

TACO BELL



Background

The current trends that are doing well for brands on social media include long-form videos, having a “brand personality”, behind-the-scenes content, and influencers. Along with some trending sounds and video formats going around platforms like TikTok and Instagram currently. A few other things that do well with brands on social media are being a transparent brand that is authentic on their platforms, having good customer care on social platforms, and paying attention to search engine optimization on posts as platforms like TikTok, Instagram, and Pinterest are search engines and people are using them more and more to look up their questions rather than turning to Google. An article from SproutSocial says this, “Don’t underestimate the power of social media platforms as search engines. In 2022, nearly 40% of Gen Z preferred TikTok over Google for searching for information” (Hill, 2024, para. 15)

Overall, Taco Bell’s previous social media posts have done well to stay up to date and relevant to trends at the time of posting. First looking at their Instagram, they post consistently around three to four times per week and have a mix of consumer photos and influencer promotions going on each week. Looking at the videos that they post though it is not new content as they repost videos on their Instagram that they made for TikTok which consumers that may follow them on both platforms do not want to see the same content. However, the brand does have a good “brand personality” as they tend to joke with their customers and have good interactions with reposting photos, and commenting on their tagged photos.

Now, looking at TikTok, they are consistent in posting about three times a week staying up to date on trending video formats and sounds, along with posting their partnering influencers on their page such as LeBron James and Hayley Kiyoko. They have a good brand image and personality on TikTok as they answer comments. However, they are not optimizing their search engine on TikTok as they do not include many descriptions in their captions and no hashtags or any easy-to-look-up keywords.

Lastly, for their Facebook page gain, they are posting new content about three times a week, and on their Facebook, it shows their brand personality a little more as they make jokes on their page and post relatable phrases. They do not post many pictures or videos on Facebook as they use it more like their X page posting status updates with comedic content. Overall, the background of their social media is are strong and they have had good brand partners and influencers in the past. They also have typically caught onto trends pretty fast.

Strategy Overview

Taco Bell already does a pretty good job of showcasing certain strategies and trends on their different social media pages. We plan to increase this current strategy they have by incorporating new posts, videos, and stories. We want to involve the Taco Bell customer's content more, so we plan on posting select content by reposting it. We also plan to grow in our collaborations with influencers, celebrities, and brands. Having at least 11 posts a week across all platforms, showcasing everything stated above, will help us stay relevant with our audience.

Content Strategy

When it comes to content for Taco Bell's social media, we want to focus on 3 main types of content. These three pieces of content would be stories, reels/videos, and regular posts. Also, the three main social media sites that we would be using are Instagram, Facebook, and TikTok.

Stories on Instagram and Facebook can be very engaging. According to WSI, “Instagram Stories is a quick and easy way to engage with other users and followers.” (Baldwin, 2023). Some consumers only look at stories at certain times throughout the day because they find it easier to tap through them quickly, as opposed to continuous scrolling. For our story content on Instagram, we plan on posting a fun graphic showcasing a menu item of the week. This will help inspire customers to come to Taco Bell to try these items. Also, on Instagram and Facebook, we plan to repost select consumer stories that tag Taco Bell.

For reels/videos on Instagram, Facebook, and TikTok, we plan to showcase our influencer or celebrity partner. One example of a reel that they may create is a video showcasing what they ordered from Taco Bell. Another influencer video may be them trying out the menu item of the week. When it comes to

celebrity reels/videos we can showcase them in any way that we are collaborating with them like Pitbull and the Fire Sauce collab which we will talk about later. Also, for TikTok, we can post the menu item of the week to showcase it on this platform and not just on Instagram and Facebook. Doing all of this along with participating in current trends and sounds will help make our reels/videos/TikToks stay relevant and on people's feeds.

When it comes to regular posts on Instagram and Facebook, we have a couple of different content ideas. The first would be any graphics with new menu items, announcements, or holidays. The second piece of content would be our celebrity or brand partner posts. Our third type of content would be select reposts of Taco Bell customers and the engaging pictures they tag us in. The fourth would be that on Facebook to showcase the menu item of the week, that will be done through a post, as opposed to a story like Instagram.

Collab Recommendations

Having an influencer, celebrity, and brand partner is a great asset to your brand in many ways. The first plus of this is reaching a larger audience. When you collab or tag others or even get tagged on your posts on Instagram, Facebook, and TikTok, you are reaching both party's audiences. When it comes to partnering with influencers and celebrities, you get to showcase your brand and build awareness with a familiar face that others may be familiar with, love, or even look up to. According to Hecto, there are five benefits when it comes to collabing with other brands. The five things are “increased exposure, increased brand visibility, access to unique content, cost savings, and improved relationships” (Hecto | Here’s Why Brand Collaboration Is Important to Grow, 2024)

For our influencer, we have chosen to partner with Benji. Benji is a macro TikTok influencer. He has 791.9K followers and 40.3M likes on TikTok. He is known for his funny content, dance videos, food hauls, trying new foods, and of course his love for Taco Bell. He has uploaded many different videos expressing his love for Taco Bell and what he orders and tries there. Because of this, we think he would make a great fit as an influencer for Taco Bell.

For a celebratry to collab with, we have chosen Pitbull, aka Mr. Worldwide. Everyone is familiar with his song Fireball, and we want to create a fun twist on that. With having our Fire sauce, we plan to use his song and change the word ball to sauce. This will create a catchy little jingle that will showcase him as our

celebrity collab but also showcase our Fire Sauce.

When it comes to partnering with a brand we have chosen to collaborate again with Dorritos but this time in a different way. Everyone is familiar with the Doritos taco collab, but we want to now collab with their chips. Going off of Pitbull's "Fire Sauce" idea, we want to collaborate with Dorrito to use our Fire Sauce to create a new chip for them to sell. This helps both brands gain attention with Dorrito showcasing a new chip, and Taco Bell being mentioned on the Dorrito chip bag as a collab.



Listening and Monitoring Plan

Social Media Strategy by Keith Quesenberry defines Social Media Listening as “collecting data from brand social mentions and broader relevant conversations to improve strategy.” He also defines Social Media Monitoring as “identifying and responding to brand mentions in social media to improve customer engagement” (Quesenberry, 2021, p.461) Therefore, the social media listening and monitoring strategy that we propose for Taco Bell is to keep up to date with their tagged posts on Instagram and Facebook as a lot of comments come through on those platforms specifically asking questions and customers begging Taco Bell to bring back specific menu items. They could also improve on answering more comments on these subjects and take the time to not only create content to put out but also recognize the customers to keep a loyal fanbase.

Overall, Taco Bell should be looking back on their posts at the end of the week and engaging with customers, and answering feedback and questions. They can also look to their TikTok and Instagram insights to see what videos and posts are doing well and which are not to recognize what their consumers like to see from them on social media.

Content Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 INFLUENCER POST	2 GRAPHIC	3 CELEB POST	4	5 BRAND POST	6 CUSTOMER REPOST CURRENT TREND
7 MENU ITEM OF THE WEEK	8 INFLUENCER POST	9	10 CELEB POST	11 GRAPHIC	12 BRAND POST	13 CUSTOMER REPOST CURRENT TREND
14 MENU ITEM OF THE WEEK	15 INFLUENCER POST	16 GRAPHIC	17 CELEB POST	18	19 BRAND POST	20 CUSTOMER REPOST CURRENT TREND
21 MENU ITEM OF THE WEEK	22 INFLUENCER POST	23	24 CELEB POST	25 GRAPHIC	26 BRAND POST	27 CUSTOMER REPOST CURRENT TREND
28 MENU ITEM OF THE WEEK	29 INFLUENCER POST	30 GRAPHIC	31 CELEB POST		NOTES: REPOST TAGGED STORIES THROUGHOUT WEEK ON INSTAGRAM	

Menu Item of the Week:

The menu item of the week will be featured on Instagram stories, TikTok video, and a Facebook post.

Influencer Post:

The influencer posts will be featured as a video on TikTok.

Graphics:

The graphics will be featured on Instagram and Facebook.

Celebrity Post:

The celebrity post will be featured on TikTok, Instagram, and Facebook.

Brand Post:

The brand post will be featured on TikTok, Instagram, and Facebook.

Customer Repost:

The customer repost will be featured on Instagram and Facebook.

Current Trend:

The current trends video post will be featured on TikTok

Stories

Repost tagged stories/posts from customers on Instagram stories throughout the week.

References

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Hecto | Here's Why Brand Collaboration Is Important to Grow. (2024). Hecto.io. <https://www.hecto.io/resources/brand-collaboration-is-important-to-grow>

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