

LEE'S

Famous Recipe Chicken[®]

Lee's Famous Recipe Chicken

2018 Social Media Strategy

Executive Summary

In 2018 the Stone Ward Social Media Team will optimize each of the Lee's Famous Recipe Chicken Social Media Channels (*Facebook, Twitter, Instagram*) to retain and **increase customer loyalty** with the existing primary audience of adults 35 and up, while implementing content and engagement tactics to reach the secondary audience of teens and adults between the ages of 16 and 34. We will promote **universally available menu items** by leveraging Lee's competitive advantages of **freshness, value, convenience, quality, and nostalgia**. Simultaneously Stone Ward will reinforce Lee's corporate values of a **quality homestyle meal** with **friendly** and **convenient service**. We will ensure that content shared across all social platforms makes an emotional connection with the brand's core audience demographics by focusing on the motivators of **amusement, satisfaction, comfort, and unity**.

Value Proposition

- Why should the Lee's target audience(s) follow the brand on Social Media (*Facebook, Twitter, Instagram*)?
- What do fans want to know about the brand?
- What value can following Lee's Famous Recipe on Social Media (*Facebook, Twitter, Instagram*) bring to the target audience(s)?

Value Proposition

- **Why should the Lee's target audience(s) follow the brand on Social Media (*Facebook, Twitter, Instagram*)?**
 - **Connection:** Unity with the brand and like-minded fans, feel part of a group with similar interests.
 - **Amusement:** Be entertained through content and creative from the brand and other fans.
 - **Information:** Stay up-to-date with contests, specials, promotions, and limited time offers.



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Value Proposition

- **What do fans want to know about the brand?**
 - **Locations:** Customers want to know if there is a Lee's in their hometown or where their nearest location is.
 - **Menu Items:** Customers want to know what is offered at their nearest Lee's, as well as ingredients and calorie content (i.e., gluten-free oven roast chicken, etc.)
 - **History & Future:** Fans like to know the origins of their favorite restaurant as well as special events coming up (i.e., 50th Anniversary).

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Value Proposition

- **What value can following Lee's Famous Recipe on Social Media bring to the target audience(s)?**
 - **eClub Membership:** Gain access to special offers and discounts and be the first to know about giveaways (i.e., Christmas Cash).
 - **Social Contests:** Through participation, the opportunity to win exclusive Lee's branded prizes.
 - **Satisfaction:** The ability to instantly connect with the brand and be heard brings satisfaction to social fans that want their opinions recognized. (i.e., sharing their good and/or bad experiences at Lee's).

Objectives

- **Increase fans and followers by 29%** across all social channels (*Facebook, Twitter, Instagram*) with the **main focus on Facebook**, which will act as a hub for our primary target audience.
- Build our secondary target audience (**16-34**) primarily through content and engagement with a **strong focus on Twitter** and **Instagram** to develop brand loyal and stay top-of-mind.
- Drive and increase engagement with new and existing fans through contest **giveaways**, relevant **content**, and new **creative** formats.
- Retain and gain brand loyalty by **incentivizing fans** to share how the Lee's brand is and has been part of their family over time.

Social Channel Plans

Overview - Facebook, Twitter, Instagram.

- **Facebook:**
 - Facebook will act as the hub for all social content.
- **Twitter:**
 - Utilize Twitter as the source for in-the-moment interactions targeted toward the younger, secondary audience (16-34).
- **Instagram:**
 - Instagram will act as the catalyst connecting the Lee's brand to a niche audience of Food Bloggers and "Foodies," as well as a source for engagement with the secondary audience (16-34).



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Facebook

- Utilize Facebook as the hub for all social content and conversation geared toward Lee's **primary audience** of adults 35+, working-class females, and blue collar workers.
- Implement pop culture trends to increase fan engagement and brand building (i.e., play-off of and incorporate viral moments, holidays, relevant quotes, memes, gifs, etc. from occasions such as award shows and sporting events).
- Publish a minimum of one Facebook post per day with timing to be optimized for engagement and reach (i.e., according to **Facebook Insights**, Lee's fans are most **highly active online at 7:00 P.M.**).
- Generate in-store traffic through social media motivation (i.e. highlighting limited time offers and special promotions with copy and content reflective of the in-store or take home experience).

Facebook

Measurement For Success:

- Success will be measured based on the following:
 - Facebook Insights and Analytics
 - Social Listening and Sentiment Analysis
 - Actionable Items (i.e., contest entries, contact form submissions, and brand mentions.)

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Twitter

- Utilize Twitter as the source for in-the-moment interactions targeted toward the younger, **secondary audience (16-34)**.
 - Stay in-tune and keep on the **pulse of pop culture** by inserting Lee's into the online conversation by Tweeting LIVE when relevant, (i.e., replying to the KFC Zinger Sandwich space launch), **real-time engagement** through Retweets and Replies from fans.
- Target key personas (i.e., urban audience and teens) using Twitter to build and enhance social interaction and connections on the social channel.
 - Utilize trending / relevant hashtags and acronyms to reach target audience for topical online conversations.

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Twitter

- Post a minimum of one scheduled Tweet per day.
 - Timing to be optimized for engagement and reach.
- Increase the number of scheduled Tweets per week in order to gain awareness, engagement, and remain part of the Timeline conversation.
- Maintain positive momentum by posting a minimum of 50 Retweets / Replies a week.
 - Timing dependent on customer initiation.

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Twitter

Measurement For Success:

- Success will be measured based on the following:
 - Twitter Insights and Analytics
 - Social Listening and Sentiment Analysis
 - Actionable Items (i.e., contest entries, contact form submissions, brand mentions, and hashtag usage, etc.)
 - Comparative Analysis (i.e., comparing internal analytics to competitor insights).

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Instagram

- Instagram will act as the catalyst connecting the Lee's brand to a niche audience of Food Bloggers and "Foodies," as well as a source for engagement with the secondary audience (16-34).
- The Lee's Instagram will engage Influencers in the categories of Foodies, Bloggers, local celebrities and media accounts for the purpose of growing follower count and increasing awareness.
- Post a minimum of one photo or video a day. (Timing to be optimized for engagement and reach.)

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Instagram

- Increase Reposts up to 3 per day from fans and Influencers with a minimum of 10 per week (timing dependent on customer initiation.)
- Create and maintain Lee's Instagram Story (*NEW*) to build brand awareness and engagement through the use of the following:
 - Location Geo-Tags
 - Stories Featured On Instagram Explorer Page
 - Ability To Tag / Mention Users and Brands
 - Higher Visibility On Instagram Story Feeds
 - Another Opportunity To Create Unique Content

Instagram

Measurement For Success:

- Success will be measured based on the following:
 - Instagram Metrics (i.e., impressions, followers, reach, profile views, website clicks, etc.)
 - Social Proof (i.e., user-generated content, brand mentions, hashtag usage, viewership, etc.)
 - Comparative Analysis (i.e., comparing internal analytics to competitor insights).

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Content

Overview - Copy, Creative, Video, Blog.

- **Copy:**
 - Copy will vary across all social platforms and be tailored to the target audience for each channel (i.e., hashtags, relevant language, acronyms, etc.).
- **Creative:**
 - Creative tactics such as user-generated content, animated images (i.e., Gifs and Cinemagraphs), lifestyle imagery, and attention-grabbing stock images curated toward the Lee's audience will be implemented across all social channels.

Content

Overview - Copy, Creative, Video, Blog.

- **Video:**

- Video concepts that will be implemented across all social channels will include; Boomerangs, Traditional, and LIVE-Streaming Video.

- **Blog:**

- Leverage the Lee's Blog for the purpose of building brand loyalty and awareness (*NEW*).



Copy, Creative, & Video

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- Copy will vary across all social platforms and be tailored to the target audience for each channel (i.e., hashtags, relevant language, acronyms, etc.).
- User-Generated Content (Photos / Videos / Boomerangs) — News Feed engagement has been on the rise since March 2016, when Facebook changed its algorithm to prioritize Facebook LIVE video and user-shared content.
- Animated Images (Gifs / Cinemagraphs) — Compared with photos, GIFs are more appealing and more effective within a social media strategy when compared with traditional videos.



Copy, Creative, & Video

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- LIVE-Streaming Video — Facebook users spend three times more time watching live videos than traditional videos.
- Instagram Story — Content created specifically for the Lee's Instagram Story will be shot vertically and comprised of photos, videos, boomerangs, and in-app polls.
- Highly-Organic Lifestyle Imagery — Photos will be curated and reflective of contemporary lifestyle centered around events, seasons, holidays, etc. aimed at our primary and secondary audiences.

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Blog

- Leverage the Lee's Blog for the purpose of building brand loyalty and awareness.
- Encourage fans to contribute their personal connections to the Lee's brand and be featured on the Blog (i.e., memories, special moments, milestones, all shared at or involving the Lee's brand.)
- The Lee's Blog posts featuring loyal customers will be distributed across all social channels to drive engagement and traffic to the Lee's website through Shares, Tags, and Retweets.

Cover Photos

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- Cover Photos will be changed out monthly and will incorporate the following (*NEW*):
 - Promotions
 - Holidays
 - Events
 - Hashtags
 - Emojis
 - Fans
 - Brand Milestones

Social Contests

- Create and execute monthly or bi-weekly social contests across all social channels that motivate fans to engage with the brand through participation.
- Curate and present social contests to fans as a “rare” chance to win exclusive prizes from Lee’s.
- Fans will participate and enter the contests by answering questions, trivia, sharing photos, using emojis, etc.
- Special Giveaways will be done when fans share unique or extraordinary moments centered around the Lee’s brand (i.e., funny, adorable, or clever photos or stories.)

Posting & Engagement

- Social Media post copy, creative, and engagement will be strategically curated to reinforce and drive overall brand messaging, values, and product availability consisting of the following:
 - Freshness
 - Value
 - Convenience
 - Quality
 - Nostalgia
 - Universally Available Menu Items
 - Homestyle Meals
 - Friendly Service
 - Amusement
 - Satisfaction
 - Comfort
 - Unity

Social Monitoring

- The Stone Ward Social Media Team will monitor, respond, and engage with both paid and organic social media posts across all channels including; Comments, Messages, Tweets, etc.
- All inappropriate comments visible to the public will be flagged, hidden, or deleted depending on the content.
- All inquiries, complaints, and compliments submitted via social media will be responded to with the Lee's contact form or other appropriate response within a timely manner.

Authenticity

The key element to cohesively implementing our strategic social tactics is **authenticity** across all social media channels. Continuing to **optimize** and **amplify** the **Lee's brand voice** that relates to our key audience(s) and their personas is crucial.

- Curate content, copy, and tone based on the following:
 - Topics and scenarios relatable to:
 - Blue Collar Males (Easy lunch break meal option)
 - Working-Class Females (Moms, easy dinner option)
 - Adults 35+ (Older generation, loyal customers)
 - Teens and Young Adults, 16-34 (Study breaks, weekend hangout)

Strategy Summary

- Reinforce value and incentive for following the Lee's brand on social media.
- Increase followership across all social media platforms.
 - Maintain and build loyal fanbase (primary audience).
 - Reach and retain new fans (secondary audience).
- Drive and increase engagement through participation and authenticity.
- Optimize each social channel's unique functions for the purpose of reaching overarching goals and objectives.
- Increase relevance through new and customized copy and creative for the purpose of engaging and reaching the Lee's target audience(s).
- All content will express and incorporate brand values, messaging, and product availability as well as the needs and wants of the target audience(s).

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