

**COMPANY ANALYSIS OF**



**target**

**by Kourtney McCollum**



# COMPANY INFO

## FOUNDED IN 1962

Douglas J. Dayton opened the first Target in 1962 in hopes of combining the best of the fashion world with the best of the discount world to create a quality store with quality merchandise at discount prices and a discount supermarket.

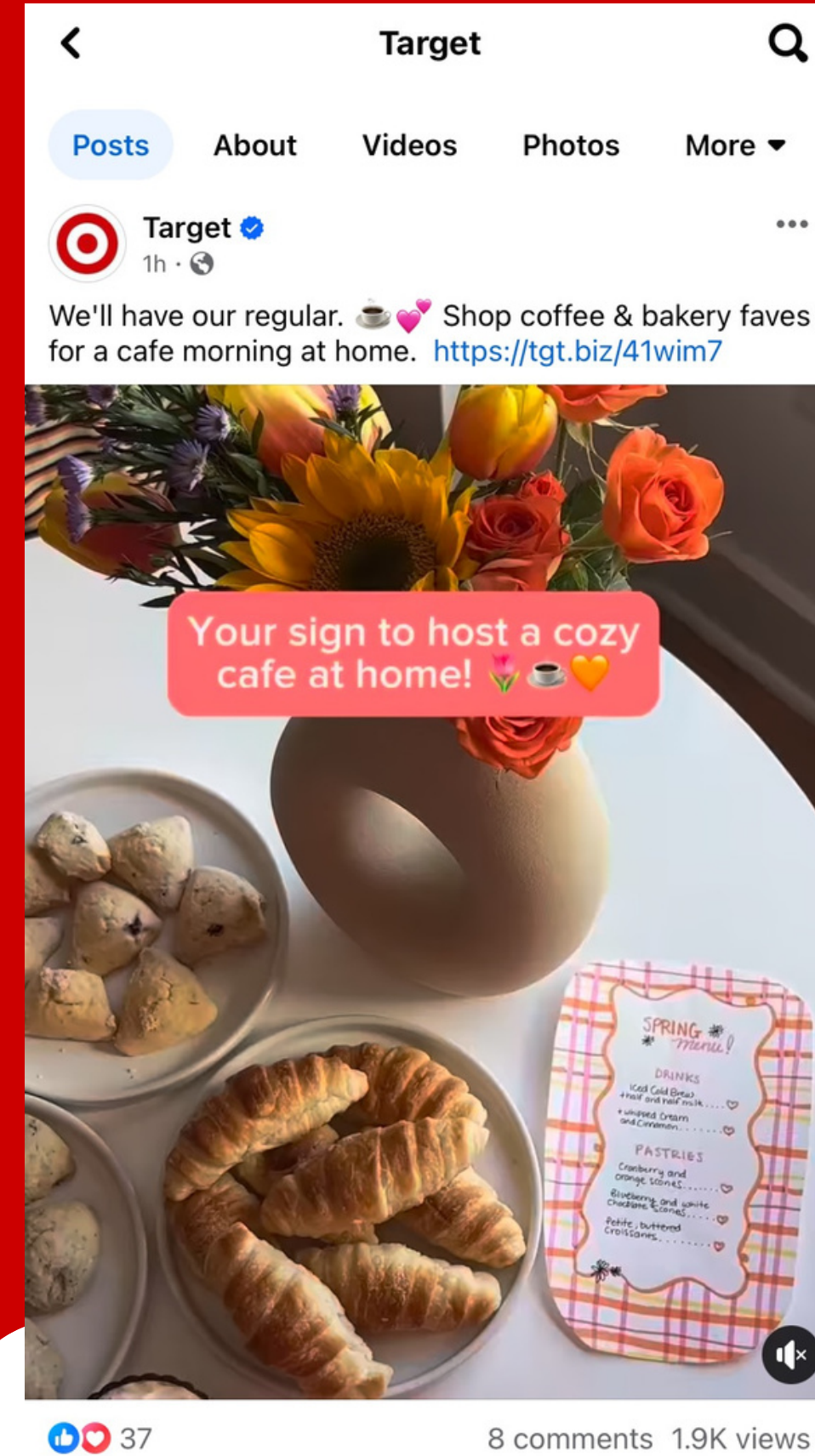
## MISSION STATEMENT

The mission of Target is to help all families discover the joy of everyday life.

The Target logo is centered on a white square. It consists of a red bullseye (a small red circle inside a larger white circle, which is inside a red ring) and the word "target" in a bold, lowercase, red sans-serif font below it. The entire logo is set against a red background with white decorative elements: several white circles of various sizes and two white circular paths with small white dots at their ends, resembling orbits or paths.

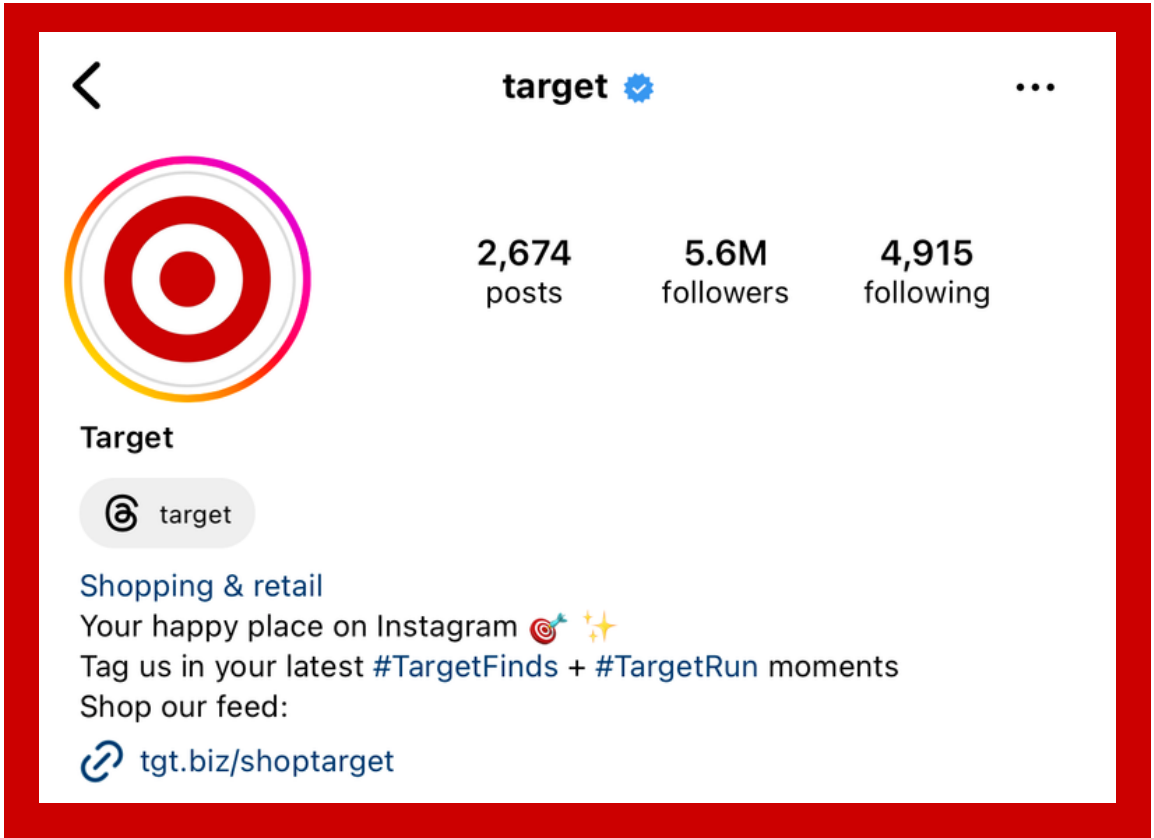
# FACEBOOK

## TARGET



# INSTAGRAM

## @TARGET



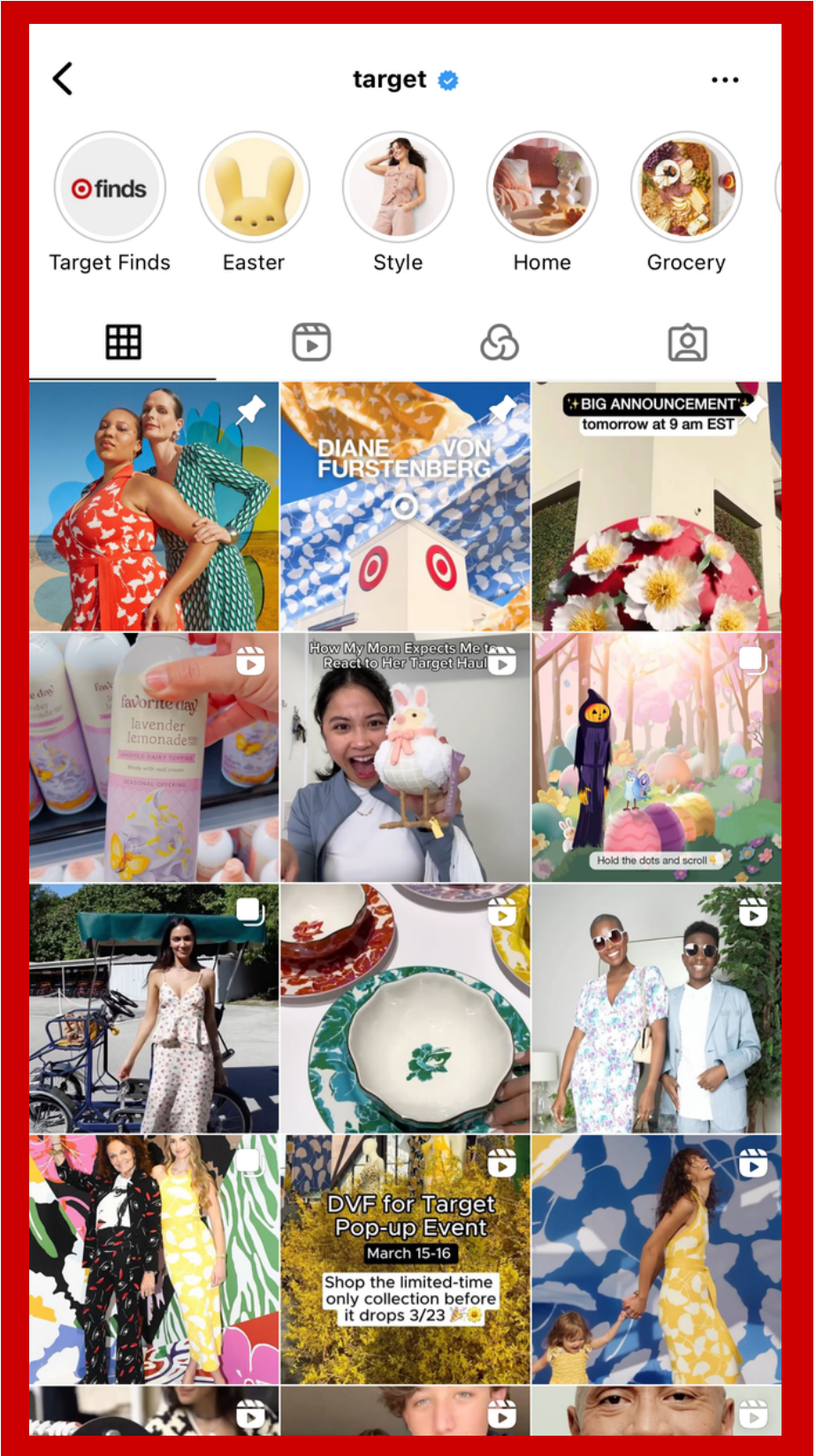
target

2,674 posts   5.6M followers   4,915 following

Target

target

Shopping & retail  
Your happy place on Instagram 🎯 ✨  
Tag us in your latest #TargetFinds + #TargetRun moments  
Shop our feed:  
[tgt.biz/shoptarget](https://tgt.biz/shoptarget)



target

Target Finds   Easter   Style   Home   Grocery

DIANE VON FURSTENBERG

BIG ANNOUNCEMENT tomorrow at 9 am EST

How My Mom Expects Me to React to Her Target Haul

favorite day lavender lemonade

DVF for Target Pop-up Event March 15-16 Shop the limited-time only collection before it drops 3/23

# TIKTOK

@TARGET

target

@target

13 Following 2.8M Followers 15.7M Likes

Follow Message

No list, just ✨vibes✨  
<https://tgt.biz/targettiktok>  
↓ App  
Showcase | Instagram

#LewisLore 🍌 #TargetDrop 🎉 Beauty 🛍️

Pinned Pinned Pinned

5M 17.5M 2M

1,512 9,541 4,810

target easter treats mukbang

# X (TWITTER)

@TARGET


Target   
@Target



When you go to Target for 280 characters or less...  
Have a question? [@AskTarget](#)


 Shopping & Retail [target.com](#)


 Joined November 2009


2.5K Following 2M Followers

Target  @Target · 10/31/22  
I wanted to dress up as something scary this year so I'm going as a self-checkout camera  
[#HappyHalloween](#)

Target  @Target · 10/27/22  
halloween idea from ours to yours 




Target  @Target · 10/26/22  
adult trick-or-treating aka going to 3 targets in one night

Target  @Target · 10/25/22  
picture this: a haunted Target where the jump scares are just acquaintances from your high school

# YOUTUBE

## TARGET




**Target** ✓  
@target  
643K subscribers • 280 videos

Welcome to Target! Thanks for stopping by our channel. Consider this your go-to for [tgt.biz/e6heb](#) and 8 more links

Subscribe







Home Videos Shorts Live Playlists Co



**Teammates of Target Ft. Matthew Stafford, Garrett Wilson, Dude Dad, Hold...**  
Target • 129K views • 1 month ago

Home Videos Shorts Live Playlists Co

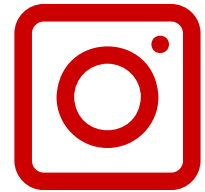
### Target LIVE!

-  **Target Live: Practice Self Care**  
Target  
3.1K views • Streamed 1 year a...
-  **Target Live: Try 2022 Beauty Trends**  
Target  
1.9K views • Streamed 1 year a...
-  **Target Live: Shop for new year resolutions**  
Target  
2K views • Streamed 1 year ago
-  **Target LIVE: Style a Fall Outfit with Me**  
Target  
1.9K views • Streamed 1 year a...
-  **Target LIVE: Style My Home for The Holidays with Me**  
Target  
1.5K views • Streamed 1 year a...
-  **Target Live: Host a Holiday Party with Me**  
Target  
78K views • Streamed 1 year a...

# NUMBERS ON THE PLATFORM



22M



5.6M



2.8M

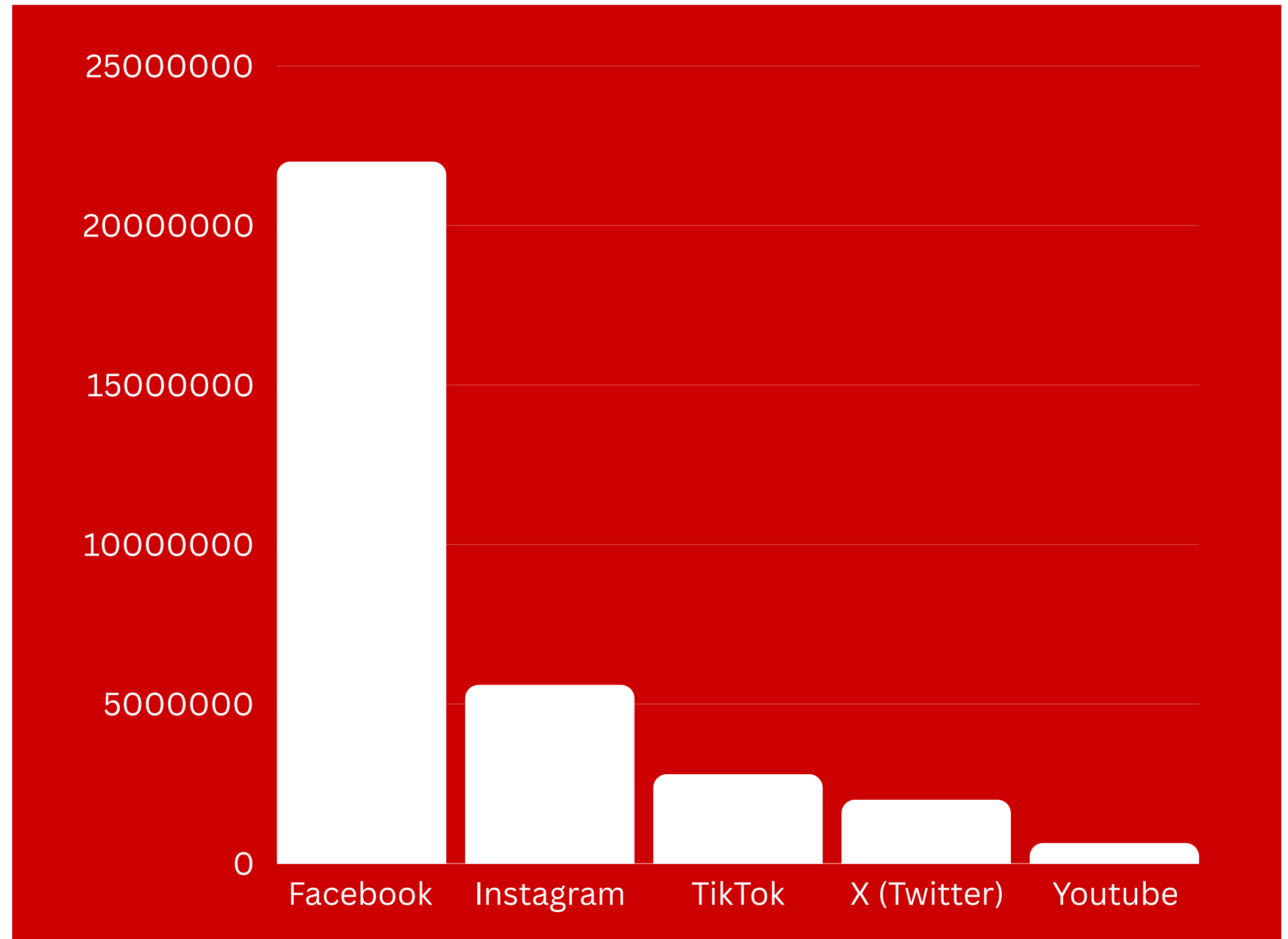


2M



643K

FOLLOWERS/  
SUBSCRIBERS





# NUMBERS ON THE PLATFORM

## FREQUENCY OF POSTS

Facebook seems to be the most effective platform. Content is posted consistently there, and it has the most followers and engagement.



posts everyday, sometimes multiple times in a day



posts everyday



posts everyday



has not posted since 2022



posts monthly, sometimes mutiple times in a month

# VOICE & TONE OF EACH SOCIAL MEDIA PLATFORMS

## FACEBOOK

has a fun, informative tone with relatable lifestyle content

## INSTAGRAM

Playful and fun tone with relatable and informative content

## TIKTOK

More playful and fun tone with lifestyle content

## X

Interactive posts with fun-toned questions

## YOUTUBE

has a lifestyle profile and offers relatable and realistic content, but still in a fun and inviting tone

Target's voice and tone is fairly consistent with each platform offering relatable content in a fun and informative way.

# DEMOGRAPHICS OF THE PLATFORMS



middle aged and middle-older aged professionals



millennials & gen z-ers



vast audience due to wide range of content



millennials & young professionals



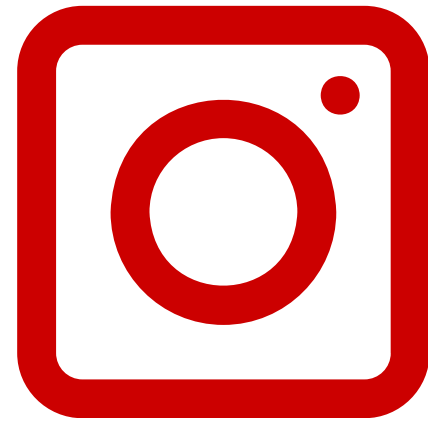
millennials, gen z-ers, & young professionals

The type of content posted shows the type of audience they are targeting.

# PURPOSE OF EACH PLATFORM



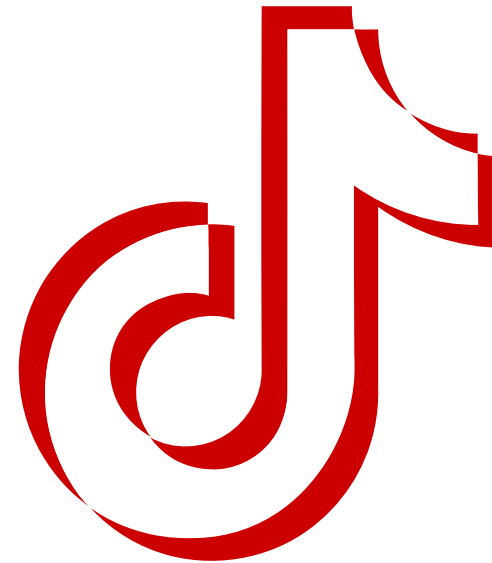
community building,  
promotional &  
informative



community building,  
promotional &  
informative



community building &  
informative



community building,  
promotional &  
informative



community building,  
promotional &  
informative

# WHAT WOULD I CHANGE?

## INSTAGRAM

Include more realistic reels like the content posted on TikTok

## X

Begin posting again. Post content shown on other platforms. Bring back the “Ask Target” trend to increase engagement. Retweet followers.

## YOUTUBE

Post more regularly

# CITATIONS

## **Target History Timeline**

<https://corporate.target.com/about/purpose-history/history-timeline?era=2&id=16>

## **Target's Purpose and History**

<https://corporate.target.com/about/purpose-history>

