



**TRADER
JOE'S**

SOCIAL MEDIA STRATEGY



INTRODUCTION

WHAT IS TRADER JOE'S?

WHY I'M INTERESTED

WHAT I HOPE TO ACCOMPLISH

CURRENT SOCIALS



600+

Locations Across the Untied States

43

States have Locations + Washington D.C.

+26M

Monthly Shoppers Nationwide

NO. 1

Rank in Customer Satisfaction from the ACSI

WHAT IS TRADER JOE'S?

Trader Joe's is a beloved grocery store serving specialty foods and products under the Trader Joe's label over the name brand. They constantly keep their selections fresh, welcoming new products to their shelves while cycling seasonal favorites. Trader Joe's has a dedicated cult following, obsessed with what's already on the shelves and what's coming next.

They're committed to providing high quality products to their customers at a good price. Not only that, they're dedicated to creating a positive and welcoming in-store shopping experience. You may notice they don't offer any coupons or savings like other stores, that's because they work to have low prices so each and every customer can reap the benefits. In addition to their unique products, they also have hand drawn signage created by Crew Members at that specific location. The entire store gives customers a unique shopping experience.

Trader Joe's currently has over 600 locations across 43 states plus Washington D.C. They currently can be found on social media on Instagram, Pinterest, and YouTube. They have robust content on their website including recipes, stories, games and guides in addition to their products. They also have a behind-the-scenes style podcast, Trader Joe's (Inside), available on both YouTube and Apple Podcasts.

WHY I'M INTERESTED

I'm interested in Trader Joe's because of their strong identity, dedicated fan base, and unique positioning in the food space. Trader Joe's offers a wide variety of fun and unique products that have a knack for drawing in customers. That's why I find it so interesting that they have a strong, personality filled presence everywhere, but on social media.

Currently Trader Joe's social media is not very engaging and, honestly, forgettable. Just from a brief scan of Trader Joe's website I can see they have a ton of content they are either not utilizing or utilizing poorly. On Instagram, a majority of their posts do feature content from their website, but their static posts are hardly engaging enough to drive traffic to that content. Their graphics are poorly designed with Pinterest posts just having the logo slapped on and their YouTube thumbnails are low quality and pixelated. They have a unique brand voice and style that just does not come across through their social media presence.

I believe that Trader Joe's has an untapped gold mine on social media. They already have loyal fans, they just need to reach them. I am so interested in Trader Joe's because I think a revamped social media presence would help align who Trader Joe's is online with who they are in-store.

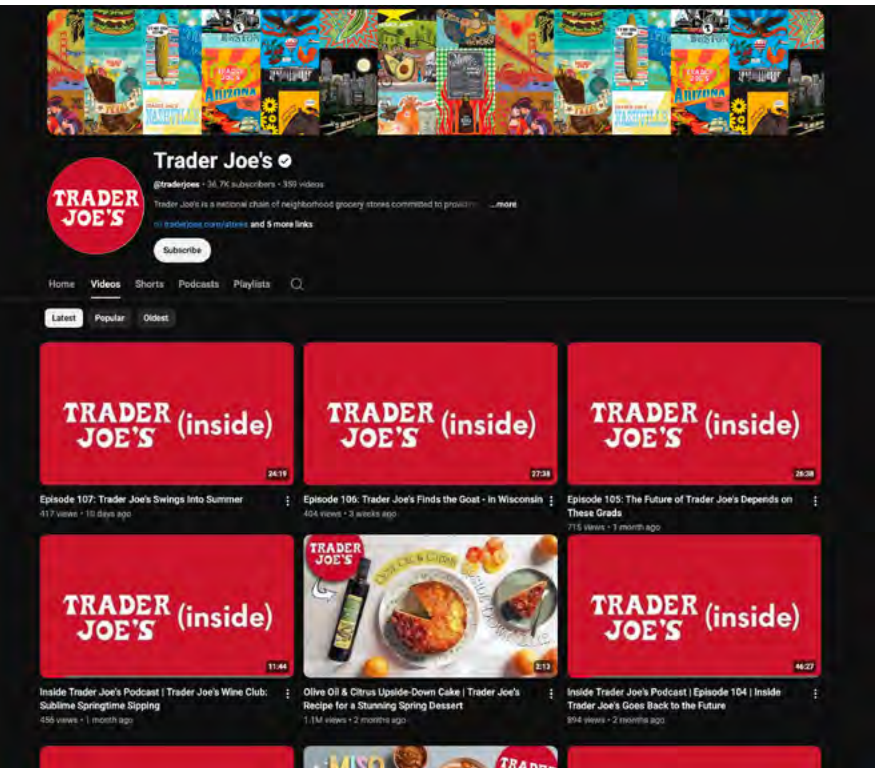
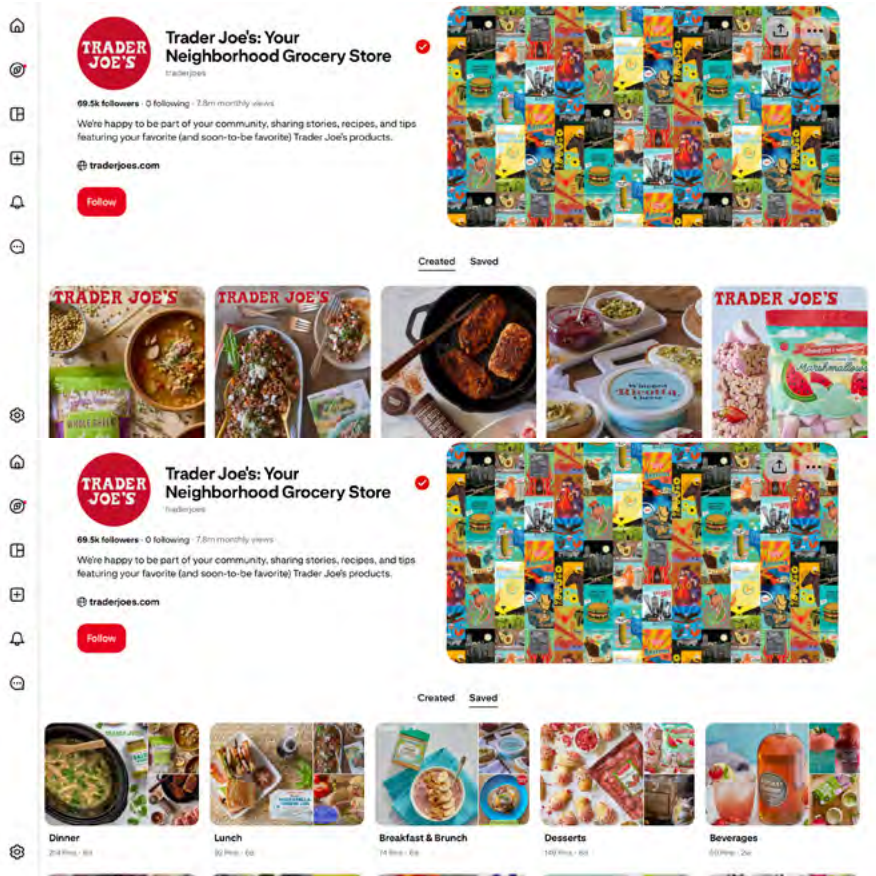
WHAT I HOPE TO ACCOMPLISH

I believe Trader Joe's can increase their impact through social media by creating more intentional posts, re-purposing content they already have, and leaning into their brand identity more on socials. A stronger social media presence can bring more customers into stores, driving more sales and creating more buzz around their one-of-a-kind products.

By putting customers at the forefront of content, I hope to accomplish a more engaged online community of Trader Joe's fans. I hope to diversify their content by adding in more v to make it more appealing to a larger audience. I hope to make their content look more like them by leaning into their playful vintage, paper aesthetic and all around making their design decisions more intentional.

I hope to accomplish a more well rounded social media presence that leans into Trader Joe's unique brand voice and welcomes their passionate community.

CURRENT SOCIALS



SOCIAL MEDIA AUDIT

KEY FINDINGS

COMPETITIVE ANALYSIS

REFLECTION

KEY FINDINGS SUMMARY

Trader Joe's has a lot of followers with 3.8 million on Instagram, 69.5K on Pinterest, and 36.6K on YouTube. These followers, however, aren't very engaged with only a 0.06% engagement rate on their most active platform, Instagram. In a typical week you can expect Trader Joe's to post on their Instagram every weekday, on Pinterest about 2-4 times during the week, and only 2-3 times a month on YouTube.

A large majority of their posts on Instagram are static single slide image posts, which have been found by Sprout Social to be the least engaging form of content on the platform. Any video post either has a very small or subtle animation or is an audio clip from the podcast, only featuring small animations on the actual reel. The same can be said for posts on Pinterest, although static posts do perform better here than on Instagram.

Where Trader Joe's lacks in social media content, their community makes up for. There are numerous fan accounts dedicated to Trader Joe's food, new items, and overall brand community. Their fan base that creates content centering around their food and products, promoting them at no cost to the brand. The content they create is stuff you'd expect to see on the official account, but is entirely fan made and motivated.

COMPETITIVE ANALYSIS



Direct Competitor

Like Trader Joe's, Stew Leonard's is a grocery store offering unique products exclusive to the store. Neither store is a place you really go for name brand options, but instead, for products you can't find anywhere else. Both stores have a strong theme and feel they're trying to express in and out of their stores.



Aspirational Competitor

Whole Foods is a huge brand focused on healthy foods offering brands you can't find elsewhere. They have a strong social media presence with a large following and cohesive brand voice. They're great at highlighting their products on social media in an interesting way.



Aspirational Competitor

As a more traditional grocery store, Stop & Shop is a place shoppers can go to get pretty much everything they may need for the week. Their social media features a strong variety of content including trendy posts as well as promotional content. They also lean into their brand voice focusing on what makes the store well known like their in store robot Marty.

KEY STATISTICS

3.8M Followers

69.5K Followers

36.6K Subscribers

0.06% Engagement Rate on Instagram

Posts 5 days a week

Posts ~2-4 times a week

Posts 2-3 times a month

No Paid Amplification on Any Platform





 **160K Followers**

 **137K Followers**

 **9.32K Subscribers**

 **33.1K Followers**

 **21.07% Engagement Rate on Instagram**

 **3-7 Posts per Day, Daily**

 **2-3 Posts per Day**

 **A Few Posts per Month**

 **2-5 Posts per Day, Daily**

 **Paid Amplification on every platform with 2-4 Active Ads**

 **3M Followers**

 **4.1M Followers**

 **96.4K Subscribers**

 **149.1K Followers**

 **0.03% Engagement Rate on Instagram**

 **2-4 Posts per Week**

 **2-4 Posts per Week**

 **0-2 Posts per Week**

 **2-4 Posts per Week**

 **Paid Amplification on every platform except TikTok where they use influencer sponsored content. Currently, 18-300 active ads**

 **3M Followers**

 **4.1M Followers**

 **96.4K Subscribers**

 **149.1K Followers**

 **149.1K Followers**

 **0.03% Engagement Rate on Instagram**

 **37.6K Followers**

 **3.81K Followers**

 **5.53K Subscribers**

 **6.6K Followers**

 **58K Followers**

 **Paid Amplification on every platform except Pinterest where they use influencer sponsored content, 3-103 active ads**

COMPETITIVE POSITION ASSESSMENT

Compared to their competitors Trader Joe's is not very far off from their current positions. They are very on par with posting consistency. While other accounts like Stop & Shop and Stew Leonard's post multiple times in a day, each brand sticks pretty closely to their determined schedule. Trader Joe's consistently posts every weekday on Instagram, with Stew Leonard's posting multiple times a day, Whole Foods at least 2-4 times per week and Stop&Shop at least once per day.

Trader Joe's lags behind Stop&Shop and Stew Leonard's in engagement

but is very close with Whole Foods. Stew Leonard's supports above average engagement rates (21.07%), Stop&Shop is closer to the average (0.2%), and Trader Joe's (0.06%) and Whole Foods (0.03%) are below average.

Content diversity is an area in which Trader Joe's lags tremendously. Each other competitor posts primarily short for video content, followed by carousels and then static single posts. Trader Joe's posts are primarily static single posts. Video content typically just features a photo with a very simple animation over it. Other accounts feature a variety of fun trending content, videos with a user-generated feel, recipe features, and in store experience highlights.

CONTENT AND ENGAGEMENT ANALYSIS

Current content strategies that appear most effective in generating engagement are a diverse mix of content paired with a frequent posting schedule. According to my findings, content that centers the customer experience and community as well as the journey the food took to get to the shelf seems to resonate the most with audiences. As for the content tone and type, engagement suggests that a focus on video content with a fun/playful feel performs better.

Trader Joe's is much more one note compared to all competitors that lean into video content more. While in their captions they have the playful voice down, the posts themselves tend to be lacking in this regard. This leaves the posts feeling very lackluster and corporate.

COMPETITIVE GAPS AND OPPORTUNITIES

The first gap in Trader Joe's current social media is their lack of content diversity. To help close this gap I think that Trader Joe's should lean further into short form video content. This means trying to follow trends, making video recipe content, and re-purposing YouTube content for Instagram. There is also an opportunity to shift their podcast to a video podcast. This would create more video content that can be used on multiple platforms. Video clips can be pulled from multiple episodes to create reels that draw in podcast viewers.

To make their content a little more appealing, I think Trader Joe's should lean more heavily on their paper cut-out, vintage artwork brand visuals. Currently, Trader Joe's uses this style in select places, but opts for the plain red work-mark in others, creating an inconsistent brand voice across their platforms. Leaning into this visual identity would eliminate some of the inconsistent branding styles across platforms, feel more fun, and make Trader Joe's stand out from other competitors.

The second gap in Trader Joe's current social media strategy is their underutilization of fan accounts. Trader Joe's have so many die hard fans. There are so many accounts that make Trader Joe's content. They highlight new items, review them, and give tips to other shoppers. Basically, they create all the content you'd expect to see on the official account. This gives Trader Joe's the opportunity to collaborate with users either through paid partnership (as they are the only brand I've looked at that does not use paid advertisement), or just collaborate on posts. This collaboration would be beneficial for both parties, giving Trader Joe's more content and elevating their and the influencer's brands.



ANALYSIS OF THE TARGET AUDIENCE

TARGET AUDIENCE

PERSONAS

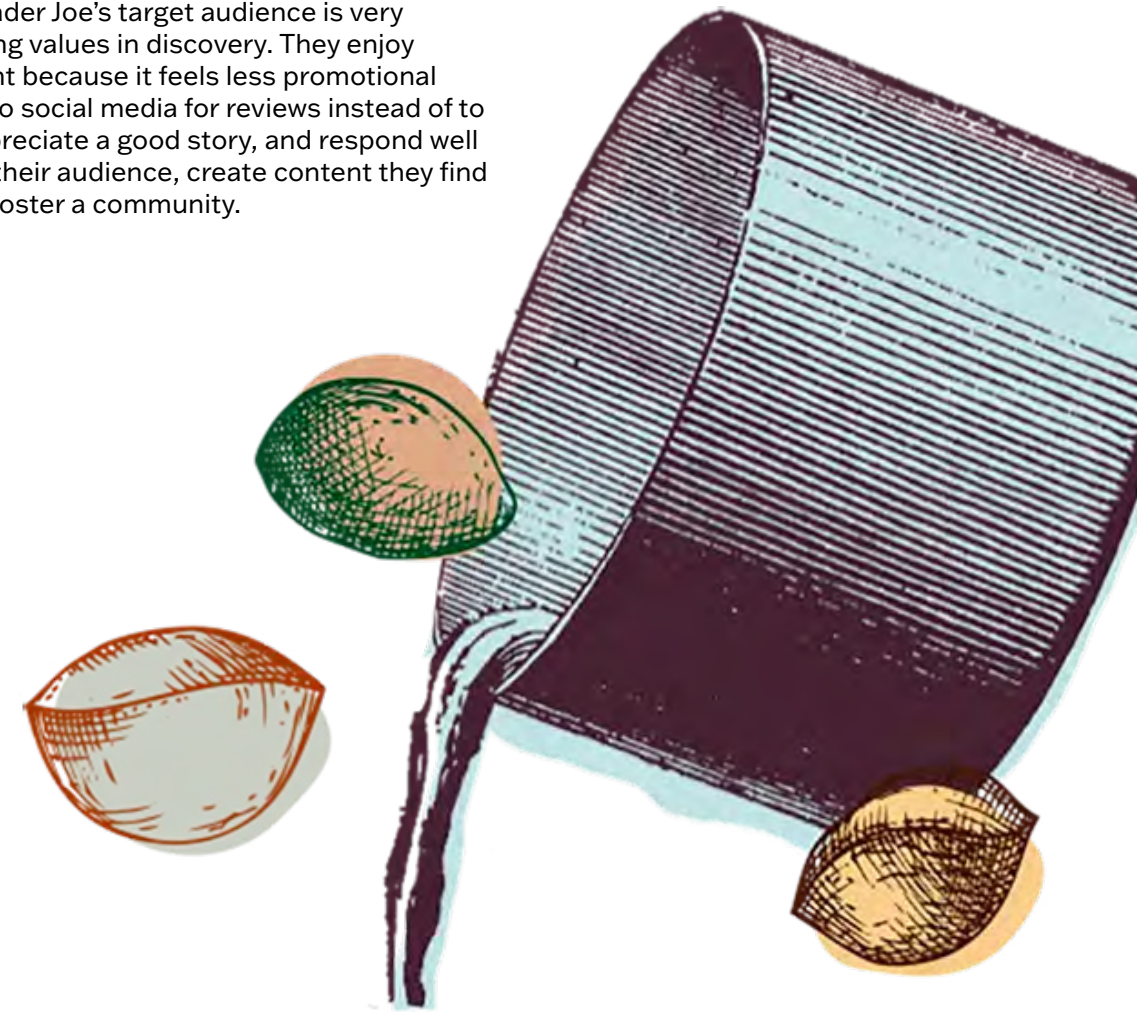
CAMPAIGN IMPLICATIONS

TARGET AUDIENCE

Trader Joe's target audience typically skews younger, usually in the 20s age range with customers in college or early off in their career. A large majority of shoppers have earned a college degree and fall in the Gen Z and Millennial generations. Their audience is well educated, valuing high quality products, but does not have a ton of disposable income. They typically shop for themselves or for two based off of Trader Joe's relatively smaller portion sizes. The audience typically lives in more densely populated urban and suburban areas.

Trader Joe's shoppers are adventurous, in both travel and eating and are very open to trying new things. They also care about food that's good for them. This is why they value Trader Joe's natural/organic options and unique foods and ingredients you can't find anywhere else. Their lifestyles are typically busy which is why their pre-made frozen meals appeal so much to their audience.

The online experience of Trader Joe's target audience is very community based with strong values in discovery. They enjoy user-generated style content because it feels less promotional and corporate. They'll look to social media for reviews instead of to traditional outlets. They appreciate a good story, and respond well to brands that engage with their audience, create content they find useful or can relate to, and foster a community.



SHOPPING SUE



DEMOGRAPHIC PROFILE

Age Range: 40-44

Gender Identity: Female

Geographic Location: New Jersey

Education Level: College Degree

Occupation/Industry: Education

Income Range: 65k-80k annually

Family/Household Context: Married with children

SOCIAL MEDIA BEHAVIOR

Daily

Weekly

Occasionally

Never

Peak Usage Times:
6:00-8:00 a.m. before school
Noon on her lunch break
7:00-9:00 p.m. after dinner and extracurriculars finish

Motivations for platform use:
Parenting/education lifestyle content, mindless entertainment, recipe ideas, product recommendations, keeping up with community.

Content Consumption vs creation:
Primarily consumes content. Occasionally she'll comment or share a post but never goes out of her way to create content.

Influencer/Peer-recommendation sensitivity:
Influenced by other parents and everyday shopper recommendations and influencer suggestions. Feels user-generated suggestions feel more trustworthy, making her more likely to purchase.

PSYCHOGRAPHIC PROFILE

Core values and beliefs: Sue cares about providing healthy and affordable meals for her family without compromising on quality. She cares about transparency and wants brands to be authentic. She loves finding unique foods that spice up for everyday routine. She enjoys spending quality time with her family whenever she can. **Why?** She's a working parent and does a majority of shopping for her family, managing both nutrition and finances. Trader Joe's food quality and low prices appeal to shoppers like Sue.

Lifestyle and daily routines: She has busy weekdays from work, extracurriculars and other family responsibilities. She tries to shop and meal plans once a week but appreciates a good ready-to-make meal during the school year. She likes to try new recipes to freshen up her routine. **Why?** Since she's a working mother, Sue does not have a ton of free time to make complex meals or decisions on the fly. Meal tips, inspiration, and product recommendations help simplify the meal process.

Aspirations and goals: She wants to feed her family nutritious meals without breaking the bank. She would love to reduce meal prep and shopping time to maximize time spent with her family. She wants her and her family to try new things often. She wants to get the most bang for her buck. **Why?** As with many middle class families Sue is balancing good ingredients and rising grocery prices. Trader Joe's makes this easier with low prices and high quality foods.

Frustrations, pain points, unmet needs: She's frustrated by rising grocery costs and inflation. She's tired of meal prepping and cooking taking up a big part of her day. She has a hard time finding products that are good for both adults and kids. Overwhelmed by the amount of recipes and recommendations online. **Why?** Economic pressures and busy schedules put pressures on families shopping decisions, pushing them toward more affordable and convenient options. There's a conflicting information about what to and what not to buy which can often be confusing and overwhelming.

Attitudes toward brand category: Strongly values affordability, convenience and food quality. Prefers a one stop shop, getting everything you need in one place. She cares less about status or luxury food stores and just wants to get what she needs. Enjoys when brands provide some practical value and inspiration. **Why?** With limited time in her week she likes to keep her shopping to a minimum. She sees shopping more as a necessity more than something precious which is why she doesn't really care about expensive food brands. Trader Joe's unique products create a "treasure hunt" shopping experience, which appeals to consumers seeking both utility and discovery.

[Source](#)

TRENDY TAMMY

PSYCHOGRAPHIC PROFILE

Core values and beliefs: She's price conscious but does not want to sacrifice quality, prefers not to stay stagnant and always wants to try new things, seeks novelty and excitement in everyday routines, wants to stay informed and culturally relevant, enjoys curating and self-expression in her day-to-day life. **Why?** Tammy works in a fast-paced industry where staying on top of trends is very important. She has disposable income but limited time so she looks for products that are new and exciting. Trader Joe's frequent product releases are exactly what she's looking for to stay fresh.

Lifestyle and daily routines: Has a fast paced lifestyle balancing work, social events, and self care, always going from one thing to the next. She doesn't like routines and likes to keep things fresh. She usually grabs breakfast and a coffee at her favorite cafe on the way to work. Prefers flexibility over strict routines. Frequently dines out/orders in and prefers quick and easy at home dinner options. **Why?** Tammy aims for convenience because her schedule is packed with work and social plans. She enjoys fun, quick, and trendy meal options and Trader Joe's ready-to-make meals and snacks fit perfectly into this lifestyle.

Aspirations and goals: She wants to create her own brand and make a name for herself in the marketing space. She's very career driven and wants to succeed quickly. She also wants to travel the world and experience new cultures. Wants a lifestyle that feels exciting, fulfilling, and financially comfortable. **Why?** Tammy is very career-driven but also wants to have fun adventures in her 20s. She wants to stand out professionally and have experiences she'll remember forever. She likes brands that match her sense of ambition and adventure.

Frustrations, pain points, unmet needs: Dislikes spending money on products that are visually appealing but disappointing in quality or taste. Wants quick meal solutions that require little effort. Experiences FOMO when limited-edition products sell out before she can try them. Doesn't always have time to research whether products are worth purchasing. **Why?** She often makes her purchase decisions on social media through recommendations or favorites videos. Since she values authenticity, she tends to get frustrated when new products fall flat and do not meet her expectations.

Attitudes toward brand category: Appreciates the convenience of ready to make meals. Values the novelty of new and unique products. Enjoys stores that make shopping feel like an experience rather than a chore. Loves saying she got her food at Trader Joe's and the status that comes with it, thinks Trader Joe's is both practical and culturally relevant. **Why?** Tammy's grocery shopping habits are not just need based, they're also part of her identity and lifestyle. She's very engaged with the Trader Joe's community, interacting with related posts and looking through comments, making the brand feel very important and relevant. She is aware that it's a well known and well loved brand making her love shopping there and reinforcing her self-image.



DEMOGRAPHIC PROFILE

Age Range: 25-30

Gender Identity: Female

Geographic Location: Southern California

Education Level: College Degree

Occupation/Industry: Marketing

Income Range: 70k-80k annually

Family/Household Context: Single, Lives independently or with roommates

SOCIAL MEDIA BEHAVIOR

Daily

Weekly

Occasionally

Rarely

Peak Usage Times:
Noon on her lunch break
6:00-10:00 p.m. after work
Weekends in the late morning and early afternoon.

Motivations for platform use:
Entertainment, keeping up with communities, and trend discovery. Wants relatable humor, updates, and recommendations in her feed.

Content Consumption vs creation:
Heavily consumes content, occasionally makes content. Scrolls whenever she isn't doing something. Enjoys commenting and posting on her Instagram and making TikToks with her friends as well as on her own.

Influencer/Peer-recommendation sensitivity:
High, Trusts influencer recommendations the most, feels it carries more weight than a branded ad. More likely to purchase a product if it's recommended by a creator she trusts.

[Source](#)



COLLEGE CHRIS



DEMOGRAPHIC PROFILE

Age Range: 20-24

Gender Identity: Male

Geographic Location: College town in the Mid-Atlantic region

Education Level: Currently Pursuing a Bachelor's Degree

Occupation/Industry: Student

Income Range: \$20K annually

Family/Household Context: Lives with roommates; primarily shops for himself.

SOCIAL MEDIA BEHAVIOR

Daily

Weekly

Occasionally

Rarely

Peak Usage Times: 10:00 a.m.-2:00 p.m. between his classes

8:00 p.m.-12:00 a.m. evenings and late nights after homework

Motivations for platform use: Entertainment, product research, keeping up with his favorite communities, and occasionally saves life hacks and cooking tips.

Content Consumption vs creation: Heavy content consumer. He'll occasionally comment or share posts but rarely creates content. More likely to tag friends than post himself. Saves recipes, product reviews, and recommendations

Influencer/Peer -recommendation sensitivity: Values recommendations, trusts young creators and everyday consumers more than celebrities. Frequently purchases products after seeing reviews, rankings, or taste tests and values authenticity and honest opinions.

PSYCHOGRAPHIC PROFILE

Core values and beliefs: Chris wants to maximize value without sacrificing quality. He wants his food to be affordable, convenient, and enjoyable. He really enjoys browsing and finding products that feel unique “hidden gems.” He values authenticity and dislikes brands that feel overly corporate. He tends to prefer experiences and memories over material possessions. **Why?** As a college student living on a limited budget, Chris is very conscious about where his money goes. He loves products that feel like a good deal while still fitting his lifestyle. He aligns with brands like Trader Joe’s that have an approachable personality and reputation for unique products.

Lifestyle and daily routines: In his day-to-day life Chris balances classes, studying, social activities, and part-time work. He often eats his meals at irregular times because of his schedule so he relies on frozen meals, snacks, and simple recipes. He shops once every two weeks rather than making frequent grocery trips. He really enjoys hanging out with friends, gaming, watching sports, and attending campus events hosted by organizations he’s involved in. **Why?** Chris has limited time and cooking experience. Convenience is important because his schedule changes from day to day. Trader Joe’s frozen meals, snacks, and easy-to-prepare options help him eat well without spending extra time or money.

Aspirations and goals: Chris aspires to graduate with minimal debt and find a secure, good job after college so he can become financially independent. He’d love to travel with his friends and experience new places after graduation. Now though, he just wants to maintain a healthy social life while balancing academic responsibilities. **Why?** Chris is focused on setting himself up for future success while still enjoying the college experience. He appreciates products and brands that help simplify everyday life so he can focus on academics, friendships, and personal growth.

Frustrations, pain points, unmet needs: Chris is frustrated by rising food costs and his limited disposable income. He has a lack of time and energy and kitchen space/equipment to cook elaborate meals.He tends to have difficulty finding food that is affordable, filling, and relatively healthy. He is nervous about wasting money on products that end up disappointing him. **Why?** Budget constraints shape many of Chris’s purchasing decisions. He frequently relies on reviews, recommendations, and social proof before trying something new. He wants products that offer reliable value and convenience.

Attitudes toward brand category: He views grocery shopping as a practical necessity and values convenience over status but enjoys discovering new products. He appreciates brands that make healthy eating feel easy and accessible. Chris is interested in sustainability when it doesn’t significantly increase costs. He sees Trader Joe’s as a smart choice that offers better products than traditional grocery stores at a reasonable price. **Why?** Chris is motivated more by practical benefits. He appreciates Trader Joe’s because it helps him eat better and try new foods without stretching his budget.

CAMPAIGN IMPLICATIONS

- Which platform(s) should anchor the campaign?
- Shopping Sue:** Instagram should be the anchor platform for this campaign for its strong content diversity abilities to share recipes, product spotlights, and more. It’s where Sue spends most of her time and is most likely to interact with the content.
 - Trendy Tammy:** Content should be anchored in Instagram with Pinterest and YouTube supporting. This is where Tammy and people like her spend most of their time during the week. It is well suited for a variety of content including short form video.
 - College Chris:** Instagram should anchor the campaign with support from YouTube. Chris spends most of his time consuming short-form video content. These platforms are where he discovers new products, recipes, reviews, and recommendations from creators he trusts.

- What content format is most likely to resonate?
- Shopping Sue:** Content formats most likely to resonate with her are short recipe videos, carousels with dinner ideas, and user-generated recommendation videos. She wants content that supports her current lifestyle, and doesn’t distract from it.
 - Trendy Tammy:** Content most likely to resonate with this persona are relatable and recommendation based short form video content showcasing new items, fan favorites, and funny moments.
 - College Chris:** User-generated and entertainment style content like product rankings, taste tests, rankings, and generally entertaining content is most likely to resonate with Chris. These formats align with his desire for entertainment, practical information, and social proof.

- What tone, language, and values should be used?
- Shopping Sue:** She wants a warm and approachable tone that feels helpful, not promotional. She wants friendly and conversational language and messaging that values convenience and quality.
 - Trendy Tammy:** A fun and playful tone that’s conversational and authentic. They should be trend aware and emphasize the excitement of discovering your new favorites. A consumer first, friend recommendation like model should be reflected in the campaign’s messaging to connect with this persona.
 - College Chris:** Chris resonates most with a casual and conversational, funny and relatable language that feels helpful without sounding overly instructional. He values brands that are authentic and community-driven. The messaging should feel like a recommendation from a friend rather than a traditional advertisement.

- What call to action is most appropriate?
- Shopping Sue:** CTAs that would be most appropriate promote saving and post interaction like “Save this recipe for later” and “Comment ____ for the shopping list.” This allows her the convenience of being able to reference recipes later with ease.
 - Trendy Tammy:** CTAs prompting quick actions and community engagement are most appropriate. “Which product would you grab” and “tag a friend who needs this” allows Tammy to connect with her community. CTAs like “Comment ____ for my shopping list” allow her to curate and save interesting products with little effort.
 - College Chris:** Prompts that encourage quick participation while matching Chris’s tendency to engage through comments and shares would be most appropriate. CTA’s like “What’s your go-to Trader Joe’s meal?”, “Rate this snack from 1–10.” and “Drop your favorite Trader Joe’s find below” are most likely to get him to interact.

- Content approaches that would alienate or underperform?
- Shopping Sue:** Overly trendy posts meant to connect with a younger audience feel disconnected from Sue’s current lifestyle. Overly polished ads with excessive sales language feel more like an inauthentic cash grab to her. Content that showcases time consuming will turn her off because of her busy lifestyle.
 - Trendy Tammy:** Any content that’s too serious, wordy, or posts that are overtly trying to sell would alienate and underperform with Tammy. She’s bored by text-based posts with a serious tone and feels that posts about sales and coupons feel too pushy, discouraging her from purchasing.
 - College Chris:** Approaches that would alienate or underperform with Chris include overly polished corporate content, long educational posts, messaging that feels luxurious, recipes that require a lot of effort and equipment. Chris uses social media primarily for entertainment and recommendations. He values authenticity and practical usefulness. He’ll ignore content that feels overly produced, sales-oriented, or disconnected from his daily experiences in favor of more relatable, community-driven content.



THE CAMPAIGN STRATEGY

CONCEPT/THEME

KEY MESSAGES

SMART GOALS

UNIQUE SELLING POINTS

DESIRED ACTIONS

TRADER JOE'S COMMUNITY CATALYST

Trader Joe's is looking to put the focus on their loyal fans and shoppers that make the brand what it is today. They're stretching their welcoming space past the walls of their store to online. Through social media, TJ's is highlighting community through engagement, collaboration, and joy. The focus is not on using social media as a tool for growth or sales, but instead a way to connect with the community they've already built and give back through laughs, tips, and insider info.

KEY MESSAGES

- Providing our customers outstanding value in the form of the best quality products at the best everyday prices - [Trader Joe's](#)
- Creating a welcoming and friendly space that feels rewarding and fosters fun and discovery.
- "Trader Joe's believes every customer should have access to the best prices on the best products every day" - [Trader Joe's](#)

SMART GOALS

Specific
Measurable
Attainable
Relevant
Timely

Enhance community engagement by increasing our total monthly active community interactions (comments, shares, and mentions) **by 20% on our primary channels by the end of 2026**. We will implement an outreach quota of reposting, commenting, and responding to at least 50 separate users each week to help reach this goal.

Increase post engagement by shifting our content mix to feature mostly short form video content on our primary platform, Instagram, by October 2026. Short form content should be posted weekly with at least 3 videos on Instagram, 1 video on Pinterest, and 2 videos on YouTube. The shift will move from mostly static and subtle animation posts to content styles including user-generated style, relatable, and product-centered informational reels and carousels.

Create, launch, and fully **implement a standardized brand style guide and templates across all social media channels by October 2026**, ensuring 100% of new posts match the updated visual identity guidelines across platforms.

SELLING POINTS

- Low prices
- Unique private label products you can't find elsewhere
- New products weekly
- Rotating and seasonal items
- Convenience
- Curation
- Open return policy
- No Artificial Additives

DESIRED ACTIONS

- Users like and favorite/save our content
- Users comment on our content
- Users share and repost content with other users or on their own account
- Users actually click through on links
- Our customers are taken care of through social media and any issues are solved within 1-2 business days depending on the problem.



SELECTION OF THE PLATFORMS

PLATFORM SELECTION REASONING



PLATFORM SELECTION

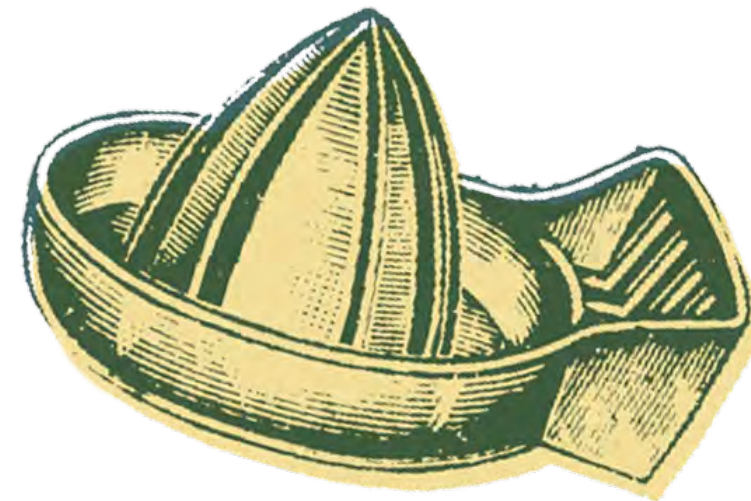
The platforms selected are currently the three platforms in use by Trader Joe's, Instagram, Pinterest and YouTube. Instead of expanding to other platforms, I believe it would be best to stick to these three. Since the campaign strategy involves diversifying content in a way that will require higher effort, resources, and production value, it is best to stay focused on these three instead of adding more to the plates of employees. This will allow Trader Joe's ample opportunities to perfect content and connect with users without distraction.

Current native analytics reveal the current audience demographics are primarily younger, with older members of Gen Z and Millennials making up a majority of shoppers. While both men and women are active in Trader Joe's social media, women seem to be the majority. These people, as well as younger members of Gen X are the ones currently interacting the most with Trader Joe's social media posts.

Instagram's primary age range is 25-34, followed by 18-24. Their audience skews slightly more female in the US but slightly male globally and has an even mix of urban and suburban users. Over half of users in the US have a college degree and make over \$100,000 yearly. This makes Instagram a great platform to use as it reaches their primary audience in both age, gender, and location.

Pinterest's primary age range is 25-34, followed by 18-24 with Gen Z most likely to use the app. About 70% of users are female with 40% of users making around \$150,000 annually. Like Instagram, Pinterest is great to reach younger, female audiences. It is uniquely positioned for organic discovery through Pinterest's feed and relevant searches.

Youtube's primary Age Ranges is 25-34, followed by 35-44 with it being the second most popular social media site for Gen Z. Its users tend to skew slightly male. YouTube is great for reaching a slightly older audience without losing appeal with younger audiences. It works great for long form content that tends to be more in depth while also serving as a space for snappier short form content to grab viewers.



CONTENT CREATION & MANAGEMENT

PAID SOCIAL MEDIA

MANAGING AND MONITORING

CONTENT CALENDAR

SELECTED POST EXAMPLES

PAID SOCIAL MEDIA

Paid social media content will focus on paid influencer content. Trader Joe's will select TJ Influencers to come in and create user-generated style branded content that will be posted on the official Trader Joe's Instagram and other accounts. Trader Joe's will stray away from any other paid social media advertisements as they have in the past to allow the most money for influencer collaboration and other companies need to maintain current pricing and standing.

The cost per influencer post will vary. As a baseline, posts should cost between \$100 and \$3,000. This price will be dependent on the number of posts the influencer will make as well as the size of their following. This cost is open for negotiation and is subject to change with the economy.

Average rates for influencers:

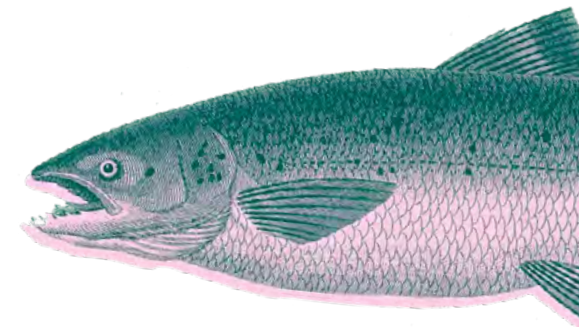
- More than 500,000 followers: \$2,085 per post
- 30,000–500,000 followers: \$507 per post
- 5,000–30,000 followers: \$172 per post
- 500–5,000 followers: \$100 per post

Benefits of partnering with influencers include giving back to the TJ's community who has been hard at work promoting our products for years. Many shoppers today trust influencers and their recommendations. Partnering with influencers have been shown to boost engagement, drive sales, and promote conversions as they reinforce product quality and trustworthiness.

MANAGING AND MONITORING

To effectively manage and monitor Trader Joe's social media presence, employees should use planning and listening resources such as Hootsuite, Sprout Social or similar softwares. This will allow employees to not only schedule content, but also pay attention to what Trader Joe's audience is saying about them.

A large priority should be engaging with users. Each week Trader Joe's should be reposting, commenting, and responding to at least 50 separate users to ensure there is a strong community connection. This can include reposting content about the brand, commenting on relevant posts, responding to DMs and mentions, and any other applicable interactions. Any issues, questions, and concerns should be addressed as soon as possible and resolved within 1-2 business days depending on the severity of the issue to align with goals and ensure customer satisfaction. All responses should adhere to Trader Joe's brand voice and remain kind and understanding.



CONTENT CALENDAR

[View Detailed Calendar Here](#)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7/5 Trader Joe's Inside Podcast	7/6 New Product Carousel Recipe Static Pin - One Minute Lentil Salad	7/7 User Generated Style Reel - Dessert Ranking Behind the Scenes - Where we source our plants	7/8 Podcast Clip Reel Spotlight Cheese - Wild Blueberry Vanilla Chevre	7/9 Funny/Relatable Reel - Girl Math Podcast Clip Short	7/10 Recipe Reel - One Minute Lentil Salad User Generated Style Video - Dessert Ranking User Generated Style Short - Dessert Ranking	7/11
7/12	7/13 New Product Carousel Recipe Static Pin - Frozen Guava Daiquiri Recipe	7/14 User Generated Style Reel - Grocery Store Swaps Recipe Video - Frozen Guava Daiquiri Recipe	7/15 Recipe Reel - Frozen Guava Daiquiri Recipe Product Spotlight - Spicy Queso Dip	7/16 Funny/Relatable Reel - Look what happened to the dinosaurs Funny/Relatable Short - Look what happened to the dinosaurs	7/17 User Generated Style Reel - Mini Mic User Generated Style Video - Grocery Store Swaps User Generated Style Reel - Grocery Store Swaps	7/18
7/19 Trader Joe's Inside Podcast	7/20 New Product Carousel Recipe Static Pin - Strawberry Watermelon Cereal Treat	7/21 Guess the Total Carousel Behind the Scenes - Trader Joe's Sign Art	7/22 Recipe Reel - Strawberry Watermelon Cereal Treat Product Spotlight - Salted Caramel Mochi	7/23 Funny/Relatable Reel - Obsession Sound Podcast Clip Short	7/24 Podcast Clip Reel User Generated Style Reel - Mini Mic User Generated Style Reel - Mini Mic	7/25
7/26	7/27 New Product Carousel Recipe Static Pin - Creamy Dreamy Whipped Ricotta Toast	7/28 User Generated Style Reel - Shopper Faves Recipe Video - Strawberry Watermelon Cereal Treats	7/29 Spotlight Cheese Photo Post - Marinated Mozzarella Balls Spotlight Cheese - Marinated Mozzarella Balls	7/30 Funny/Relatable Reel - TJ's Parking Funny/Relatable Short - TJ's Parking	7/31 Recipe Reel - Creamy Dreamy Whipped Ricotta Toast User Generated Style Video - Shopper Faves User Generated Style Reel - Shopper Faves	8/1

Key:   



SELECTED POST EXAMPLES



Date Posted: 7/20/26

Content Type: Carousel

Content Details: Showcasing new food/products for the week of 7/19/26 in a carousel format with a different product on each slide + some info about it

Caption: A new week means new products! We've stocked the shelves with fresh arrivals that are ready for their main character moment. Swipe through to see what's new and start planning your next Trader Joe's run. Which item is making it into your cart first? #TraderJoes #TraderJoesFinds #WhatsNewAtTraderJoes



Date Posted: 7/14/26

Content Type: Instagram Reel

Content Details: Grocery store swaps, if you like this popular brand try this at Trader Joe's. (Paid influencer collaboration)

Caption: Can't live without a grocery store favorite? You might want to try this Trader Joe's version. We're comparing some well-known products with Trader Joe's alternatives that deserve a spot on your shopping list. Which swap are you most excited to try? #TraderJoesFinds #Grocery Haul #FoodFinds



Date Posted: 7/20/26

Content Type: Static Pin with Link

Content Details: Strawberry Watermelon Cereal Treat Recipe linking to recipe on the website

Caption: Summer calls for these Strawberry Watermelon Cereal Treats! They're are sweet, fruity, and almost too cute to eat. (Almost.) Pin this recipe for your next picnic, pool day, or just because. #TraderJoesRecipe #SummerTreats #TraderJoesFinds



Date Posted: 7/24/26

Content Type: Video Pin

Content Details: Mini Mic: Asking Shoppers what their favorite Trader Joe's foods are

Caption: We handed our shoppers the mic. From frozen favorites to cult-classic snacks, here's what Trader Joe's fans say they can't leave the store without. Was your favorite mentioned? #TraderJoes #TraderJoesFinds #FanFavorites



Date Posted: 7/5/26

Content Type: Long form YouTube Video Podcast

Content Details: This week's new episode of Trader Joe's (Inside), centering around interesting company history facts fans might not know.

Caption: How much do you really know about Trader Joe's? In this week's episode of Trader Joe's (Inside), we're sharing fascinating stories from our company's history, unexpected milestones, and behind-the-scenes moments that helped shape the Trader Joe's you know today. Watch now and discover a few fun facts to bring along on your next store visit. #TraderJoes #TraderJoesInside #Podcast



Date Posted: 7/21/26

Content Type: Long form YouTube Video

Content Details: The process behind Trader Joe's in-store signage.

Caption: Those hand-drawn signs don't create themselves. Take a behind-the-scenes look at the artists, creativity, and process behind one of Trader Joe's most recognizable in-store traditions. Meet some of the crew members bringing personality to every aisle. #TraderJoes #BehindtheScenes #signart



CAMPAIGN EVALUATION

HOW TO MEASURE SUCCESS
WHAT MAKES IT SUCCESSFUL
MEASUREMENT TIMELINE
UNDER/OVER PERFORMING
CONTENT

HOW TO MEASURE SUCCESS CHOSEN KPIS

Success will be measured through our selected KPI's: Engagement through likes/favorites, comments, sharing/reposts, and inbound website links, and Retention and Loyalty through issues resolved and time to resolution. Seeing a positive and meaningful increase in each of these metrics would constitute success. All of this data should be logged weekly to ensure accurate numbers for monthly evaluation and to make sure the social media campaign is on the right track.

Engagement

- Likes/favorites
- Comments
- Sharing/reposts
- Inbound website links

Retention and Loyalty

- Issues resolved
- Time to resolution

WHAT MAKES IT SUCCESSFUL

Reaching each SMART goal would make this campaign successful.

- Increasing monthly active community interactions of comments, shares and mentions by 20% while reposting, commenting, and responding to at least 50 separate users per week.
- Successfully shifting our content mix for content diversity with short form video content taking up a majority of that mix. Short form content posted weekly is at least 3 videos on Instagram, 1 video on Pinterest, and 2 videos on YouTube.
- A brand style guide and templates are created and implemented by October 2026. Every post created follows the style guide and templates ensuring visual consistency across platforms.

There is a positive increase on each of the KPIs defined on the side. Engagement increases with the average number of likes/favorites, comments, and shares/reposts increasing by the end of the campaign. Content should drive more people to the website and the click-through rate of links should increase to increase visibility of site content. Any issues should be resolved in a timely manner to maintain retention and loyalty of our fans and customers. Meaningful, positive change in these areas would mark the success of the social media campaign.

HOW TO MEASURE SUCCESS

If content is underperforming we will first see if there are any improvements that can be made to this style of content to improve performance. If it is determined that this style content just does not work, we will take a look at our content calendar and remove it from the mix. We will research content that may perform better to fill the slot in the content mix. From this content we will note the aspects of it that we feel are not resonating with our audience and plan how those can be avoided in our other content styles.

If content is overperforming we will reevaluate our content mix to see if more of this style content can be implemented elsewhere. We'll take note of any content that may not be performing as well to identify a replacement slot in our calendar. From this content we will note the aspects of it that we feel are resonating with our audience and plan how those can be implemented into other content styles.



MEASUREMENT TIMELINE



MAY 2026

JULY 2026

SEPTEMBER 2026

NOVEMBER 2026

JANUARY 2027

JUNE 2026

AUGUST 2026

OCTOBER 2026

DECEMBER 2026

FEBRUARY 2027

Before the Campaign

Timeline: May-June 2026

What should be done?

Gather benchmark data, plan content, reach out to potential partners, research audience and develop personas, establish goals, evaluate competitors. Create a content creation plan and prep as much content as possible to be ready for the campaign launch.

During the Campaign

Timeline: July-December 2026

What should be done?

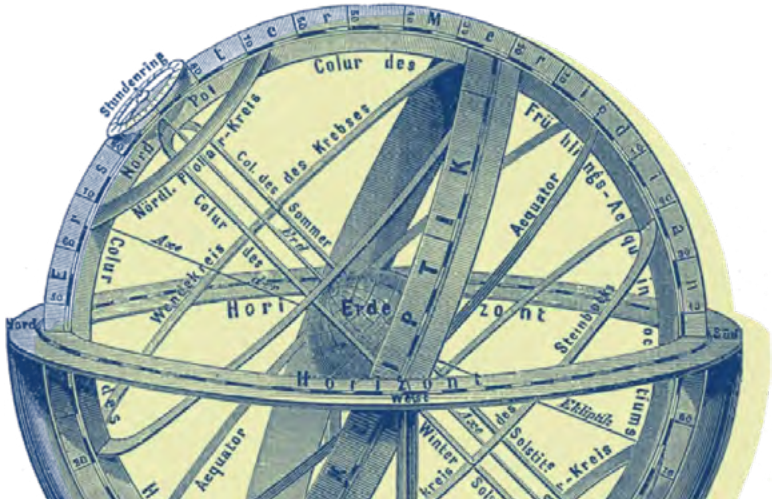
Follow outlined plans, engage with users/community, collect data and evaluate monthly. At the halfway point there should be an in depth look at the data and goals to ensure we are on track. If we are not on track to reach our goals make the necessary adjustments to reach them. Reevaluate strategies, making sure all the tactics we are using are up to date.

After the Campaign

Timeline: January-February 2027

What should be done?

Evaluate the final data of the campaign and determine if it was successful. Identify any pros and cons that should be kept in mind for the next campaign. Reevaluate strategies, making sure all the tactics we are using are up to date for future campaigns. Create a final document outlining key highlights and low points of the campaign and key things to remember for future use.





SOPHIA BASILONE
DCCS522: SOCIAL MEDIA PRACTICE
SUMMER I 2026