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Wingstop Marketing

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Wingstop Marketing

Different businesses invest in several marketing strategies to ensure they increase their sales. In this case, Wingstop Inc. has also invested a lot in marketing their brand. The Wingstop restaurant utilizes different forms of marketing, including television advertisements, digital marketing, and billboards. Marketing plays a critical role in ensuring that companies can promote the selling and buying of their products. Therefore, before marketing is performed, companies and marketing affiliates need to understand their audiences so that the message gets to the intended population. Similarly, marketing aims to take the product or service, realize its ideal consumers, and lure consumers' attention to the product.

Wingstop Inc. has utilized television advertisements to capture the attention of its customers. A television advertisement is a span of television programs developed and paid for by the company. Therefore, this type of marketing aims to send a message of promoting and targeting to market the product or service. According to Clifford (2019), the chief executive officer (CEO) of Wingstop, Charlie Morrison, argue that the brand is orientated in a television advertisement to increase awareness due to the opening of new locations. Therefore, the funds for advertising are obtained from sales. Also, the CEO emphasizes that since the gross sales of the year 2019 intensified by four percent, then there will be an additional one percent of sales devoted to advertisement funds (wingstop.com, 2019).

Technology plays a key role and given priority in Wingstop Inc. as technology continues to increase, people do not focus on visiting the stalls. As a result, Wingstop Inc has invested in digitizing its operations to reach its goal and digitize every transaction. Customer experience also is essential and will aid in making customers be ambassadors of the company. The more customers get satisfied with the service given will be loyal and pull others to make their sales.

Clifford (2019) emphasizes that launching a new website and mobile applications intensified the number of clients who visited online platforms by three percent.

Moreover, Wingstop Inc. has utilized its customers to be walking billboards. The company runs a campaign that will receive compensation to those fans wearing the branded products of ten dollars. Therefore, the company has focused on spending their billboard finance to convert their supporters into billboards. The program concentrates on sweatshirts where fans who need to participate would visit the wingstopwearablebillboards.com and register to get the product. Also, the marketing strategy provides more congestion in their social media sites because fans who wear the sweatshirts with different prints promoting the Wingstop product are required to take a photo. Later post it on Instagram utilizing the tag @wingstop accompanied with the hashtag #ThisIsAnAdForWingstop in the description (qrs magazine.com, 2020). Furthermore, social media's marketing strategy allows for more shares and views and reaches a vast population. This enables the company to save on cost as compared to spending on the actual billboards. Similarly, Wingstop Inc. has involved their fans in developing commercial ads for the company. For instance, they started a campaign that will allow the fame-hungry customers to vid-bomb an original commercial for the organization and it will then be printed on the billboard screen and small screen to ensure the brand has a viral feeling.

In summation, Wingstop has utilized a tremendous marketing strategy that is focused on reaching a broader population as well as reducing the cost. The company has used television advertisements, especially to the new shops opened. Moreover, digitizing their operations makes customers be loyal and continue the message. One percent of the total sells are used in marketing. The campaigns use their fans as billboards, such as printed sweatshirts and developing video-bombs to be used in billboards and social media.

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