

A Study on Social Media Marketing of Domino's

Shreya O.S

Abstract:

The article describes the virtual entertainment presentation system for Domino's Pizza, a worldwide chain founded in 1960 and now part of Delaware-based Domino's Pizza, Inc.

We analyze developments, challenges, consumer loyalty, comfort and the organization's commitment to further development.

The written exam will highlight the importance of promoting virtual entertainment in today's economy and demonstrate the relationship between online entertainment, presentation, and customer behavior.

This article explores the fight against negativity through virtual entertainment and Domino's Pizza's imaginative mission.

Computer Advertising Systems section introduces their products and customer care efforts, focusing on our SEM, website design improvement, versatile advertising, virtual entertainment.

Introduction:

Domino's Pizza is a worldwide pizza diner network that began in the US. Laid out in 1960, the chain is guaranteed by expert franchisor Domino's Pizza, Inc., with Russell Weiner filling in as President.

The organization's base camp is situated in Delaware, explicitly at the Domino Ranches Office Park in Ann Arbor Municipality, Michigan, close to Ann Arbor.

Domino's Pizza is its second-biggest pizza chain in the US (after Pizza Cottage) and the world's biggest pizza chain with more than 10,000 corporate and diversified areas in 70 nations.

Domino's Pizza was gained by Bain Capital in 1998 and turned into a public corporation in 2004. We are known for our particular red, blue, and white logo and our notable obligation to 30-minute conveyance.



The 30-minute commitment has been ended, representing the brand's obligation to productivity. The menu includes various pizzas, from conventional works of art to innovative manifestations, with sides like pasta, chicken, and pastries. As Domino's Pizza has developed, it has defeated difficulties, adjusted to changing purchaser tastes, and reliably overhauled its advertising approach.

Domino's Pizza is situated as a main player in the worldwide food service market, with a proceeded with centre around consumer loyalty, comfort, and development. Domino's Pizza is perceived as a notable and persuasive player in the cheap food conveyance industry because of its effective promoting efforts, centred around premium fixings, and proceeded with obligation to further develop the client experience.

Social Media Presence of Domino's:

Domino's Pizza has a large following on social media, with many active users who frequently reply and start discussions. They know what their audience wants. Funny quotes and attractive pizza images are sure to whet your appetite.

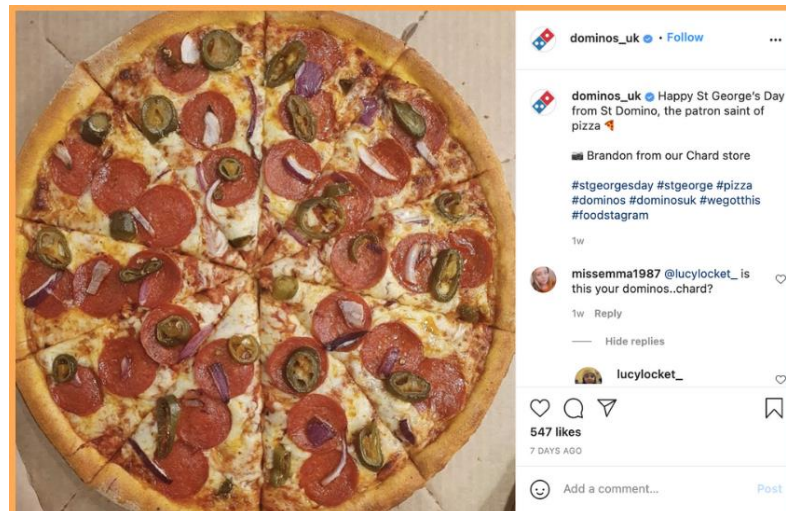
Domino's Pizza is dynamically deployed across a variety of web-based entertainment channels, including Facebook, Twitter, Instagram, YouTube, and TikTok. These stages are used to attract your audience, communicate special content, and highlight your product range. Domino's Pizza has become known for its creative and intelligent systems in the field of online entertainment advertising.

Facebook-



Domino's Pizza's Facebook page is a rich combination of community involvement posts, commercial information, and vibrant, fun images. Domino's Pizza appealed to British teen culture with a friendly Facebook post that started with drinking and ended with Domino's Pizza.

Instagram-

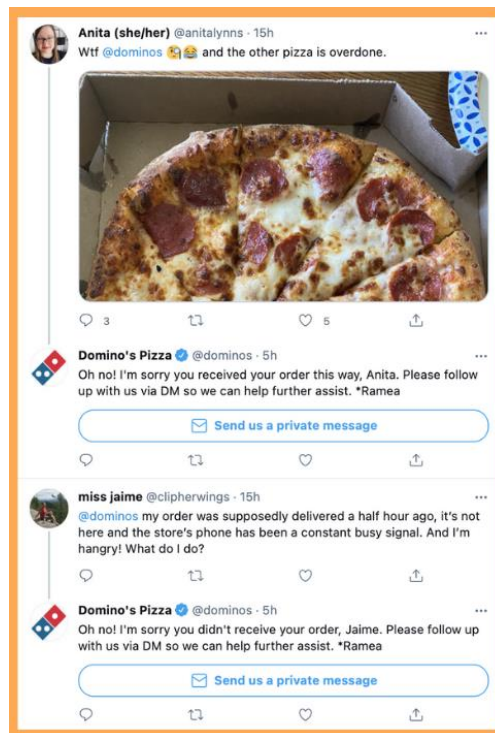


Instagram is also equally trending. They use trending hashtags and follow a “take a photo of your food and post it” strategy. Each week we'll feature new images of employees from Domino's Pizza UK stores across the country. This serves as an excellent method to boost employee involvement, promote the sharing of content, and showcase the human aspect of your organization.

Twitter-

Similar to numerous other prominent B2C enterprises, Domino's Pizza employs social media not just for marketing purposes but also a platform for customer support. On Twitter, Domino's places a primary emphasis on addressing customer service needs, occasionally complemented by engaging pizza-related interactions, GIFs, and memes.

Dissatisfied customers often take to Twitter to express their dissatisfaction or find posts on Facebook and Instagram with negative comments.



Literature Review

The paper talks about the crucial usage of social media in today's world. It emphasizes the use of social media as a social media marketing tool that can improve the business. It recognizes the value of social media sites like Facebook and Twitter by creating dedicated pages and running ads that encourage user engagement. It conclude that quality is important in social media marketing, stressing the importance of focusing on promotion and making continuous improvements in response to user feedback. (Nazir)

This article discusses the role of online entertainment in achieving the Sustainable Progress Goals (SDGs). Presents online entertainment as an ideal and efficient advertising tool that businesses use to influence customer trends and behavior. The outcomes show that virtual entertainment, online entertainment advertising, and shopper buying conduct are all together and emphatically associated with one another. (Paul)

The paper recognizes the rapid adoption of social networks by so many people in the 21st century. It cited reliability, speed, and ease of use as the main reasons why social media is so popular. Emphasizes that to gain a competitive advantage, companies need to explore not only customer-generated data but also data from social media platforms. It focuses on how the pizza industry uses sentiment analysis to understand

customer sentiment. Based on the findings after the survey, we are committed to providing suggestions to improve industry-specific marketing techniques. (Nasir)

The purpose of this article is to address the conflicts that arise when marketers have to deal with unfavourable social media messages from consumers. It describes a potential solution in their paper for marketers who have to deal with adverse reviews on social media. It raises awareness of the paper's efforts by providing options for businesses to deal with offensive posts on social media. He describes his five common tactics for dealing with unfavourable social media content: delay, react, cooperate, take legal action, and censor. (Thomas)

To illustrate how a well-executed global marketing strategy can lead to effective global business expansion, this article uses Domino's Pizza as a case study to explain international marketing concepts. Domino's Pizza is used as an effective example to demonstrate global expansion by gaining a larger market share. They concluded that with a solid and well-developed international marketing plan, companies can expand internationally. We focus on understanding cultural differences and customer preferences across borders. (Ruma)

Social Media Campaigns:

- #nationalfriendshipday –



Domino's Pizza's Facebook page is a great mix of community-engaging posts, commercial content, and plenty of eye-catching images. Domino's Pizza usually uses creative hashtags and promotions with incredible offers to participate in festivals and holidays.

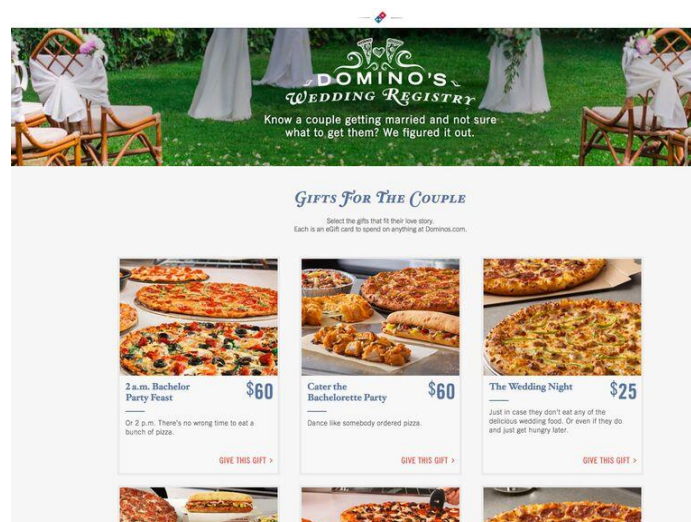
Domino's sparked #nationalfriendshipday hype, with several posts tagged with that hashtag on various social media sites. This great marketing campaign encouraged users to tag their friends in their posts, increasing the brand's audience.

- “Tweet to Order”



Domino's "Tweet to Order" campaign launched in 2015, making it the first brand to use an emoji on Twitter to place and complete an order.

- “Domino’s Wedding Registry”



Our Pizza Registry is dedicated to bringing couples together over a shared love of pizza. Couples can create and personalize their registry and then choose from a variety of featured gifts to enjoy before, during, and after the wedding.

- “Points for Pies by Domino’s”



In the United States, Domino's Pizza offers loyalty program points to customers who post photos of their pizzas on the app, regardless of their hometown.

Members of Domino's Pizza's Piece of the Pie loyalty program can earn 10 points toward a free pizza by scanning a photo of each pizza onto the company's smartphone starting Saturday, February 2nd, the day before the Super Bowl. Then you are asked to earn it.

- “Pizza Legends Campaign”

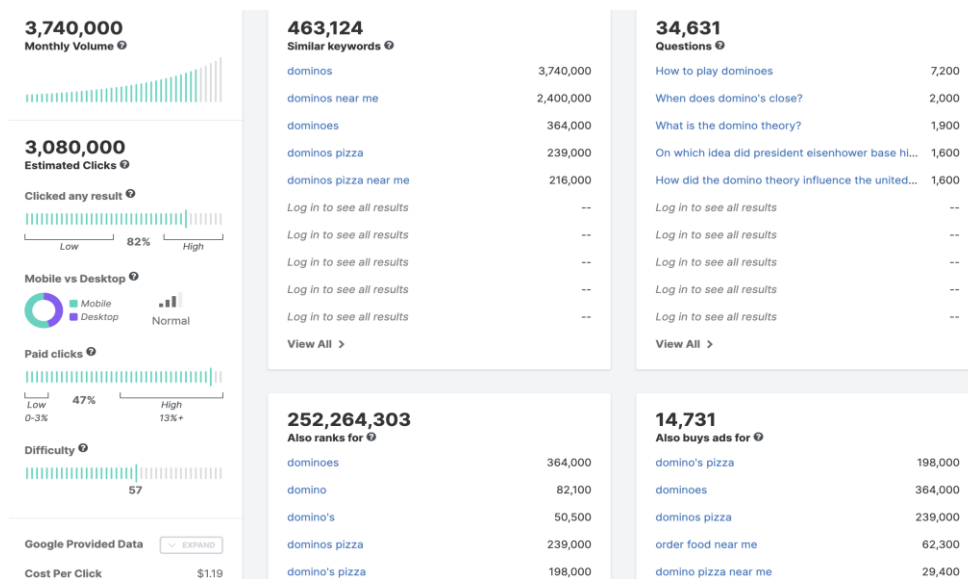


Pizza lovers can choose their pizza toppings and share their stories on a mobile-first platform. They can give it a nickname, design a logo and use an original festive film to increase exposure. They also feature customer favourites in outdoor advertising. With the demise of Create Your Own came Pizza Legends.

Digital marketing Strategy of Domino's:

- **SEM and SEO**

To increase brand visibility on search engines, Domino's Pizza uses both sponsored and organic search. The company is also a leader in online marketing. Paid search helped the company achieve great success with search engine marketing. Powered by Google's machine learning technology and intelligent ad bidding techniques. Sales is the goal of his SEO and SEM campaign at Domino's. The official website for India and other countries has two call-to-action buttons and one menu. You can order directly from your computer or by downloading an app.



- **Mobile Marketing**

Domino's Pizza relies on conversions using its own app. However, this is achieved by improving the user experience and attracting customers. They worked with Martech platform Storyly to eliminate competitors.

The idea was to involve people in more than just commands. Storyly claims that this connection has made the purchase funnel more efficient. The app has a CTA button that takes you to a survey or a video story. PR Newswire reports that in-app articles increase conversion rates by 64%.

- **Social Media Marketing**

First, let's take a look at Domino's Pizza's official SNS as of February 2022. Number of followers on Instagram is 1.7 million. Twitter has 1.4 million followers and growing. These numbers are displayed alongside the number of followers on the company's national profile.

The company uses product photos on its Instagram to interact with customers. Some posts show the kitchen at the back of the store. This element helps your target audience build a personal connection and humanizes your marketing communications.

Domino's also uses Twitter to market directly to consumers. Answer questions and address issues customers raise daily regarding online orders. No matter how serious concerns are expressed on social media, Domino's always responds with a humble statement.

Conclusion

To conclude, this research project gives a far-reaching investigation of Domino's Pizza's virtual entertainment showcasing systems. From its commencement to its worldwide development and transformation to advancing customer inclinations, Domino's Pizza has exhibited strength in the cutthroat cheap food industry. The paper reveals insight into the brand's connecting with online entertainment presence, fruitful missions, and powerful advanced showcasing methodologies. Domino's Pizza fills in as a significant example of using virtual diversion for business advancement and client responsibility in reliably creating an electronic scene.

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