

Dunkin' Social Media Audit and Strategy Development

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Dunkin' Background

1

Founded

Established 1950 in Quincy, Massachusetts as Dunkin' Donuts.

2

Headquarters

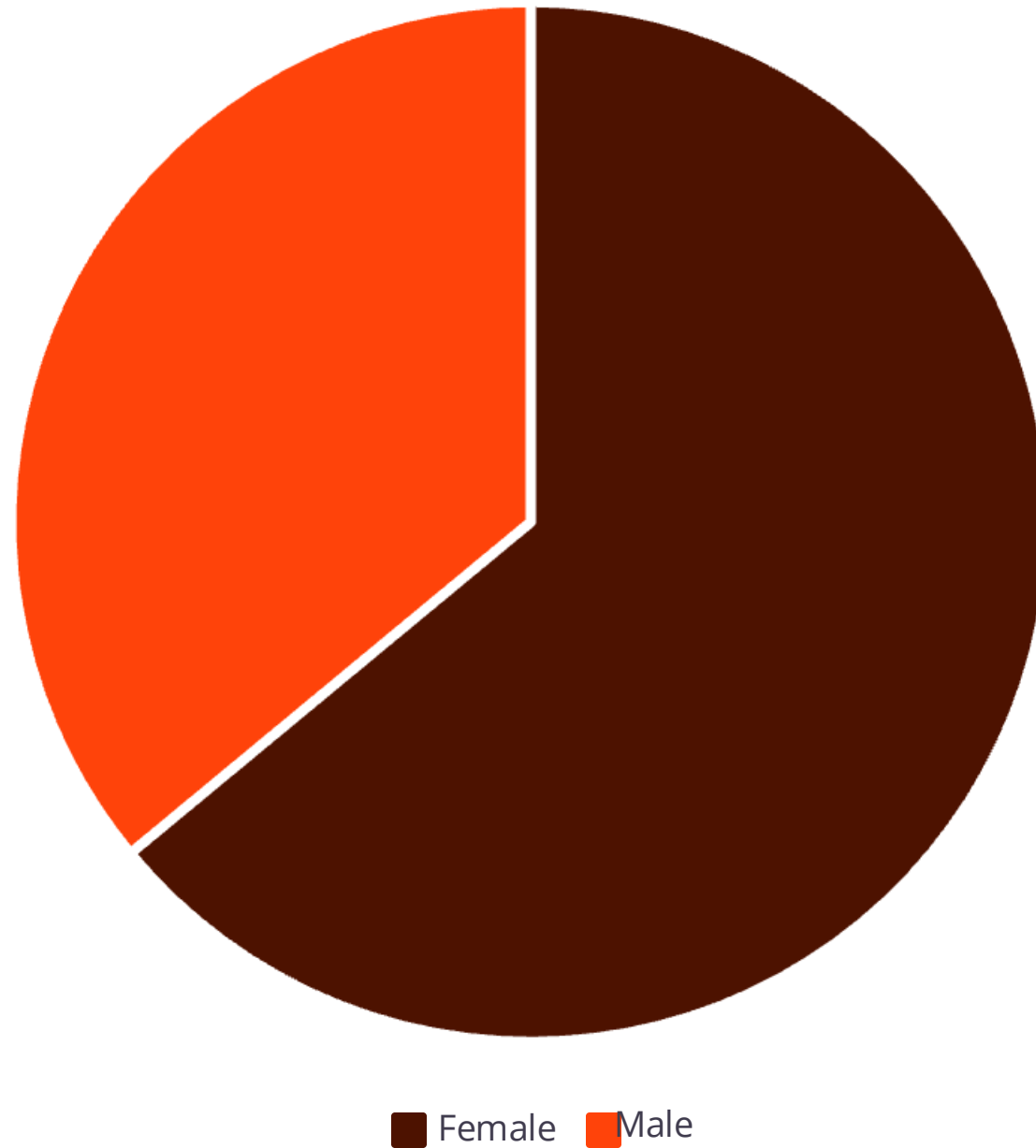
Canton, Massachusetts, with 12,900+ locations globally (8,500 in U.S.)

3

CEO

David Hoffman since 2018, leading rebranding to "Dunkin'" and digital initiatives.

Dunkin' Employee Demographics



Majority female workforce, diverse age range with 20-30 highest employment

Dunkin' Product Lineup



Drinks

Hot and cold varieties



Donuts

Classic and specialty flavors



Sandwiches

Breakfast options



Bagels

Various types and toppings

Dunkin' Social Media Presence

2.7M

Instagram Followers

2,666 posts as of February 5

1.3M

X Followers

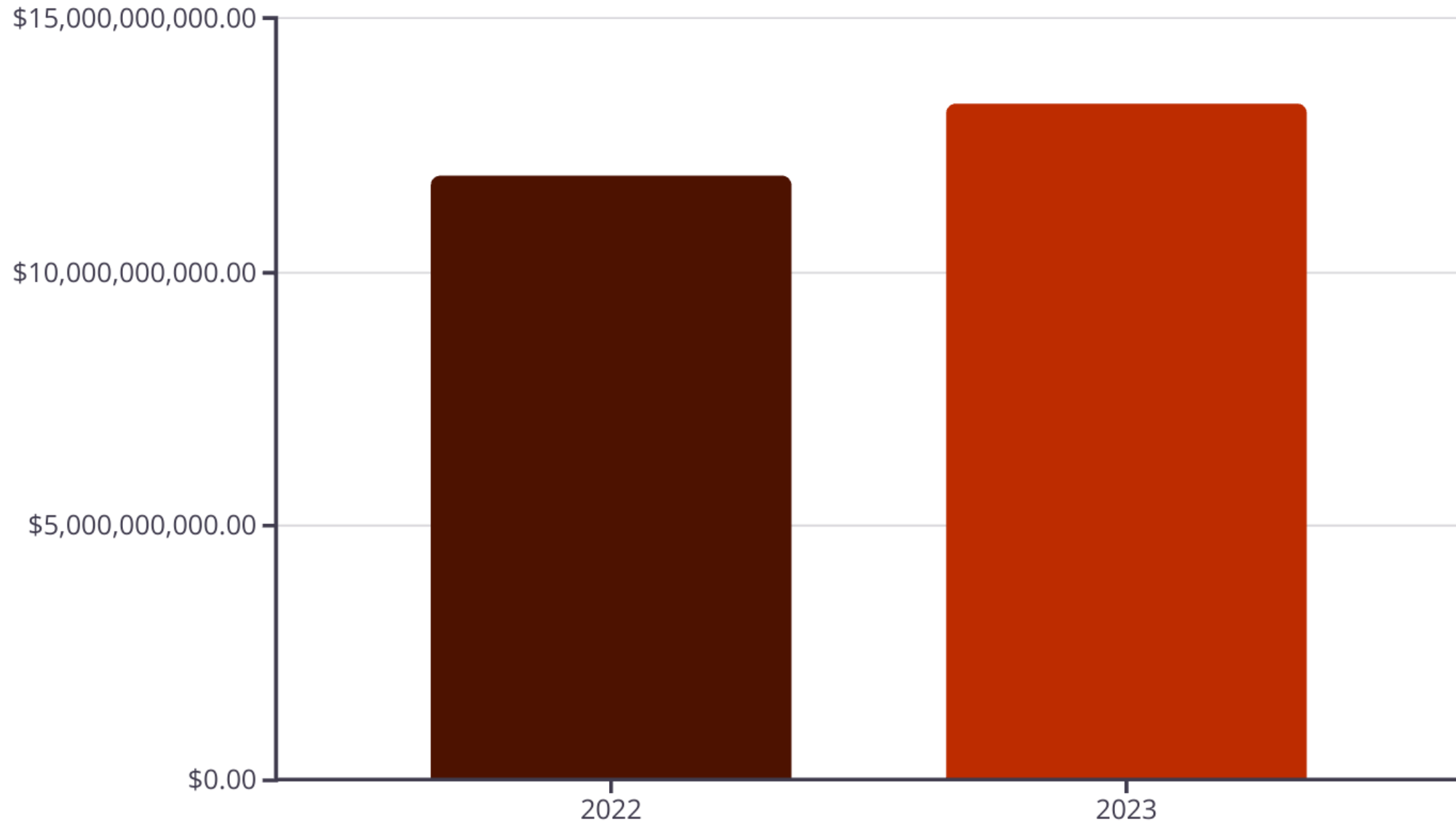
3.4M

TikTok Followers

69.8K

YouTube Subscribers

Dunkin' Financial Performance



Steady revenue growth from 2022 to 2023



Dunkin' Pricing Strategy

Affordable

Known for value deals and competitive pricing

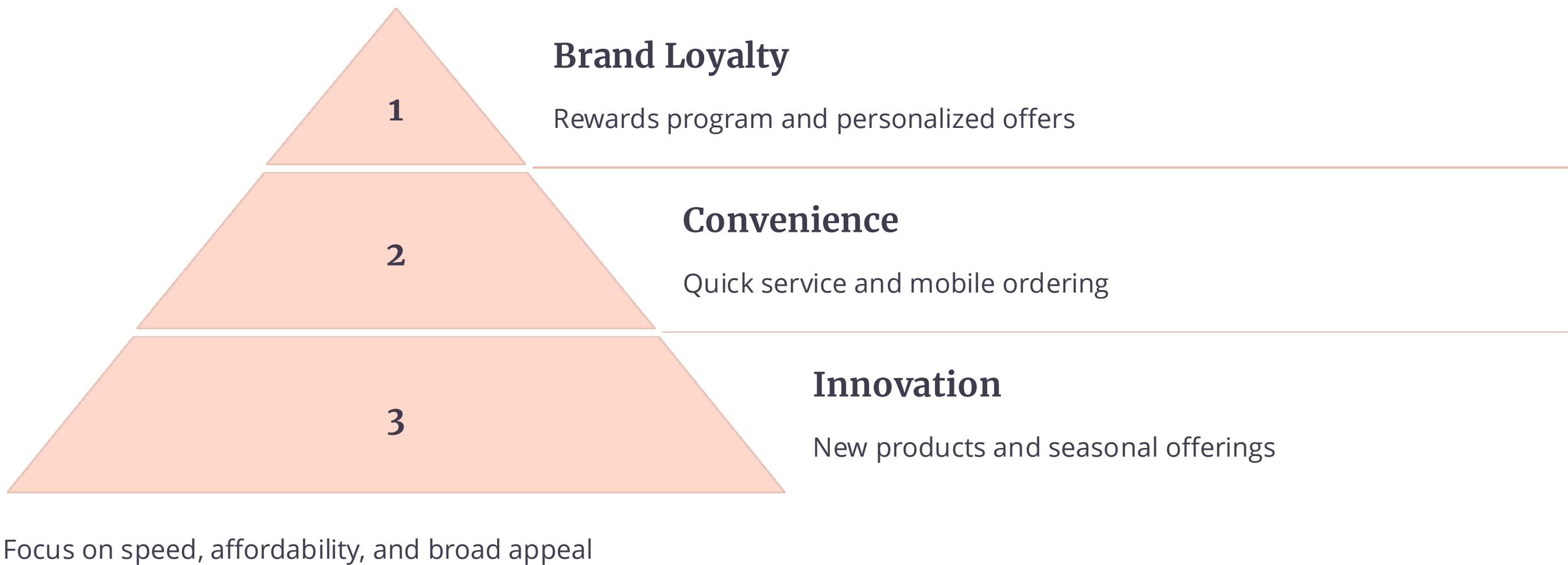
\$6 Meal Deals

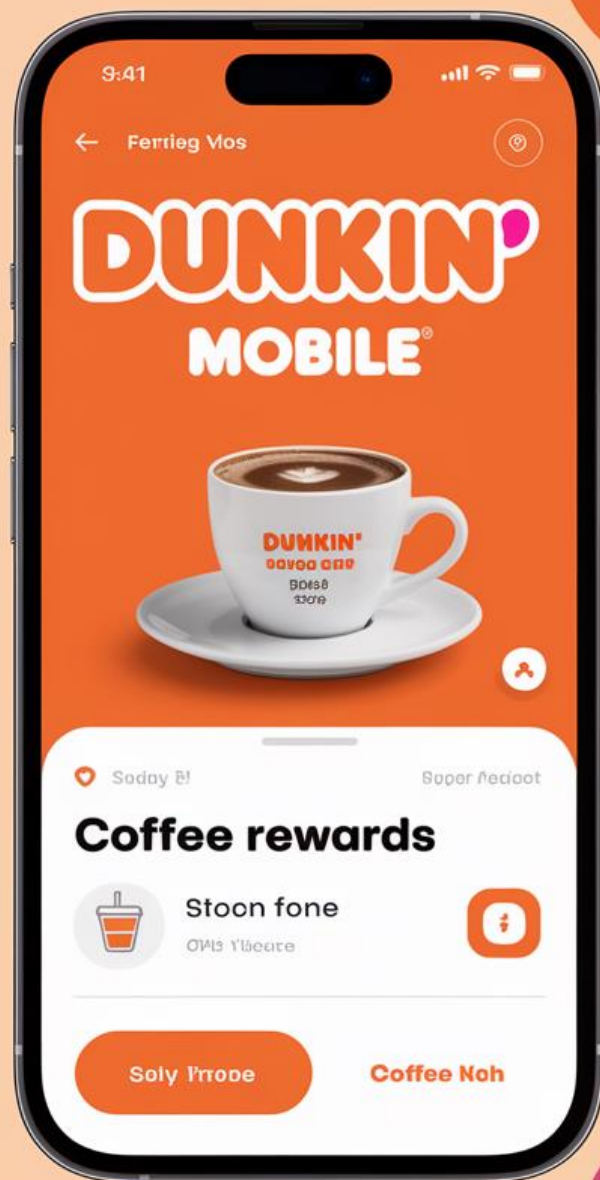
Coffee, sandwich, and hash browns combo

\$3 Specials

Medium Brown Sugar Shakin' Espresso after 12 PM

Dunkin' Marketing Strategy Overview





Dunkin' Digital Strategy



Mobile App

Ordering and rewards program



Social Media

Heavy engagement on popular platforms



Influencer Partnerships

Collaborations with popular figures (Charli D'Amelio, Sabrina Carpenter etc.)

Dunkin' Sustainability Efforts

1

Paper Cups

Transition from foam to paper cups

2

Ethical Sourcing

Commitment to responsible coffee sourcing

3

Waste Reduction

Initiatives to minimize food and packaging waste



Starbucks Background

1

Founded

1971 in Seattle, Washington

2

Founders

Jerry Baldwin, Zev Siegl, Gordon Bowker

3

Headquarters

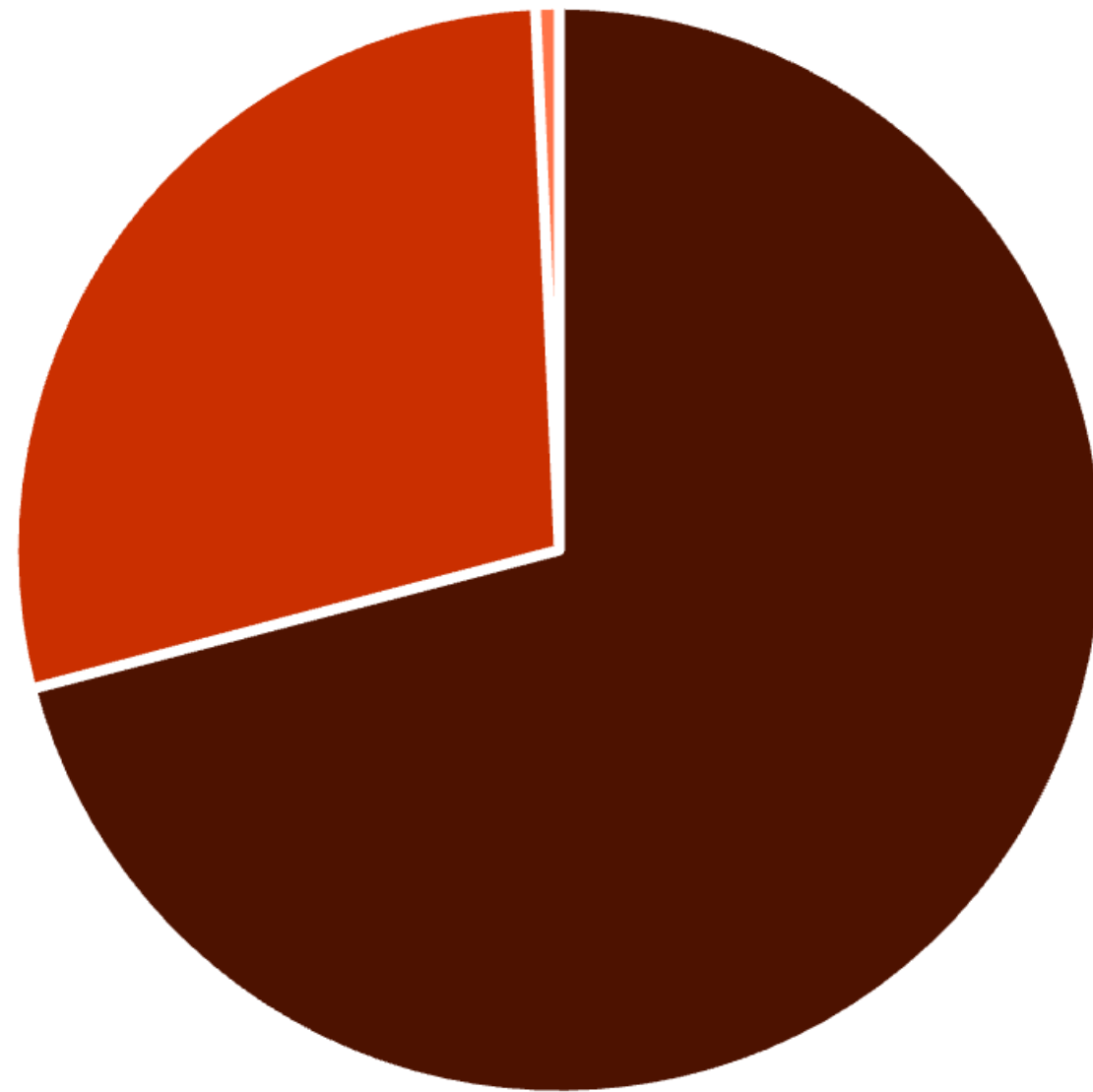
Seattle, Washington

4

CEO

Brian Niccol (since September 2024)

Starbucks Employee Demographics



■ Female

■ Male

■ Other

Diverse workforce with emphasis on equity and inclusion

Starbucks Product Range



Coffee

Hot and cold varieties



Tea

Various blends and preparations



Merchandise

Branded cups, tumblers,
and more



Pastries

Baked goods and snacks

Starbucks Social Media Presence

17.7M

Instagram Followers

453 posts as of February 5

10.6M

X Followers

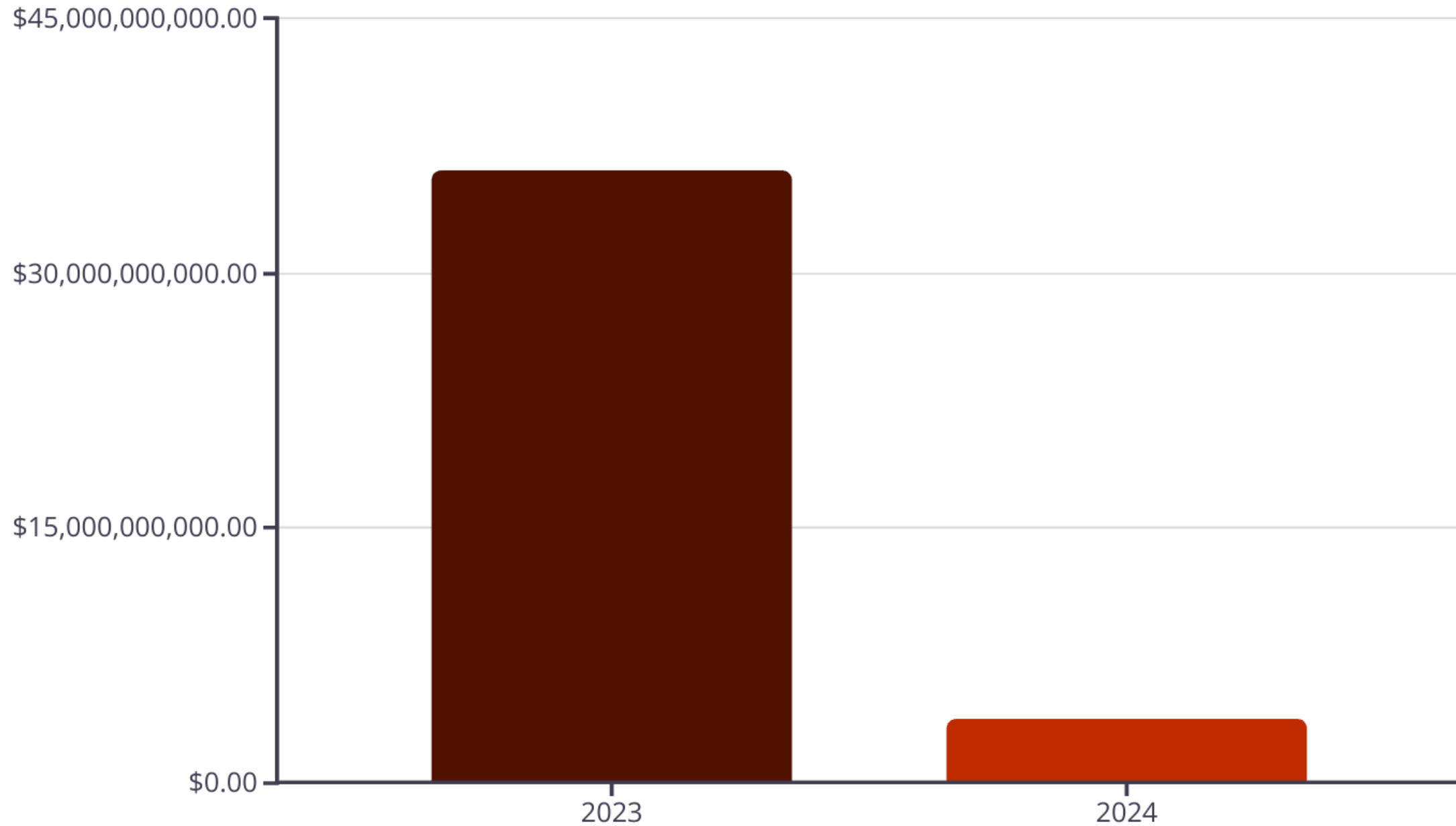
2.2M

TikTok Followers

431K

YouTube Subscribers

Starbucks Financial Performance



Significant revenue drop in 2024 due to customer protests



Starbucks Pricing Strategy

Premium

Higher price points for quality and experience

\$3-\$7+

Typical price range for beverages

Customization

Additional charges for modifications and add-ons

Starbucks Marketing Strategy Overview





Starbucks Global-Local Balance

Local Adaptation

Menu tailored to regional tastes

Global Brand

Consistent core identity worldwide

Ethical Concerns: Dunkin' vs Starbucks

Dunkin'

Less commitment to fair trade, influencer marketing concerns

Starbucks

Labor practices, ethical sourcing claims vs reality



Proposed Ethical Regulations for Dunkin'

1

100% Fair Trade

Commit to ethical coffee sourcing

2

Supply Chain Transparency

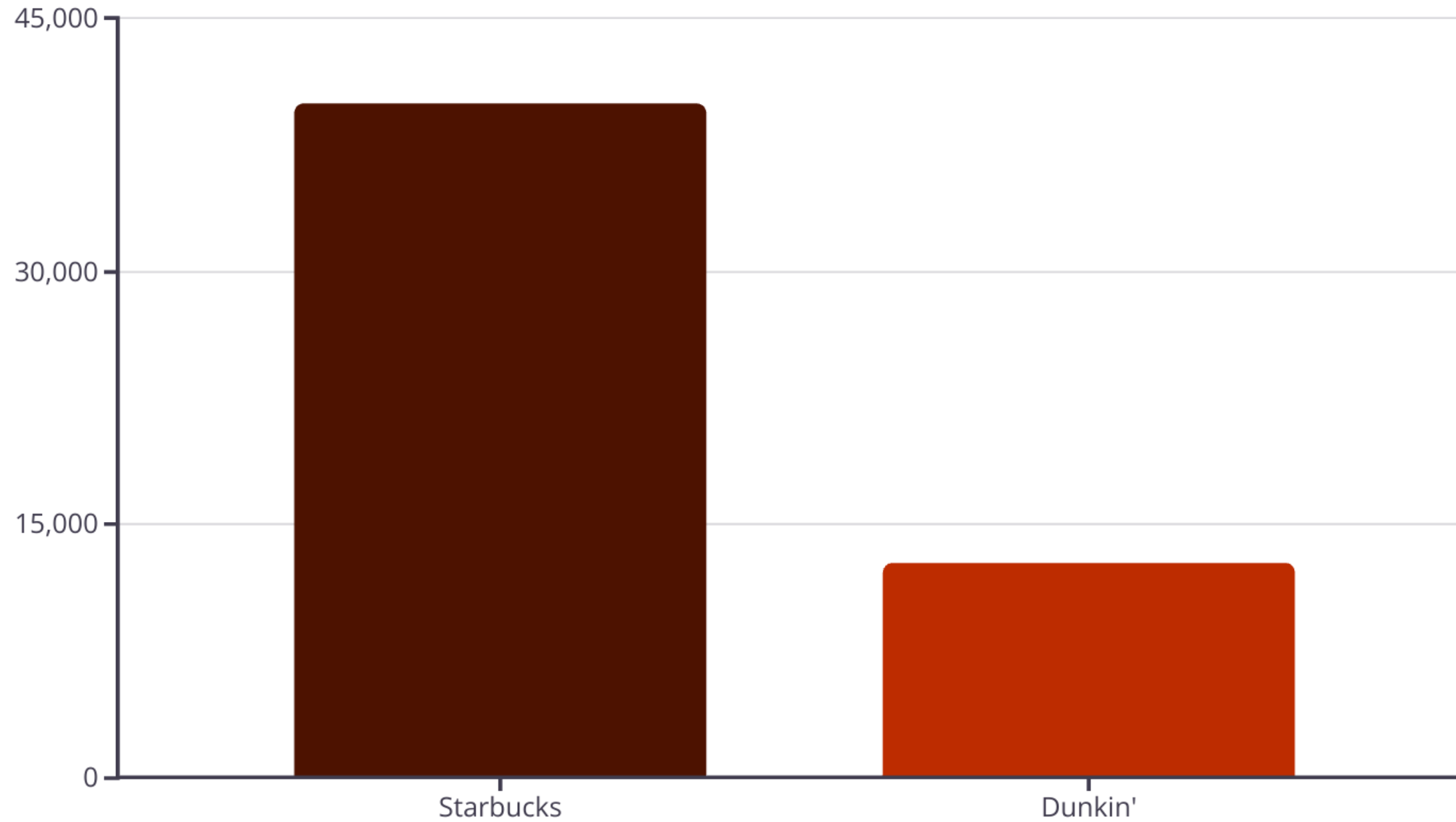
Publish detailed sourcing reports

3

Influencer Transparency

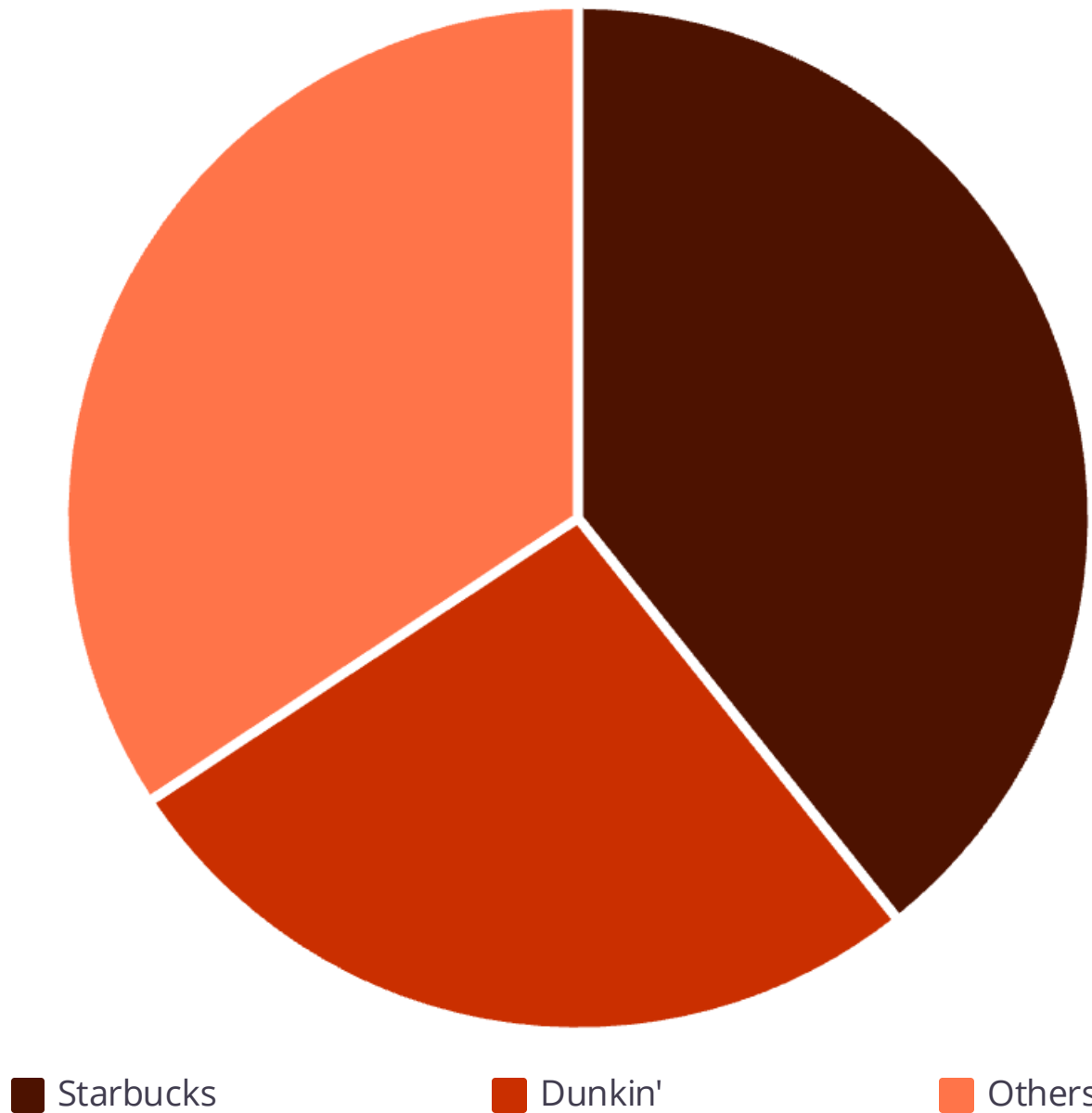
Clear disclosures on partnerships

Brand Awareness Comparison



Starbucks leads in global presence and brand recognition

U.S. Coffee Market Share

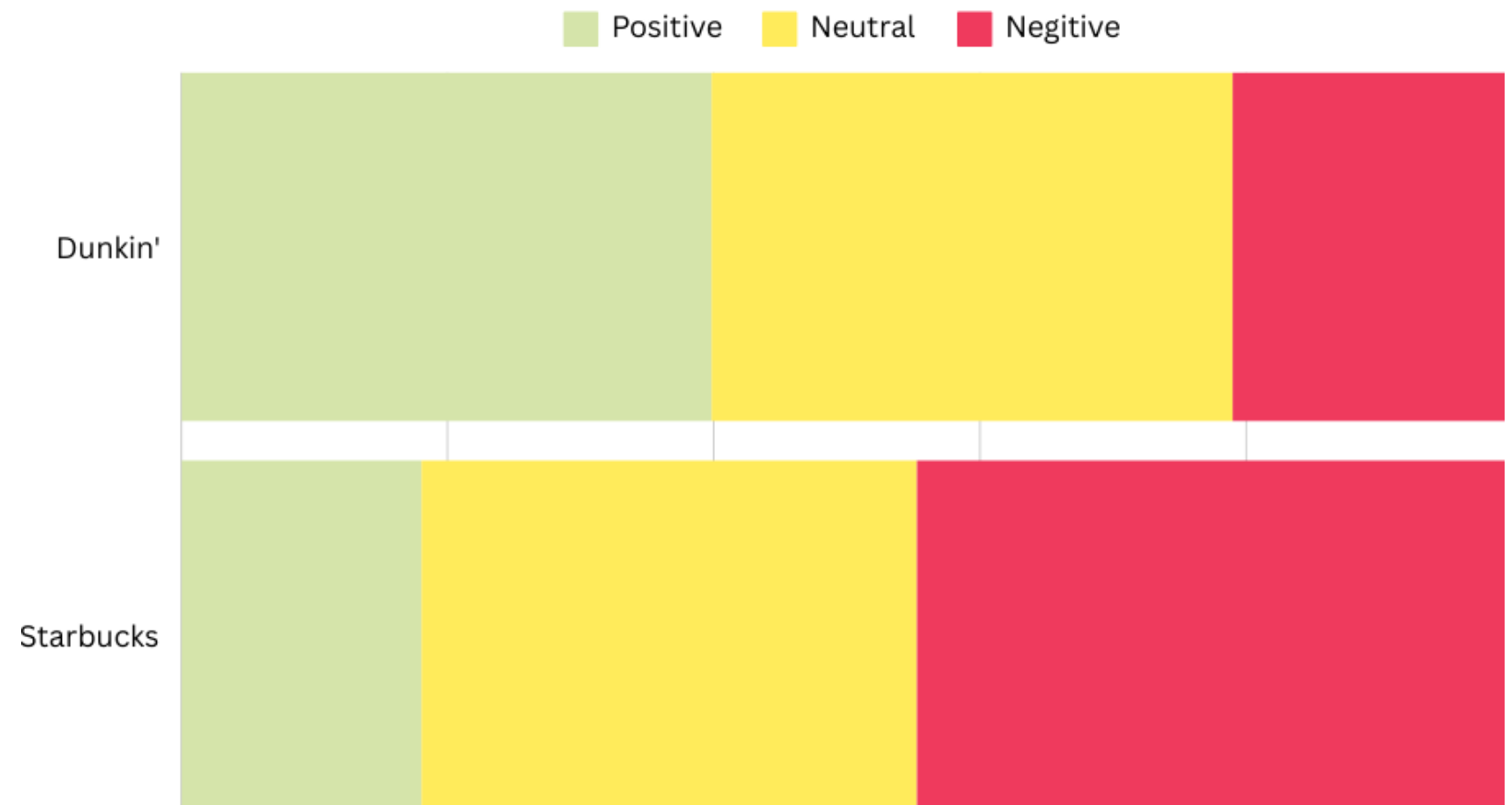


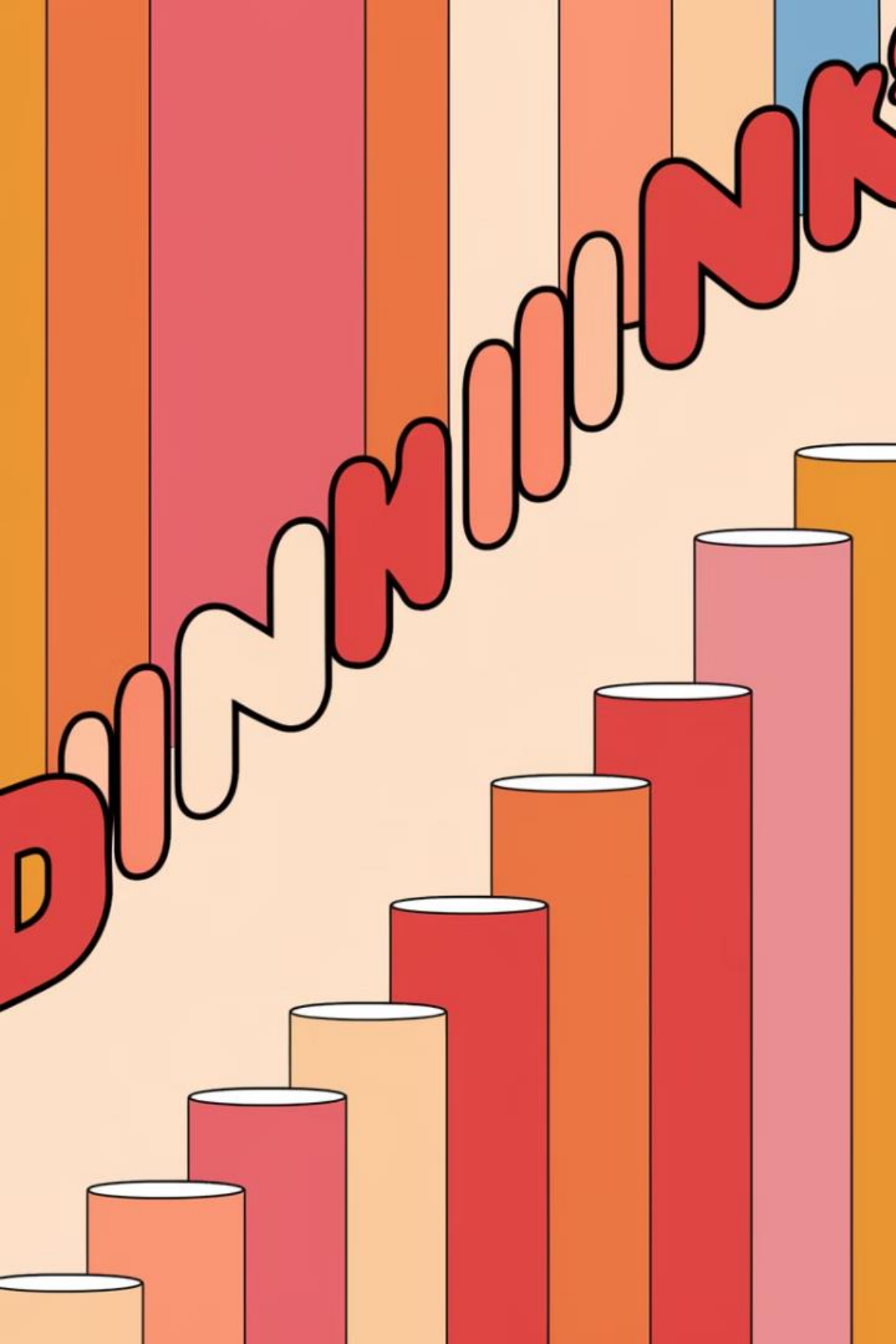
Starbucks leads, Dunkin' strong competitor in affordability



Social Media Sentiment Analysis

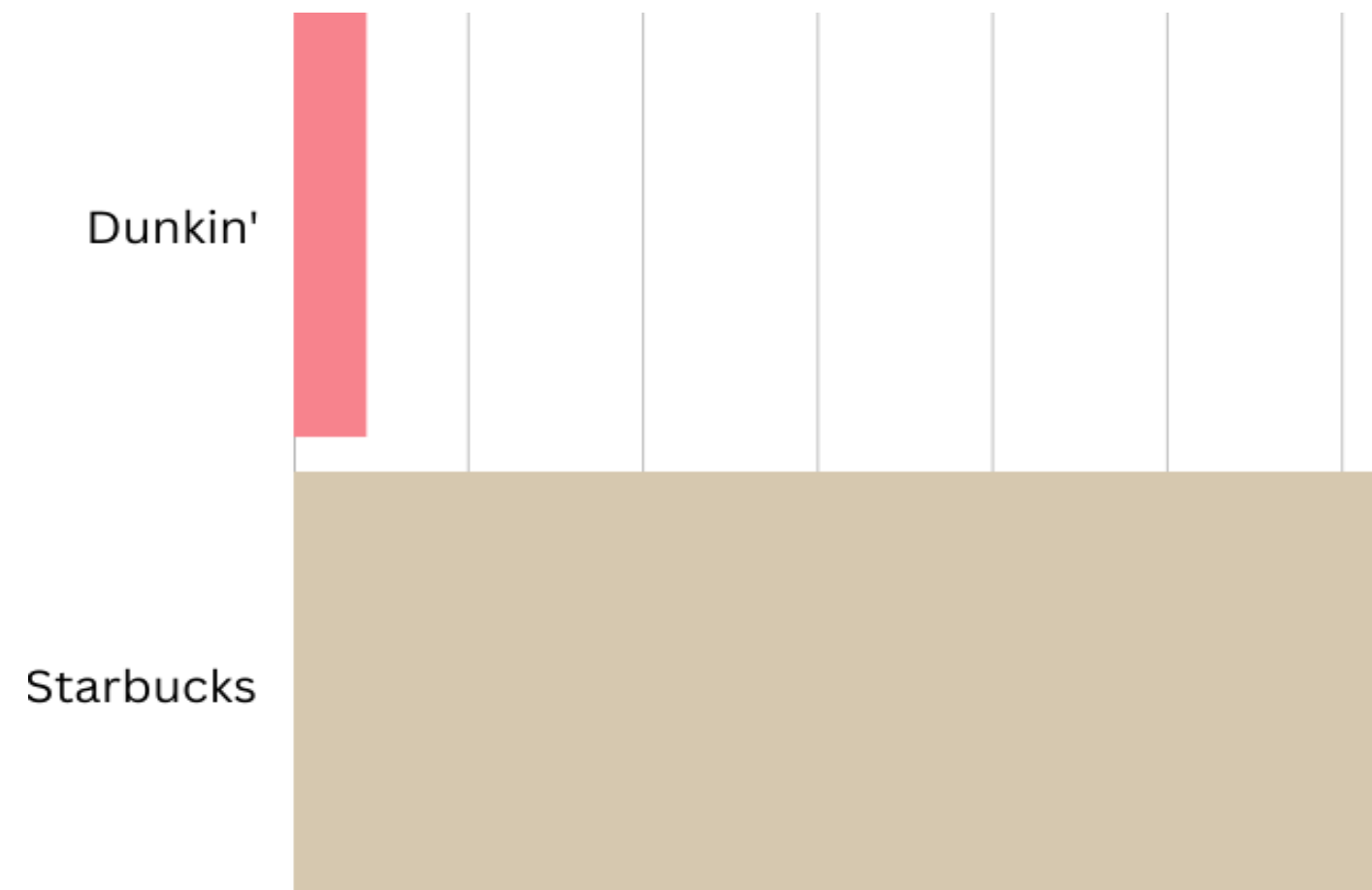
Comparison of brand perception on social platforms





Social Media Engagement Rates

Measuring audience interaction across platforms



Target Audience for Dunkin'

Age

18-34 years old

Location

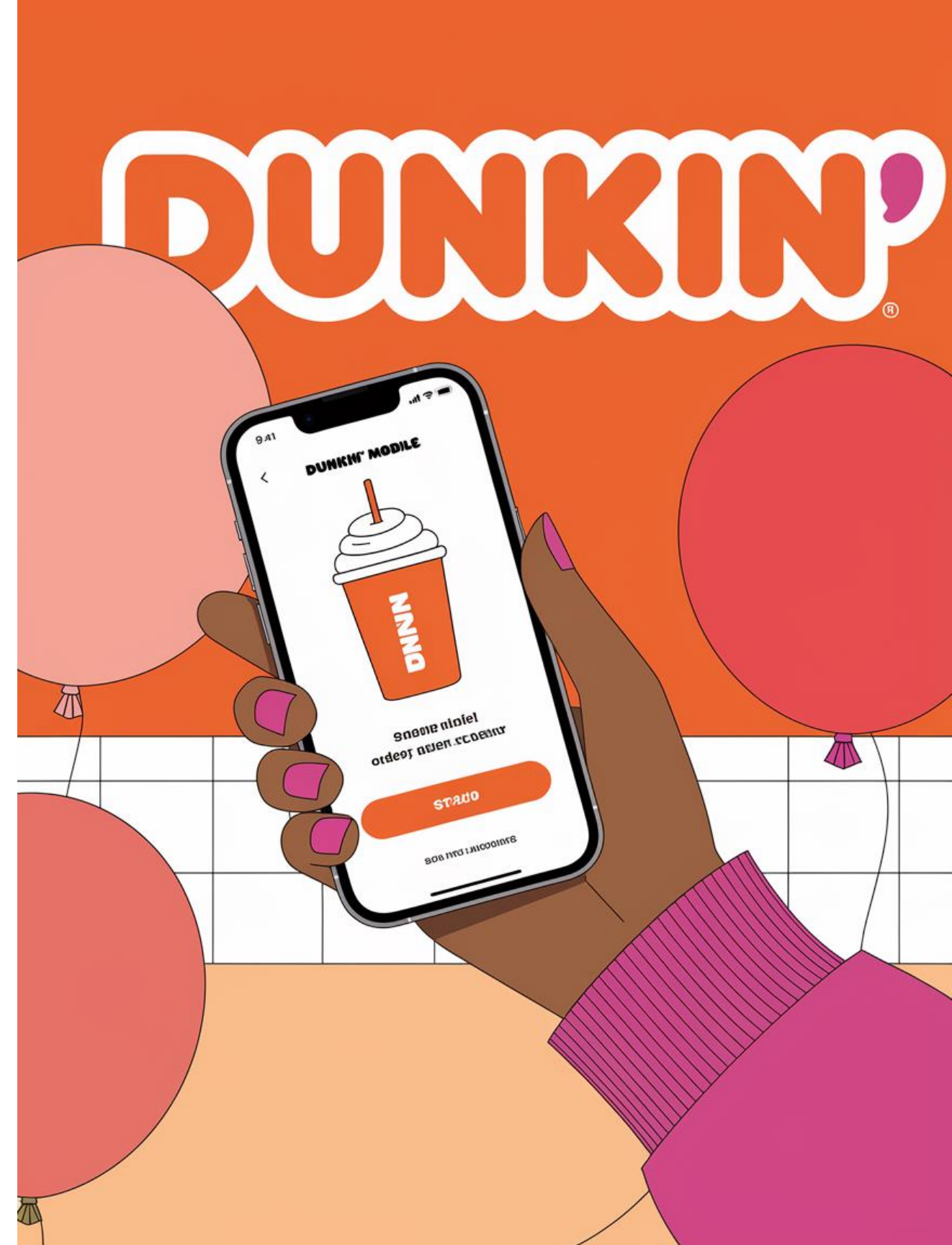
Urban/suburban areas

Lifestyle

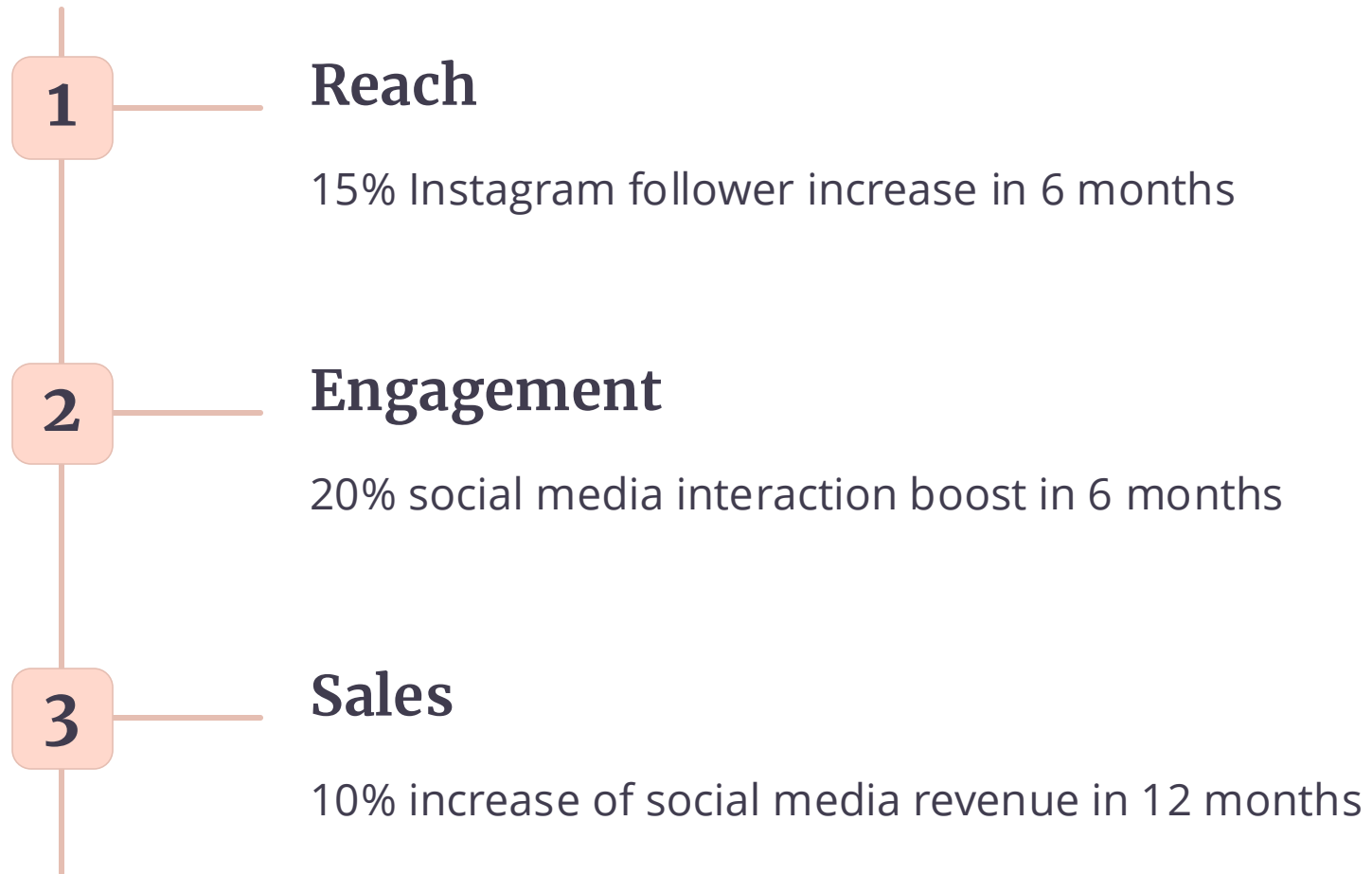
On-the-go, value-driven consumers

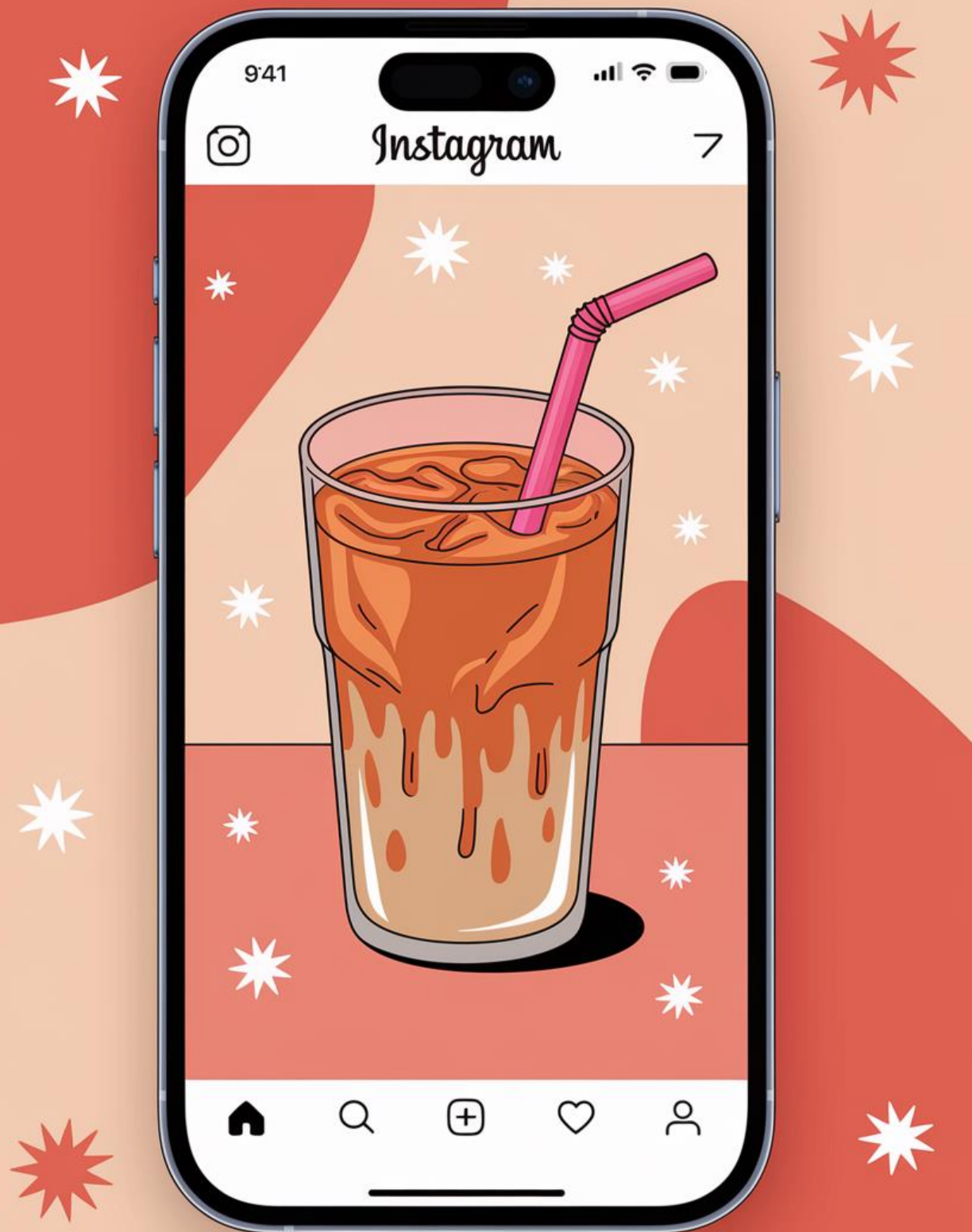
Interests

Humor, pop culture, promotions



SMART Objectives for Dunkin'





Platform-Specific Strategies: Meta



Instagram

Bright visuals, Stories for daily specials



Facebook

Events, targeted ads for local promos



UGC

Encourage and share customer content

Platform-Specific Strategies: Twitter/X

1 Real-time Engagement

Join conversations with relevant hashtags

2 Quick Updates

Share witty responses and customer service

3 Trend Monitoring

Participate in current events discussions



Platform-Specific Strategies: TikTok



Dance Challenges

Create viral trends with Dunkin' products



Recipe Hacks

Collaborate with creators for unique content



Behind-the-Scenes

Show fun, insider glimpses of Dunkin' life

Platform-Specific Strategies: Reddit

Brand Listening

Monitor discussions in subreddits like r/DunkinDonuts and r/fastfood to understand customer perceptions and feedback.

Customer Engagement

Respond to customer feedback and inquiries to demonstrate responsiveness and build goodwill.

Local Subreddits

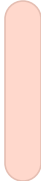
Engage in conversations on local city subreddits to connect with customers and promote local promotions.



Content Calendar Example

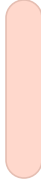
Monday	#MotivationMonday coffee quote
Tuesday	Behind-the-scenes donut prep video
Wednesday	New seasonal beverage spotlight
Thursday	User-generated content repost
Friday	Flash Deal Friday promotion
Weekend	Fun, light-hearted weekend vibes posts

Crisis Communication Plan



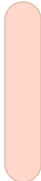
Preparation

Set up monitoring tools, designate crisis team



Response

Acknowledge issue, communicate transparently



Action

Address problem, provide regular updates



Follow-up

Post-crisis analysis, update guidelines



Key Takeaways

1 Market Position

Dunkin' focuses on affordability, Starbucks on premium experience

3 Ethical Considerations

Room for improvement in sourcing and transparency

2 Digital Strategy

Both leverage social media, but with different approaches

4 Future Outlook

Continued focus on innovation and customer experience

Next Steps

1

Implement Strategy

Roll out platform-specific campaigns

2

Monitor Performance

Track KPIs against SMART objectives

3

Adjust Tactics

Refine approach based on data insights

4

Ethical Improvements

Work towards proposed ethical regulations

