**Case Study #8, Five Guys**

**Issues**

Should five guys use social media as the only marketing tool, especially for new markets?

Is publicity a vital marketing tool for five guys?

How effective did Five Guys use CRM to expand its business?

**Analysis**

1.Currently, five guys are planning to invade new markets in different countries. However, the company seems to be in a dilemma whether they should do a **promotional mix** or stick to their **social media promotional strategy**. Connecting with customers is always easy if you are using social media. Many people in recent times have access to smartphones, if not an iPad or iPhone. Moreover, you **promote your brand** effectively when using **social media**. However, you will always leave a market gap whenever you choose to use **social media** as the only marketing tool.

2. Five guys are known to use **publicity** as a marketing tool. However, it still difficult to assess how vital this tool has been to the company. Because the company has been associated with both **negative publicity** and **positive publicity** as well. **Positive publicity** helps to create a **brand name;** it also makes your products known in markets you have not yet ventured. However, every company should make sure that it maintains **positive publicity**. **Negative publicity** can as well make you lose customers as it also destroys your **brand name.**

3. **CRM** refers to customer relationship management. It involves all the strategies used by a company to attract and retain the company. **CRM** attracts more customers, which translates to more revenue for the company. However, CRM tends to be costly and can significantly influence **business culture**. Five guys are known to **produce high quality products** to attract customers and use various **social media practices** to retain customers.

**Recommendation**

* Five guys should consider using **a promotional mix rather** than using **social media only**, especially in new markets. When using the **promotional mix**, the company will be in a position to attract many customers in new markets
* Besides, the company should ensure **positive publicity** always. They should avoid loopholes, where **negative publicity** is created.
* The company should come up with **proper CRM strategies** and systems no matter the cost, especially when planning to venture into new markets.