

The background of the slide is decorated with various hand-drawn illustrations of fruits and vegetables. These include a blueberry cluster, an orange slice, a green leaf, a watermelon slice, a lime, a lemon, a green leaf, a green avocado, a yellow lemon slice, a green lime slice, a banana, an orange, and a strawberry. Each illustration is rendered in a simple, sketchy style with bold outlines and flat colors.

Trader Joe's

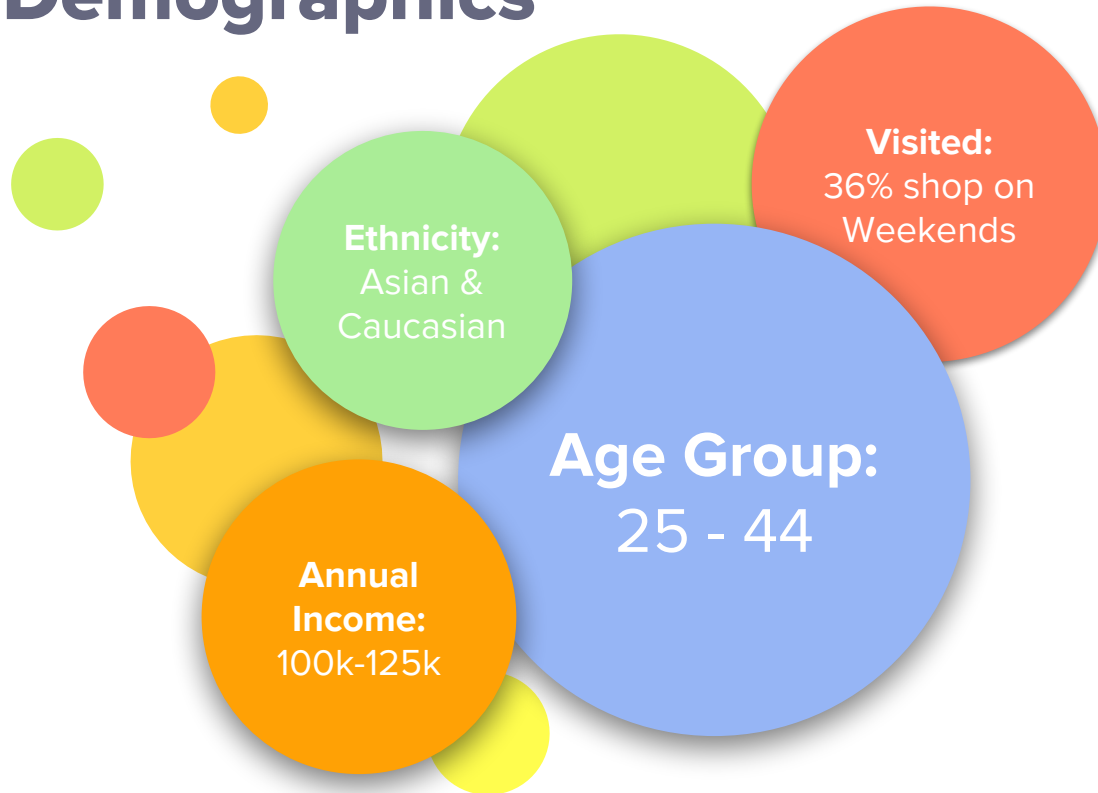
Social Media Strategy

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

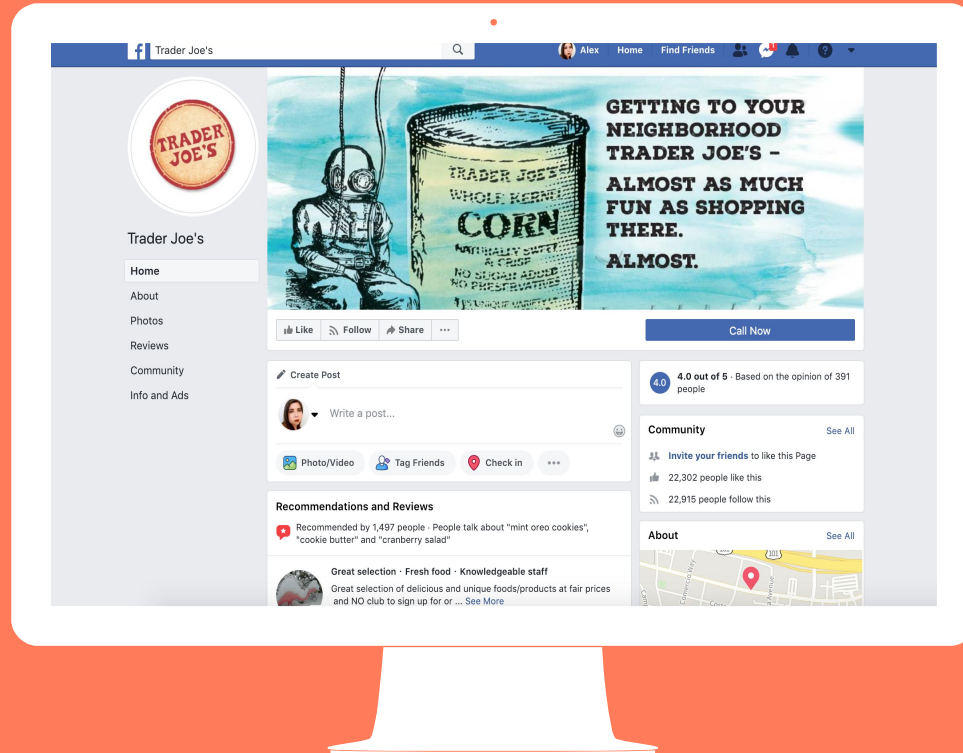


What We're Looking At...

The state of Trader Joe's current social media accounts

Facebook

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



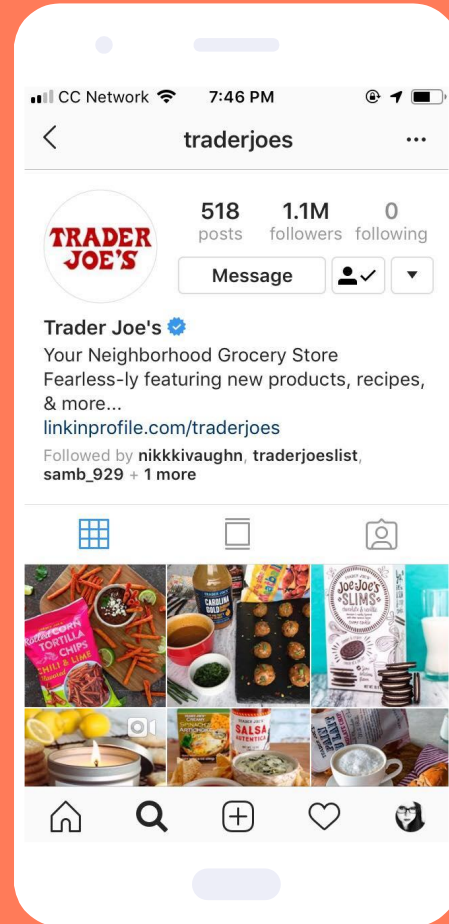
Twitter

- × 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

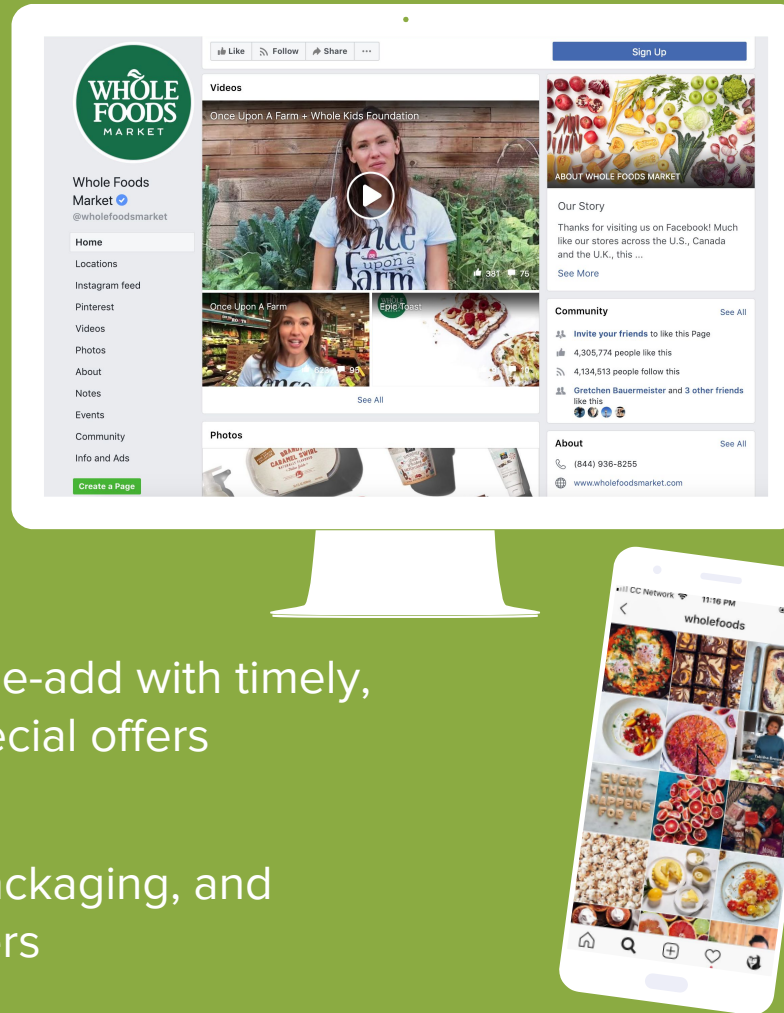


What About the Competitors?

A look at Trader Joe's competition on social media

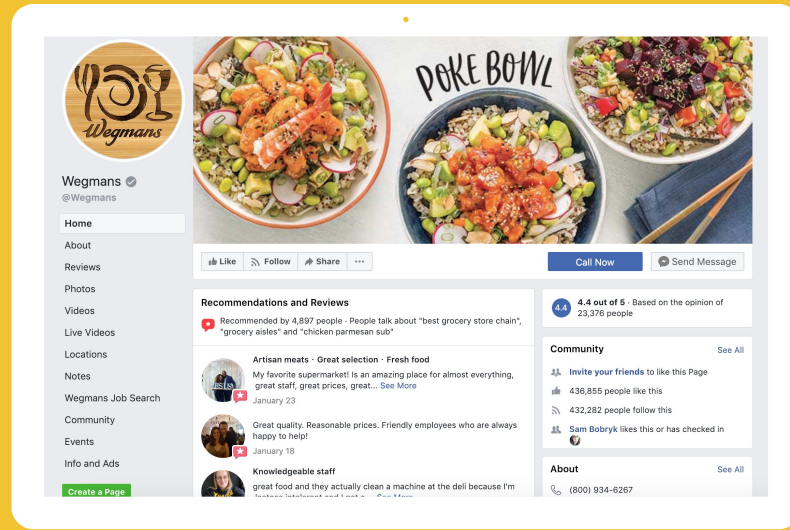
Whole Foods

- × #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

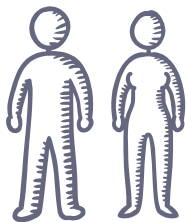
- × Local competitor - Around the same number of stores in New Jersey
- × Most active on Twitter
- × Heavily focused on community, families, and engaging with other brands & media
- × Is a definite one-stop shop that can rival Trader Joe's diverse product offering and high quality.



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Trader Joe's Social Media Objective

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



Target Audience

Demographics:

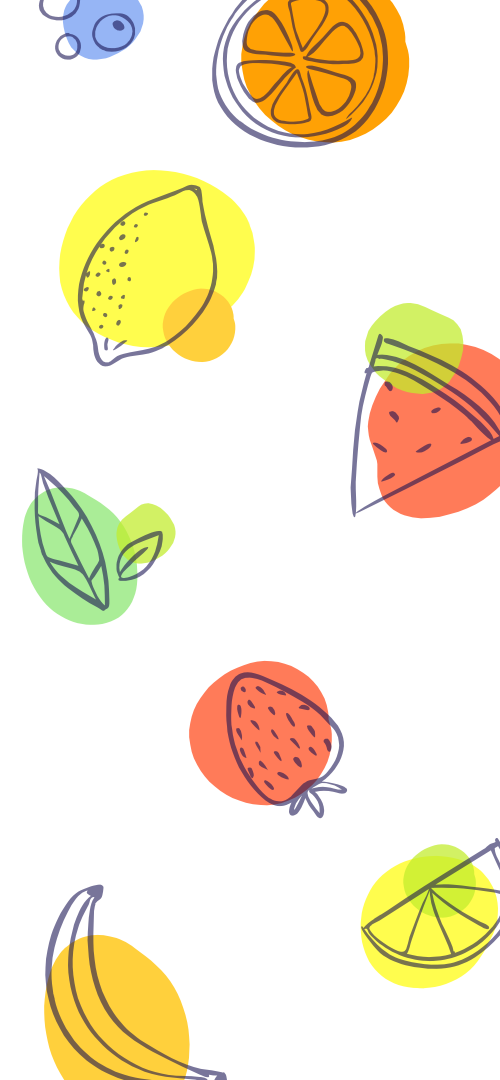
- × Ages 25 - 44 (Millennial)
- × Mostly Asian & Caucasian in ethnicity
- × Advanced college degree, creative, middle to upper class
- × Majority of customers do not have children

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

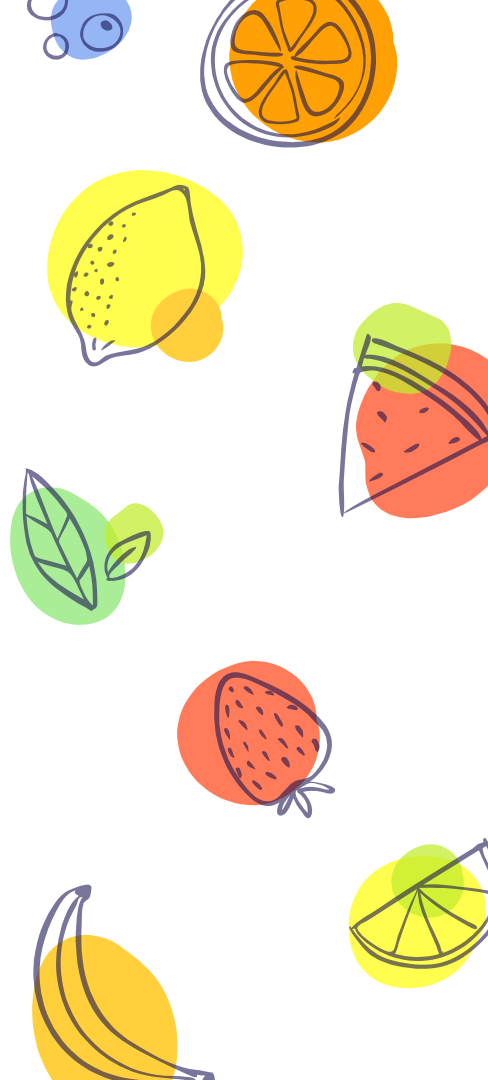
- × Food content is extremely popular
- × Many people follow brands they love
- × Easy way to feature visual content
- × Instagram ads have a high ROI, cheaper than Facebook

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 | ✗ Neighborly |
| ✗ Relatable | ✗ Informative |
| ✗ Helpful | ✗ Positive |
| ✗ Effortless | ✗ 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.

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Thank you!

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