



A Report On The

Social Media Marketing Strategy

Introduction

- Sodexo is a French food services and facilities management company.
- Sodexo has a poor record of quality customer service through social media.
- Each segment that Sodexo works in is at a different stage in maturity in their use of social media.

on Instagram

- 95 followers 35 posts, ---- October 2013
- Contest & Special Offers
- Posting Consistency
- Good Content

on Facebook

- Sodexo currently has 7,332 likes on Facebook
- Lacks in responding to Facebook posts
- Posts photos, videos and articles weekly on Facebook

on Twitter

- Currently 550 Followers
- Does not post often, mostly retweets
- 53 retweets and 3 posts in 2017
- Needs to post more themselves

Implementation

- More resources for Social (SEO)
- Monitor traffic more
- Post more frequently
- Handle complaints more effectively
- Competitions to attract visitors



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