

DELTA AIR LINES

SOCIAL MEDIA PLAN

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DELTA

EXECUTIVE SUMMARY



Delta Air Lines is a major U.S. airline that operates in 15 main hubs. Delta is recognized by companies like Fast Company, Glassdoor and Fortune for its innovation, customer service and corporate culture. Delta's goal is to **exceed customer expectations, provide exemplary service** and **always strive for excellence**. Two key target audiences that Delta has, and can tap further into are corporate employees, as well as traveling families.

The primary focus of the social media marketing plan is to use Delta's social media as a means of **increasing communication** and **online engagement** and using additional social media platforms consistently like YouTube. Delta needs to engage with customers not only in a helpful way, but also in a fun, memorable way on social media.

For Delta Air Lines to strengthen their presence on social media, our social media marketing plan has specific goals to achieve this that include:

- Boosting brand engagement to increase Delta's two-way communication with customers, strengthen brand loyalty, increase sales and customer retention.

EXECUTIVE SUMMARY



- Strengthening the brand by targeting the more affluent adult market segment.
- Improving customer satisfaction by creating direct customer service support.
- Increasing engagement with audiences on social media by producing organic content.

Through a set of comprehensive social media goals, objectives and strategies that will be employed, Delta will be able to achieve its goals of boosting engagement, strengthening the brand, improving customer satisfaction and increasing audience engagement.

The strategies that are recommended include **listening**, **interacting**, **engaging** and **connecting** via social media platforms, and providing content on new platforms like YouTube.

In addition to strategies, this detailed plan will provide **measurement**, **tracking** and **evaluation** of the social media plan. Through measurement, Delta will be able to precisely adjust their SMM plan based on what is successful, versus what needs to change. A budget is included in this SMM plan to show the costs of implementing these strategies.

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LISTENING





KEY PROBLEMS & CHALLENGES



Delta Air Lines is one of the largest operating airlines in the United States with nearly 16% of the market share. In the past two years, Delta has faced numerous challenges concerning the COVID-19 pandemic and navigating the tribulations of it.

Public health has been the **top priority** for many Americans, and due to the quarantine airline travel declined drastically. According to the Bureau of Transportation Statistics, airlines carried **607% more passengers** in May 2021 than in May 2020.

This statistic shows just how much the airline industry was impacted by the pandemic and how crucial it is for businesses to maneuver these issues with a plan. Delta Air Lines must prove to and ensure their customers that their experience will be safe, clean, and seamless.

KEY PROBLEMS & CHALLENGES



Another challenge that Delta faces is the growing competition with other airlines. According to Analyzing Porter's 5 Forces Model on Delta Air Lines,

“The competition in the industry is high because the big airlines essentially fly to the same places out of the same airports for about the same prices”

(Depersio, 2021)

Delta has to make sure that they stand out from other airlines so that customers choose them over other competitors. They should upgrade their customer service and make sure that all flights run smoothly and on time so that the customer can have the best experience possible and want to choose Delta again in the future.

BRIEF OVERVIEW



Delta Air Lines was founded on March 2, 1925 in Macon, Georgia. It originally started as Huff Daland Dusters, and turned into a major U.S. airline that is highly recognized for its customer service and innovation.

Delta Air Lines started as a commercial agricultural flying company in 1925 and was the largest town fleet in the world at the time. Shortly after its founding, the company moved to Monroe, Louisiana. In 1928, C.E. Woolman, the principal founder of Delta, bought Huff Daland Dusters and renamed it to Delta Air Service after the Mississippi Delta region. The company officially became Delta Air Lines in 1934 and moved its headquarters to Atlanta in 1941.

The firm's slogan is to “Keep Climbing.” It’s mission statement is:

“We—Delta's employees, customers, and community partners together form a force for positive local and global change, dedicated to bettering standards of living and the environment where we and our customers live and work.” And its vision is “To be the World's Most Trusted Airline.”

BRIEF OVERVIEW



Delta is a major U.S. airline that operates in nine U.S. hubs, and six international hubs. It operates over **5,400 flights daily**, in over **300+ destinations, 50 countries** and **six continents**. As of 2019, Delta has 91,000 employees and a customer base of over **200 million people per year**.

According to Statista, Delta currently has a 15.5% market share, putting it in third place behind American Airlines (19.3%) and Southwest Airlines (17.4%). According to Statista, Delta has become the **most valuable airline in the world**, surpassing American Airlines. The brand is valued at more than \$10 billion U.S. dollars.

Looking at Delta's earning releases for quarter one of 2021 and comparing it to quarter one of 2019, Delta is operating at a 65% loss in total revenue. This means their cash flow is operating at a loss, and that they are spending money elsewhere.

BRIEF OVERVIEW



Due to the pandemic, Delta has debt and lease obligations to cover. However, they have not really increased or decreased their assets which means they are trying to hold the business they had in 2019. As of quarter two, Delta only has a 43% loss in revenue, meaning that it is getting back toward its normal earnings. According to McKinsey and Company, the airline industry is not set to fully recover with high levels of traffic until 2024.

Some common trends to expect from the airline industry post-covid include increased leisure trips, higher ticket prices, disparity of performance among airlines and an oversupplied amount of aircraft carriers.

As for the future of Delta, some updates to look out for that will keep it as the leader of its industry include **innovating the in-flight experience, modernized aircraft carriers, increased corporate social responsibility** and **investing in its employees.**

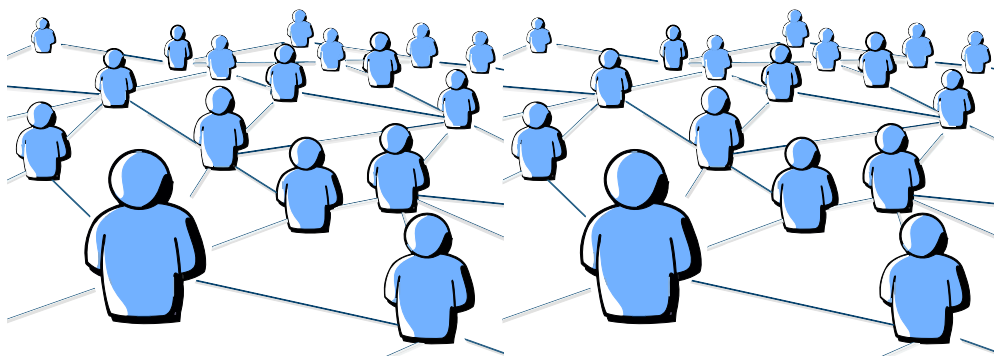
BRIEF OVERVIEW



With the airline industry struggling as a whole, Delta Air Lines could increase the speed that they recover as a company by taking advantage of social media marketing and outreach.

Social media has been shown to **increase brand loyalty** by building a community out of their customers. They are then able to use the people in this community to grow their fan base which happens naturally as the brand's current followers share or repost content that Delta Air Lines has created, encouraging new social media users to follow them.

The most effective way for a brand to do this is to post a mixture of informative, entertaining and sales based content on their platforms, so customers feel that they have an authentic relationship with the brand.



BRIEF OVERVIEW



Delta Air Lines should be using this method of social media marketing to grow their online community while the entire industry is trying to recover after COVID-19 stopped everyone from flying. Using this time of recovery to boost their number of loyal followers will help Delta Air Lines recover faster than other airlines, and help them to stay on top after other airlines recover because of the trust their customers have in them.

The social media actions required to secure a competitive advantage include **consistently posting content on all social media channels** and having that content receive positive reactions and reach a large number of people. These factors are important because it allows the brand's followers to begin to expect positive content from the brand which reinforces the community aspect of social media.



BRIEF OVERVIEW



American Airlines and Southwest Airlines are two of Delta Air Line's largest competitors in the airline industry. A social media strategy that both of these brands are known for is using social media as a faster way to respond to customer concerns or complaints. This is important and effective because customers can turn to Twitter to vent about a bad experience with a brand. So, if a brand utilizes their social media accounts to address these concerns, they can turn a customer's bad experience into a great customer service experience.

OBSERVING & AUDITING



YOUTUBE

Subscribers: 93.8K

9/14

1,019 views/ 73 likes/ 5 dislikes

9/13

584 views/ 24 likes/ 0 dislikes

9/8

887 views/ 47 likes/ 5 dislikes

8/30

19,370 views/ 641 likes/ 16 dislikes

7/2

77,166 views/ 1.8k likes/ 139 dislikes

6/29

19,292 views/159 likes/ 35 dislikes

6/28

63,051 views/ 1.3k likes/ 63 dislikes

6/17

1,315 views/ 64 likes/ 13 dislikes

6/15

12,099 views/ 419 likes/ 23 dislikes

6/4

3,134 views/ 121 likes/ 4 dislikes

6/1

2,468 views/ 126 likes/ 13 dislikes

5/27

1,251 views/ 53 likes/ 6 dislikes

5/7

1,156 views/ 62 likes/ 4 dislikes

5/4

3,813 views/ 116 likes/ 9 dislikes

5/3

1,590 views/ 108 likes/ 6 dislikes

3/16

4,705 views/ 109 likes/ 44 dislikes

3/15

16,717 views/ 415 likes/ 56 dislikes

3/8

3,007 views/ 191 likes/ 23 dislikes

12/7/2020

2,419,519 views/ 87 likes. 31 dislikes

12/-/2020

2,181 views/ 69 likes/ 16 dislikes

10/28/2020

2,937 views/ 89 likes/ 13 dislikes

10/13/2020

11,099 views/ 166 likes/ 18 dislikes

09/10/2020

43,441 views/ 322 likes/ 20 dislikes

OBSERVING & AUDITING



TWITTER

Followers: 1.6 M

09/17

84 likes/ 10 retweets/ 13 comments

09/16

733 likes/ 150 retweets/ 680
comments

09/13

149 likes/ 20 retweets/ 26 comments

09/08

1.2k likes/ 262 retweets/ 1.2k
comments

09/07

82 likes/ 23 retweets/ 25 comments

09/07

34 likes/ 3 retweets/ 9 comments

09/03

191 likes/ 56 retweets/ 83 comments

09/01

1.9k likes/ 313 retweets/ 371
comments

09/01

240 likes/ 38 retweets/ 31 comments

08/31

679 likes/ 129 retweets/ 209
comments

08/23

757 likes/ 117 retweets/ 736
comments

08/22

1.7k likes/ 325 retweets/ 159
comments

08/18

97 likes/ 22 retweets/ 155 comments

08/17

949 likes/ 63 retweets/ 169
comments

08/12

138 likes/ 6 retweets/ 36 comments

08/12

143 likes/ 8 retweets/ 16 comments

08/12

184 likes/ 13 retweets/ 37 comments

08/12

921 likes/ 135 retweets/ 59
comments

08/10

345 likes/ 86 retweets/ 1k comments

08/06

152 likes/ 33 retweets/ 122
comments

OBSERVING & AUDITING



TWITTER

- 09/05**
448 likes/ 72 retweets/ 734 comments
- 08/04**
763 likes/ 491 retweets/ 1k comments
- 08/03**
459 likes/ 87 retweets/ 97 comments
- 07/29**
812 likes/ 105 retweets/ 342 comments
- 07/28**
1.5k likes/ 250 retweets/ 195 comments
- 07/27**
638 likes/ 138 retweets/ 385 comments
- 07/27**
795 likes/ 218 retweets/ 1k comments
- 07/23**
687 likes/ 75 retweets/ 253 comments
- 07/21**
565 likes/ 261 retweets/ 921 comments
- 07/21**
90 likes/ 8 retweets/ 35 comments
- 07/19**
133 likes/ 19 retweets/ 50 comments
- 07/19**
36 likes/ 6 retweets/ 17 comments
- 07/16**
572 likes/ 107 retweets/ 970 comments
- 07/15**
233 likes/ 23 retweets/ 62 comments
- 07/13**
1k likes/ 464 retweets/ 192 comments
- 07/12**
154 likes/ 22 retweets/ 70 likes
- 07/09**
1.3k likes/ 68 retweets/ 730 comments
- 07/09**
121 likes/ 6 retweets/ 44 comments
- 07/08**
147 likes/ 16 retweets/ 34 comments
- 07/06**
178 likes/ 21 retweets/ 341 comments

OBSERVING & AUDITING



INSTAGRAM

9/15

7,008 likes/ 94 comments

9/9

21,610 likes/ 284 comments

9/7

9,484 likes/ 1,059 comments

9/2

10,927 likes/ 281 comments

9/1

3,421 likes/ 141 comments

8/27

34,809 likes/ 989 comments

8/26

8,430 likes/ 567 comments

8/21

8,319 likes/166 comments

8/12

37,166 likes/ 663 comments

8/6

8,367 likes/ 519 comments

7/30

17,472 likes/ 336 comments

7/28

26,759 likes/ 1,477 comments

7/25

10,956 likes/ 301 comments

7/16

15,251 likes/ 548 comments

7/10

26,824 likes/ 394 comments

7/7

24,413 likes/1,194 comments

6/29

23,545 likes/ 512 comments

6/24

19,855 likes/ 321 comments

6/19

4,616 likes/ 178 comments

6/11

16,945 likes/ 2,591 comments

6/4

5,696 likes/ 191 comments

OBSERVING & AUDITING



FACEBOOK

Followers: 3.2M

9/16

526 likes/ 188 comments/ 20 shares

9/10

2,800 likes/ 93 comments/ 172 shares

9/3

514 likes/ 263 comments/ 67 shares

8/27

6,600 likes/ 819 comments/ 488 shares

8/22

8,500 likes/ 996 comments/ 722 shares

8/12

3,600 likes/ 625 comments/ 75 shares

8/6

274 likes/ 281 comments/ 22 shares

7/28

2,300 likes/ 965 comments/ 89 shares

7/22

2,700 likes/ 785 comments 105 shares

7/14

3,600 likes/ 982 comments/ 115 shares

7/8

10,000 likes/ 878 comments/ 350 shares

6/30

293 likes/ 354 comments/ 21 shares

6/24

2,900 likes/ 957 comments/ 88 shares

6/17

354 likes/ 209 comments/ 23 shares

6/15

97,100 views/ 1,300 likes/ 7,100 comments/ 311 shares

6/10

9,500 likes/ 543 comments/ 1,300 shares

6/4

375 likes/ 303 comments/ 51 shares

5/29

414 likes/ 319 comments/ 68 shares

5/21

2,000 likes/ 481 comments/ 67 shares

OBSERVING & AUDITING



AVERAGE

| Platform | YouTube | Twitter | Instagram | Facebook |
|-------------------------|--------------------------------|--------------|-----------------|----------------|
| Avg. Likes | 285 (likes) 24.4 (dislikes) | 533 per post | 16,640 per post | 3,081 per post |
| Avg. Shares | N/A | 107 per post | N/A | 218 per post |
| Avg. Comments | N/A | 315 per post | 609 per post | 902 per post |
| Avg. Video Views | 117,904 per video | N/A | N/A | N/A |

OBSERVING & AUDITING



AUDIT EXPLANATION

Based on this social media audit of Delta Air Lines most used social media platforms, their most successful platforms are Instagram and Facebook.

Facebook has the most followers of Delta's social media platforms with 3.2 million followers. However, their number of likes, comments and shares are inconsistent with its large following with some posts only reaching well over 1,000 and others not even reaching 500 likes. The fact that they have 3.2 million followers means that this platform should not be dismissed, and instead the brand needs to improve the content being posted to this platform to engage the audience in a more effective way.

Although the Instagram page has less followers than the Facebook page, it has higher and consistent engagement. All the Instagram posts have well over 1,000 likes and hundreds of comments. This means that the audiences on the Instagram account are actively engaged, so the focus for this platform should be on growing the community which can be accomplished by posting content that encourages their followers to share a post with a friend or tag one of their followers.



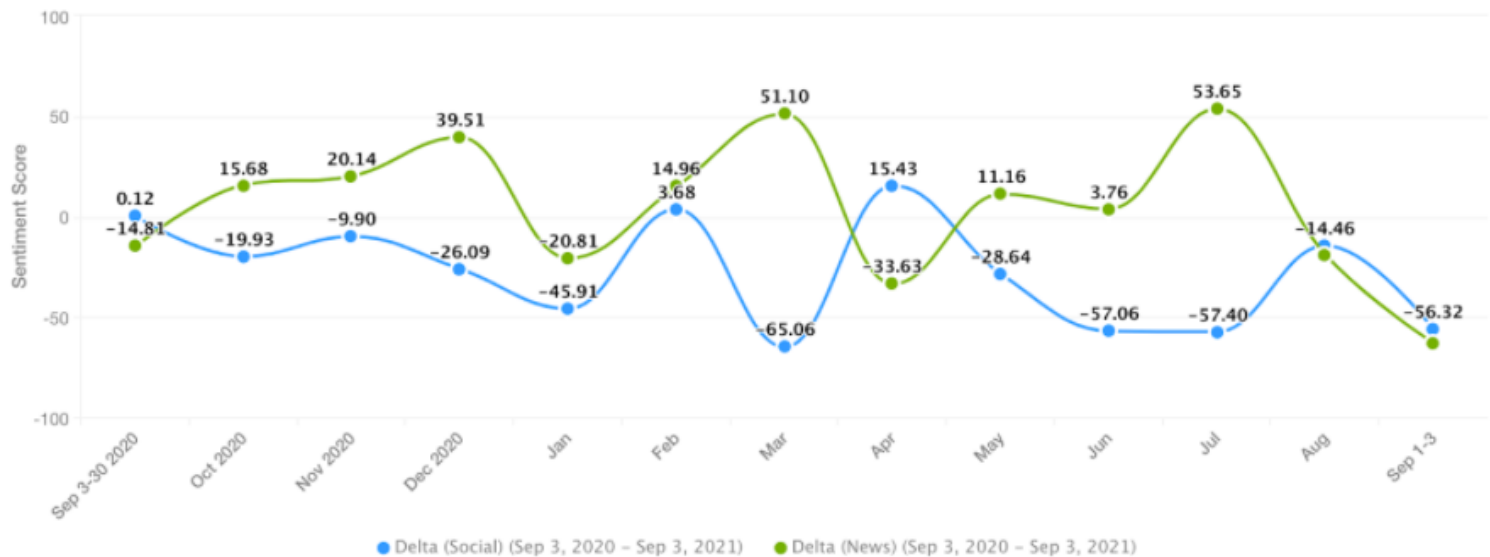
AUDIT EXPLANATION

Based on this audit, Delta Air Lines has the opportunity to grow their community on their YouTube channel, however they need to begin posting more consistently. The audit showed that there were some months that the company would post four to five times in a month, and in other months, the brand would only post once or not at all. The lack of consistent posting does not allow the size of the audience or the amount of positive engagement to grow. The majority of the sentiment on the YouTube channel is positive which is why it would be valuable to invest in content for this platform.

AUDITING EARNED MEDIA



SENTIMENT SCORE



Delta Air Lines' news and social sentiments appear to have an inverse relationship. Delta continues to have a fairly positive social sentiment, only dropping below a score of zero, three times in one year. However, Delta has struggled to maintain a positive sentiment for news over the past year.

In March, Delta received a negative sentiment due to the CEO publicly criticizing a GOP-backed law passed in Georgia which suppressed voter rights. This stance from the company prompted a boycott by a portion of their customer base. In response, Georgia's Republican-controlled House voted to take away a major tax break for Delta.

AUDITING EARNED MEDIA



SENTIMENT SCORE ANALYSIS

While Delta received a negative sentiment in the news because of this incident, they received a very positive social sentiment at the same time. Many customers offered their thoughts on the CEO's comments and felt that his values resonated with them.



Surprisingly, the conversation surrounding Delta Air Lines in both the news and social media was not dominated by COVID-19. Rather, people are concerned about the messages the company is sending out and what values they represent. Delta has done a good job with maintaining a positive social sentiment, but needs to work on improving their negative news sentiments.

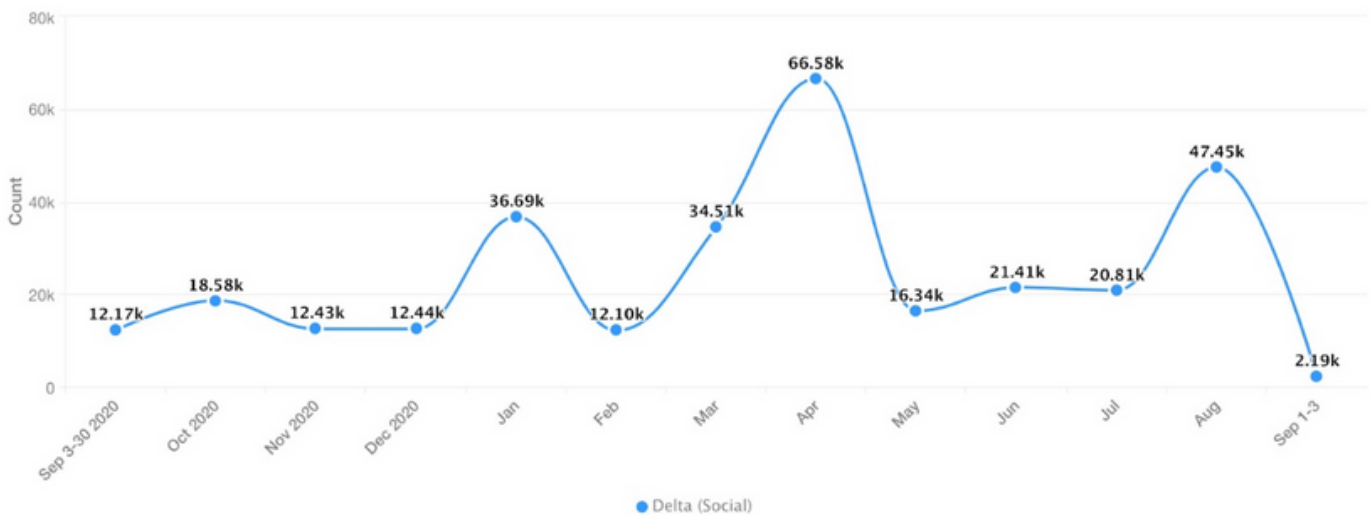
AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS MEDIA

Analyze > Delta Dashboard > Media Exposu... > Delta (Social), Apr 2021

Sep 3, 2020 - Sep 3, 2021



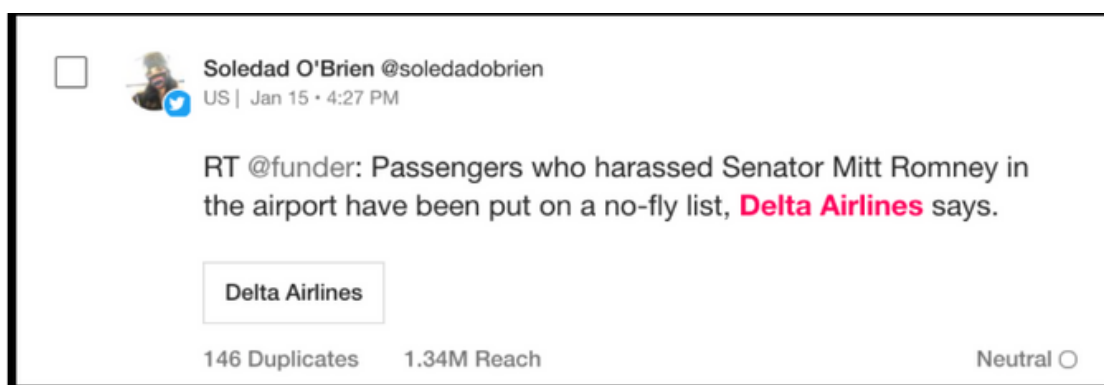
From September 2020 to September 2021, there were a few peaks of earned social media visibility for Delta Air Lines. In January 2021, Delta peaked in earned social media visibility due to harassment and a new policy.

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS MEDIA

In January, Senator Mitt Romney flew Delta and was harassed by passengers who called him a “traitor.” The passengers were then banned permanently from Delta Air Lines, and this story made the news. In addition, Delta Air Lines announced a new policy that would ban emotional support animals on flights and it went into effect on January 11, 2021. (See figures 1 and 1.1)



(Figure 1)




(Figure 1.1)

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS MEDIA

In April 2021, Delta had a huge volume of social media visibility due to its stance against the voter suppression bill in Georgia. The voter suppression bill would create obstacles for voting including decreasing the number of ballot boxes, limiting the window for early voting, additional photo identification requirements and allowing state officials to get around the work of election officials if they do not like the voting outcomes. (See figures 2 and 2.1)

 **MSNBC @MSNBC**
Apr 1 • 11:59 AM 📄 🗑️ ⋮

CEOs for **Delta Airlines** and Coca-Cola came out in strong opposition to Georgia's recently passed voting law on Wednesday, both calling the law "unacceptable." t.co/CmOPsQBPSH

Delta Airlines

4.18M Reach 438 Engagement

(Figure 2)



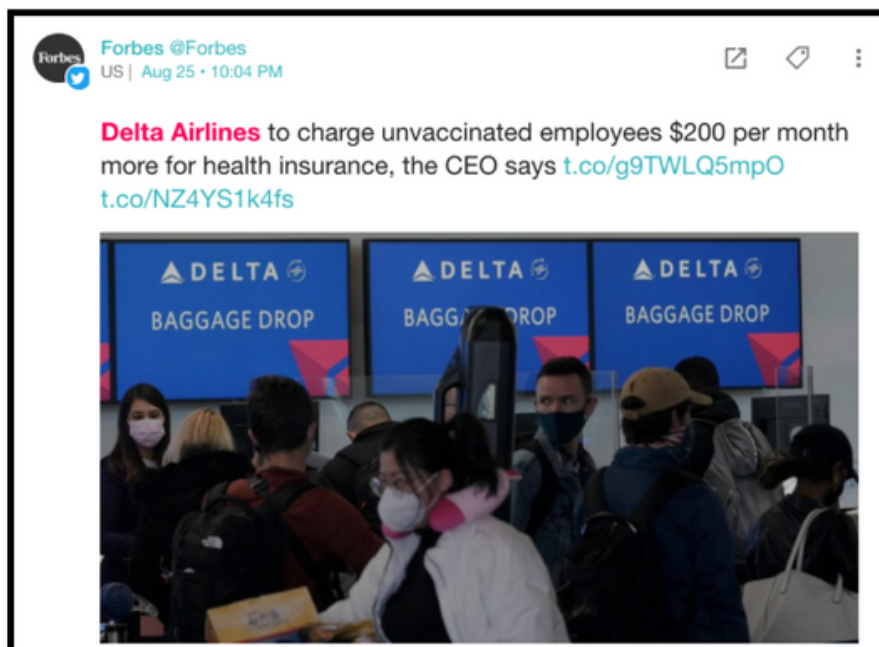
(Figure 2.1)

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS MEDIA

As a major company headquartered in Atlanta, Delta brings in a lot of business to the state and decided to use its financial power to take a stance against the GOP voter suppression bills. Finally, Delta experienced another peak in visibility in August 2021. At the end of August Delta Air Lines announced that it would be charging its unvaccinated employees an extra \$200 per month for health insurance. (See figure 3). Multiple large media outlets picked up this information, and it gained attention and traction on social media platforms.

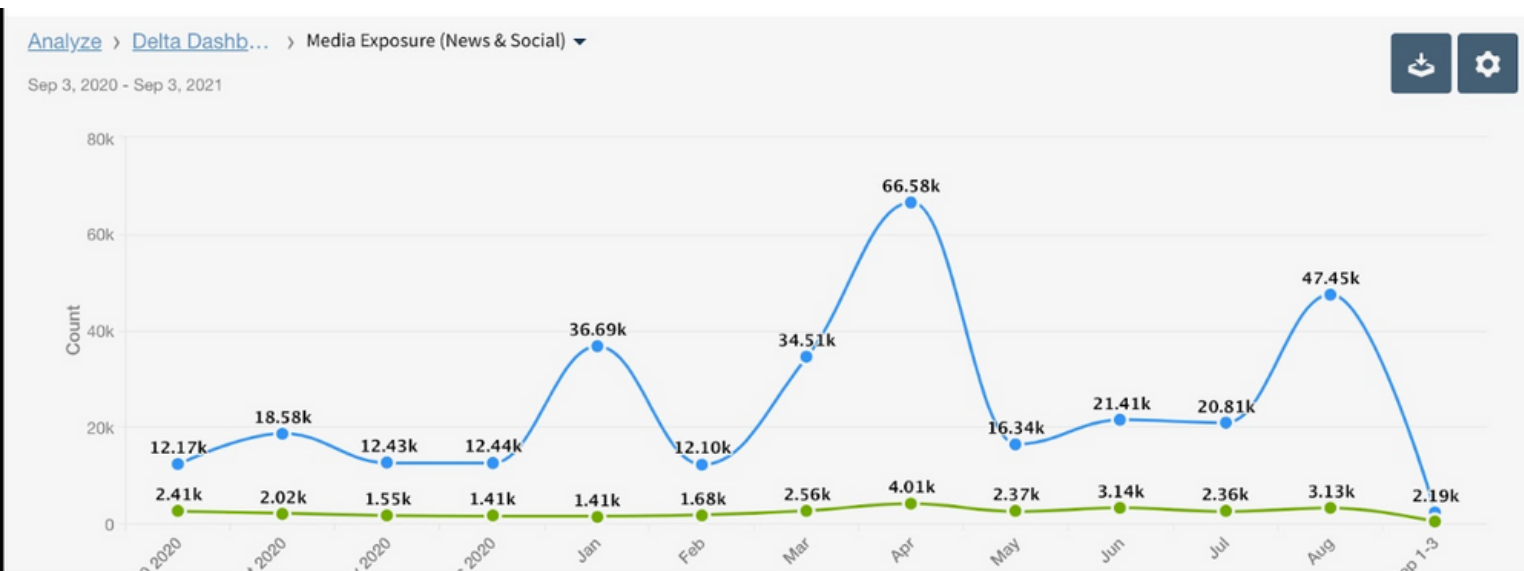


(Figure 3)

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS AND SOCIAL MEDIA



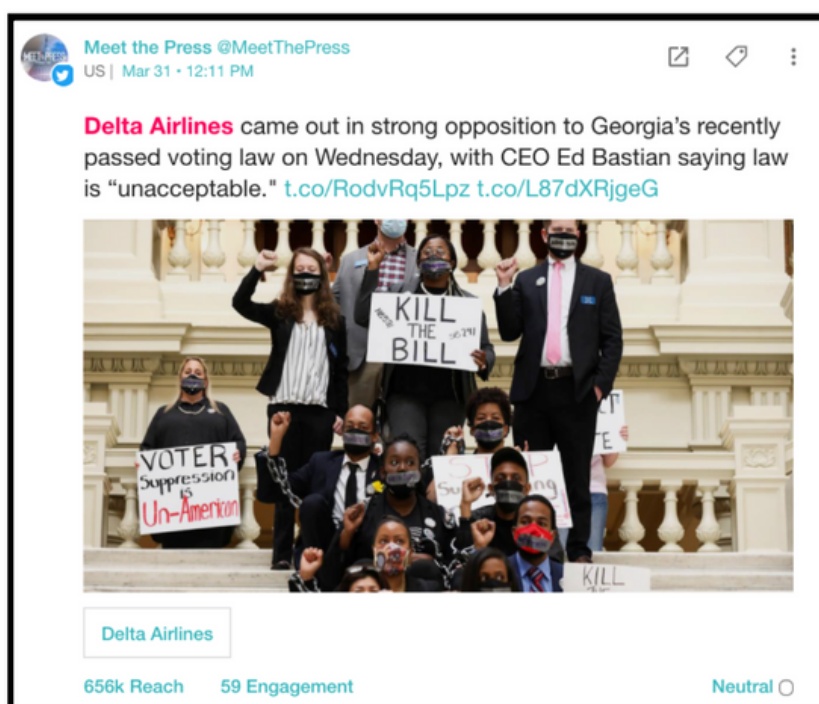
For Delta's combined media exposure of news and social media, there is significantly increased news exposure during the months of March, April and August.

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS AND SOCIAL MEDIA

At the end of March and beginning of April, Republican Governor Brian Kemp and Georgia legislatures passed a 98 page voting law that limits the early voting period, and limits access to voting ballots in particularly urban and democratic areas. Delta Air Lines, along with other major corporations in Atlanta like Coca-Cola stated their support for voting rights, and opposition to voter suppression (See figure 1).



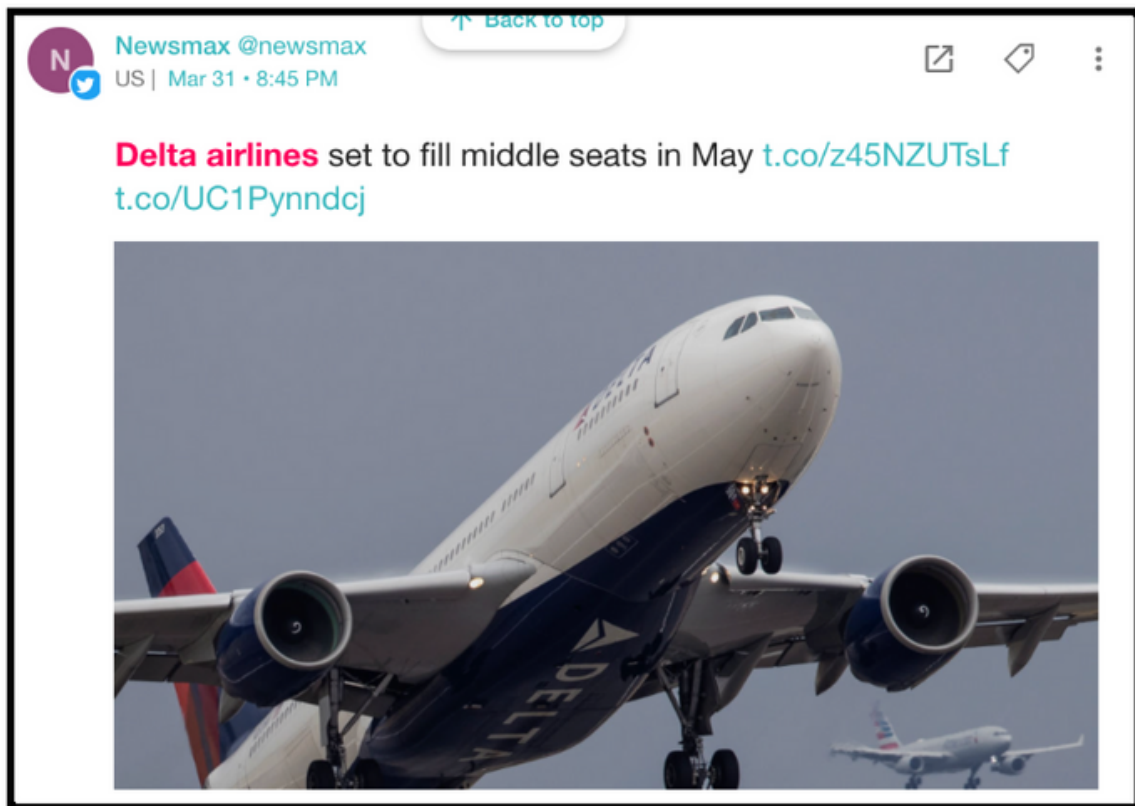
(Figure 1)

AUDITING EARNED MEDIA



MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS AND SOCIAL MEDIA

At the same time, the company also updated its COVID-19 policy, by reintroducing the middle seats. Previously, during the height of the pandemic passengers were left with the middle seat open, so there was additional room for social distancing. Delta also was boarding the plane from back to front to minimize contact with passengers (see Figure 2).



(Figure 2)

AUDITING EARNED MEDIA

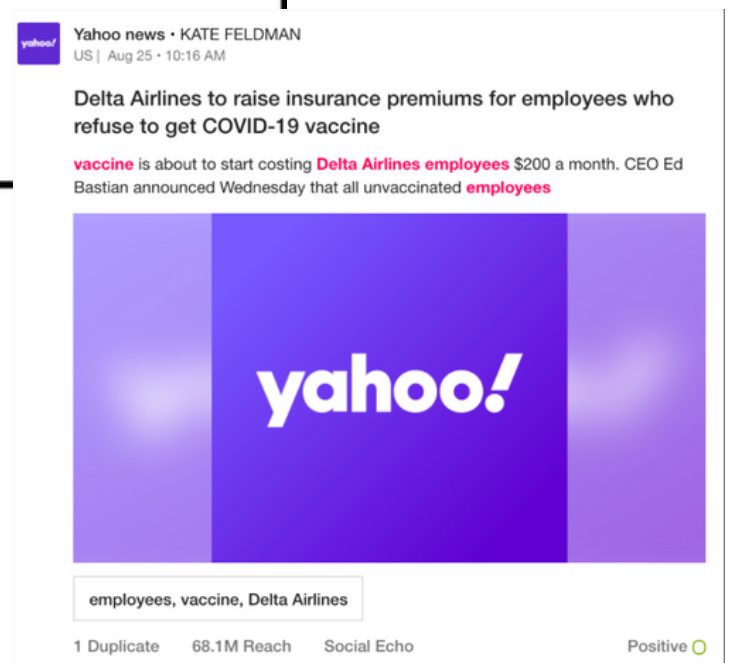


MEDIA VISIBILITY ANALYSIS IN EARNED MEDIA FOR NEWS AND SOCIAL MEDIA

COVID-19 policies are newsworthy, so they gain the attention of the public, particularly those who fly Delta. In August, Delta released information that it was charging its unvaccinated employees \$200 more per month for health insurance. This gained wide visibility on social media and news media, as it added to the ongoing debate around whether or not companies can/ or should require the COVID-19 vaccine. (See figures 3 and 3.1 below)



(Figure 3)



(Figure 3.1)

STRATEGIC PLANNING



SWOT ANALYSIS



STRENGTHS

- Strong online presence on multiple social media platforms including: Facebook, Twitter, Instagram and LinkedIn
 - Facebook: 3.3 million followers
 - 3.2 million likes
 - Instagram: 1.1 million followers
 - Twitter: 1.6 million followers
 - LinkedIn: 819,000 followers
- The company is constantly posting on each social media platform: everyday or 2-3 days for Facebook, Instagram and Twitter, and for LinkedIn, it's about 2-3 times per week
 - Strong engagement and presence
- Delta has staff that are experienced and adept on multiple platforms
 - Delta has dedicated/enthusiastic social media team that engages with online customer complaints, signs messages personally and sends apology gifts in certain cases

SWOT ANALYSIS



STRENGTHS

- Top executives like the CEO of Delta, Ed Bastian, are supportive of social media efforts; Bastian was ranked one of the top 10 Most Connected Leaders
- Delta has resources available to participate on social media platforms:
 - Money: Spent under \$100 million on advertising/media
 - Employees: social media team
- Delta has a number of vibrant social media properties:
 - Delta News Hub
 - Articles
 - Networking/Collaborative Webinars
 - Followers/Likes (see above)
 - Strong SEO
- Delta Air Lines has a unique competitive advantage with its global and local presence. It has multiple different products and services it can offer its customer base, which allows it to market to different audiences based on budget and miles
 - Posts content that is relevant to its customer base: travel photos, people, CSR initiatives, infographics for travel, COVID-19 updates/travel information

SWOT ANALYSIS



WEAKNESSES

- Inconsistent content and weak brand presence on Youtube
- Lacks ability to respond to customers on their concerns
- Suspended their customer service on Twitter and Facebook
 - Lacks direct help from a Delta Air Lines official
- Employees sign their names when replying to customer tweets - shifts the focus from the brand to the individual
- Relies more on North American market for its profit and doesn't interact enough internationally
- Lacks replies to positive comments and reviews on Twitter account
- Restricts employees from posting certain content on their personal social media accounts
 - Employees fired for posting offensive content

SWOT ANALYSIS



OPPORTUNITIES

- More Instagram followers than Southwest Airlines, United Airlines, and American Airlines
- Increase engagement among highest spending demographic (millennials) / target markets
 - Specifically target millennials through existing social media platforms with the addition of TikTok
- Effectively communicate developing COVID-19 updates
- Implement the consistent use of additional platforms such as YouTube in order to increase reach and engagement
- Maximize communication efforts with customers on platforms like Twitter to maintain an open, two-way channel of communication and loyal customer base
- Partner with businesses in order to localize marketing and directly target specific demographics
- Clearly communicate Delta's efforts towards public health to maintain customer relationships
- Dominate the narrative of incidents on airlines by clearly stating consistent procedures Delta follows in order to combat negative sentiments

SWOT ANALYSIS



THREATS

- Southwest Airlines' Twitter Page
 - More Followers (2.1 Million compared to 1.6 Million)
 - More engaging content
- Southwest Airlines and United Airlines both post more consistently on YouTube
- JetBlue is now known for its use of social media, not as a sales strategy but to connect with customers
 - More followers on Twitter
- Other airlines have better customer service on their Twitter pages
 - Other airlines have positive tweets in their tweets and Replies page but Delta only has customer complaints
 - This makes it look like there is a disproportionate number of complaints to positive experiences
- United Airlines, JetBlue and American Airlines have a verified TikTok Accounts and Delta does not
- COVID-19 has diminished people's trust in airline cleanliness and made them skeptical of flying

SUMMARY & SUGGESTIONS



Our first suggestion based on the SWOT analysis is the S-O Strategy. For this strategy, we suggest that Delta Air Lines increases its engagement with its target demographic on its social media channels like Facebook, Instagram and Twitter. It will increase its engagement by posting more videos on YouTube in order to optimize SEO and further increase social media engagement, as well as focus on maximizing its communication efforts by contributing to more two-way communication with its customers.

Our second suggestion for Delta Air Lines follows the S-W tactics and our idea is to utilize additional social media platforms consistently such as YouTube. By targeting more audiences through additional platforms, Delta will be able to increase reach and engagement. Additionally, Delta will have more opportunities to widen the two-way communication via social media platforms.

Our third suggestion for Delta Air Lines based on the SWOT analysis table follows the Strengths and Threats or S-T tactics. We recommend that Delta Air Lines uses its large social media presence to interact with customers in a way that is more focussed on positivity and having fun with their customers. They already have a lot of followers, but right now Delta Air Lines mostly uses its platforms for promotion, education and to solve customer service issues.

SUMMARY & SUGGESTIONS



While all of these uses are important, many of the other airlines who are Delta's competition use their social media platforms to playfully interact with their followers. Using social media in this way creates a relationship between the brands and the followers, which is a threat to Delta because when those followers go to book a flight they are more likely to think of the airline that they have a relationship with first. To fight this threat, Delta Air Lines can use its presence in a more entertaining and engaging way.

Lastly, in order to decrease the weaknesses and threats that are in Delta Air Lines social media accounts, they need to increase engagement with their YouTube presence. Other competing airlines' social media accounts have a lot more followers on YouTube and Twitter and have better customer service on Twitter. Delta needs to make a weekly plan to consistently make content and post on YouTube because it keeps customers interested and engaged in the company. With regard to the customer service, Delta should bring back their direct customer service from an airline official on Twitter because their competition has positive feedback on Twitter replies and a better customer experience from officials.

SETTING GOALS



Goal: Boosting Brand

After conducting a SWOT analysis for Delta Air Lines, our group has decided that the primary goal for Delta is to boost brand engagement. What we have noticed from our SWOT analysis is that Delta has a strong social media presence on multiple platforms such as Facebook, Instagram and Twitter, but the engagement with its audience is not as strong as other airlines.

We have found that Delta lacks engagement in positive sentiments, lacks engagement in international markets, and is shifting the focus in response when replying to customers tweets. For example, Delta replies to positive sentiments online such as comments and reviews. Further, Delta Air Lines predominantly engages with its North American market, when it should also be engaging more with other international markets. Additionally, the employees sign their names when they do respond to customer tweets shifting the focus from the brand to the individual.

By boosting brand engagement, Delta Air Lines will be able to increase its two-way communication with customers, strengthen brand loyalty, and increase sales and customer retention.

SETTING GOALS



Goal: Boosting Brand

OBJECTIVES

- We want to use the Delta Air Lines social media channels in a way that is more focused on having fun with the followers and engaging with them.
- We want to encourage more customers to interact with the Delta Air Lines brand on social media.
- We want to increase the number of followers by posting more frequently on all social media channels.
- We want to interact with other brands in the travel industry to gain the attention of a larger audience.
- We want to increase the amount of social media content that helps people to get to know how Delta Air Lines works and the employees who work there. This will help them to see the organization as lots of individuals rather than one massive corporation.

SETTING GOALS



Goal: Boosting Brand

METRICS: DELTA AIR LINES

KPI'S

- We want to boost brand engagement in multiple social media platforms. With the main platforms being Instagram, Twitter and Facebook, we want to focus more on Youtube and getting more engagement and interaction with customers and followers.
- We should grow our following on YouTube and strive to reach over 100k subscribers and over 1,000 views on YouTube.
- On Youtube we want to increase our subscribers and views by posting content two times a week.
- We need to boost the engagement across all social media platforms in order to get the most attention.

SETTING GOALS



GRAPH OF KPIS

| Goals | Objectives | Metrics |
|---|--|--|
| Increase Delta Air Lines' social media engagement and positive sentiments through various social media platforms | Increase communication and engagement with customers on all social media platforms | # of replies and tweets to customers / # of likes, comments and shares on a post |
| | Increase # of followers across all social media platforms | # of followers |
| | Interact with other brands in the industry to attract larger audiences | Using "@" and # in posts |
| | Produce more social media content focused on the employees and company culture | # of owned / organic social media posts |

SETTING GOALS



DETERMINING STRATEGIES

Delta Air Lines comprehensive social media strategies include:

LISTENING

- Closely monitor media (on Meltwater), both the positive and negative sentiments of Delta Air Lines, to identify what is contributing to our overall brand reputation/recognition.
 - We want to know who is mentioning Delta Air Lines, why they are mentioning the brand, what is being said about our key competitors and what is attracting customers to Delta or its competitors.
 - EX) Identifying the positive and negative sentiments of Delta Air Lines, such as when Delta banned ESA's or when Delta issued a statement against the GOP voter suppression bill in Georgia.

SETTING GOALS



DETERMINING STRATEGIES

INTERACTING

- Create a direct customer service account in order for customers to get help from an associate immediately. This will allow customers to write positive feedback about flying Delta and guarantee they will use Delta again in the future
- Respond to all positive comments and address customers' concerns across all social media platforms. This will build relationships with customers and allow brand recognition
- Ask followers what content they want to see and for feedback on what Delta can improve on with posting additional content
- Create a community around the social media content and provide ways for followers to interact with each other and Delta employees

SETTING GOALS



DETERMINING STRATEGIES

ENGAGING

- Produce organic content featuring Delta employees and company culture. This type of content creates a sense of authenticity and grabs more customers' attention because they feel it is "real."
- Create content that encourages users to interact such as links, polls, etc. to boost the number of clicks, replies and comments.
- Communicate effectively with customers via social media platforms to answer questions/converse.
- Use hashtags in order to gain more attention from a larger audience.
- Create organic conversations on social media platforms surrounding industry news/tips and tricks in order to bolster engagement.

SETTING GOALS



DETERMINING STRATEGIES

CONNECTING

- Reply to as many posts that Delta Air Lines is tagged in as possible.
 - Right now the focus is only on replying to complaints as a form of customer service, but this is problematic because when people see what Delta Air Lines has replied to, it looks like there is a disproportionate number of complaints than compliments.
- Create more content that is showing the “Behind the Scenes” of Delta Air Lines.
 - This includes introducing them to staff members and showing how different processes work. This will create more of a relationship between the followers and the brand, as well as increase transparency and trust.
- Engage with other brands in the travel industry on social media to help connect to their followers and potentially increase the number of followers Delta Air Lines has.

**TARGET AUDIENCE
& SELECTION OF
KEY PLATFORMS**



IDENTIFICATION OF A TARGET MARKET & CREATING PERSONAS



TARGET AUDIENCE #1 "BUSINESSWOMAN BETTY"

"Businesswoman Betty " represents the corporate or business consumers and frequent flyers between the ages of 30 and 50. Although her name is Betty, this does also apply to all genders who are traveling for work. A lot of businesses use Delta Air Lines for traveling to corporate meetings, events, and conferences. Different companies pay for their workers to go to other states and countries to network with new or existing clients. The Delta SkyMiles program has all sorts of perks and "Delta boasts the highest FTP membership, with 42% of airline FTP members belonging to its SkyMiles Program" (Mintel, 2019). These different memberships give people the ability to have access to certain lounges, free upgrades, priority boarding/seat assignments and unlimited miles. According to Mintel, "Generally, passengers are more likely to be frequent flyer program members as they get older (up to age 55) and wealthier" (Mintel, 2019). These business consumers are interested in having five-star treatment with the perks that the these programs provide, and they are more likely to use them in the future if they have a memorable experience.

IDENTIFICATION OF A TARGET MARKET & CREATING PERSONAS



TARGET AUDIENCE #1 "BUSINESSWOMAN BETTY"

The creation of "Businesswoman Betty" was to target an audience of 30-50 year olds who travel constantly for work. We used Mintel's Air Lines report specifically targeting frequent flyer programs and the type of customers who are members. We found that "the fact that FTP membership is so much higher among those making \$100K+ annually underlines that, despite fares being low compared to other times in history, frequent flying is still done by the most affluent" (Mintel, 2019). The majority of people using these programs are in the older age range because the younger and less-wealthy travelers choose an airline based on the flight price, not based on their likeness of the airline.

BUSINESSWOMAN BETTY

35-50 YEAR OLD BUSINESS PEOPLE



KEY PLATFORMS



Needs: Flexible flight times, all-star service, free upgrades, frequent flyer miles, and accessible lounges.

Interests: Networking, playing golf, five-star hotels and restaurants, and interacting with clients.

Constraints: Busy work schedule, always on a different time zone/jet lag, and away from family.

Behavior: Betty is a hardworking mother who devotes her time and energy into her busy life between working and being a parent. While traveling for work, Betty loves to get to the airport early and go to the airline's private lounges where they have complimentary food and beverages. She loves saving up on miles and using them for future vacations with her family. Even though she travels a lot she likes the adventure!

IDENTIFICATION OF A TARGET MARKET & CREATING PERSONAS



TARGET AUDIENCE #2 "FAMILY MAN FRANK"

"Family Man Frank" represents parents that are 25-45 years old. A 2020 Mintel Report called Family Vacations says that 80% of parents traveled with their children in 2019 (Mintel, 2020). Many of these families travel by plane; 37% of parents belong to a frequent flyer program, and only 28% of non parents belong to frequent flyer programs (Mintel, 2020). Adults with children are likely to belong to frequent flyer programs and/or rewards programs because it saves them money.

However, cost is not the biggest factor when it comes to travel for parents. According to Mintel, 53% of parents say that time is the bigger factor when it comes to travelling (Mintel, 2021). Parents are willing to spend more money for travelling and vacations with their children when they can find time to take off work or a break from their busy schedules. Parents are seeking out airlines that have frequent flyer programs, have many flights that will allow them to travel whenever they are available to do so and great airlines that will make their travel experiences nice and easy; Delta Air Lines has all of these things.

IDENTIFICATION OF A TARGET MARKET & CREATING PERSONAS



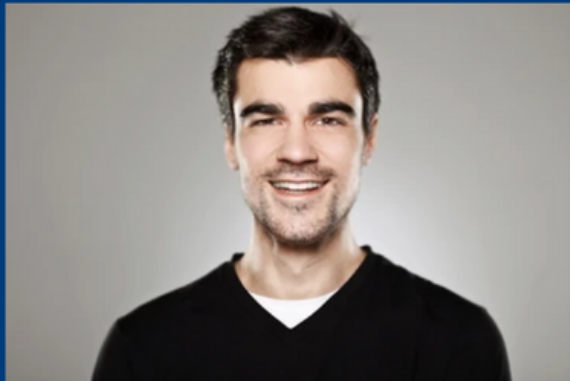
TARGET AUDIENCE #2 "FAMILY MAN FRANK"

We profiled this audience as a male, but this audience is targeted to parents of any gender. These parents range from 25-45 years old because these ages have children under 18 years old, and parents of children under 18 years old are more likely to be travelling with their kids consistently because their children still live with them. Parents are more likely to book overnight vacations over non parents. According to Mintel's Travel Booking report in 2020, 25% of parents booked two trips in 2020 compared to 21% of non parents and 19% of parents booked three trips and 12% of non parents booked three trips (Mintel 2020).

Because most adults have jobs, they cannot always travel whenever they want to, so they will arrange their travel plans in advance. Delta has over 4,500 flights daily, which is convenient for travellers with busy schedules. There is a wide variety of destinations that parents take their children to, and Delta Air Lines travels to over 300 destinations, 50 countries and 6 continents.

FAMILY MAN FRANK

25-35 YEAR OLD PARENTS



KEY PLATFORMS



Needs: Frequent flyer and rewards programs to save money in the long run, easy booking for busy life, and family-friendly traveling experience.

Interests: Beach vacations, sightseeings vacations, water parks/amusement parks, and kids' activities.

Constraints: Busy work and family schedule which prevents traveling many times a year and few bookings because of busy schedule.

Behavior: Frank is a father who likes to travel 1-2, maybe more, times a year with his family. He is interested in airline programs that will allow him and his spouse to save money on travel, but he is more interested in convenient flight days and times for his family to book. He likes to travel to places that his children will enjoy and that he and his spouse will enjoy as well.

SELECTING PLATFORMS



TWITTER



According to Statista, 24-35 year olds are the largest age demographic to be active on Twitter; users within this age range make up 38.5% of Twitter's total audiences (Statista). It was also found that Twitter's audience demographic was heavily skewed towards males with 68.1% of users identifying as male on the platform (Statista).

The American Press Institute also confirmed that people who use Twitter are more likely to keep up with the news at least daily and claim that it is easier to keep up with the news now than it was five years ago even when they are compared to other social media users (American Press Institute). Of Twitter users, 71% use the platform multiple times every day and the most common reasons they are using the app are: to be alerted to or to find out more about breaking news, to keep up with the news in general and to pass time (American Press Institute).

SELECTING PLATFORMS



TWITTER



All of this information shows us that Delta Air Lines' target audience of "Family Man Frank" is the ideal audience to be reached using Twitter as this audience matches the most common age demographic to be on Twitter. The target audience "Businesswoman Betty" will also effectively be reached through Twitter because the age range overlaps and people who are working in the business world are typically expected to have a general idea of what is going on in the world because it could affect their professional interests. Family Man Frank and Businesswoman Betty are both audiences that need to be consistently updated on anything that may be happening with their airline. Someone who travels with children will want to have updated information so they know if they should hold off on bringing their families to the airport in the case of a delay or if they need to find a hotel for the night if one of their connecting flights is going to be canceled. Someone who travels for business regularly will also need quick and accurate updates about their flight information because oftentimes professionals will fly into a city in the morning and have a meeting to attend in the afternoon.

SELECTING PLATFORMS



TWITTER



Having updates on Twitter would allow them to communicate with their colleagues if they are going to be late for the meeting because something happened involving their flight.

Both of these audiences are likely to use Twitter for news updates more than anything else and are likely to value fast and consistent updates about their airline choices and flights. They are also likely to open the Twitter app when they have a few minutes of free time so content that is funny or entertaining could also help with increasing engagement and user retention. This makes Twitter the ideal platform to provide important updates as well as entertaining content multiple times a day.

SELECTING PLATFORMS



INSTAGRAM

According to Statista, Instagram ranks fourth in the world for the most used social media platform, with about 1.386 billion active users. Instagram is used to share photos and videos. According to Pew Research Center, the percentage of U.S. adults who say they use Instagram are 18-29 year-olds at 71%, followed by 30-49 year-olds at 48% and lastly 50-64 year-olds at 29%. Also, according to Pew Research Center, 44% of the U.S. adults who reported using Instagram are women and 36% are men. Considering our two target audiences, Family Man Frank and Businesswoman Betty, Instagram will be a vital resource to communicate with these key publics considering the social media usage overlaps between the three demographic groups.

Like other social media platforms, Instagram is beneficial for a brand to engage with its audience whether it is for reputation management, attracting new customers, or connecting with current customers. To reach these particular audiences on Instagram more, for Businesswoman Betty it is important to post more content related to her interests and lifestyle.

SELECTING PLATFORMS



INSTAGRAM

Posting about Delta rewards and upgrades, restaurants/hotel destinations and photos would be an important reminder of why she is choosing to fly Delta. For Family Man Frank, focusing more on content like destinations, specifically kid-friendly and bargain destinations, would help to convince him it is time for his next family vacation.

SELECTING PLATFORMS



Facebook is the most popular social network worldwide (Statista). According to Facebook's Third Quarter 2020 Report, there are 2.47 billion monthly active users (Hootsuite). Additionally, according to Edison Research, six in 10 adults use Facebook (Hootsuite). The largest demographic of users on Facebook is males between the ages of 25-34, according to Statista. A study done by Omni Corre Agency showed that the platform is male dominated with 56% of users.

The Pew Research Center says that the most popular social media platform for parents is Facebook, with 74% of parents who use the internet belonging to the platform. Additionally, young parents (under the age of 40) are more likely to use Facebook on a daily basis versus those over 40 (Pew). Parents use Facebook as a source of information and a way to stay connected with their social circles. Parents rely on Facebook for useful information from trusted acquaintances, for current events, for reviews and more.

SELECTING PLATFORMS



Considering our two target audiences, Family Man Frank is the ideal audience for Delta Air Lines to target via Facebook. Frank falls into the ideal age range for the dominant demographic on Facebook: 25-34 year olds.

Additionally, Frank has priorities in terms of family life and children. Facebook is a great social media channel to target someone with family priorities due to the majority of parents preferring Facebook over other social media platforms.

Frank will be able to use Facebook to gather important information concerning anything from current news in the world to updates from airlines regarding travel. This target audience is likely to quickly check the platform on their mobile devices, which accounts for 98.5% of Facebook users (Statista). For these reasons, Family Man Frank would be the ideal target audience for Delta Air Lines.



IMPLEMENTATION



SELECTING PLATFORM TACTICS



Each SM platform requires **unique** and **customized** tactics; the following sections summarize the marketing tactics for key SM platforms. See the following examples of platform-specific tactics for Facebook, Twitter, Youtube and Instagram.



FACEBOOK



According to Pew Research, **61% of all men and 77% of all women are Facebook users**. The largest demographics of Facebook users are 18-29 year-olds (70%), 30-49 year-olds (77%) and 50-64 year-olds (73%). Facebook is beneficial to use for reaching specific target audiences like Businesswoman Betty and Family-man Frank.

One method of Facebook social media marketing that we can implement is sponsored story posts. These posts can be sponsored by Delta Air Lines, but it is a partnership with an influencer. Partnering with an influencer like Ben Schlappig and *Travel Babbo* would be beneficial in reaching target markets like Businesswoman Betty and Family-Man Frank.

FACEBOOK



Travel Babbo ✓

62K followers • 150 following

Follow

Travel Babbo is a blog written by Eric Stoen which provides suggestions on traveling with kids.

Travel Babbo has **62,000 Facebook followers** making them a relevant influencer to our target audience Family-Man Frank. Stoen has developed his credibility among travel bloggers. His largest demographic of web traffic is 25-34 year-olds (38%). Most of his readers and followers reside in the United States (69%) and Europe (11%).

FACEBOOK

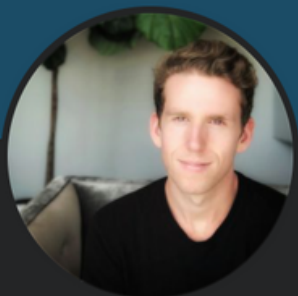


Ben Schlappig is one of the most popular travel influencers with over **53,000 Facebook followers**. He specializes in utilizing airline points in order to travel which would be an extremely effective person for Delta to partner with. His blog "One Mile At A Time" was ranked as the **top travel blog** of Q2 with the most page views in 2017 by the Expeditioner.

Both Family Man Frank and Businesswoman Betty have focused on frequent flyer programs so Ben Schlappig would be an adequate person to reach these audiences. He could post content promoting his travel experiences using Delta's frequent flyer program in order to engage more customers.



ONE MILE AT A TIME



One Mile at a Time ✓

98K followers • 1 following

 Follow

 Message

TWITTER



According to Statista, Twitter boasts **over 206 million active daily users**.

Twitter's largest demographic is 18-29 year olds (42%) with the audience of 30-49 year olds following close behind (27%). These dominating demographics are ideal for both of Delta Air Line's target audiences, Family Man Frank and Businesswoman Betty.



Twitter is an opportunity for Delta to utilize a **two-way channel of communication** with their target audiences. This communication can include engaging in industry wide conversations, customer service, market research, distributing announcements from Delta and more. Specifically, running polls and replying to customers' tweets would be a tactic to reach and engage both Family Man Frank and Businesswoman Betty.

TWITTER



Twitter can also be utilized to promote content via Twitter Ads. Delta can pay Twitter to run advertisements in order to promote special deals, for example. These advertisements would be placed directly on their target audience's feeds. Delta can take advantage of the photo sharing features in order to connect with customers and encourage them to share their experiences with the company.

TWITTER



Kate McCulley
42K Tweets



Follow

Kate McCulley

@adventurousskate

Solo female travel expert. Forbes Top 10 Travel Influencer. Livrovore. Activist. #BLM. She/her. Kitty mama. American living in Prague.

📍 Prague, Czech Republic [🌐 adventurousskate.com](https://adventurousskate.com)

📅 Joined March 2008

316 Following **50.3K** Followers

Delta should partner with travel influencers on Twitter in order to reach a greater number of customers.

Travel influencer Kate McCulley would be an extremely effective option due to her large **following of over 50,000 people**. Kate is the founder of a popular travel blog “Adventurous Kate”. Additionally, she was named as a **Forbes Top 10 Travel Influencer** in 2017.

INSTAGRAM



Instagram currently has **over 1.3 billion active users**. The largest audience that uses Instagram is 25-34 year-olds which is ideal for reaching our target audience Family-Man Frank. Family-Man Frank is an age demographic of 25-35 year-olds. Delta Air Lines will partner with influencers to target this audience.

Instagram will be useful for **highlighting the ideal customer experience** and **showcasing why people choose Delta**. Specifically, Instagram will be used for engaging with customers through content like photos, videos and Instagram stories. Particularly to reach “Family-Man Frank” posting vacation and travel photos, company updates, and traveling images with children or a spouse.

These social media posts can emphasize kid-friendly destinations, airline programs and promotions that would encourage this target audience to book their annual vacation with Delta.



We can use Instagram stories for announcements that were already mentioned within a post to remind customers of **upcoming events, deadlines** and **bonus-miles incentives**.

In addition, partnering with influencers who are family-oriented, working dads would be beneficial in exposing Delta to more people like “Family-Man Frank” and increasing brand awareness on Delta’s benefits for traveling.

Delta should partner with influencers like Eric Stoen, author of the blog Travel Babbo which focuses on traveling with you kids. Stoen’s Instagram page boasts **285,000 followers**, and his credibility among travel bloggers is strong. His largest demographic of web traffic is 38% which consists of 25-34 year-olds. Most of his readers and followers reside in the United States (69%) and Europe (11%). Finally, Stoen also has experience working with travel brands in the past.

CREATING CONTENT



A social media content strategy includes the **planning, development** and **management** of social media content. This includes the actual written posts and the types of content such as videos, blogs, infographics, etc. that will be published on each platform.



CREATING CONTENT



DEVELOPING OR ACQUIRING CONTENT

Using Instagram, we'll need to utilize the tools that are provided; specifically reels and stories.

Reels are short 60 second videos that catch the attention of the audiences which can boost the engagement of our followers.

Instagram stories have a feature where you can post a poll or ask open ended questions. This is the type of content that is important to post because it will boost interaction within the account. Along with Instagram, Twitter should post content more frequently to keep relevancy and attention within their followers. Twitter has a lot of videos and pictures, but the content is more spaced out. The content on both platforms should include the Delta employees. There are no pictures or videos of them and they are a crucial part in making someone's Delta experience as smooth as possible.

CREATING CONTENT



MANAGING CONTENT

User content should be moderated, with careful grafting and pruning of discussion threads to keep them on topic.

The content should be **original** and **attractive** to the audience trying to be reached. Videos should be **intriguing** and pay attention to the time limit of reels which is 60 seconds long. Videos should also be edited with good lighting and filters to emphasize what is being shown.

Polls and questions on stories should have a fast response time and should sound personal over automated.

CREATING CONTENT



CROSS-UTILIZING CONTENT

Restructure content for cross-platform use but be careful not to over-utilize; search engines may label it spam. Videos work on both Instagram and Twitter. The videos that can be used for cross-content should be regular video posts. Instagram reels and stories should be unique to Instagram and not posted on Twitter. Videos can be used across platforms, but each social media platform needs to be somewhat unique.

The brand image can still be the same with a combination of slightly different content with some overlapping content. Since polls are a good way to have followers engage with posts, they can be used on both platforms as well. Instagram has a poll feature on their story option; Twitter has an in-tweet poll feature.

Pictures are effective on both platforms, but to give each platform an individual voice, pictures will be used more on Instagram and text will be used more on Twitter.

CREATING CONTENT



BREAKING APART CONTENT

It is important to **give each platform a distinct feeling** when on them so customers do not feel like they are seeing the same content over and over. On the other hand, it is equally important to **reuse the same content in unique ways.**

For example, a picture can be posted on Instagram and a Tweet can be posted on Twitter that has the same message, but it is posted in different forms (picture vs text).

The same content can also be used if it is known that it came from a different platform. For example, if a statement is posted on Delta's Twitter, a screenshot of the Tweet can be posted on Delta's Instagram page, or as a story, but it is obvious that it was originally a Tweet. It is okay to post some of the same content on multiple platforms, but if there is a way to stretch it to make it seem less repetitive, it should be done as so.

ASSIGNING ROLES



Delta Air Lines employs roughly **80,000** people. Of that group, only about **50,000** are LinkedIn users and listed on Delta Air Lines' "People" page (Josephs). Of the 50,000 that are listed on LinkedIn, **4,162** have careers that are associated with **marketing, communications** or **public relations** (LinkedIn). This shows that any difficulties that Delta may be having with social media is likely not related to not having enough people but rather from inadequate social media strategy.

The most popular posts on Delta's social media are posts that glamourize flying such as Instagram pictures of drinks in first class seats or tweets about the life changing experience that traveling can be. That being said, only a fraction of Delta's large follower bases are regularly interacting with the posts. To combat this we recommend that Delta has **two external communications groups** who have separate goals but work closely together to create content for Delta Air Lines' social media platforms.

ASSIGNING ROLES



The first group will be focused on coming up with social media endeavors that will **encourage interaction** from target audiences. This is important because if people are interacting with posts it means that Delta Air Lines will be on their minds more frequently and will influence their decisions when they go to schedule a flight. Engagement will also help the posts gain more attention on social media and could gain more followers for the brand's platforms.

The second group will focus on creating content that **emphasizes the brand's image** and keeping up the idealized version of traveling that is promoted in the brand's most popular current content.

ASSIGNING ROLES



These two groups will work together to ensure that the content is encouraging the correct aesthetic for Delta while also being relatable enough to garner engagement. Each of the groups will be set up as follows:

- **Director of Social Media Strategies**

- This role will be held by one person who will oversee the content that each of the two teams are creating together and ensure that each team's individual goals are being met. They will also be expected to take the lead for crisis management in the event that social media is expected to communicate with the masses about something negative happening in the company.

- **Social Media Engagement Lead**

- This position will be held by one person and they will be responsible for overseeing the team that is focused on increasing engagement on social media.

ASSIGNING ROLES



- **Social Media Brand Lead**

- This position will be held by one person and they will be responsible for overseeing the team that is focused on maintaining the aesthetic of the Delta Air Lines brand.

- **Social Media Strategists**

- This position will be held by 10 people (five for each team) and they will be responsible for creating content ideas that facilitate their team's goal. They will also be responsible for working with the other team's social media strategists to combine the content ideas so that it is both on brand and engaging.

- **Content Creators**

- This position will be held by six people (three on each team) and they will be responsible for creating the content that the strategists come up with.

**MONITORING, TUNING,
BUDGETING, & ROI**



MONITORING



TRACKING

In order to track Delta Air Lines' social media, we will focus on key topics and phrases such as travel, business trips, family vacations, rewards programs and affordable travel. Some hashtags that we will track are, but not limited to, #Delta #DeltaAirLines #FlyDelta #Travel #CheapTravel #Airlines. These will allow us to monitor searches. These are important in order to narrow in on our target audiences. These key topics, phrases and hashtags will be used to monitor searches on platforms like Twitter, Instagram and Facebook since these platforms have the greatest concentration of Delta Air Lines' target audiences. Once the data is tracked, it can be adjusted based on quantitative and qualitative data.

MONITORING



MEASURING

After tracking and monitoring searches, we will observe qualitative data such as audio, visual, text online reviews and comments. These are important in order to understand the target audience. We will also look at quantitative data such as followers, likes, comments and shares. Below is a table of Delta Air Lines' current metrics and our projected KPIs. We want to increase our followers on Instagram, Facebook and Twitter by 10%. In addition, we want to increase likes, comments and shares by 10% as well. We believe this is a realistic goal for Delta Air Lines.

| | Current Metrics | KPIs |
|------------------|--|--|
| Instagram | Followers: 1.1 million Avg. Likes: 16,660 per post Avg. Comments: 609 per post | Followers: 1.2 million Avg. Likes: 18,326 per post Avg. Comments: 670 per post |
| Facebook | Followers: 3.3 million Page Likes: 3.2 million Avg. Likes: 3081 per post Avg. Comments: 902 per post Avg. Shares: 218 per post | Followers: 3.6 million Page Likes: 3.5 million Avg. Likes: 3389 per post Avg. Comments: 992 per post Avg. Shares: 240 per post |
| Twitter | Followers: 1.6 million Avg. Likes: 533 per post Avg. Retweets: 107 per post Avg. Replies: 315 per post | Followers: 1.8 million Avg. Likes: 586 per post Avg. Retweets: 118 per post Avg. Replies: 347 per post |

MONITORING



EVALUATING

The process of evaluating requires interpreting data to obtain insight and understanding of Delta Air Lines social media status. In order to evaluate, we will be monitoring the brands social media accounts before and after implementing a strategic social media marketing campaign. By evaluating the company's social media before and after implementing social media strategies, we will be able to see what Delta Air Lines is currently doing right and what Delta Air Lines can be doing better. Evaluation of their social media can include what platforms they are active on, the quality of their social media posts and types and amounts of engagement. Through continuous evaluation we are also able to identify areas of improvement and adjustment to the budget accordingly based on measuring the success of social media posts and engagement. In addition, comparing Delta Air Line's social media to its competitors like American Airlines, Southwest, and United Airlines will allow us to identify external threats and opportunities to develop long term competitive strategies. After completing the evaluation analysis we will be able to identify goals and KPIs for the future social media efforts.

MONITORING



SELECTING MONITOR TOOLS

To track ROI, engagement and followers, using a social media monitoring tool is essential. Hootsuite and Google Analytics will provide Delta Air Lines with insight about their social media accounts and engagement, and allow for proper strategic adjustments to the campaign.

Hootsuite allows companies to monitor and schedule posts for multiple social media accounts in one place. Analytics and data can be viewed on Hootsuite. This is helpful for Delta because how a social media campaign is doing can easily be tracked. Key phrases and terms are also trackable, which allows Delta to gain an understanding of their audience.

Google Analytics provides insight on where web traffic is coming from, geographic regions of your audience, keeping track of goals, and analyzing competition. All of this is important for Delta to identify to keep track of current social media efforts, future efforts and to get an overall understanding of what is driving engagement and traffic to their social media. This can be connected with the Delta Hootsuite account.

MONITORING



KEY PERFORMANCE INDICATORS (KPI'S)

The overall social media goal for Delta Air Lines is boosting brand engagement on social media. Some social media objectives for Delta Air Lines include encouraging customer interaction, increasing followers, interacting with other brands in the travel industry and increasing brand awareness through content.

While conducting the SWOT analysis our team identified that Delta has a strong social media presence on multiple platforms like Facebook, Instagram and Twitter. However, Delta's engagement with its audience is not as strong as its competitors. Through the SWOT analysis our team found that Delta lacks engagement in positive sentiments, international markets and is shifting the focus in response when replying to customers' tweets. By boosting brand engagement and increasing brand awareness Delta Air Lines can increase two-way communication with stakeholders, strengthen brand loyalty, increase sales and customer retention.

To reach Delta's audiences we will use hashtags like #DeltaAirLines and #FlyDelta. Hashtags will allow for social media monitoring and tracking of engagement on multiple platforms.



KEY PERFORMANCE INDICATORS (KPI'S)

With the increase in vaccination rates, countries reopening borders and travel increasing it is vital that Delta maintains its position as an industry leader. Delta will need to be active on platforms such as Twitter, Instagram and Facebook to reach their target audiences. Delta Air Lines objective should be increasing the number of followers across all platforms by 10%.

- a. The primary target audiences that have been identified for Delta Air Lines are Businesswoman Betty and Family Man Frank. Betty represents working corporate women between the ages of 35-50 years old. This target audience is predominantly on Twitter and Instagram. Frank represents the age demographic of young dads who do not travel as often but like to book through Delta for family vacations. This target audience's age demographic is 25-35 years. The key platforms for Frank's are Facebook, Instagram and Twitter.
- b. To focus on increasing brand awareness Delta Air Lines will need to target the female "Betty" audience on platforms like Twitter and Instagram. For Frank's, Delta will need to post on Facebook, Instagram and Twitter.

TUNING



Creating a new social media plan requires consistent evaluation and adjustment making. When creating the plan all of our suggestions and ideas were developed from research of Delta's current social media content, their competitors and social media as an industry. However, this is all research and our specific ideas have not been tested yet with actual Delta customers. This is why it will be so important for the social media team to be actively monitoring and tracking the analytics that come from these social media posts. Not only will the team need to analyze the data but they will also need to have the authority to make adjustments to the social media strategies. This will prevent an unsuccessful campaign because if the proposed strategies are not working they can be adjusted until they find content that works better for the target audiences.

Continually analyzing a company's social media performance helps them to stay relevant and in touch with their target audiences. Right now Delta Air Lines has two target audiences, Family Man Frank and Businesswoman Betty, who we are attempting to reach using Twitter, Instagram and Facebook. Identifying trends within Delta's performance on these platforms will help the social media team be aware of their target audiences needing to be changed or if they need to use another platform to reach a target audience more successfully. Having the flexibility to tune your social media strategy allows you to stay current with your audiences and make adjustments as your needs change.

TUNING



Right now Delta's main goal is to increase the amount of engagement they have on social media and promote the positive engagement that they do receive to give an overall positive image to the company. Once these goals have been achieved Delta's goals may change and grow. Tuning the strategies will allow the social media team's objectives to change with the goals as the brand's image changes. Keeping up with this tuning will be made possible by encouraging open communication between team members, company executives and other teams within Delta. With consistent monitoring of the social media platforms, the flexibility to update the goals and tactics of the social media plan, and open communication between everyone involved will ensure that Delta Air Lines' social media is both relevant and effective.

BUDGET



Budgeting is a crucial part of running a successful business for several reasons. Some of these reasons include operating under specific costs, returning a profit on investments, avoiding company debt and more. Delta is on the larger end of companies so they have more leeway in terms of spending money. However, according to Statista, operating costs are higher than ever for Delta. This is another reason why creating and following a budget is so important. A majority of Delta's budget is spent on content creation to ensure a steady flow of information to consumers in order to maintain brand loyalty.



BUDGET



SALARIED POSITIONS

| Position | Salary |
|---------------------------------|---------------|
| Social Media Data Analysts (2) | \$75,000 |
| Social Media Marketing Manager | \$71,000 |
| Social Media Community Manager | \$67,000 |
| Social Media Influencer Manager | \$60,000 |
| Social Media Advertiser | \$52,000 |
| Graphic Designer / Video Editor | \$44,000 |
| Content Creator/Curators (3) | \$37,000 |
| Interns | \$5,000 |

Total: \$560,000

BUDGET



CONTENT CREATION

| Position | Cost |
|------------------|----------|
| Influencers | \$20,000 |
| Production Costs | \$50,000 |

SOFTWARE

| Program | Cost |
|------------------|-----------------------|
| Hootsuite | \$7,200 (\$599/month) |
| Google Analytics | \$50,000 |

ADVERTISING

| Platform | Cost |
|-----------|----------|
| Twitter | \$24,500 |
| Instagram | \$35,000 |
| Facebook | \$24,500 |

Total: \$84,000

According to Statista, Delta's operating expenses are currently at an all time high. Buffer shares that on average, large companies spend nearly \$84,000 on social media marketing efforts. These amounts are reflected in the above table.

CALCULATION OF ROI



Return on investment is calculated by dividing the profit earned on an investment by the cost of that investment. This is an important tool because it allows us to see how profitable our investment was and what we can do to improve it in the future. This way we can monitor if Delta's stock price goes up and if their sales increase due to the content being posted on the social media accounts. Delta's approach to social media marketing focuses on engagement and content creation, so with return on investment it helps calculate if our strategies are working and if there needs to be improvements. It also allows us to compare our strengths and weaknesses with our competitors and change our approach if needed.

CALCULATION OF ROI



In order to estimate the long-term impact of our social media investments we use proxy ROI's. This allows us to focus on the metrics such as brand awareness, purchase intent and customer satisfaction. It takes time to build customer satisfaction and relationships with customers so using this method lets us evaluate our strategies and calculate the ROI. When looking at proxy ROI's we can look at our quantitative KPIs from Instagram, Twitter and Facebook to measure our investment and see if it increased.

We can use different analytical websites, specifically Hootsuite to measure the different proxy ROI's. Using Hootsuite we can track what post the viewer clicks on and if they share it. These impressions give us good feedback on what content is working and what content needs to be improved.

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