



BY FAITH DERKENNE

Industry Trends and Successful Campaign Report

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Industry Trends

01

Video

Videos create the space for instant engagement in a more tangible way and opens up a way for the user to be focused much easier and quicker. "82% of global consumer internet traffic will be video content."

02

Social Commerce

Buying directly from social media has increased and will continue to rise. (98% of consumers plan to purchase something on social media at some point). This is an efficient, effective, and reliable way for users to purchase.

03

Influencer Marketing

With the level of trust built between influencers and their audience, the established relationship makes it easier for consumers to purchase the product or service offered.

04

Customer Service

Audiences are always looking at whether or not there is a reply, response time, engagement (with consumers, other organizations, etc), and participation (trends, channels, and more!)

05

Local Targeting

Location based targeting helps narrow the reach for consumers. This will automatically appear more relevant to the audience being targeted and increase the likelihood of them giving in to the desired outcome.

Industry Trends

06

Artificial Intelligence (AI)

Artificial Intelligence is constantly on the rise and is expected to take over all industries moving forward. (Content creation, drafting post, copywriting, outlining, reformatting, etc).

07

Uniqueness

Consumers view many of the same trends, posts, responses, and more when it comes to organizations. When seeing something new and unique, it is memorable and stands out with originality.

08

User Generated Content (UGC)

User Generated Content is content tailored and directed to each specific user. "80% of consumers say it impacts their purchasing decisions" thus, making a large impact and potential sway.

09

Shorter Videos

With a decreasing attention span for the younger generations, keeping users engaged often calls for short films. Getting your point across quickly and keeping the audience interested should be the top desired goal.

10

Keyword Search and SEO

Using keywords helps optimize your posts! This will make it much easier for them to be found by others who are searching. Think about things like captions, hashtags, automated closed captions, and on screen text.

Successful Campaign

A successful campaign that relates to Chick-fil-A industry that I believe Chick-fil-A could implement is Chipotle. Chipotle has a strong social media presence, and heavily gears their content towards Gen-Z (a large percentage of their customers). To lean into their large audience, they started a challenge with the hashtag #ChipotleLidFlip. Within this challenge, they paired with a famous Gen Z influencer with well known content. "Superfans created a layer of authenticity" and "The challenge inspired 111k user-generated videos and led to Chipotle's largest digital sales day ever." Because of their great success within this campaign, they went ahead and did another influencer marketing style campaign with a new influencer. This campaign promoted guacamole (#GuacDance). Chipotle decided to add an incentive for those who participated by giving away free guacamole all day. The hashtag quickly hit 1.1 billion views and 800,000 portions of guacamole were served. I believe Chick-fil-A can implement these specific strategies specifically within the authenticity provided and relevancy to the targeted audience. Chipotle did a great job catering to the wants of the audience they wanted to grab the attention of (Gen-Z). While doing all of this, they stuck true to who they are and their vision statement, "to cultivate a better world ", focusing their attention on being genuine, authentic, and "real." Chick-fil-A can strive to be more active and relevant within Social Media, especially when it comes to their consumers.

Thank you to these
sources for giving
brilliant ideas and
further details.

Sources

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