



# **McDonald's Marketing Plan**

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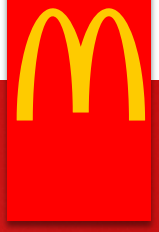
# Agenda

- Brand Introduction
- Situation Analysis
- Objectives
- Insights on Target Audience
- Social Media Tactics & Vehicles
- Experience Strategy
- Overall strategy
- Activation Plan
- Manage, Measure, and Evaluate

# McDonald's Introduction

- American Fast-Food brand
- Opened in 1940
- Created to make the first quick meal out
- Burgers





# SWOT Analysis

## Strengths

- ▶ Globally recognizable Brand
- ▶ Diverse menu
- ▶ Efficient supply chain

## Opportunities

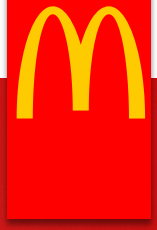
- ▶ Plenty of room to expand still
- ▶ More sustainability
- ▶ Can enhance mobile app
- ▶ Affordable options

## Weaknesses

- ▶ People see their food as unhealthy
- ▶ Depend on franchises
- ▶ Negative publicity due to labor, health, and environmental issues

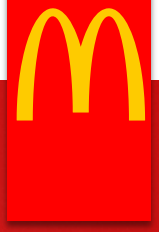
## Threats

- ▶ Highly saturated market
- ▶ Economic uncertainty with current recessions



# Situation Analysis

- ▶ 3 Mainstream social media platforms: Facebook, X, and Instagram
  - ▶ Includes various others but these are their main three
- ▶ Most followed is Facebook, followed by Instagram which is nearly the same as X
- ▶ Customers of all ages
- ▶ Target Market: Millennial generation ~40 - ~30
- ▶ Competitors – Burger King, Wendy's, Chic Fil A
- ▶ Key trends include taking more personality to their social media



# Objectives

## The Goal

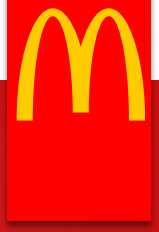
To attract more of the Millennial options via trying out more healthy food options and ingredients

Expectation for results

- ▶ Increase millennial attendance
- ▶ Create a healthier perceived brand
- ▶ Understand how to win over future generations







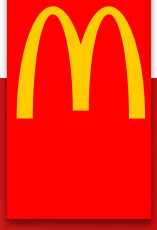
# Media Habits

- ▶ Media Habits for Millennials include
  - ▶ Most online time spent between social media and streaming services
  - ▶ Still consume other non digital media such as radio and magazines





# Social Media Tactics & Vehicles



# Social Media Tactics & Vehicles

- ▶ 1. Facebook
- ▶ 2. Instagram
- ▶ 3. X
- ▶ Running ad campaigns that show new healthier initiatives
- ▶ Changing banner/profile pictures to be limited time versions of the ad campaigns

# Trends on Social Media Platforms

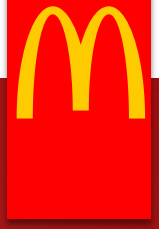
- ▶ Short-form video (TikTok, Instagram reels & YouTube Shorts)

Influencer and Celebrity Marketing

Customer created content (Grimace Shake meme/trend)



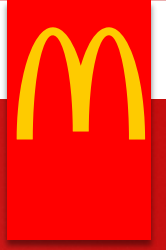




# McDonald's Following

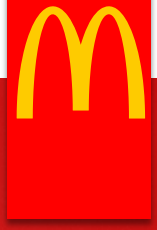
- ▶ Facebook: 81M
- ▶ Instagram: 5M
- ▶ Twitter (X): 4.7M
- ▶ TikTok: 4M
- ▶ YouTube: 682K





# Experience Strategy

- ▶ Developing and integrating the concepts of health and a healthier lifestyle and diet
- ▶ Change in branding to showcase new products
- ▶ Showing off new ingredients and healthier options in posts almost unexpectedly to create a buzz and shockwave in the customer base to create engagement on social media.



## Experience Strategy (cont.)

- ▶ All McDonald's social media accounts must be consistent with the changes in branding and messaging as this will keep current customers engaged while also fostering a sense of solidarity and familiarity amongst their social media accounts.
- ▶ Effective use of coupons through email and ads to incentivize customers to come and try the new ingredients and products. These coupons will also incentivize young customers who haven't eaten McDonald's or stopped eating McDonald's due to the lack of healthier options.



# Overall vision

- Accomplish promotions centered around McDonald's as a great restaurant option for the whole family.
- Offering Family deals who's prices which aligned with the food portions.







# Overall, Vision Pt 2



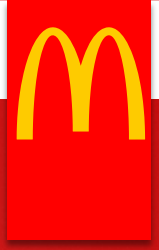
- ▶ *Involving their company on multiple food transportation platforms making it more convenient for customers to get their food.*
- ▶ *Striving to meet every customers demands and offer quality tasting food at a very affordable price in a very short time. Trying to embody the phrase fast food.*



# Overall, Vision Pt 2

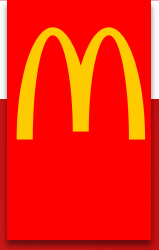


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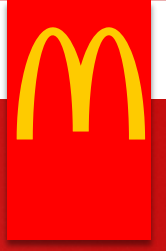
# Timeline

- ▶ The projected timeline for our campaign is about 2 months.
- ▶ 1-2 weeks before campaign: create posts and new ingredients before launch
- ▶ One month of running ads and giving out coupons
- ▶ 1-2 weeks after running ads: the coupons expire



# Activation Plan

- ▶ We will need access to graphic designers and coupons for our activation. McDonald's already has a huge social media presence, and all we are planning to do is slightly change the branding to promote health and healthier options.
- ▶ The social media team will be in charge of crating posts to align with the change in branding. The marketing team will be in charge of organizing an email campaign implementing the coupons.
- ▶ We will try to keep the changes in branding minimal to not effective the overall promotional plan.
- ▶ The only cost associated with the change is the implementation of the coupons. Every other cost would have been incurred regardless of the change.



# Manage

- ▶ Content schedule across the entire time of the promotion
- ▶ Managing our plan will involve tracking activity across profiles
  - ▶ Looking at engagement from followers
  - ▶ Impressions
  - ▶ Likes
  - ▶ Shares
  - ▶ Views
- ▶ Interacting with customers online, encouraging them to share their experience



# Measure



% of customers  
across age ranges

Are Millennials and  
Gen Z responding to  
this promotion in the  
way we expect?



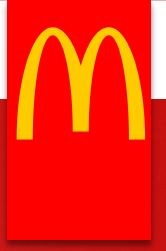
Use of coupons from emails and  
advertising



Compare with previous years sales at  
the same period



Customer surveys attached to receipts,  
the McDonald's App and promotional  
emails



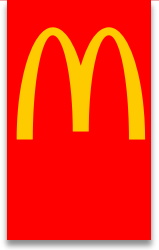
# Evaluate

- ▶ Adapt as the content schedule rolls out
- ▶ Reflect on the success of the promotion
- ▶ Look at KPI's
- ▶ Did we reach our goals?
- ▶ Most successful and least successful posts and campaigns
- ▶ Any surprises?
  - ▶ i.e. TikTok trend where people are attacked Grimace



# Summary

- ▶ McDonalds is a multi billion-dollar corporation in the fast-food industry. They utilize their large social media following to keep up or create new social media trends to in captivate its viewers.
- ▶ Their an industry giant that has been around for 80+ years so they have been catering to multiple age generations in the duration of their openings.
- ▶ Though they may face controversy concerning their health conditions pertaining to both working conditions and the food options themselves, they make sure to provide healthier alternatives for all customers.





Thank  
you!

