

Boba+Donuts Social Media Marketing Case Study

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Boba+Donuts Overview

Boba+Donuts is a local, family owned business. They are located in Frisco across from Reedy High School and Pearson Middle School. Boba+Donuts is a relatively new business, being open less than one year. Boba+Donuts serves slushes, milk tea drinks, flavored teas, donuts and kolaches. Boba+Donuts currently receives much of their business from students who walk there after school, likely due to the affordable prices of donuts with individual donut holes only costing 18 cents. Employees appear to be very pleased with their jobs due to the laid back management, flexible scheduling and simplicity of job. The location of Boba+Donuts and the customer service sets us apart from our other competitors.

Introduction

While Boba+Donuts does not have many problems a consultant could help them solve, they could expand their social media marketing. There were not consistent posts and there was a lack of following compared to our number of customers. By leveraging resources, defining objectives and developing strategies, one can increase social media footprint and convert followers to customers.

Objectives

- We will grow our Instagram following by 200 followers which will double the current following, approximately 200.
- We will interact, whether like or comment, with at least 50 posts every other day.
- We will curate content to specific demographics, with a minimum of 5 posts within the month.
- Increase Boba+Donuts orders per day by 10 orders.

Action

I. Leverage Resources

If one has little knowledge in the field of social media customer conversion, reach out to those who do. With the help of Mr. Foley from BuildYourIG, information was

gathered on how to find followers who fit the targeted demographics and how to create a realistic estimate for follows.

II. Set Objectives

After working with Mr. Foley, set realistic goals, seen above.

III. Gather and Evaluate Data to Align Objectives

As an employee at Boba+Donuts, there are repeat patterns of demographics who visit the store. There are also very prevalent disparities in demographics who do not visit the store. Knowing one of the demographics who frequently visits the store is students, aligned the curated posts to appeal to even more students. The same can be done for the demographics who do not visit the store such as retired age adults and health-conscious younger parents.

IV. Develop Strategies

While some strategies such as expected interaction were included in the objectives, along the way more helpful strategies arose. For example, rather than just using locational hashtags as a way of finding or having others find your posts, use the place feature on Instagram. This feature, when a user types in Frisco, Texas, will allow the user to scroll through all the public posts posted in the location Frisco, Texas. Boba+Donuts went through and liked many of those posts in the Frisco category and received a great amount of returned interaction whether it be a follow or a like. This was one of the most helpful strategies as it truly targeted those near the store and got high interaction returns.

V. Implement Solutions

After curating content and finding the best times to post based on Instagram analytical apps, posted for Boba+Donuts account. Boba+Donuts continued to engage with at least fifty posts every other day primarily on the Frisco location on Instagram.

VI. Monitor Performance

To monitor performance, all of the profile visits over the past seven days were recorded and graphed. Additionally, order numbers prior to and after the implementation of the social media plan were recorded and compared. Another great way of monitoring performance which truly indicated customer conversion was the “get directions” insights on Instagram. Whenever someone clicked on the “get directions” to Boba+Donuts button on Instagram it would be recorded in

Instagram Insights. One week, we had 12 users “get directions” to the store. Follower count is much easier to measure because it is only an at the end of the project goal and did not need to be monitored continuously.

Results

- We will grow our Instagram following by 200 followers which will double the current following, approximately 200.
 - a. Achieved and exceeded with final follower count equaling 407.
- We will interact, whether like or comment, with at least 50 posts every other day.
 - a. Achieved and exceeded with greater interactions per day on average than 50.
- We will have curated content to specific demographics, with a minimum of 5 posts within the month.
 - a. Achieved goal.
- Increase Boba+Donuts orders per day by 10 orders.
 - a. Problem with truly proving this as the same time Boba+Donuts changed their hours from 4:30AM-6PM to 4:30AM-8PM, the plan was implemented. There is no way to truly prove the spike in orders was due to the implementation alone with this confounding variable, the time change. One could note, there is only a 14.8% for greater sales based on the percent increase of time for sales, but based on the means of 64.6 orders per day prior to time shift and 87.6 orders per day after time shift, there is a 35.6% increase. Due to the fact there is a 14.8% increase in sales time and a 35.6% percent increase in order numbers, one may say the implementation of the social media marketing contributed to an increase in sales.

13.5 hours open before, 15.5 hours open after

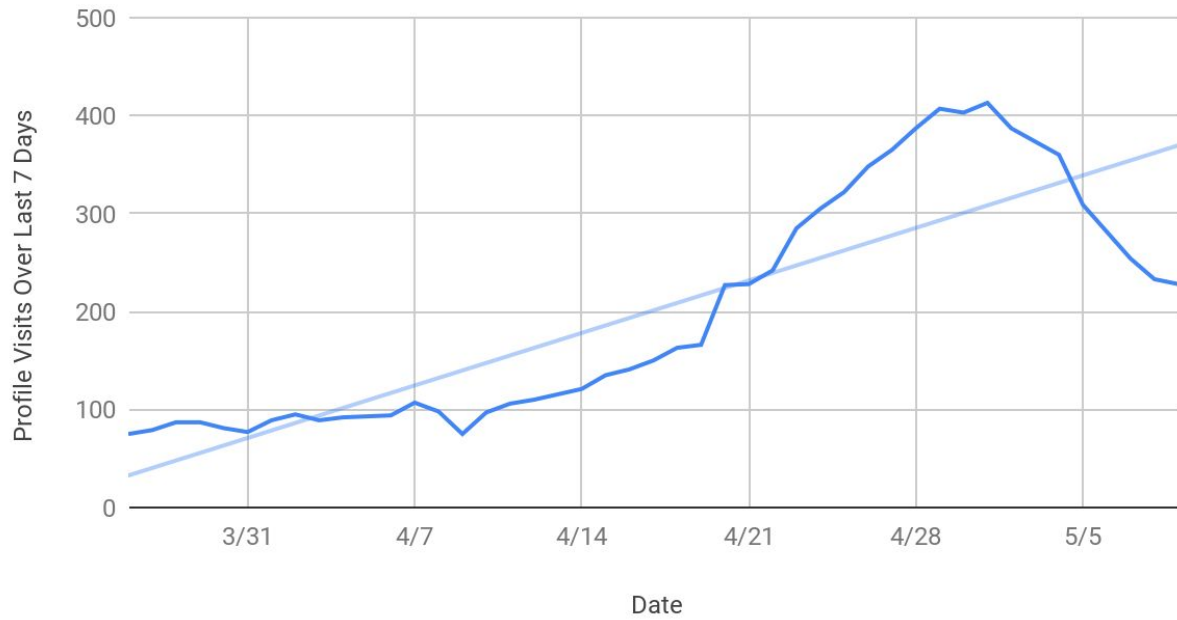
$$\frac{15.5-13.5}{13.5} \times 100 = 14.8\%$$

64.6 orders per day before, 87.6 orders per day after

$$\frac{87.6-64.6}{64.6} \times 100 = 35.6\%$$

64.6

Profile Visits Over Last 7 Days vs. Date



Order Number vs. Date

