



Taco Bueno
2024 Social Strategy

AGENDA

Our Approach
Audience
Goals & Objectives
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Bueno On The Go
Post Examples

TACO BUENO SOCIAL STRATEGY 2024

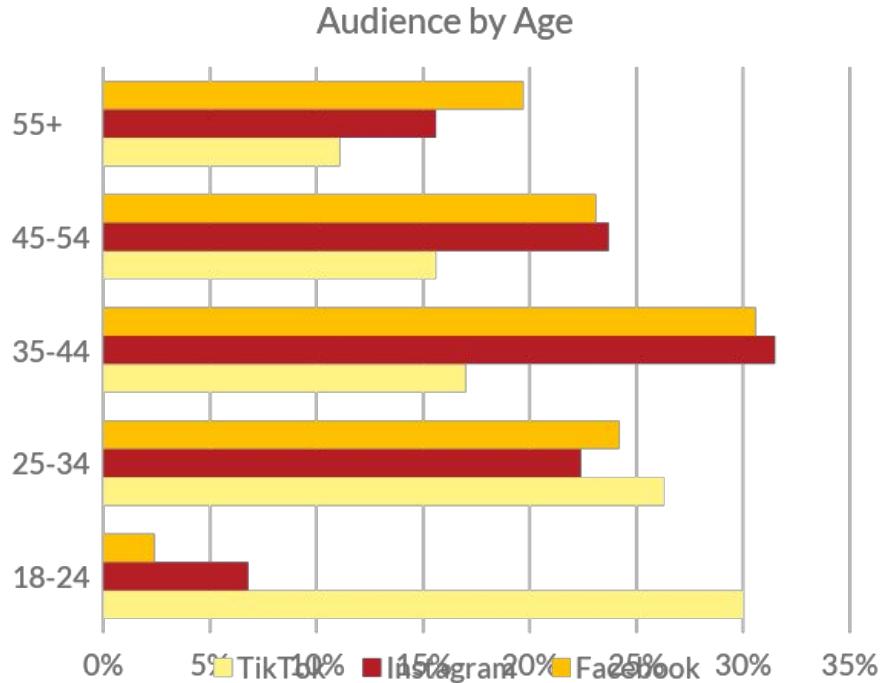
OUR APPROACH

Our 2024 social media strategy for Taco Bueno is all about boosting our brand and engaging with customers through various channels. We want to grow our social media following by using promotions, influencers, sports partnerships, and fun giveaways. We'll measure success by tracking follower growth and total engagement rate. By using trending content and popular audios, along with creating authentic and unique content that showcases the Taco Bueno experience, we will drive video views and build a strong follower base.

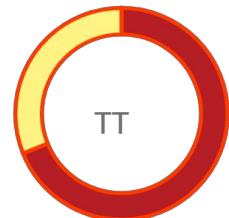
We're also focusing on making people aware of the BuenoHead loyalty program by sharing special offers and exclusive deals to show our appreciation. For new and younger audiences, we'll use influencers and giveaways to reach more people and get them excited about Taco Bueno. By sharing content across TikTok, Instagram, and Facebook, we'll make sure everyone hears about us. This approach helps us connect with both new and longtime fans, making everyone feel valued.

TACO BUENO SOCIAL STRATEGY 2024

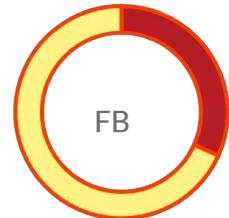
AUDIENCE | WHO IS OUR FOLLOWER?



Audience by Gender



■ Male ■ Female



■ Male ■ Female



■ Male ■ Female

Top Cities

Tulsa, OK

Oklahoma City, OK

Dallas, TX

Fort Worth, TX

Broken Arrow, OK

TACO BUENO SOCIAL STRATEGY 2024

AUDIENCE | MAIN TAKEAWAYS

- *On TikTok, we skew dominant for a male audience*
- *On Facebook and Instagram, our audience is predominantly female*
- *On TikTok, our most dominant age group is 18-24*
- *On Facebook and Instagram, the dominant age group is 35-44*
- *On Facebook and Instagram, our top 2 audience cities are in Oklahoma*

TACO BUENO SOCIAL STRATEGY 2024

GOALS & OBJECTIVES

GOALS

- *Primary: Increase followers*
- *Secondary: Increase video views & maintain engagement rate*

OBJECTIVES

- *Followers: 30K TT / 25K IG / 340K FB*
- *Video views: 1M TT / 30K IG*
- *Engagement rate: 1-3% on IG & TT*

APPROACH

- *Creating behind the scenes content to gain trust and give followers a special "insider" look at how their favorite meal items are prepared*
- *Highlighting Bueno's LTOs to showcase what's unique to Taco Bueno*
- *Using trend-aligned TikToks and Instagram Reels and collaborating with influencers to boost impressions and follower growth.*
- *Running giveaways, promoting content across TikTok, Instagram, and Facebook, and leveraging sports partnerships to drive engagement and meet follower and view goals.*

TACO BUENO SOCIAL STRATEGY 2024

SOCIAL CHANNEL DETAILS

Purpose: Increase our audience on TikTok by creating content that our audience would want to share with their friends and/or comment on

TIKTOK

- *Types of posts:*
 - Trends and/or trending audio
 - Funny/meme posts
 - Behind the scenes videos showing how menu items are made

FACEBOOK/INSTAGRAM

- *Types of posts:*
 - Posts featuring people & product
 - Promotional content/LTOs
 - Trends and/or trending audio
 - Occasional funny/meme posts

TACO BUENO SOCIAL STRATEGY 2024

INFLUENCERS

PURPOSE

- Reach an audience who fits our target demo who may not follow us, or have us in the point of consideration at the time of purchase

TARGET DEMO

- Millennials and Gen Z that may not typically think to visit Taco Bueno when first considering visiting a QSR

GOALS

- **Primary:** Reach
- **Secondary:** Engagement & Followers

APPROACH

- **Primary channels:** Instagram & TikTok
- **Types of content:** Reels, TikTok & Instagram Stories
- **Frequency:** 2 activations in 2024
- **Timeframe:** Window 4 (Party Street Tacos)
- Content that is authentic to each influencer but ties back to Bueno and our Party Street Tacos. We want an extra push in this window due to its lower performance last year.

TACO BUENO SOCIAL STRATEGY 2024

GIVEAWAYS

PURPOSE

- Reach an audience who fits our target demo who may not follow us, or have us in the point of consideration at the time of purchase

TARGET DEMO

- Cowboys fans and Bueno fans of all ages

GOALS

- **Primary:** Follower Growth
- **Secondary:** Engagement

APPROACH

- **Primary channels:** Instagram
- **Types of content:** Reels + Stories
- **Frequency:** 4 Cowboys ticket giveaways in 2024
- **Timeframe:** Cowboys season (August-January)
- During the Cowboys season, we'll promote 4 ticket and swag giveaways in order to spike our follower growth and total engagement. This will also drive total awareness for our Free Taco promotion running during the season.

TACO BUENO SOCIAL STRATEGY 2024

GIVEAWAYS

PURPOSE

- To get more customers to order online and enjoy Taco Bueno whenever and wherever they want.

TARGET DEMO

- Our younger audience that is more likely to utilize online ordering more often

APPROACH

- **Primary channels:** Instagram + TikTok
- **Types of content:** Reels, Static Images & Stories
- We're going to make sure everyone knows how easy and convenient it is to order Taco Bueno online with Bueno On The Go. We'll post fun and simple posts mentioning BOTG and special online deals/codes on our social media.

TACO BUENO SOCIAL STRATEGY 2024 POST EXAMPLES





Taco Bueno®

Thank you!