

COFFEE DOSE



NOT YOUR GRANDMAS *coffee shop*

By Erin Klein





Not-So-Basic Background



- Coffee Dose is a small local woman owned and operated coffee shop and restaurant
- This cheeky coffee shop started in 2018 in the corner of a hair salon on East 18th in Newport, but nobody keeps baby in a corner! While the OG location has closed after outgrowing the space, they have expanded to their own brick-and-mortar restaurant, along with two other locations
- CD has built their image and brand on not being the average coffee shop. Their sassy, humorous approach to coffee is what their customers love, and the risqué cups are too cute to pass up!
- Straight from the shop themselves “Our goal is to deliver high quality caffeination with a side of humor. We want to remind people not to take life so seriously, hence our cheeky branding and 'naughty' cups”

Main Competitors



Company	Qualities	Social Media
Starbucks	• Well known and familiar chain coffee shop • Rewards program • Mobile order	• Facebook: 35M • Instagram: 17.8M
Rad Coffee	• Unique brand image • Small local business • Cheeky branding	• Facebook: 287 • Instagram: 6K

Digital Marketing Campaign



awareness

increase brand awareness

engagement

increase social media engagement

acquisition

grow social media followers

conversion

increase cafe purchases

retention

maintain
follower
count

SWOT Analysis

Strengths

- ***Organic, vegan & gluten free friendly***
- Strong and consistent brand identity
- Loyal customer following
- Unique image & branding compared to competitors
- High Instagram engagement
- Online store that sells company merchandise
- Not just coffee, restaurant that also offers catering & private events

Weaknesses

- Inconsistent interaction with customers on social media
- Low engagement on Facebook and TikTok
- Poor website SEO
- Not all social media accounts are linked on website

Opportunities

- Ability to continue to grow & expand
- Rewards or discounts for frequent customers
- Possibility to become a popular event space
- Branding & boldness is perfect for audience on TikTok

Threats

- Speed & convince of the ability to mobile order from larger chain competitors
- People offended by branding
- Competitors that offer rewards programs
- Companies with a stronger fanbase across all platforms



S.M.A.R.T Goals



S

- 2k likes on Facebook
- 85k followers on Instagram
- 70k followers on TikTok
- Average 20 likes on FB posts and 5 comments
- 15-20% increased user engagement across all 3 social platforms

A

While these goals will be a challenge we are confident in our ability to achieve them and think we have set attainable goals.

T

3 months to track growth from campaign

R

Goals are based off of current metrics and what we believe are realistic to accomplish in the desired timeline

M

Will compare website and social media metrics before and after campaign using Google Analytics to track success

User Persona



**19 • LONG BEACH •
THEATRE ARTS STUDENT
AT CSULB • WORKS PART
TIME ON CAMPUS**

***“Sustainability isn’t always easy
but the effort is always worth it.”***

Rachel Rizzo

Values

- creativity and the arts
- shopping locally and thrifting
- sustainability
- originality
- inclusivity
- vegan diet and clean eating
- oat milk over everything

Goals

- to try new things in college
- to act on Broadway
- to remain authentically herself
- to make a difference

Challenges

- balancing school, work and extra curricular activities
- standing out in auditions

Fears

- not being able to follow her dreams
- working a boring 9-5



User Persona



**27 • LOS ANGELES • WORKS
IN MARKETING • RUNS
PERSONAL SOCIAL MEDIA
ON THE SIDE**

***“Fashion is for everyone. Anyone can
express themselves through fashion
whether you’re a size 2 or a size 12”***

Elizabeth Wilson

Values

- hard work and consistency
- working hard and playing harder
- women owned businesses
- loves everything coffee
- fashion and trends
- body positivity
- unique and bold marketing

Goals

- to work her way into marketing for a high profile fashion company
- to grow her personal social media following

Challenges

- standing out in the corporate world and as an online personality
- maintaining a good work/life balance

Fears

- not being successful in her career
- losing her individuality in the corporate world



User Persona



**22 • NEWPORT BEACH •
RECENT COLLEGE GRADUATE •
LOOKING FOR WORK**

***“The ability to be creative and
express individuality and uniqueness
is extremely important to me.”***

Abigail Demott

Values

- content creation and self-expression
- supporting small businesses
- aesthetic and trendy things
- current trends and cute places
- matcha lattes
- things that are different from the average

Goals

- to become a micro-influencer
- to work in social media media and content creation
- dream is to open her own business

Challenges

- finding a creative job in the current market
- finding new ways to express herself

Fears

- having to settle for job that lacks uniqueness
- failing to successfully build an online presence as an influencer



#notabasicbrew campaign strategy



Website:

- Update to make it easier to navigate and find our social channels

Search Engine Optimization (SEO):

- Optimize SEO and make corrections so website is more user friendly

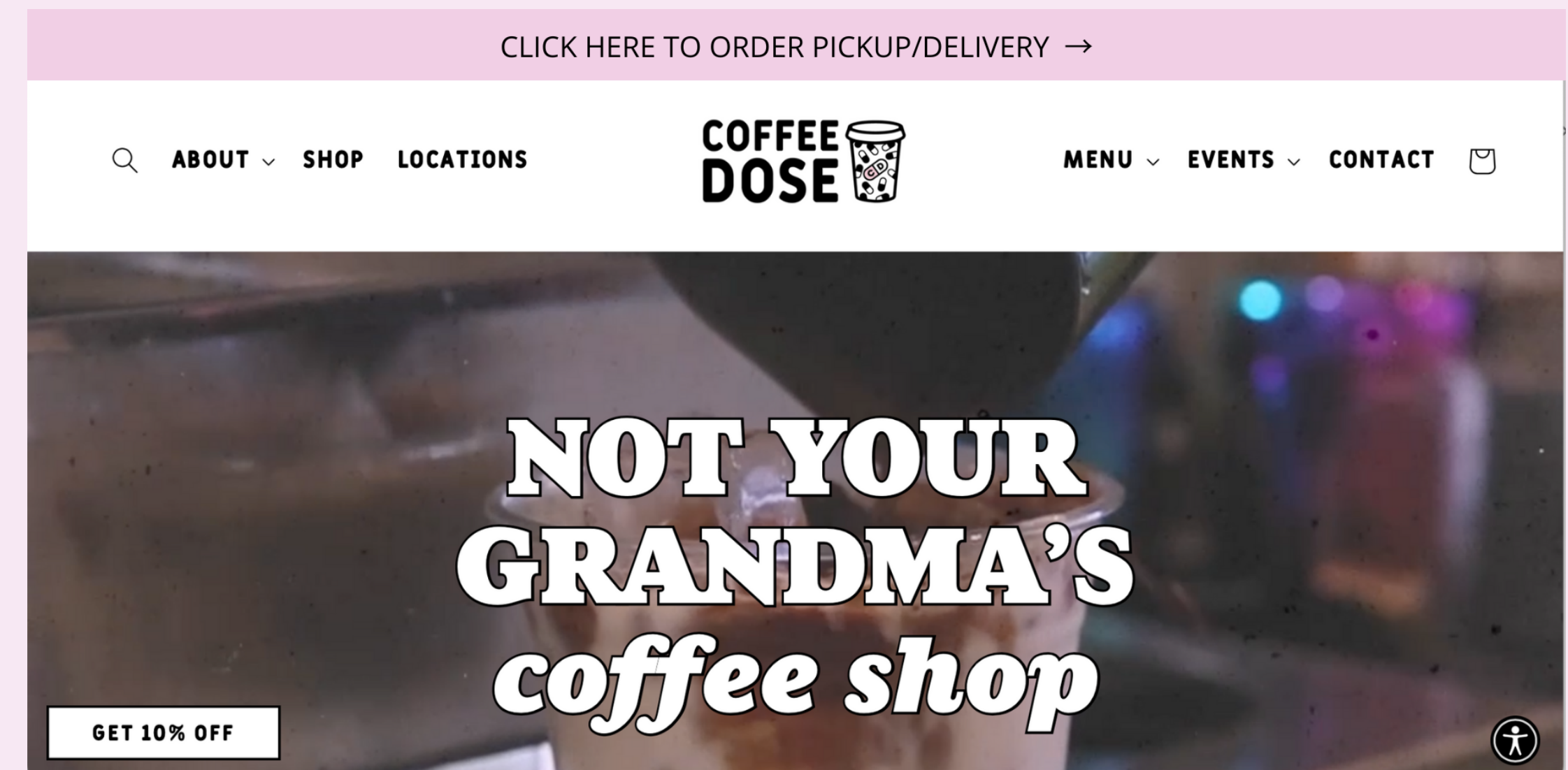
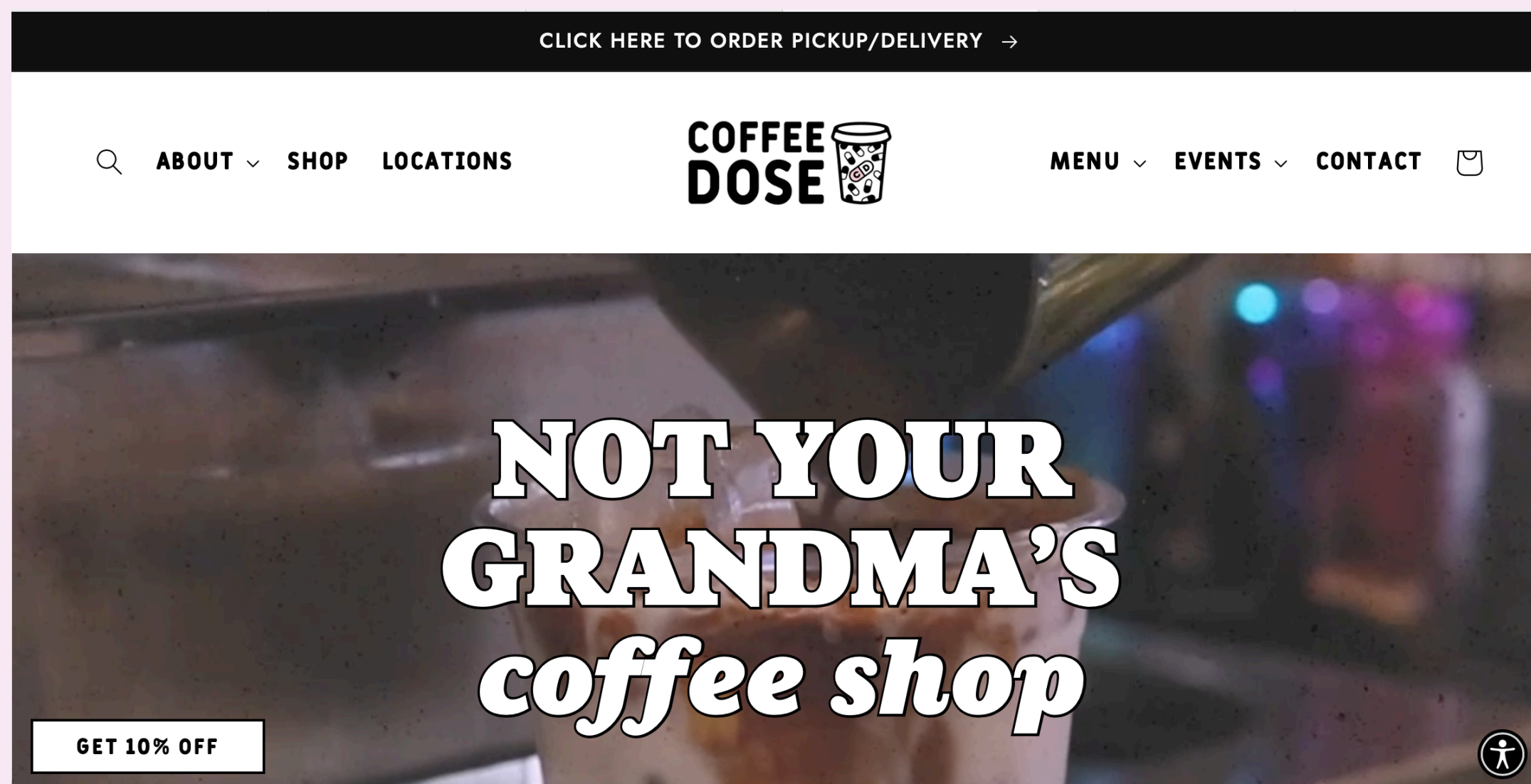
Social media:

- Campaign focuses on what makes Coffee Dose unique
- Emphasis on branding
- Campaign will be ran on Instagram, Facebook, and TikTok

Website Strategy



- **Add** all social media hyperlinks to the website so customers can easily find and follow on every platform
- **Change** the pickup/delivery CTA at the top of the page to make it more noticeable and eye-catching so customers are aware of that option and increase clickthrough rate



SEO: Search Engine Optimization



SEO: Add and increase use of specific keywords in titles, headlines, page descriptions and meta tags. Targeting words such as coffee, cafe, vegan, restaurant, food, etc.

Usability: Video on homepage doesn't play automatically on mobile and play button doesn't work, newsletter popup doesn't have option to remove from screen. Reconsider video on homepage at least for mobile, add "x" button to email signup so page does not become too cluttered.

Performance: Better optimize images, some are very large and can be reduced to increase load time and extend user engagement.

Security: Add cookie tracking notification to webpage.



Social Media



- The approach for social media is to expand our audience across all platforms and increase audience engagement
- The objective for all platforms is to increase brand awareness across all three platforms, and with increased awareness, encouraging more people to come into the cafe
- To help bring people in we will offer certain rewards or discounts to social media followers and also run giveaways to encourage customer engagement

The campaign will stay true to the branding of the company, being sassy, posted with a casual but bold tone to remind our customers that we're chill AF. We always have our customers in mind and that is why this campaign is geared towards them, by hosting giveaways, ensuring we engage back, encouraging them to tell us what they love about CD and as always, giving them cute AF cups to post.



Marketing Content for #notabasicbrew campaign



Create and promote new cup design for campaign

Facebook



Current stats:

- 1,038 likes and 1,172 followers
- Main strategy right now is reposting all Instagram posts to Facebook
- Running few ads
- Customer engagement is minimal, averaging 1-5 likes per post with few if any comments

Our Strategy:

- In order to increase brand awareness and audience engagement we will continue to post content consistently, and launch interesting and engaging ads. We will also encourage customers to interact with the page by offering rewards for checking-in at one of our locations.



Facebook

Hey Babe!

Check-in with us and get
10% off your first order!

@coffeedosecafe

Check-in post that will be
pinned to top of Facebook Page

- Run at least two eye-catching ads for the 3 month timeline that emphasize our branding in order to attract new customers and get more engagement on Facebook
- 10% discount the first time you check-in on Facebook to encourage customers to interact with our Facebook page
- Continue cross-platform posting on Instagram and Facebook to ensure Facebook has current and engaging content, but when posting to Facebook linking to the related Instagram post so that cross-platform posts lead to each other instead of just copying content

Facebook

Example of interesting and branded Facebook posts that will also be used as ads.



Instagram



Current Stats:

- 78.5k followers
- Engagement can be all over the place ranging from 400-2000+ likes and 5-10 comments
- Interaction with customers is inconsistent
- Mainly static posts, less videos

Our Strategy:

- We are aiming for 85k followers in our 3 month timeline. Additionally, the goal is to improve company interaction with users, attract new customers and grow followers as well as user engagement, while continuing to post on-brand authentic content.

Instagram



- Make sure to interact with and respond to customers daily (liking and responding to comments, liking and reposting story mentions, interacting with tagged photos)
- Launch in two feed ads as well as one story ad in 3 month timeline
- Posting content for #**notabasicbrew** campaign, and continue to post content multiple time a week to insure consistent user engagement and interaction
- “How do you Dose?” campaign where customers are encouraged to share photos, videos or stories showing off how they vibe with Coffee Dose
 - One lucky participant will receive a Coffee Dose mug, bag of our signature blend and CD smiley pin
- Post to stories daily (even if it's just reposting tagged photos) and post at least one feed post a day or at minimum every other day
- Partner with local influencers for increased brand exposure and to get more content for campaign



coffeedosecafe
Orange County, California



1,178 likes

coffeedosecafe Everyone knows that we're anything but basic 🙄
Come in and snag a [#notabasicbrew](#) cup while supplies lasts ✨

[View all 20 comments](#)

2 DAYS AGO



coffeedosecafe
Orange County, California



2,206 likes

coffeedosecafe Hey babes! 💕💕 We want to know how you Dose! Share your favorite picture, video, or story showing how you vibe with us! ✌️

[View all 29 comments](#)

2 DAYS AGO

Instagram Posts

Examples of content we will be posting on Instagram for this campaign, to encourage customers to interact by coming in to make a purchase or posting about us online.



TikTok

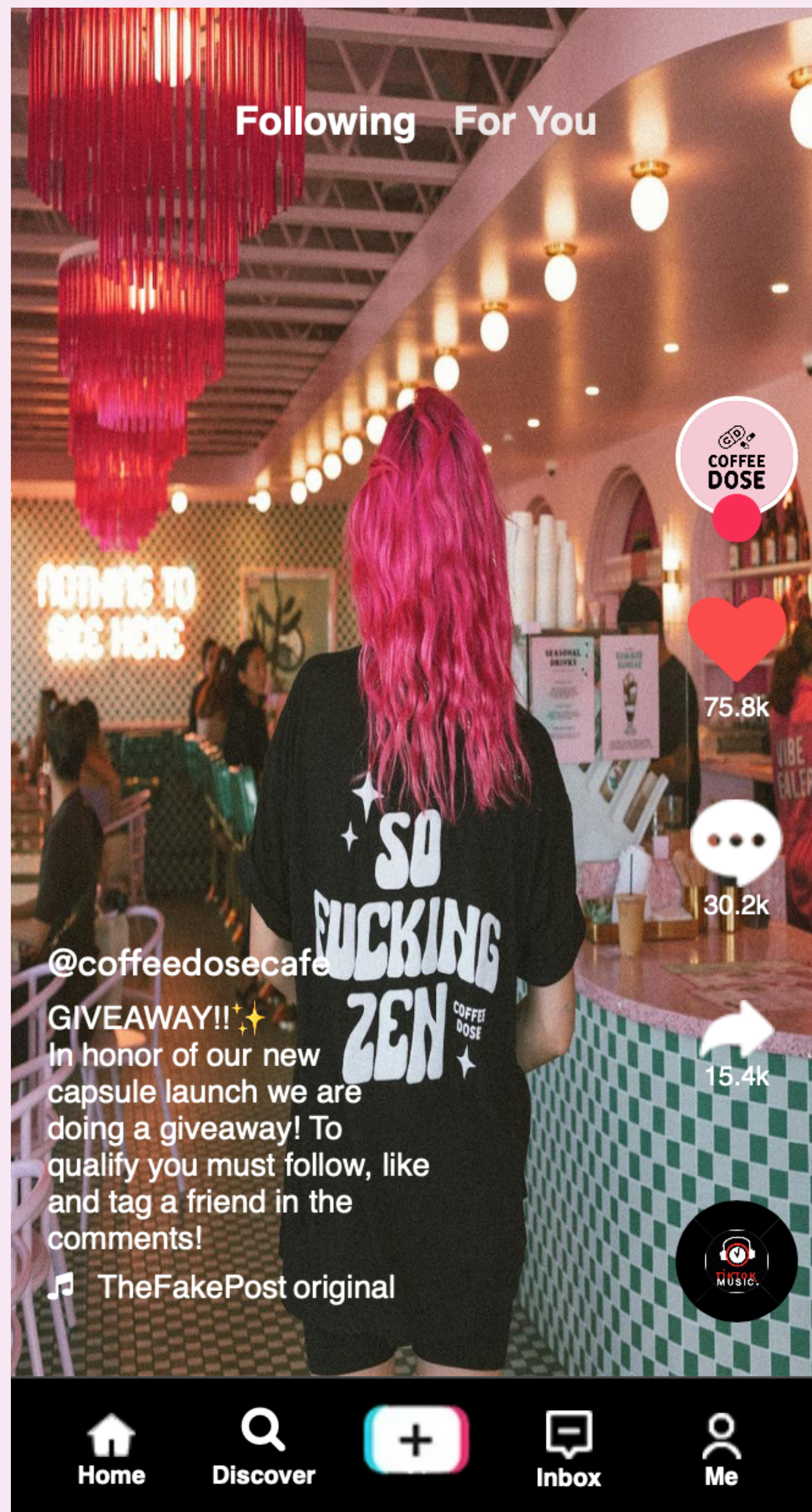


Current Stats:

- 63.7k followers
- 774.6k likes
- All videos are cross-posted with Instagram, no videos appear to be made specifically for TikTok

Our Strategy:

- We want to increase our overall followers and engagement on TT. For this campaign we really want to lean into creating platform-specific content for TikTok by focusing on what content is popular and using trending audios, while still staying true to our brand voice and image.



TikTok



- Create campaign content specifically with TikTok audience in mind, paying attention to current trends popular content and using trending audios
- TikTok giveaway where you have to follow, comment, and like the video to enter to win
 - Giveaway will include a bag of our signature coffee blend, a t-shirt and mug from the new “Zen” merchandise launch
- Aiming for at least 3 videos posted to TikTok each week to ensure consistent user engagement
- TikTok videos will also be shared to Instagram and Facebook
- Collaborate with local TikTok influencer to create engaging marketing content

Metrics & Analytics



Website KPIs:

- User clicks on mobile order header
- Tracking links to see if added social links lead more users to social platforms
- check average position metric to see how optimizing SEO and keywords helped our rank in search engines

Facebook KPIs:

- Evaluate page likes, follows and check-ins after campaign
- Use FB analytics to compare user engagement (likes, comments, shares, page views etc) before and after campaign
- Assess overall reach during this time

Instagram KPIs:

- Using Instagram Analytics evaluate follower count and well as likes, comments, saves and other user engagement compared to before campaign
- Assess ROAS and ROI for the 3 ads ran to calculate if money spent on ads was efficient

TikTok KPIs:

- Tracking views, likes and comments during and after campaign
- Evaluating followers

Quarterly Timeline



Events	Month 1	Month 2	Month 3
Website/App Development	make necessary changes asap	check to make sure website is still running effectively and there are no problems	track website analytics at end of month to see if changes made a difference in website traffic and CTR
Search Engine Optimization (SEO) Tools	Update and optimize website for SEO	Check if keywords are working and performing as they should be, make any necessary changes or additions	Track how SEO performed and its contribution to increased website traffic
Creative/Graphic Design for Content Creation	• Create as much content for Facebook and Instagram at beginning of campaign so that it ready to post when needed • Research, brainstorm and start recording platform-specific content for TikTok • Create one story ad for Instagram	• Continue to create new content for FB and Insta as needed • Continue to track current TikTok trends and trending audio to create related content to release ASAP	• Hard push for TikTok content, creating and finding relevant trending videos • Pay attention to what content performed well and adjust future content accordingly
Social Media Advertising	• We will launch the first ad on Instagram and Facebook this month • Begin posts for #notabasicbrew campaign • Launch Instagram story ad that will run the entirety of the 3 month campaign	• Month 2 we will launch the TikTok giveaway that will run for a 4 days before picking a winner • We will end the first ad halfway through the month and then launch the second ad on FB and Instagram • Continue to post for the #notabasicbrew campaign	• The first week of month 3 we will launch the Instagram “How do you Dose” campaign and will pick a winner after a week • Finish running the second ad on both platforms and IG story ad, evaluate ROAS for both platforms • Final round of posts for the #notabasicbrew campaign

Budget

- Annual revenue: \$750,000-1 million
- Assuming low end of range calculated for 3 months
- 15% = \$112,500
- Monthly budget = $\$112,500 / 12 = \$9,375$

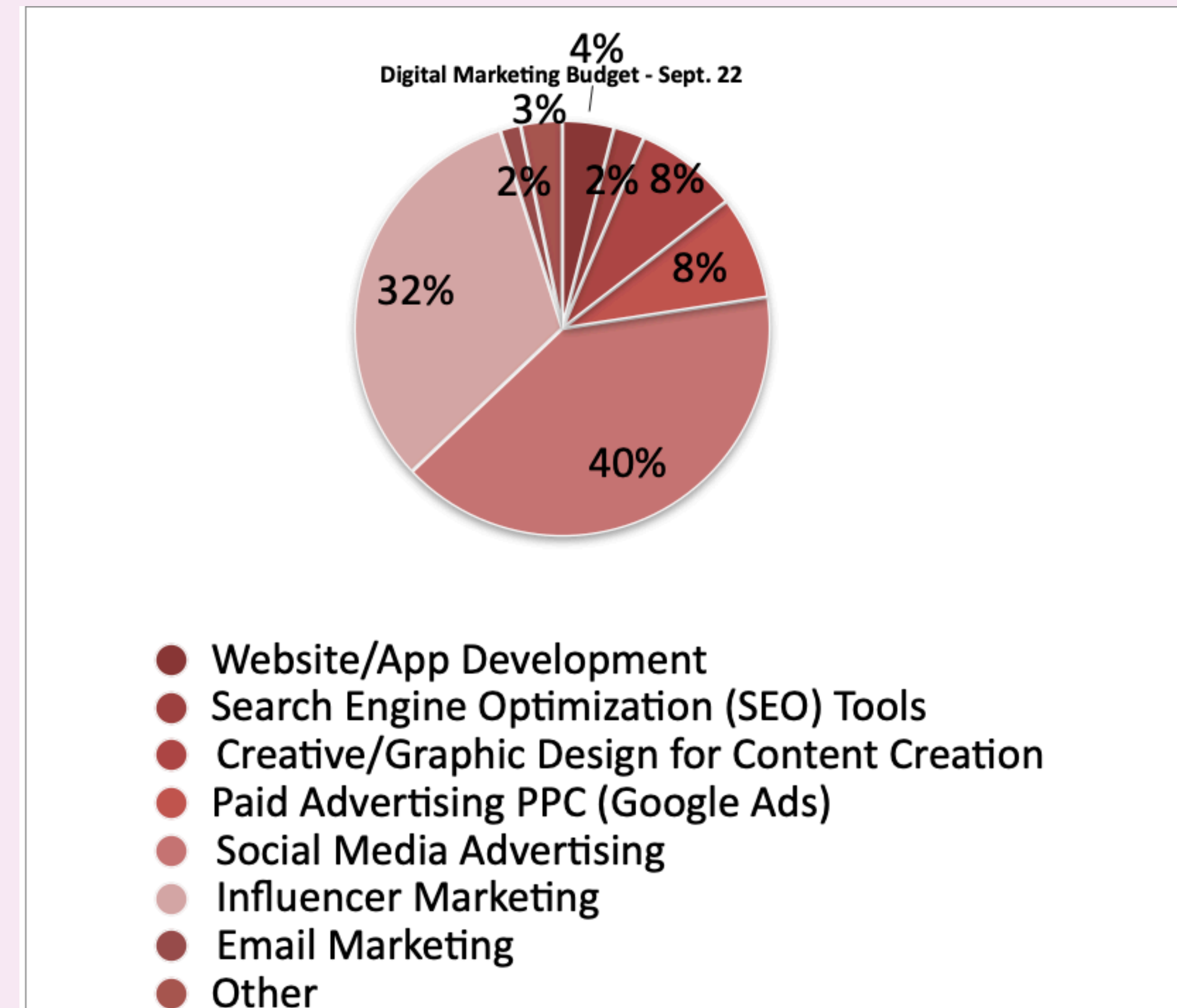
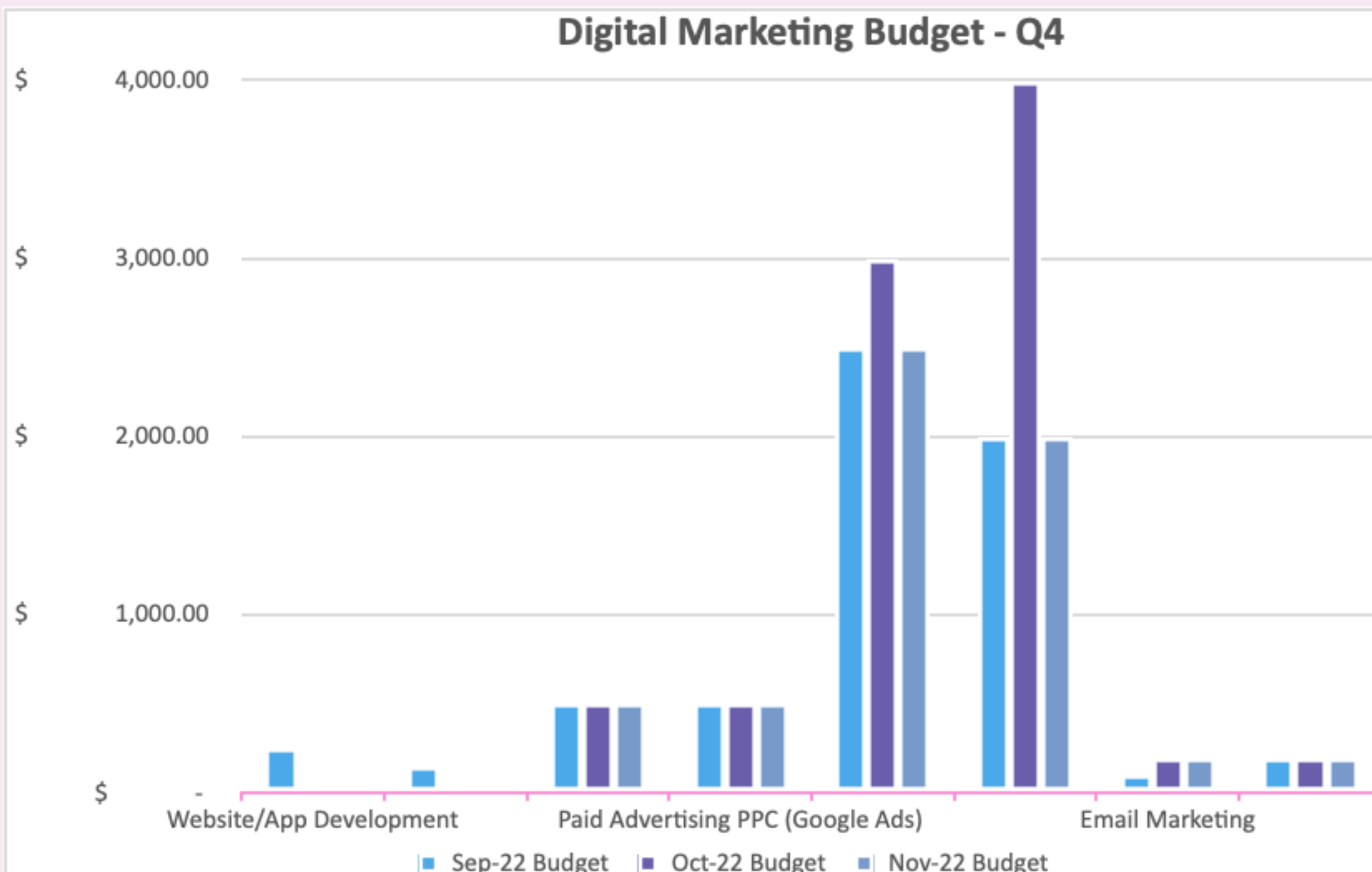


	Sep-22	Oct-22	Nov-22	% of Total
	Budget	Budget	Budget	
Website/App Development	\$ 250.00	\$ -	\$	
Search Engine Optimization (SEO) Tools	\$ 150.00	\$	\$	
Creative/Graphic Design for Content Creation	\$ 500.00	\$ 500.00	\$ 500.00	8%
Paid Advertising PPC (Google Ads)	\$ 500.00	\$ 500.00	\$ 500.00	8%
Social Media Advertising	\$ 2,500.00	\$ 3,000.00	\$ 2,500.00	42%
Influencer Marketing	\$ 2,000.00	\$ 4,000.00	\$ 2,000.00	34%
Email Marketing	\$ 100.00	\$ 200.00	\$ 200.00	3%
Other	\$ 200.00	\$ 200.00	\$ 200.00	3%
TOTAL	\$ 6,200.00	\$ 8,400.00	\$ 5,900.00	100%

Budget



- As a new, smaller business we chose to not max out our budget for each month, and instead only used what we considered absolutely necessary
- The total budget for all 3 months and for the campaign is \$20,500



Summary & Conclusion

- Analyzed current digital presence, strengths / weaknesses, targeted user personas and campaign goals
- Will implement the #**notabasicbrew** campaign across all the aforementioned channels to achieve the goals we established with our SMART goals
- 3 month #**notabasicbrew** campaign across Facebook, Instagram and TikTok:
 - Update website and SEO to be as efficient and user friendly as possible
 - Post consistently across all 3 social media platform to increase user engagement and brand awareness, while staying true to company branding and aesthetics
- The specific goals of this campaign are:
 - 2k likes on Facebook
 - 85k followers on Instagram
 - 70k followers on TikTok
 - Average 20 likes on FB posts and 5 comments
 - 15-20% increased user engagement across all 3 social platforms
- 3 month campaign that will cost \$20,500

