Task #1

Just like every other modern day company, Aldi has set up many social media accounts to help spread their brand. By far their greatest presence is on Facebook where their page Aldi has 2.3 million likes and 2.29 million followers. They get around 3 million views per post on this platform. We noticed a trend in people who follow and have liked the Facebook page: a large majority of them are older. We estimate about 3 out of every 5 people were too old to be millennials.

Aldi’s next greatest social media presence is on Instagram where they host 177,000 followers. Aldi uses Instagram in a different way than it does Facebook. Their Instagram is a more social community-based page where they repost pictures of Aldi food made by people who use the hashtag #ALDIlove. From looking at all of the past month’s #ALDIlove posts, we noticed that everyone featured on the Aldi page appeared to be a 30-40 year old female. Another difference is they only get around 17,000 views per post on Instagram, contrasting FaceBook’s 3 million.

Aldi’s third biggest social media presence is on Twitter where they boast 92,500 followers. This social media is very similar to their Instagram; in fact the majority of posts are the exact same as Instagram. One difference we noticed was that there are more posts on Twitter where Aldi boasts its accomplishments. An example of this is Aldi’s post showing they were
voted the "Top 5 Favorite Grocery Store Chain" as shown to the right. Most videos on their Twitter profile receive under 10,000 views.

Aldi's Pinterest page is their next biggest social media, having around 42,000 followers. It is easy to tell the difference between this social media versus their others. This page is solely dedicated to recipes customers can use using Aldi’s food.

Aldi’s last social media linked on their website is YouTube. It's by far the least popular page only having 5,100 subscribers. On this platform they post less often than on their others: 22 total videos since July 2016. Most of their posts are instructional videos on how to make recipes. The average video gets around 1000 views on their channel.

We concluded that for Aldi to develop their social media to be more geared toward the millennial population they need to make their posts on social media more geared towards being entertaining and informing to younger consumers. As of right now it isn’t as entertaining as it is informative and promotional.

Task #2

To better understand the customer base of Aldi we found research by Statista that reports that the consumer base of Aldi’s is almost 40% from GenX and older (born before 1981) with only 16.4% being from millenials. Millennials aren’t shopping at Aldi as much yet, compared to older populations. This may be the fault of Aldi’s social media. Social Media Marketing Analyst, Andrew Hutchinson reported that “Millennials are more likely to follow brands for entertainment (38%) and information (42%), whereas Generation Xers are interested in contests
(41%) and deals and promotions (58%). Baby Boomers are also looking for deals and promotions (60%) as well as product information (53%)."

The head of Global Social Business Enablement at Adobe, Lauren Friedman, reported that “41% of millennials still use Facebook every day, however, Facebook was found to be more popular with non-millennials. Every other measured social media platform (YouTube, Instagram, Snapchat, Pinterest, and Twitter) was found to be more popular with millennials.” YouTube is a huge modern platform for millennials, as Early Stage Marketing Expert, Cristian Contreras reports, “95% of Gen Z watch Youtube...54% of millennials visit YouTube at least once a day.” YouTube is a heavy influence online; Contreras reported that “73 percent of Gen Z feel a close relationship with at least one YouTuber” and are heavily influenced by online celebrities.

To understand Aldi’s millennials target, we will describe the average millennial. The prototypical millennial goes on social media to be entertained. They do go on FaceBook but not nearly as often as they go on Instagram, Twitter, YouTube. They love watching videos online for entertainment and can easily relate to the celebrities they see online in videos and on social media.

Task #3

Our goal is create awareness of our brand through partnerships of famous celebrities to show you their favorite products and creations from Aldi through the use of Youtube video.

YouTube is Aldi’s least popular social media site because of its number of viewers. Aldi is missing a huge source of advertisement and awareness of the brand by not utilizing Youtube more effectively. Because millenials feel strong relationships with different celebrities through Youtube, we came up with the idea to team up with celebrities and famous youtube stars to have them use/promote Aldi products in their videos and then share them to their other social media accounts. Having celebrities share these promotions will catch the millenials attention unlike any advertisement or commercial could.
These celebrities have a few options on how they could leverage the uniqueness of Aldi’s products. First, they could do it more in the form of an advertisement by telling their viewers why they chose Aldi over other supermarkets—because of Aldi’s promise to have the “highest quality and lowest prices.” Another option for leveraging Aldi is having these famous celebrities shown shopping through Aldi and making recipes that showcase Aldi’s products. This would work best for chef celebrities or ones who document videos of their daily life. Seeing celebrities using these products will create a sense of brand recognition and connection between someone they look up to and Aldi.

A prototypical customer’s easiest and most common contributions is just by watching the videos. This increases the number of views which could lead to it being featured on the trending page. The trending page would cause an exponential increase in views because it comes up when other users visit Youtube (remember 54% of Millennials visit YouTube once a day). Another way customer’s might contribute is by sharing the link of the video with their followers on other social medias. But an even more common way for contributions from the viewers is just by liking the video or by commenting. YouTube’s comment section on videos makes it easy to have conversations on the videos.

Our online video only technique abides by Aldi’s business model. An quote from Aldi’s business model is “We assume responsibility towards our customers, business partners, employees, the community, and the environment.” By not using paper ads to reach millennials, Aldi will be acting environmentally responsible.

**Brand Engagement, Advocacy and loyalty:** The celebrities Aldi chooses to team up with will show loyalty to the brand. Everytime they are cooking or are making videos going shopping they will be using Aldi products. The YouTuber’s loyal fanbase will likely follow suit and follow the the footsteps in becoming a loyal Aldi’s customer.

**Customer Service:** Using YouTube as a social media platform, will allow Aldi to increase their customer service efforts though analyzing the viewer’s likes, dislike and
comments on the videos. Aldi will be able to inquire about the negative comments and ask what Aldi can do to improve their products to ensure that their customer satisfaction. Aldi can monitor their brand awareness by checking how many people have viewed their YouTube videos, as well as, observe if there is an increase in revenue of a specific product after a video has been posted about that specific product. Lead Generation can be conducted by asking viewers who are interested in Aldi products by signing up for their email list, to further educate the viewers about Aldi products.

**Employee Social Network:** As mentioned previously, the Aldi Youtube account will share these videos of famous celebrities utilizing Aldi products on their accounts and across different social media platforms like Instagram, Twitter and Facebook. In addition, the employees will have the opportunity to do the same thing on their private accounts. Employees would also need to have a way to keep track of these videos that feature their products and respond to the comments section answering any questions that might be asked.

**Social Media goals:** In the first year, Aldi should post at least once a week on Youtube, double its current number of subscribers, and most importantly increase the number of views their videos recieve. By having celebrities share their favorite recipes using Aldi products, publicity will increase automatically. The number of subscribers can increase as well if Aldi Youtube remains consistent with posting videos. The overall goal of Aldi’s social media is to lure customers in by connecting to them. With having celebrities, individuals that many shoppers look up to, cook in their own homes, customers are more likely to purchase the products used in the video and attempt the recipe at home themselves.
Works Cited


