



# **TACO BELL**

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Social Media Promo Campaign

## **Introduction**

This social media promo aims to assist Taco Bell in promoting the return of their popular menu item, the Mexican Pizza. Graphics and contests were created to target different social media platforms such as Instagram, Facebook and Twitter. Details of these contests on each platform are listed below. Taco Bell's mission statement details how they "... take pride in making the best Mexican style fast food while providing friendly and accurate service." (Comparably.com, 1). Their famous motto is "Live Más" meaning "Live More." This campaign uses the corporate branding strategy which features the mission statement values, motto meaning and the newest logo. The color scheme was taken from the logo and features dark and light purples, black and an orange accent color.

## **Target audience**

This campaign focuses on two target audiences. The first being single college students of all genders and races, aged 18-22 who enjoy Taco Bell as a late-night snack or meal. They are pursuing their degrees and likely have low income. Therefore, they need affordable, delicious meals that Taco Bell can provide.

The second target audience is Generation X and millennials who grew up in the 80s and 90s and appreciate the nostalgia that Taco Bell brings them, especially with the comeback of the Mexican Pizza that was first released in 1985. This audience is made up of likely married people of all genders and races, aged 26-57 with middle class or higher income and highschool level or higher education.

## **SWOT analysis**

**Strengths:** Taco Bell already has a loyal following of all ages and with that comes nostalgia around the Mexican Pizza which has been off the menu for several years.

People were already begging for the return of this menu item so this is beneficial to Taco Bell. They do not have to promote this like it is a new product. Taco Bell can control the narrative of how they want to advertise this item as a nostalgic food item that some may have enjoyed during childhood and encourage sales. By advertising the Mexican Pizza's return, consumers will be inclined to go to a Taco Bell to purchase it and will likely leave with other products as well.

**Weaknesses:** Some internal weaknesses could be that Taco Bell does not have enough staff or ingredient supply to keep up with the sale increase of Mexican Pizzas in stores. They might also not have enough staff to track the entries of the Instagram and Twitter contests. They must prepare ahead of the campaign kickoff and be ready with a processing system to choose a winner such as Hootsuite.

**Opportunities:** These include the hope that this campaign will reach many Taco Bell lovers who do not already follow their social media accounts. The Instagram portion, detailed below, encourages users to tag other users who will then follow Taco Bell to enter the contest. The Facebook hashtag and repost campaign will ideally reach other users who are not already familiar with this concept and the return of the Mexican Pizza. The Twitter hashtag contest will hopefully trend and reach many new accounts as well. Aside from the social media aspects, this campaign will hopefully encourage all who see the graphics featuring the delicious Mexican pizza to order one which will increase sales.

**Threats:** Potential threats could include people creating bot/scam accounts on Instagram and Twitter that would falsely announce winners of the contests. These fake accounts contact users and ask for their credit card and banking information. It must be made very clear that Taco Bell will not be asking winners for personal information.

## Goal

The goal of this campaign is to spread awareness on the return of the Mexican Pizza, increase Taco Bell sales and increase Taco Bell social media platform followings.

## Measurability

We will check analytics relating to engagement and reach through the Hootsuite platform.

## Three campaign tactics

1. Instagram



We are giving one lucky follower a year of free Mexican Pizzas! Follow the steps below to enter.  
[#BetterWithTheBell](#) [#TacoBell](#) [#LiveMás](#)

- 👤 Follow @TacoBell
- 🔔 Comment your favorite menu item
- 👤 Tag a friend in the comments

\*winners will be DM'd on Friday, Oct. 7, 2022 at 11:59 p.m. CST by this verified account\*

This Instagram post will start on Saturday, Oct. 1, 2022, and end on Friday, Oct. 7, 2022, at 11:59 p.m. CST. The post promotes a contest for Taco Bell's Instagram followers to win free Mexican Pizzas for an entire year. The post benefits Taco Bell by requiring people to follow the account to enter the contest. It also requires them to tag a friend in hopes of spreading awareness and gaining even more followers. Instagram was selected for this contest because the platform can easily track new followers, comments and tagged accounts. Instagram is also commonly used by members of the millennial and college student target audiences. This week-long segment of the overall Taco Bell [#BetterWithTheBell](#) campaign will announce the return of the Mexican Pizza and promote the new menu item.

## 2. Facebook



The Mexican Pizza is here to stay! Use our [#BetterWithTheBell](#) to share photos with it and a chance to be featured on our account! [#TacoBell](#) [#LiveMás](#)

This Facebook portion of the [#BetterWithTheBell](#) campaign will run for the entire month of October 2022. The goal is to spread awareness of the return of the Mexican Pizza on Facebook. The post features the hashtag and encourages followers to post pictures of themselves trying the Mexican Pizza. Taco Bell will then choose some of the posts to share. Facebook was chosen for this hashtag contest because it is targeting the older segment of the target audience who will be more inclined to share their dining experiences on this platform. The goal is to increase Mexican Pizza sales by encouraging followers to buy the menu item to try. A second part of the goal is to get the hashtag to become popular on Facebook so others can see the return of this menu item.

### 3. Twitter







This 24-hour tweet contest will occur on Saturday, Oct. 15, 2022, during the middle of the month-long campaign. It will take place on a Saturday when customers have free time and will be more inclined to purchase a Mexican Pizza after seeing the tweet. The contest will last from 12 a.m. to 11:59 p.m. CST. Twitter users will retweet this graphic along with the hashtag [#BetterWithTheBell](#). The Twitter user who gets the most likes on the retweet will receive free Mexican Pizzas for a year. Twitter was chosen for this portion of the competition with the hope that the hashtag [#BetterWithTheBell](#) will trend and encourage other users to purchase the item.

## **Conclusion**

The goal of this campaign is to assist Taco Bell with promoting the return of their Mexican Pizza. We hope to increase sales and Taco Bell social media platform followings along the way. We will achieve this goal with different social media competitions across multiple platforms such as Instagram, Facebook and Twitter.

For the Instagram competition, we hope to have 10,000 entries by the end of the week-long competition. This would mean the account, which already has 1.4 million followers,

would gain 10,000 new followers. For the Facebook account, which already has approximately 10 million likes, we hope to have 100,000 people share posts of them eating a Mexican Pizza. For the Twitter contest, the account currently has 2 million followers. We hope to gain 100,000 more followers and have the hashtag trend by the end of the 24-hour competition.