



Single Brand Analysis - Starbucks



Guess what? Starbucks' Die-Hard Followers are NOT the "tweet-a-coffee" Campaign Top Influencers

On 28 October 2013, Starbucks launched a campaign called "tweet-a-coffee" on Twitter which allows Followers to buy a \$5 gift card for their friends through the social network.

Follow the way!

Step 1



1 Sync your Starbucks account to Twitter

Step 2



2 Tweet "@tweetacoffee" to your friend

Step 3



3 Gift card received! **DONE!**

Influencers by Mentions

RANK	Name	Mention Count
1	Tweetacoffee	1233 (View Posts)
2	Tableau Software	65 (View Posts)
3	Three Ventures	39 (View Posts)
4	Kyle Evans	29 (View Posts)
5	Mark&Patti Clifford	28 (View Posts)
6	Travelocity	27 (View Posts)
7	Nate Stump	26 (View Posts)
8	Dreamforce	26 (View Posts)
9	Nathan Harvey	24 (View Posts)
10	StarbucksMelody	23 (View Posts)

When we analyse the top 10 influencers during the period of this campaign, it's interesting to see that they are IT companies, digital marketing agencies and travel agencies and not individuals taking advantage of the promotion. Enterprises are finding that they can leverage this campaign to send eGifts and greetings to their clients via Twitter.

Travelocity, an online travel agency, comforted an unsatisfied client on November 26 by tweeting "@tweetacoffee to @kassidy_keys, We're sorry to hear about your delay in travels! Here's some caffeine to get a spring in your step!" "tweet-a-coffee" is not only for friends. Travelocity marketers took it as an effective emotional branding and customer service tactic in this case.

Influencers

"Influencers" highlights the most active Followers on your Twitter page. It helps to find which Followers interact the most with your page, and link to the respective Tweets to see what is gaining interest.

Analysis was based upon data, metrics and insights from the Klarity Analytical Dashboard.