

Case Study: Goals, Strategies & Tactics

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Social Media: Goals, Strategies & Tactics.

While social media has become more important than ever before when it comes to reaching a wider audience, brands need to understand how to navigate such a digital landscape. Before any given brand can even start on a successful road through the social media landscape, that brand needs to have their goals, strategies, and tactics in place.

Disney Plus

In the middle of what we could call the ‘Streaming Wars’ between all these streaming services such as Hulu, Netflix, and others, Disney Plus has been making a digital footprint among them. Disney Plus is a streaming service that as its title states caters to the Disney aficionados. This service was launched in November 2019 with a cost of \$6.99 a month and \$69.99 yearly. In addition to that, Disney Plus started their service with over 500 films ranging from classic Walt Disney Animation, Pixar Studios, and Marvel to their recently acquired Lucasfilm banner. Furthermore, their main draw to new audiences was the Star Wars show ‘The Mandalorian,’ which became an instant success with audiences all over the country.

(<https://abc7news.com/disney-plus-star-wars-episode-9-streaming-service-the-mandalorian/5244792/>).

This brand was selected because they have both a robust social media presence and audience all across their platforms. In addition to that, this brand appears to have a deep cultural connection with their audience and also seems to be achieving their goals through effective strategies and tactics. It is important to be aware that, Disney Plus “beat their own rosiest expectations, and Wall Street’s, by attracting over 10 million subscribers in its first 24 hours. .” (<https://www.forbes.com/sites/tomnunan/2020/08/05/5-reasons-why-disney-plus-is-breaking-records-while-making-history/?sh=303c13b32935>). While many doubted, the brand’s demand

would hold up – it has continued to do so. The brand now counts with over 55 million subscribers, a classic library of loved films, original content that is enticing younger demographics (with new endearing pop culture phenomenon characters), diverse relevant content, and experimental movie premieres that have been game changers when it comes to new releases. (<https://www.forbes.com/sites/tomnunan/2020/08/05/5-reasons-why-disney-plus-is-breaking-records-while-making-history/?sh=303c13b32935>). The brand truly appears to be on its way to rival even the most popular streaming services (Netflix).

Analysis

1. Facebook: Disney Plus counts with 3,500, 909 likes and with 4,095,412 followers. The brand posts at least twice daily on this platform. It does not seem as if the brand is quite consistent with the time they post, but for the most part, their posting takes place either early morning or early afternoon before 4:00 P.M. -with a few exceptions. Disney Plus does not only focus on promoting their new original content (which they do a lot), but they also spend a lot of time promoting their classics slate. The brand spends plenty of time reminding its followers that they have classic films that cannot be found digitally anywhere else. The brand definitely appeals to both the modern audience by focusing on their newly released content but also to the nostalgia element of their classic films. An important aspect to be noticed is how culturally aware they are as the brand continues to promote their shows by tying them to culturally sensitive holidays such as Hispanic Heritage Month, African American Heritage Month, Martin Luther King, Jr Day or more recently, Women's History Month. In addition to using their cover photos to elaborate on holidays, the brand also features interactive calendars of upcoming releases, rich content of interviews with their diverse roster of actors, plenty of Disney

inspired memes and critics' reviews ads.

(https://www.facebook.com/DisneyPlus/?brand_redir=2220992967918013).

2. Instagram: This platform counts with 3.9 million followers and it follows 208 accounts.

Upon inspection of those accounts the brand follows, it can be appreciated that most of these accounts are executives from the brand, actors, actresses or people involved with their content. The brand posts at the same time as their Facebook counterpart. This platform looks almost as a carbon copy of their Facebook account, which once again showcases the fact the brand seems to have certain goals in mind.

(<https://www.instagram.com/disneyplus/>).

3. Twitter: This platform counts with 2.1 million followers and just like on Instagram; the brand follows close to 200 accounts, mainly connected to their content and producing partners. In addition to that, once again, this platform looks almost exactly as the previous two, including how their calendar posting time looks like. There are however some notable exceptions in the form of special announcements or interactive posts where the brand actually engages more with the audience than on Instagram. The brand also features plenty of surveys through which they promote audience interaction and community building. In addition to those, brand awareness can be seen all over their page through the way the brand suggests for customers to engage with their posts.

(<https://twitter.com/disneyplus>).

In reviewing the three platforms, the common thread that stands out the most is the fact that the brand acknowledges different cultures and promotes their new content through the use of their 'cover photo' on Facebook and Twitter and their 'bio' section on Instagram. Another key common thread among all of their social media platforms besides from their strategic goals was

the fact that their voice, logo, branding, and colors are plastered all over their posts. Finally, regarding the brand's goals in all three platforms, it can be appreciated that Disney Plus is using certain strategies and tactics to accomplish the following goals: brand awareness, customer retention, growing audience, and community building and engagement (more so on Facebook and Twitter).

Results/ Evaluation

Disney Plus for the most part is extremely consistent when it comes to their social media posting calendar. It is easily distinguishable to see that most of their posts are posted at the same time all across their platforms, with a few exceptions. Such exceptions deal directly with promoting community or audience engagement (especially true to Twitter).

It is obvious Disney Plus knows it is employing SMART goals on their pages. As Brent Barnhart (2020) points out, "Once you've gotten your big-picture goals figured out, it's time to outline your SMART social media objectives." (p.3). This brand seems to have their SMART social media objectives / goals in place. They appear to have specific, measurable, attainable, realistic and time sensitive goals. From their number of followers and subscribers, it can be understood that the brand is achieving such goals too. When taking into consideration how many followers and above all how many subscribers this platform counts with, then it is obvious that there is some strategic planning in place; this plus their SMART goals seem to be working for the brand in ways no one expected or predicted.

In evaluating the brand's goals, strategies and tactics portrayed on their social media, the following can be determined:

1. Brand Awareness- On all their three social media platforms, the brand focuses on gaining awareness to their product. They specifically concentrate a lot of their posts on their

original content; the brand also promotes that some of their content cannot be found anywhere else. The brand makes this into an advantage over other streaming services. They constantly ask for customers to share the content with family and friends thus creating some positive word of mouth that will continue to translate to brand awareness.

2. Customer Engagement- Especially on Facebook and Twitter, the brand focuses on engaging with their audience through polls, surveys, and interactive posts that practically demand their audience to interact with them. The brand can easily track this through their likes and shares as well.
3. Community Building- Through the posting of culturally diverse posts and pictures, the brand helps promote a modern view on cultural responsiveness. Thus, it creates a community where everybody is welcome. The brand continually focuses their efforts on making sure they respect everybody no matter who you are, your preferences or the color of your skin. The brand constantly asks for the audience's input on their posts.
4. Growing the Audience- This would be one of the most obvious SMART goals as it seems their audience continues to grow exponentially by the month. The brand continues to promote new content to bring new customers. The brand goes as far as explaining how many followers they have gained or how many viewers have tuned in to see their newest shows or movies.
5. Customer Retention- Just like the previous goal, this one deals with customers. While the previous focuses on gaining new customers, this one works towards keeping the ones they have. On different posts, they go as far as stating that their streaming site is the place to be as new releases are coming soon and they will not be found elsewhere. This brand also employs interactive calendars that give a glimpse into why customers should stay.

This brand seems to be on top of things when it comes to their social media plan and from the looks of it, their tactics and strategies seem to be giving them the results they strategically planned for. Isabella Steele (2020) advises that when planning a brand's social media goals, they should understand the language of planning, Use the SMART goal framework, assess where the brand is at, align goals through the organization, choosing the social media strategies, network strategy, access strategy, connect strategy, collaborate strategy, and achieving your social media goals (pp.1-10). Disney Plus seems to be following some of the advice by Steele as the brand continues to gain subscribers through the accomplishment of their goals.

For the most part, the brand is managing everything so well when it comes to social media that it seems difficult to think of improvements. In addition to that, this brand unlike other streaming media giants does not release much data to the general public. However, based on the number of subscribers, followers, likes and re-shares or retweets; it could be assumed that their results are even better than what the brand ever expected.

Discussion

Disney Plus appeals to the public not only because of their content but because of the way they seem to listen to their audience. Furthermore, the brand strives to provide new quality-based content for all ages. In addition to that, the brand constantly promotes their classic content and through nostalgic ads or campaigns, they try to retain their older customers too. Browsing through their social media presence, anyone could see how effective their posts are and how the brand is creating an online community for their members while also promoting their brand and connecting it to a varied demographic public. Customer retention and growing their audience are also top priorities for the company as evidenced by most of their posts. With all that being said, there is a clear missed opportunity, especially on Instagram. The brand does not seem to be

taking advantage of this social media platform. The brand does not use IGTV or Instagram Stories; besides from that, they do not seem to engage with the audience that much on said platform either. A key suggestion for sure would be to take full advantage of all the tools Instagram has to offer; it would perhaps give the brand even better results. Finally, and just by looking at their results, the strategies, and tactics the brand is using seem to be both efficient and effective for the future of their company. One more aspect to consider could be to interact more with audience or feature some 'fans highlights,' where the brand could recognize their most loyal customers. This could come in the form of any activity that makes the customers or followers feel closer to the brand.

Conclusion

The truth is that Disney Plus seems to be doing simply great regarding their goals, strategies, and tactics. The brand appears to have planned effectively and now seems to be reaping the rewards. "Whether or not you're reaching your goals depends on your ability to monitor your data over time." (Barnhart, 2020). This particular brand seems to be reaching their goals and that would entail the fact they both planned effectively from the beginning and that they are also monitoring their success through data over time. Knowing that the brand is being successful, begs one final question: Is there anything they can improve on? The answer would be that there is always room for improvement. In this case and as previously discussed, the Instagram page seems not to be completely utilized. There are several tools that could be taken advantage on Instagram for the continued success of the brand. The latter and more interaction or customer recognition could definitely help. Besides from those, Disney Plus seems to be doing an excellent job at keeping up with their strategic goals.

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