<tr>
<th></th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October: National Pizza Month</th>
<th>November</th>
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<tbody>
<tr>
<td><strong>First Week</strong></td>
<td>-Start making contacts with members of the Snapchat Discover page to work out a collaboration National Dare Day, Flip A Coin Day, Best Friends Day, NBA Finals</td>
<td>-Post Snapchat username on Twitter and Facebook</td>
<td>-Snapchat product teases for what’s to come in the next few months National Girlfriends Day, Independence Day,</td>
<td>-Start countdown to National Pizza Month National Boyfriends Day, Do Something Nice Day, Veterans Day</td>
<td>-Share an article on Facebook about the history of pizza -Announce the deal for Week 1 on Facebook and Twitter -Create branded Snapchat Geofilter announcing the start of National Pizza Month</td>
<td>-Post article on Facebook about the Veterans Program -Veteran’s Day, daylight savings</td>
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<td>Second Week</td>
<td>-Using Facebook, announce that they will be a scholarship contest coming soon and to stay updated with Little Caesars twitter for the details in the near future. Eat Your Vegetables Day, FIFA Confederation Cup,</td>
<td>-Scholarship Contest ends -Share history of Little Caesars and the affiliation with the MLB MLB All Star Game, National Smile Week, Friendship Day, Sisters Day, Tell A Joke Day, -Continue countdown to National Pizza Month 9/11, -Tweet an Interesting Pizza Fact everyday -Announce the deal for week 2 on Facebook and Twitter -Tweet the Snapchat username Friday the 13th, -Ask question does pineapple belong on pizza? -Ask customers to post a picture of the face they make when they receive their Hot and Ready Pizza</td>
<td>-Announce Scholarship Contest winner on Twitter -Tell Facebook users to head over to twitter to see if they won -Tweet the contest winner good luck as they start a new semester at school partly paid for by their scholarship -Back to school posts -Continue Countdown to National Pizza Month -If a tweet gets a certain amount of retweets, release a coupon code for a discount on pepperoni pizza -Post on Facebook for followers to head over to Twitter for a discount opportunity</td>
<td>-Snapchat Discover Page Collaboration -Announce deal for week 3 -Live Snapchat at the Fast Casual Executive Summit Conference Thanksgiving, Black Friday,</td>
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<td>Third Week</td>
<td>-On Twitter, announce details regarding how to enter the contest, how much the prize money is, dates that contest starts and ends, etc. Fathers Day, International Picnic Day, National Selfie Day, Summer Solstice, NBA Draft</td>
<td>-Tweet the contest winner good luck as they start a new semester at school partly paid for by their scholarship -Back to school posts -Continue Countdown to National Pizza Month -If a tweet gets a certain amount of retweets, release a coupon code for a discount on pepperoni pizza -Post on Facebook for followers to head over to Twitter for a discount opportunity</td>
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<td>Fourth Week</td>
<td>-The scholarship contest starts -Send out reminder on Facebook for everyone to head over to Twitter to enter the contest</td>
<td>-Tweet some of the funny runner up tweets from the contest</td>
<td>-post about back to school discount Just Because Day, National Eat Outside Day</td>
<td>-Continue countdown to National Pizza Month -Announce deal for week 4 -Announce that they will have a different deal every week for National Pizza Month on Facebook -Ask a Stupid Question Day, National Good Neighbor Day, -run poll of which costume the mascot should be dressed up in with drawing of him in different costumes. Announce winner on Halloween.</td>
<td>-Announce Cyber Monday</td>
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These social media strategies will be successful because they are targeted specifically for the customers of Little Caesars Pizza. The digital brand experience of Little Caesars Pizza will be enhanced by directly initiating interactive communication. Using the popular social media outlets, posting creative content, and generating digital participation will create a lasting social relationship between the consumer and the brand.