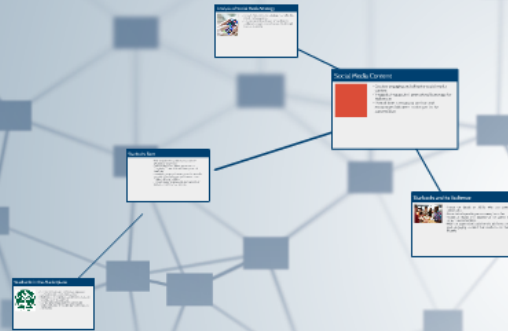


Starbucks: Effective
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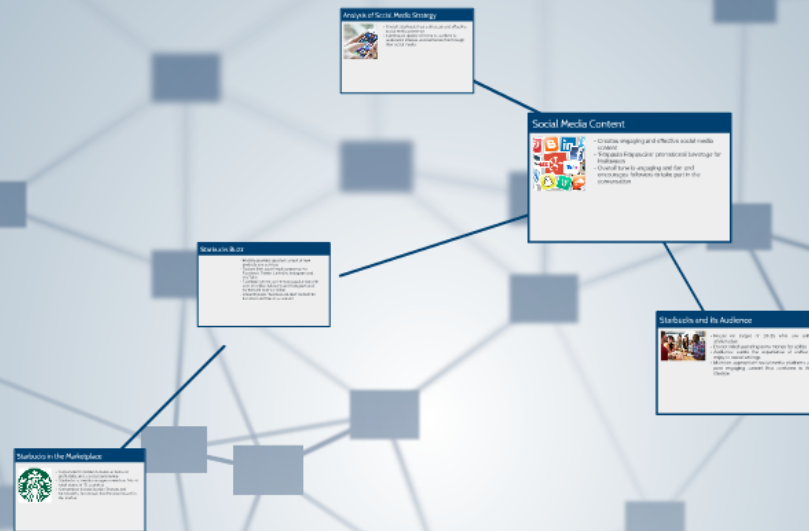
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Starbucks in the Marketplace



- Corporation's mission to balance between profitability and a social conscience
- Starbucks currently manages more than 24,000 retail stores in 70 countries
- Competitors include Dunkin' Donuts and McDonald's, but remain the dominant brand in the market

Starbucks Buzz

- Website provides updated content of new products and services
- Feature their social media presence via Facebook, Twitter, LinkedIn, Instagram and YouTube
- Facebook serves as the most popular site with over 36 million followers and Instagram and Twitter with over 11 million
- LinkedIn posts "business-related" content for investors and franchise owners

Starbucks and its Audience



- Focus on target of 18-35 who are coffee aficionados
- Do not mind spending extra money for coffee
- Audience wants the experience of coffee to enjoy in social settings
- Maintain appropriate social media platforms and post engaging content that conforms to their lifestyle

Social Media Content



- Creates engaging and effective social media content
- 'Frappula Frappucino' promotional beverage for Halloween
- Overall tone is engaging and fun and encourages followers to take part in the conversation

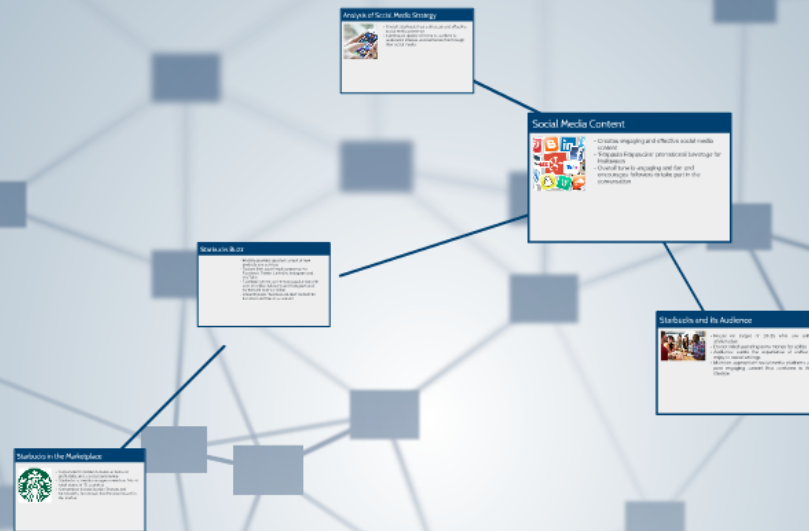
Analysis of Social Media Strategy



- Overall, Starbucks has a strategic and effective social media presence
- Continuous update of menu to conform to audience's interest and reinforces this through their social media

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