

Social Media Strategy Plan: Pizza Hut

Goal:

To increase activity on Pizza Hut's social media sites and to better the experience at Pizza Hut for the consumers.

Social Media Facts

- Pizza Hut currently has 1.17 million followers on Twitter. While the other two competitors, Papa Johns has about 291,000 followers and Dominos has about 788,000 followers.
- Pizza Hut has 22,309,076 likes on Facebook. Papa Johns has 2,749,537 likes and Dominos has 9,968,899 likes.
- Pizza Hut has about 161,000 followers on Instagram. Dominos has about 163,000. Papa Johns didn't have an official Instagram.

Target Audience

The target audience is 18-26 year old males who watch like to watch sports. They typically don't want to spend over \$15.00 dollars on a pizza because they will be buying them in bulk.

My plan:

The social media plan will be from the beginning of September until the end of February. These months will be ideal because the beginning of football season starts in September and the Super Bowl is February 1st. The night of the Super Bowl is one of the top selling days for pizza selling approximately 11 million slices of pizza, according to the Huffington Post. I want to integrate a one-on-one communication between Pizza Hut and their consumers. The second part of my plan is to have people submit photos of pizzas they have created at Pizza Hut. From then, corporate will pick a handful of the most creative and post them to social media. Once they are posted, consumers can comment their opinions, rate them, and may be intrigued to order the same, or similar, pizza to the ones they post. The final part of plan is to create a want for Pizza Hut pizza from an 8-10 second video. Now that you can upload videos to Instagram, it will be easy to start. Another app that has taken the Internet by storm is Vine. Vine is an app where users can upload an 8-10 second video to their feed where their followers can view it. I think incorporating audio and video into all social

media, not just Instagram and Vine, will bring the audience in and engage them on what's really going on in that 10 second video.

First Idea/Suggestion:

Creating communication between a brand and their consumers will make people feel like their thoughts and voices are being heard; thus, feeling connected to the brand and associating it with their friends and family. This is not subjected to one particular type of social media, but directed to all of them. Replying back to satisfied or dissatisfied customers shows that the company cares about their brand image. Initiating conversation with their followers causes word-of-mouth advertising. I have typed up three tweets Pizza Hut could tweet from their account each month.

@pizzahut: "What's the ideal pizza you want to eat while you're watching football? We want to know! Tweet us or hashtag #mypizzahut |

@pizzahut: "If you could be in the Pizza Hut kitchen what toppings would you put on your pizza? Tweet us or hashtag #mypersonalpizzahut" |

@pizzahut: "It's game day! What's better than a fresh hot Pizza Hut pizza while watching the game? Retweet this and be entered to win a free pizza!" |

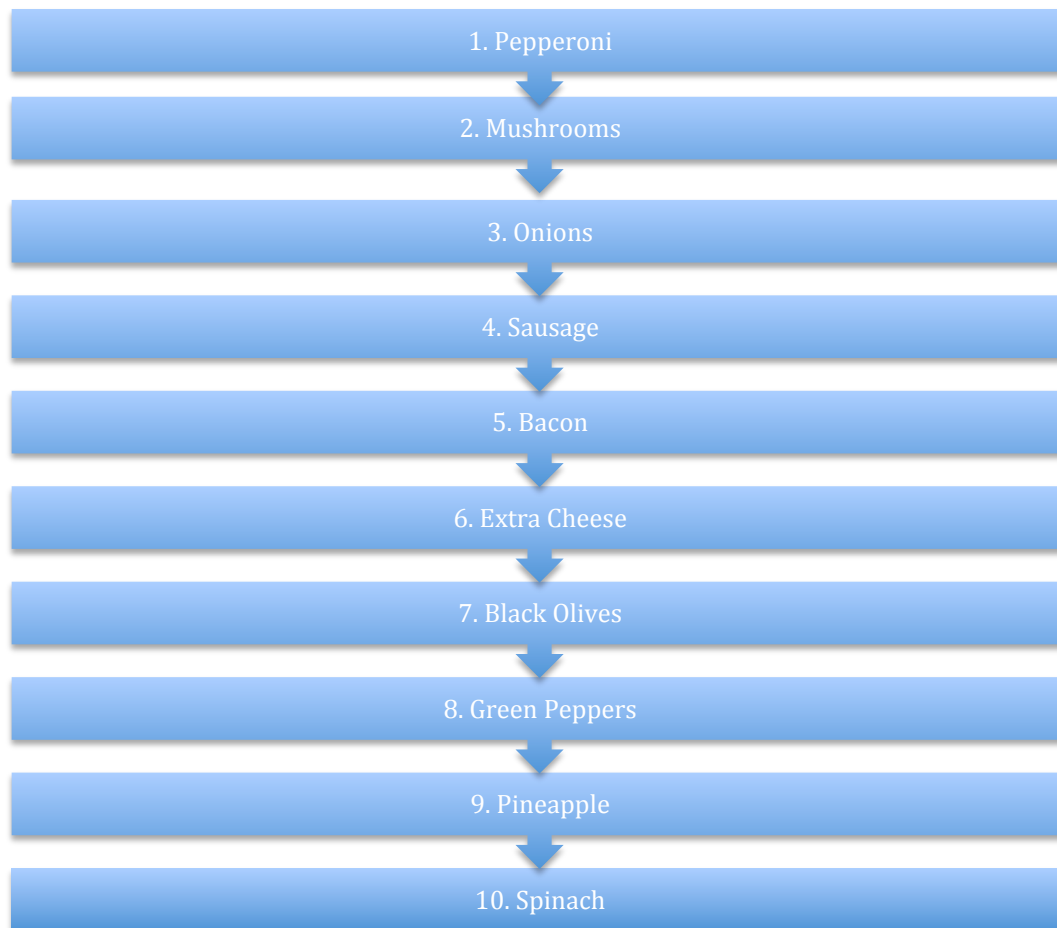
During the Super Bowl they could get very creative. Running specials that you promote will also draw in consumers. For the upcoming Super Bowl,

Pizza Hut should advertise their stuffed crust pizza! It's well known and people were really excited when they brought it back with a special price and ten new flavors to go along with it.

Second Idea/Suggestion

I think posting pictures of customized pizzas is a great way for people to interact with each other and also for Pizza Hut to network with their customers. People add toppings to their pizzas all the time. Sometimes, pizzas are more creative than the average pepperoni pizza. Why not encourage people to try new toppings on Pizza Hut pizzas? They will be buying the pizza more often to try different flavors. Pizza Hut could also pick the "Pizza of the Month", which is the one that received the most feedback and they can run a small special on that specific pizza.

Top 10 Most Ordered Pizza Toppings



- According to Huffington Post

If people created a pizza that was “outside the box” from these ten toppings, people may be interested. Every week on Tuesday, it will be called Choose-day, customers can get on Pizza Hut’s social media and choose their favorite customization. Each week on that day, new uploads will be posted and you can continuously repost, comment, or favorite the pizzas.

Third Idea/Suggestion

My final suggestion is bringing the world of video into Pizza Hut’s social media. We can do a video of someone making a delicious pizza, and one of someone taking a hot, fresh pizza out of the oven. People can be lured in from a video because it can be more relatable than just simply reading text. By posting video to social media of a pizza being boxed up or a happy customer eating their Pizza Hut pizza, it allows the audience to make a connection.

Social Media Posting

How often to post to:

- Facebook: 3-7 times per week
- Twitter: 3 times a day
- Instagram: 2-5 times per week
- YouTube: 3-5 times a month

Every week of the month there will be different themes for the posts on Social Media. For example the week of the Super Bowl is one of the busiest times of the year for places like Pizza Hut.

February 2016

Theme: The first week of February is the Super Bowl. I think for this week is when Pizza Hut should put all of their specials that they offer and plaster it on Facebook, Twitter, Instagram and YouTube. Reach out to the younger demographic.

During the first week of February on Tuesday, have a post about the statistics of how many pizzas were delivered during last year's Super Bowl. Throughout the week upload pictures of seasonal deals and pizzas that are only offered during that time. When the second week of February rolls around, provide ways people can share what they ordered for the Super Bowl. This will allow the audience to connect with each other and will also provide feedback for Pizza Hut. After the Super Bowl is over, have a few posts asking for feedback. Asking how was their Super Bowl snacks from Pizza Hut? Would they order again? This is the prime month for Pizza Hut so I focused solely on this month.