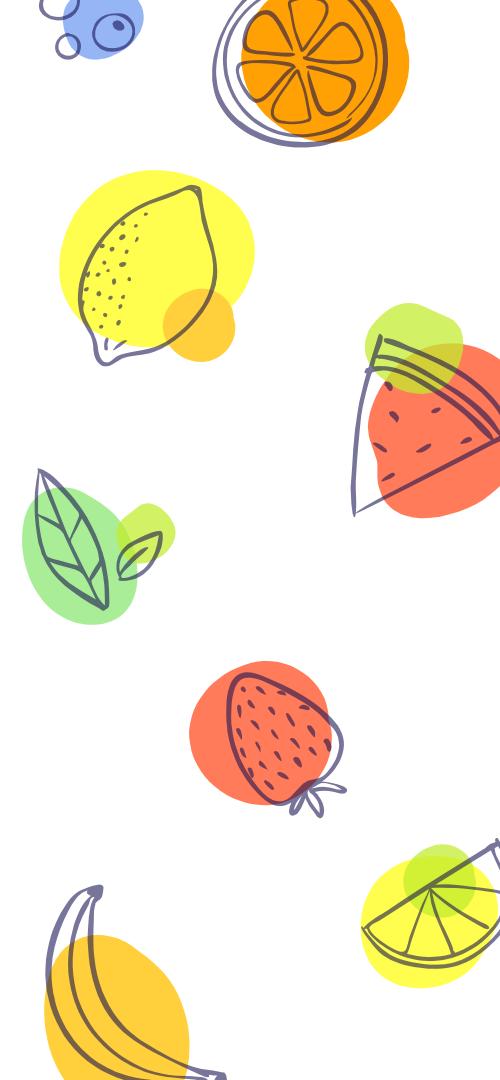


# Trader Joe's

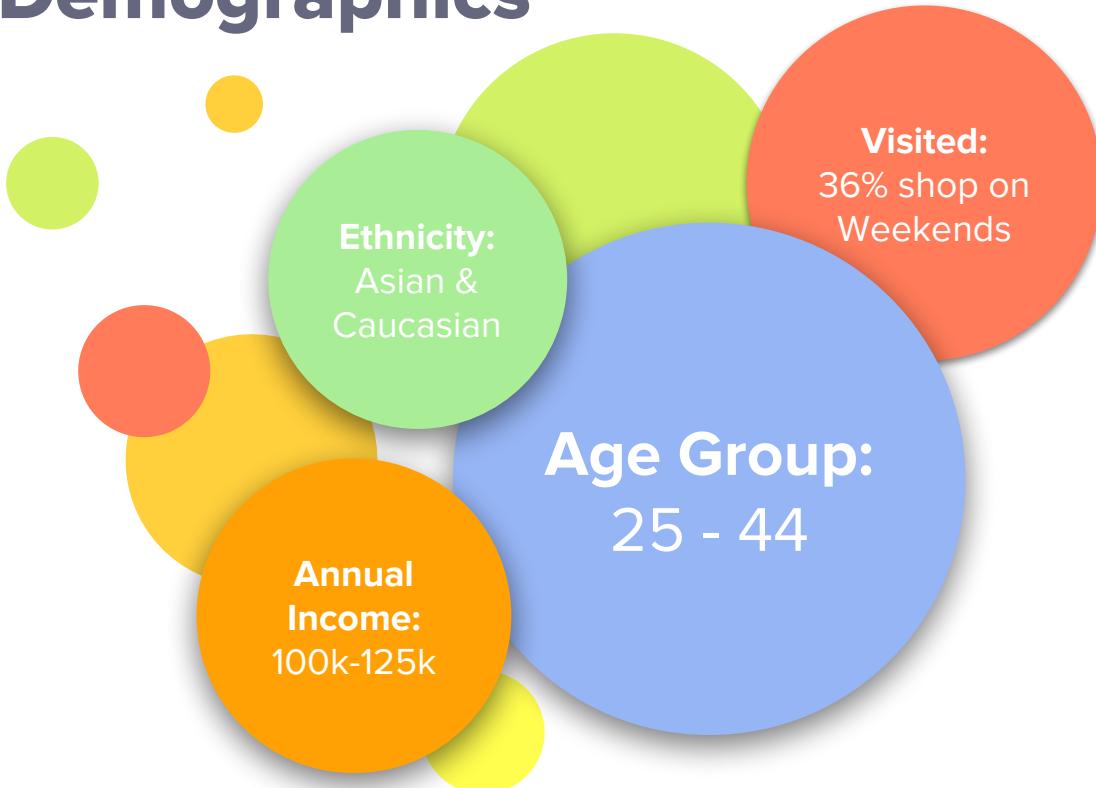
## Social Media Strategy

# A Bit of Background

- ✖ Specialty grocery store founded in 1958
- ✖ 474 stores in 43 states as of 2017
- ✖ Seems to always open stores with terrible parking lots



# Trader Joe's Customer Demographics

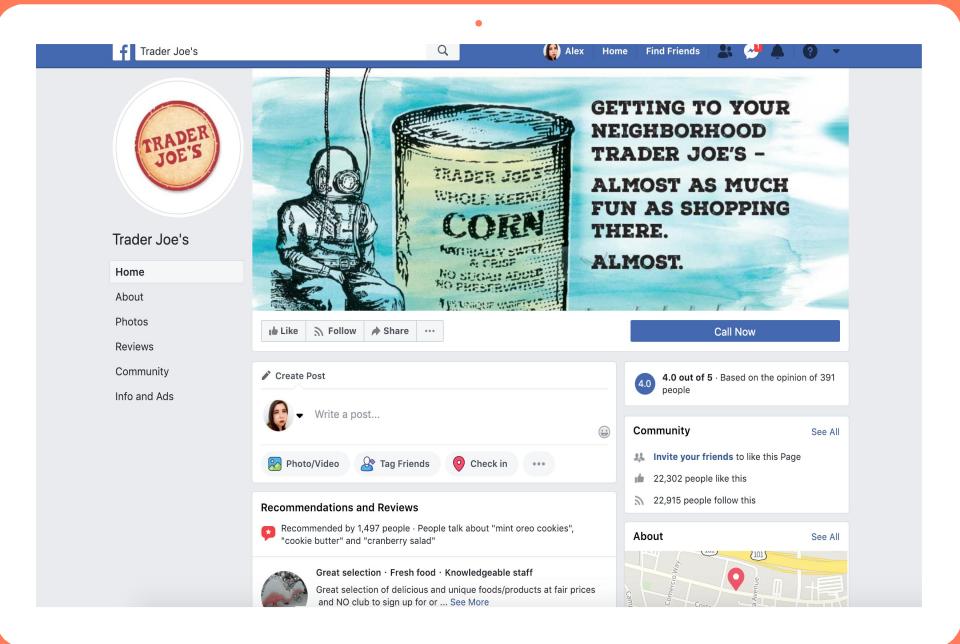


# What We're Looking At...

The state of Trader Joe's current social media accounts

# Facebook

- × +22k Likes
- × No community management
- × No posts or active Facebook ads



# Twitter

- ✗ Is this even real?
- ✗ 178 Followers
- ✗ 1 post, share of Buzzfeed article



# Instagram

- × Best performing platform
- × +1.1 Million Followers
- × Product focused, supplemented by recipes
- × No curated or UG content

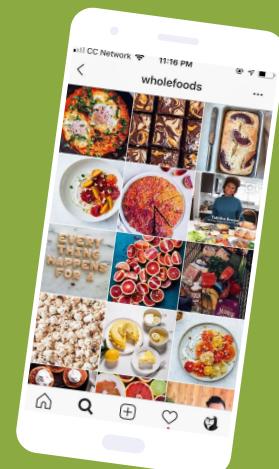
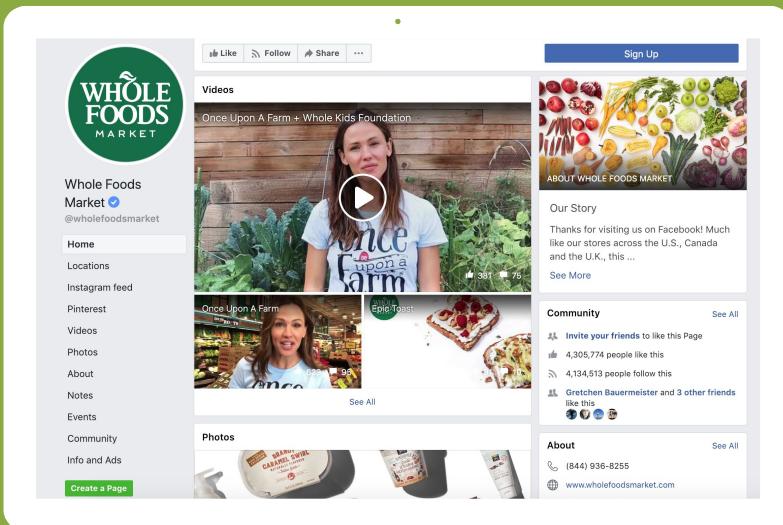


# What About the Competitors?

A look at Trader Joe's competition on social media

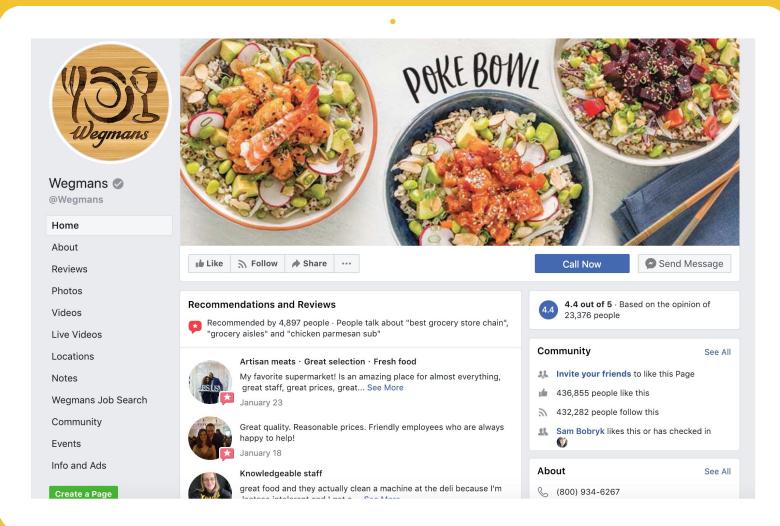
# Whole Foods

- × #1 competitor - huge, active following on social media
- × Mostly curated content on Instagram
- × #DelishDeals on Twitter; value-add with timely, economical coupons and special offers
- × Modern approach to food, packaging, and communication with customers



# Wegmans

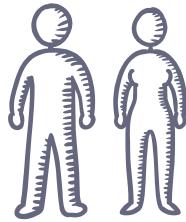
- × Local competitor - Around the same number of stores in New Jersey
- × Most active on Twitter
- × Heavily focused on community, families, and engaging with other brands & media
- × Is a definite one-stop shop that can rival Trader Joe's diverse product offering and high quality.





# Trader Joe's Social Media Objective

To create an online presence that celebrates culture, community, & uniqueness through food.



# Target Audience

## Demographics:

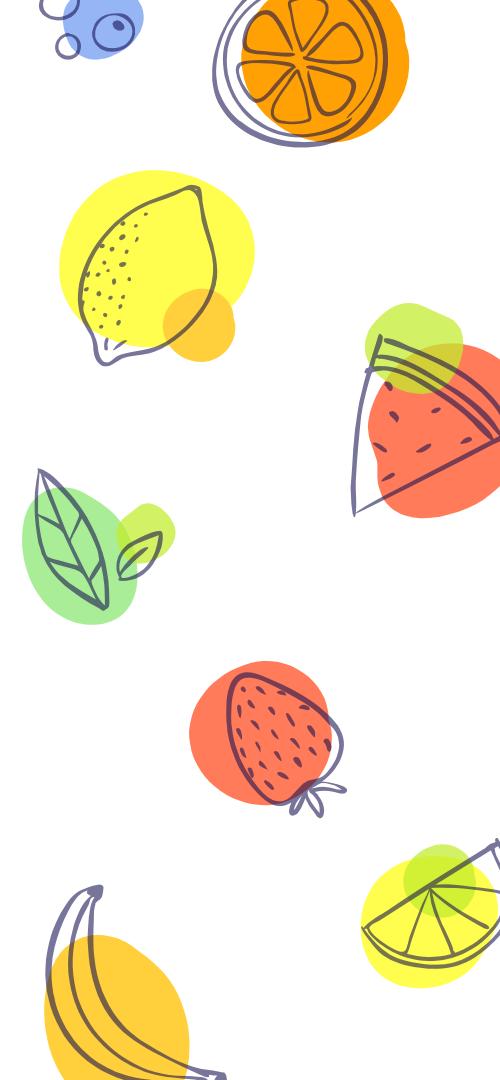
- ✗ Ages 25 - 44 (Millennial)
- ✗ Mostly Asian & Caucasian in ethnicity
- ✗ Advanced college degree, creative, middle to upper class
- ✗ Majority of customers do not have children

## Psychographics:

- ✗ Intelligent and adventurous
- ✗ Maintains their health through exercise
- ✗ Enjoys finding bargains on groceries
- ✗ It's important to not sacrifice quality when shopping off-brand

## Pain Points:

- ✗ Doesn't have a lot of time to spend shopping
- ✗ Food needs to be easy to prepare
- ✗ Trader Joe's isn't a one-stop shop
- ✗ Can't interact with Trader Joe's online with questions or concerns



# Trader Joe's Content Pillars

## Health & Wealth

Posts that promote affordable healthy eating, showing how Trader Joe's is concerned about their customers health & financial well-being.

**Objective:**

Relate & Educate

**Includes:**

Healthy product features, video recipe tutorials, ways to flex your dollar at Trader Joe's/grocery shopping

## Roam the Globe

Posts that feature a diverse food product or ingredient. These posts serve as introductions; how to use/cook it, how to pair it, and when it's in season.

**Objective:**

Educate & Explore

**Includes:**

Informative carousel posts, tips, features of countries, InstaStories, & livestreams

## At Your Table

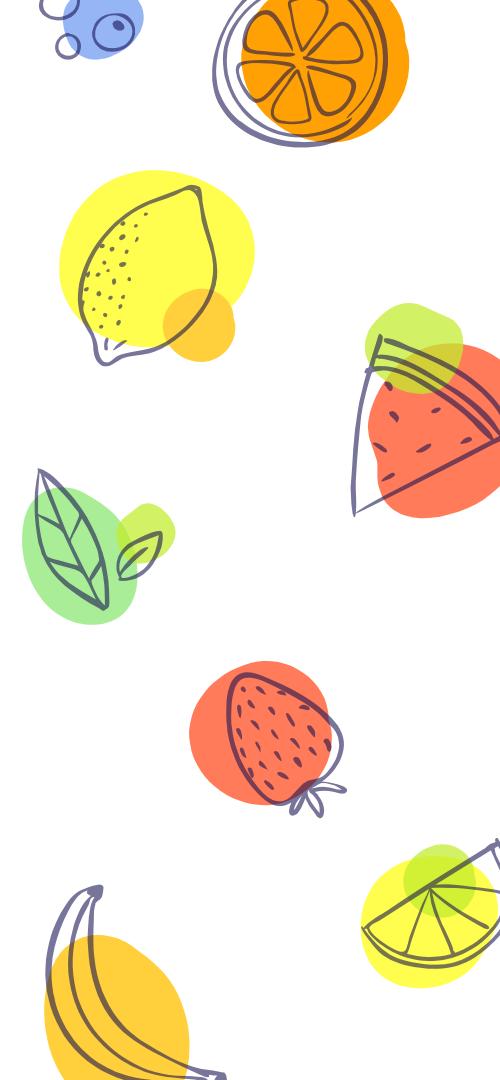
Posts that are curated and shared from actual Trader Joe's customers. These posts are heavily featured to show the creativity of Trader Joe's fans.

**Objective:**

Curate & Community

**Includes:**

Customer photography, videos, helpful tips & hacks, family recipes





# Best Social Media Channels To Use

## Instagram

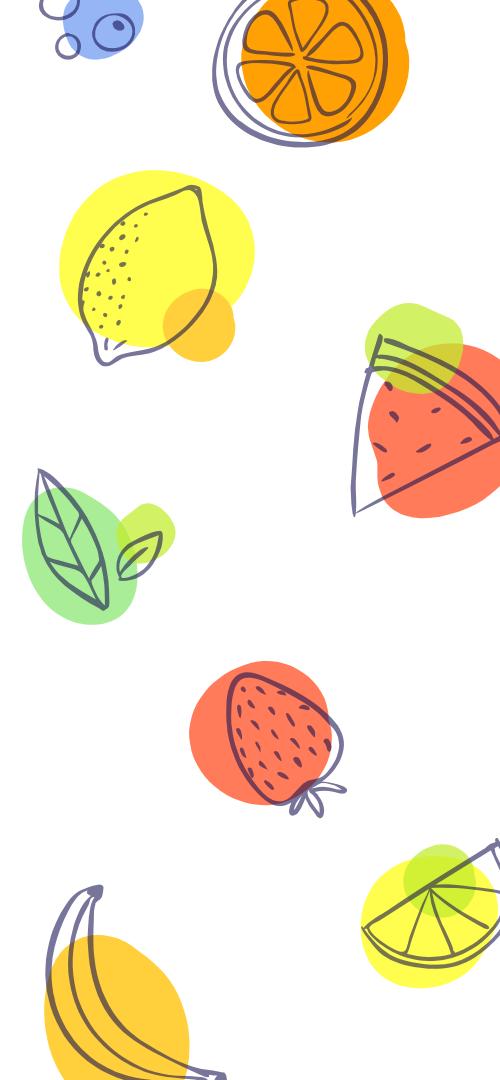
- ✗ Food content is extremely popular
- ✗ Many people follow brands they love
- ✗ Easy way to feature visual content
- ✗ Instagram ads have a high ROI, cheaper than Facebook

## Facebook

- ✗ Largest active user base
- ✗ Can be used to feature new products and videos
- ✗ Acts as the most “official” form of social media (corporate announcements, new location opening, etc.)

## Twitter

- ✗ Great platform to use for timely/holiday content (ex. National Ice Cream Day)
- ✗ Many people resort to Twitter for customer service
- ✗ Way to boost traffic to website (specifically to the recipe section)



# Brand Personality

- ✗ Quirky
- ✗ Relatable
- ✗ Helpful
- ✗ Effortless
- ✗ Neighborly
- ✗ Informative
- ✗ Positive
- ✗ Approachable

# Brand Voice

Trader Joe's voice should emulate that of a friendly neighbor. They have their friend's best interest in mind and is always ready to provide a recommendation or helpful tidbit. Their global perspective and respect for diverse cultures make them interesting and inclusive. Trader Joe's is not afraid to be a little weird; showing others that uniqueness paired with authenticity and quality creates loyal customers.



## To Sum It All Up:

Trader Joe's goal is to create an online presence that celebrates culture, community, & uniqueness through food.

Their large millennial following is always looking for new items to try, recipes to follow, and ways to save on groceries.

By combining their inherently fun brand and social media, Trader Joe's will be able to enjoy increased customer engagement and awareness. This improved social strategy will allow the specialty grocer to contend with direct and local competitors.

# Thank you!

Like, comment, & share if  
you enjoyed :)