

# CHIPOTLE

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## SOCIAL MEDIA SWOT ANALYSIS



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IT'S NOT JUST A  
**BURRITO.**



IT'S A FOIL-WRAPPED, HAND-CRAFTED,  
LOCAL FARM SUPPORTING,

**FOOD CULTURE** CHANGING  
CYLINDER OF DELICIOUSNESS.

LEARN MORE ABOUT  
FOOD WITH INTEGRITY →

# Company Background and Culture

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- Founded in 1993
- Simple, fresh food without artificial flavors or fillers
- 3 secrets: high quality ingredients, classic cooking techniques, distinctive interior design
- Food With Integrity = Respect for farmers, animals and the environment

# Company Background and Culture

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- Dedication to create exceptional customer experiences and rewarding opportunities for their employees
- Since 2015 - Non-GMO ingredient
- No antibiotics or synthetic hormones
- More local ingredients than ANY restaurant in the US
- Concern about the health of the planet







# SWOT Analysis

# S = Strengths

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- Creative, entertaining content
- Engaging videos
- Community-driven initiatives
- Use of unique and trending hashtags
- Humor: Funny tweets/posts about their food
- Interaction with celebrities
- Retweet of followers' tweets
- Good pictures
- Adequate number of posts per week in different platforms

# W = Weaknesses

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- Chipotle is experimenting with long-format content that isn't advertising but hopefully winds up being even more effective than advertising. This kind of programming could come across as a simplistic, one-sided, unwelcomed lecture, potentially alienating American consumers.
- There's something disturbing about a corporation hijacking consumers' attention with twenty-two minutes of entertainment specifically engineered to make us want to buy something.
- Chipotle must walk a fine line in order to not be lumped in with the pabulum often churned out in ad-supported vehicles.
- The marriage between advertisers and programming, in other words, remains an awkward one, even if their heart appears to be in the right place.



# O = Opportunities

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- Chipotle can partner with local campaigns and food vendors to promote their reputation for freshness, by showing exactly where their foods are sourced.
- Chipotle can also partner with government run health initiatives like the healthy school lunch program, by offering an adult version of a healthy lunch program and creating a marketing campaign promoting healthy eating.
- Provide workshops and educate companies on the importance of organic farming and assist them in integrating organic farming practices throughout their company.
- Have smaller local vendors speak Chipotles praises on social media and through short video clips.

# T = Threats

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- Chipotle can sometimes have a unstable economics due to fact that competitors are offering same food concepts/ at a lower cost. Such as Moe's or Pret a Manger
- Securities Fraud Lawsuit-> Sued for issuing misleading statements about “Chipotle Mexican Grill” causing clients to doubt integrity and value of the company in effect to violation of brand value.
- Lawsuit "...caused CMG stock to trade at artificially inflated prices".
- Insufficient suppliers to cover demand due to the fact that Chipotle claims to have a GMO free product.

# Social Media Sites

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/chipotle?\_rdr=p

# Facebook

Likes:2,760,752

[Create Page](#)



Click to add text

**Chipotle Mexican Grill** ✓  
Food/Beverages

[Like](#) [Follow](#) [Share](#) [...](#)

[Cover Photo](#)

[Timeline](#) [About](#) [Photos](#) [Videos](#) [More](#)

2,760,752 people like this  
Alex Gomez and 4 other friends

4,821,778 people have been here

Invite friends to like this Page

**ABOUT** >

**Post**

Write something...

[Post](#)

 **Chipotle Mexican Grill**  
October 5 at 12:00pm · 🌐

**Recent**

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2002
- 2000
- 1993



@ChipotleTweets

# Twitter

Followers: 708,157

**CHIPOTLE**  
MEXICAN GRILL

**Chipotle** ✓  
@ChipotleTweets  
The Official Chipotle Mexican Grill Twitter Account  
[chipotle.com](http://chipotle.com)  
Joined May 2010  
510 Photos and videos

TWEETS 402K FOLLOWING 184 FOLLOWERS 708K FAVORITES 18K LISTS 5

Follow

**Tweets** Tweets & replies Photos & videos

Pinned Tweet  
**Chipotle** @ChipotleTweets · Oct 5  
She stepped into a Chipotle, or did she? Watch one customer's Halloween nightmare: [chipotle.com/boorito](http://chipotle.com/boorito) #Boorito

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
Sign up

You may also like · Refresh

**Taco Bell** ✓  
@tacobell

**Panera Bread** ✓  
@panerabread





**@ChipotleMexicanGrill**

# Instagram

Followers: 249,190



chipotlemexicangrill

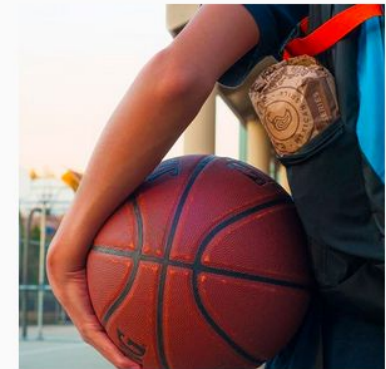
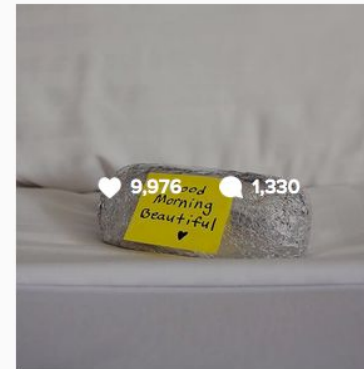
FOLLOW

Chipotle The official Instagram of Chipotle Mexican Grill. [chipotle.com](https://www.chipotle.com)

387 posts

249k followers

13 following



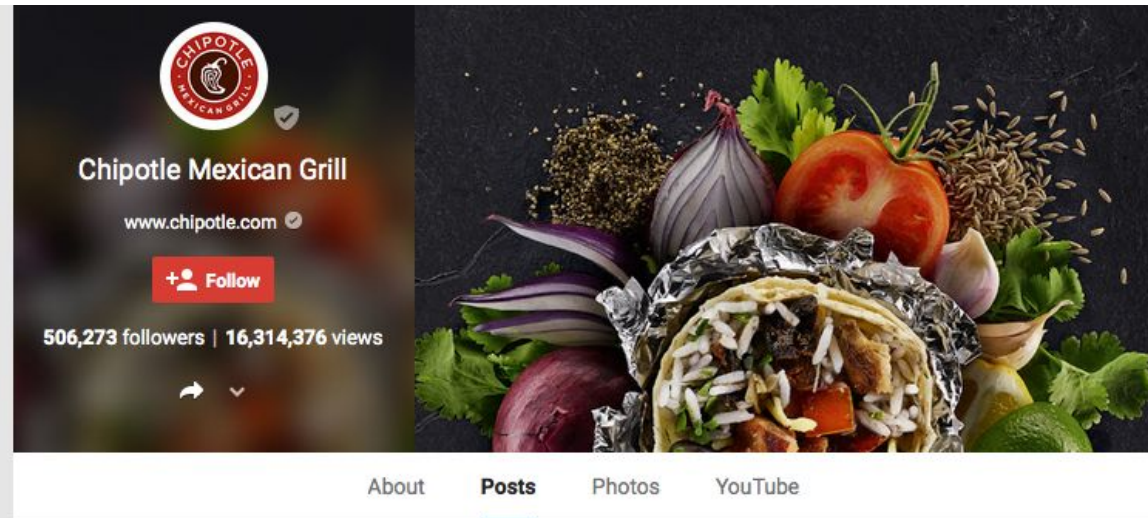


## Chipotle Mexican Grill

# Google +

Followers: 506,268

Views: 16,314,376



About Posts Photos YouTube

Pinned



**Chipotle Mexican Grill**

Shared publicly - Oct 5, 2015

Scarier than ghosts, ghouls or goblins. See how creepy typical fast food can be: <http://chip.tl/boorito> #Boorito

Have them in circles

506,273 people







/user/chipotle

# YouTube

Subscriber: 34,259

Views: 27,136,772

The screenshot shows the YouTube channel page for Chipotle Mexican Grill. At the top, there is a search bar, an 'Upload' button, and a notification bell. The channel banner features a close-up of a burrito wrapped in foil, with fresh vegetables like tomatoes and onions in the background. The channel name 'Chipotle Mexican Grill' is displayed below the banner, along with a 'Subscribe' button and the subscriber count '34,259'. Below the channel name, there are navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main content area shows a video titled 'Unneces-scary' with 27,077 views, posted 1 week ago. The video description reads: 'Enter the nightmare of one Chipotle customer who discovers what Chipotle would be like if we served typical processed fast food rather than cooking by hand. Then visit chipotle.com/Boorito to learn how you can score a \$3 burrito this Halloween.' and includes a link to 'http://chipotle.com/boorito'. To the right of the video, there are sections for 'Featured Channels' and 'Related channels'. The 'Featured Channels' section includes 'Chipotle Careers' and 'Farmed And Danger...' with 'Subscribe' buttons. The 'Related channels' section includes 'BuzzFeedVideo' and 'BuzzFeedYellow' with 'Subscribe' buttons. At the bottom of the page, there is a section titled 'Process Not Processed' with several small video thumbnails.



/chipotlemg/

# Pinterest

Followers: 5,015



Follow



## Chipotle Mexican Grill

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Cultivating a better world, one burrito at a time.

17  
Boards

451  
Pins

66  
Likes

5k  
Followers

22  
Following

Eat

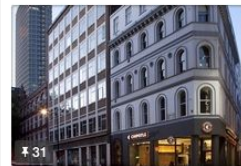


24



Follow

Build

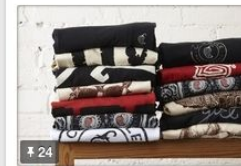


31



Follow

Wear



24



Follow

Give



6



Follow

Cultivate



95



Follow







# Social Media Strategy Analysis

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- According to the Chief Marketing Officer of Chipotle, Mark Crumpacker, “Chipotle was built on word-of-mouth marketing. We’re focused on reigniting word-of-mouth marketing, rather than big advertising campaigns.”
- Instead of focusing exclusively on targeted advertisements, Chipotle is instead working to bring attention to the problems in the food industry through the creation of original content.
- Chipotle’s objective is to win over millennials by solidifying its reputation for freshness, and offering a healthier fare than its competitors.
- The brand also gained reputation by shying away from traditional media, because younger audiences feel like it’s less authentic and less easy to connect with.

# Target/Audience Group

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- Chipotle targets millennials. Through its Cultivate food and music festival and its Farm Team loyalty program, Chipotle targets the idealistic millennial who prioritizes locally sourced healthy meals over budget consciousness.
- Chipotles has kept millennials entertained through their multi-channel marketing campaign, even releasing a viral video and videogame app simultaneously.
- Millennials use a variety of social networks for news and information, especially Facebook. Fully 88 percent of millennials surveyed get news from Facebook at least occasionally, 83 percent from YouTube, and 50 percent from Instagram.
- The lives of Millennials in social media has changed over time. 27 percent of millennials use Facebook less than once a week, and 11 percent don't even have an account. Additionally, 54 percent don't have a Snapchat account, and 39 percent aren't on Twitter.



**Most Appropriate Social Media Tools**



# Instagram

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## **Advantages**

Instagram allows Chipotle to showcase their product by showing only pictures, this allows them to communicate with customers through visuals and captures their attention immediately.

## **Disadvantages**

People usually have a three second attention span and might not capture a dense and complicated visual, Instagram posts should be simple yet remarkable.





# Facebook

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## **Advantages**

Chipotle has the ability to share photos, links, videos, applications, nearby locations, news and have more communication with customers

They have three specialists that are in charge of answering personally to individuals who want to have a conversation with them, this gives a more personalized experience for the customer.

## **Disadvantages**

Customers might want to communicate spams or negative comments, which might help improve the company; however, should be monitored on a daily basis



# Twitter

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## **Advantages**

Twitter helps Chipotle to connect with the business biggest advocates directly

The 140 maximum word limit allows Chipotle to think thoroughly what message they want to say straightforward

Hashtags are a simple way of creating an index to a campaign or a conversation

## **Disadvantages**

Chipotle should look out for hashtag hijackers, retweets with misleading information

Backfire comments need to be perfectly managed to succeed in social media



# YouTube

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## **Advantages:**

Chipotle can provide compelling and entertaining visuals to their 34,000 followers.

Chipotle can explain their beliefs and traditions through storytelling and videos, capturing their audience's attention for extended periods of time.

## **Disadvantages:**

Audience may not have the attention span or be interested in the prolonged advertisements.

# Conclusion

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## **What is the organization doing right with social media?**

Chipotle has prevented negative social media by improving their product and then talking about issues consumers care about in entertaining ways.

## **What does the organization need to improve on with social media?**

Chipotle needs to continue being transparent, engaging in a dialog about its efforts to improve each ingredient they prepare and serve, addressing criticism in a speedy and open manner and producing content that engages the emotions and sparks dialog.

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