

A Slice of Advice: A Social Media Marketing Plan for Bimbo's Pizza

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INTRODUCTION

This SIP presented a marketing plan for Bimbo's Pizza, a small pizzeria located in downtown Kalamazoo looking to strengthen their brand identity and interact more with customers. This plan took into account their limited budget by using only social media, a free outlet with a broad reach that was used to market the product and promote the company. I decided to narrow the scope even further by focusing on Facebook, where they already had an established fanbase, as it would allow for better consumer research and be easier to implement.

MATERIALS AND METHODS

In order to determine the type of strategy that Bimbo's Pizza should use when creating content for their Facebook posts, I took the following steps:

1. Evaluated their existing posts to discover any potential patterns, as well as to see which posts have been the most successful and which ones have struggled. To achieve this, the past three years worth of posts on the company's page were combed through and separated into a category type, starting with the most recent post and stopping at the first post of 2013.

2. Read through hundreds of Facebook comments and online reviews of the company from the past three years, paying extra attention to the most popular posts. I needed to find out what it was about these posts that made people excited and willing to engage with the company. Due to variety of subject matter, comments vary greatly and therefore are difficult to quantify as a measure of popularity. However, my findings after reading through these comments were instrumental in constructing the marketing plan.

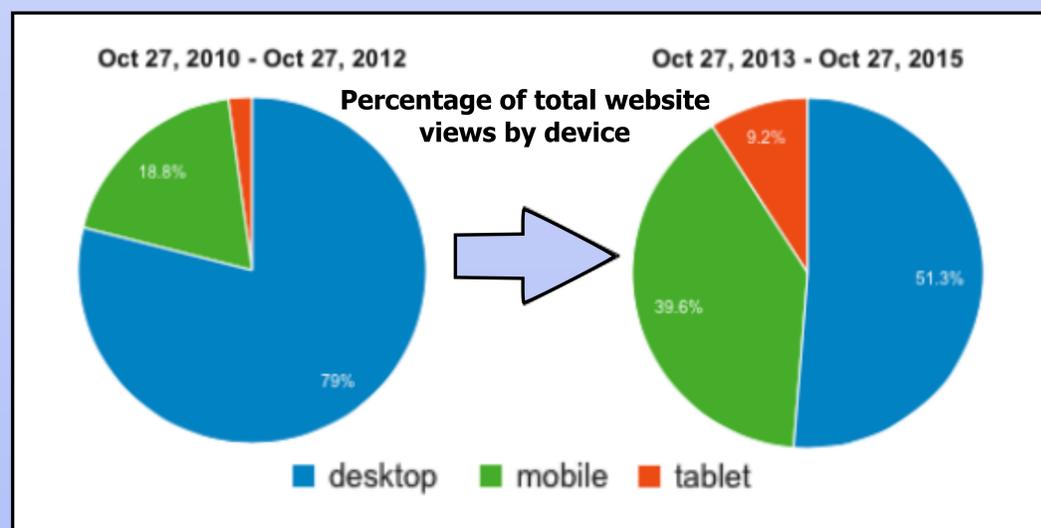
3. Given access to the company's Google Analytics and Adwords Express accounts. These websites are used to analyze website and online advertisement performance, and give the user a plethora of useful information on consumer demographics, peak website usage, etc. I used these powerful data trackers to show the owner's of Bimbo's Pizza some important market trends that would directly impact their business.

RESULTS

1. Through my research, I was able to determine that people loved Bimbo's Pizza because it was local, and because of the fond memories they had of dining there with family and friends. My marketing plan then focused on trying to invoke those nostalgic feelings and remind people of the good times they had there.

2. To test my theory, the owner's graciously allowed me to create a post to upload to their company Facebook page. I decided to try a #tbt post with a photo of the original owner making a pizza, with a caption asking which Bimbo's Pizza fans remembered the old days when Robert (the original owner) would toss the pizza dough in the air. **It ended up being one of their most engaging posts ever in terms of the number of likes, shares, and comments that it received.**

3. Another key component of my SIP came from my analysis of market trends using Google Analytics and Adwords Express. These tools allowed me to see the number of people visiting the company website. After narrowing the results by device type and comparing two different timeframes, a significant trend arose. In the two-year period from 2010-2012, views from desktop computers dominated the total percentage. However, from 2013-2015, the percentage of **views from mobile devices more than doubled**, and **tablet views more than quadrupled.** These increases are staggering in such a short timeframe, yet not unreasonable considering the massive boost in smartphone and tablet usage worldwide in recent years.



CONCLUSIONS

The shift towards mobile use is undeniable. This information will be crucial for the owners of Bimbo's Pizza to keep in mind. More and more people are becoming dependent on their smartphones for everyday tasks. Where in the past a customer might have called in to order a pizza, that same customer might now prefer to order their food from the click of a button online, or through a smartphone app. Due to this trend, it was strongly recommended that Bimbo's Pizza consider incorporating an online ordering system for their website.

In the months since the recommendations were made to the owners, they have given their website a facelift with a more simple, mobile-friendly design and an easier-to-use interface. They have also added online ordering to the site, and are developing a mobile ordering app as well. I am confident that these changes will put Bimbo's Pizza in an excellent position moving forward and will provide them with a strong foundation to build from.

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