COCO CAFÉ AND LOUNGE

Social Media/ Content Strategy

**Business Objectives:**
- Grow the brand
- Turn customers in loyal customers
- Drive leads and sales
- Improve ROI
- Provide social customer service
- Increase mentions in the press
- Build a community around our business

**Social Media Goals**
- Awareness
- Engagement
- Conversions
- Consumers

**Metrics**
- Followers
- Shares
- Comments
- Likes
- @mentions
- Website link
- Email signups

Coco Cafe’s goal is to increase followers on Twitter, Instagram and company website to grow organic social traffic.
## Strategic Challenges

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Strategic Response</th>
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<tbody>
<tr>
<td>Elder customers not using social media</td>
<td>Outreach and personalize marketing for non-social media users</td>
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<tr>
<td>Website not balanced with social media</td>
<td>Website audit will be completed and implemented</td>
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<tr>
<td>Social media not being up kept with fresh pictures and post</td>
<td>Implement social media upkeep and post new pictures every other day</td>
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<tr>
<td>Limited understand of social media platforms</td>
<td>Evaluate as part of social media audit and provide guidelines for usage if needed</td>
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**Target Audience**

Each social media platform will be utilized different per user and age range.

Demographic:
Population: 5,682 people
Under 5 years old- 2.8%
5 to 17-12.2%
18 to 24 7.2%
25 to 34 16.1%
35 to 54 24.4%
55 to 64 19.8%

Social Media cannot for obvious reasons, capture solely one age demographic. However, each social media platform is projected to be utilized by one to a few demographics of people.

Each social media advertisement will be garnered to the appropriate user, based on our knowledge of which demographic will be using which social media platforms.
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Facebook- The primary demographic of Belmar, is the 35-54 age bracket. By posting weekly updates, promotions and events at Coco Café on Facebook, our demographic can interact and engage with our company.

Instagram- This will be primarily used to engage our existing and potential customers. By posting promotions, and events, we anticipate more traffic to our business.

Twitter- Media Touchpoint: This platform will be used to interact with existing customers, as well as promotion for the potential customers.

Spotify- Media Touchpoint: Coco Café and Lounge will offer and play music from Spotify, and will therefore advertise our brand on Spotify for non-Premium members of Spotify. For those interested in our in house playlist, as well as the performed local music, we have curated playlist on Spotify.

Radio Ad-
Many traditional media users in our primary age demographic of (35-54) is likely to listen to the radio, therefore a promotional/informative ad may be useful in reaching that population.

Loyal Customers- Loyalty Program
Regular Belmar resident customers who are connect to Coco Café through social media. Coco Café wants to retain loyal customers and increase their purchases and engagement with social media platforms.

Existing Customers- FOMO offers
Coffee drinkers who have already visited Coco Café but have not connected via social media. Coco Café will nurture these customers and bring them closer to our social media platforms which will increase purchase rates.

Potential Customers- Promotional Calendar/ Buying incentives
Coffee drinkers visiting Belmar/Belmar beach who are looking to try different flavored coffees.

Plan
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A hired social media specialist will be in charge of all Instagram and Twitter post. Coco Café will post on Instagram and Twitter every other day at 7:30 AM when people are waking up and are desiring a coffee and at 5:00 when people need a pick me up drink.
## Themes for content

<table>
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<tr>
<th>Instagram</th>
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<tbody>
<tr>
<td>- Coffee flavor of the week</td>
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<tr>
<td>- Customers enjoying their Coco Café experience</td>
</tr>
<tr>
<td>- Coco Café to-go cups on the beach</td>
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<tr>
<td>- Specialty coffees</td>
</tr>
<tr>
<td>- Latte</td>
</tr>
<tr>
<td>- Ice Coffee</td>
</tr>
<tr>
<td>- Dessert coffee</td>
</tr>
<tr>
<td>- Coffee and dessert combinations</td>
</tr>
<tr>
<td>- Community engagement</td>
</tr>
<tr>
<td>- Any coffee promotions</td>
</tr>
</tbody>
</table>
Example:

```
cococafe_belmar
```

5 likes

**cococafe_belmar** Relaxation - the state of being free from tension and anxiety. What’s more relaxing than reading a book on the beach while you drink Coco Café coffee? #cococafe #coffee #latte #beach #belmar #nj

MARCH 20
COCO CAFÉ AND LOUNGE

@cococafe_belmar

3 likes

cococafe_belmar Come to Coco Café and try our famous latte! #cococafe #runoncoffee #latte #belmar #nj #beach

MARCH 20
COCO CAFÉ AND LOUNGE

Posting Schedule: Instagram

Monday: Post a picture every day at 8am: with interactive caption/ post story at 11/12am
Tuesday: Post a picture every day at 8am: with interactive caption/ post story at 11/12am

Wednesday: Post a picture every day at 8am: with interactive caption/ post story at 11/12am
Thursday: Post a picture every day at 8am: with interactive caption/ post story at 11/12am
Friday: Post a picture every day at 8am: with update on events / post story at 11/12am
Saturday: Post picture at 12 am/ post story @3pm with nightly events Go live during event

Sunday: Post a picture 11am- story at 2pm

Posting Schedule: Twitter

Monday: Tweet a photo/ Mood Board- 12pm
Tuesday: Clickable link- 11am
Wednesday: Tweet a video-10 am
Thursday: Ask a question/check engagement- 12pm
Friday: promotion/ deals/ shows- 2pm
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Posting Schedule: **Facebook**

Monday: Post a Picture 8-11am

Tuesday: Coffee recipe video or guide 11-4pm

Wednesday: Post a Video 12-2pm

Thursday: Post Photo with Quote 11-4pm

Friday: Events 12-4pm

Saturday: Events 12-4pm

Sunday: Quote/ Inspirational Quote 10-12pm
Deliverables

Coco Café’s Social Media Audit will be completed by hired Social Media Specialist, including summaries of the following:

1. Benchmarking of social media integration
2. Benchmarking of Instagram
3. Benchmarking of Twitter
4. Recommendations of next step for each platform/area

The purpose of advertising on social media will be to garner a larger, more attentive audience of loyal and potential customers.

At Coco Café we aspire to provide not only incredible coffee taste, but an experience that will keep our customers coming back.

To effectively advertise on social media, we intend to follow the trends per platform, to make for a seamless and memorable relationship with our customers.

We have selected the following platforms for advertisement:

Twitter  Instagram  Facebook  Spotify  FM Radio

Why have we selected the social media platforms?

Visual Advertising:

TWITTER: Twitter is a very beneficial resource for a small business as it will act similar to how a YELP would act. Customers often take to Twitter to describe either bad or good
interaction with the company, and spread their thoughts via a tweet. This gives our company a good opportunity to engage and interact with them.


Our Business model: As a team, we wanted to model our engagement after the Notorious Wendy’s Twitter page. Wendy engages with its customers in a very humorous and strategic way, that we felt we could also utilize to make ourself more memorable.

**INSTAGRAM:** Instagram is essentially the main platform to advertise on in 2019, as it will draw in quite a bit of traffic from Noah, Sophia and Jake’s age demographic. Seeing as Instagram is one of the most popular social media up to date, we will be posting the majority of our advertisements via Instagram, and then link that content through to Facebook. We will be posting daily coffee photos and video content at least once per week: coffee roasting process, promotional deals, local band clips/promo videos, recipe guides

Our business model: We looked at companies like Starbucks and Rook for inspiration

*We as a company may also invest in a Hootsuite, to ensure we are regularly posting content across all platforms.*

**FACEBOOK:** Facebook is primarily going to be utilized to attract and maintain a relationship with our middle aged demographic, as they are the most heavy users of Facebook. We will be cross platform posting with Instagram so similar if not the same photography will appear on both Facebook and Instagram.

Our business model: We liked the way Stay Gold has advertised on Facebook and want to follow a similar routine of content posting.
Audio Advertising:

FM Radio: we have selected to advertise on local radio stations such as 94.3 the Jersey Shore, and 101.5- the cost is roughly 1000 per week. During our grand opening we anticipate advertising on the radio for about 4-6 weeks.

SPOTIFY: We are a heavily music dependent café and will be playing music from Spotify throughout our store. We provide our customers our Spotify playlist profile should they hear a song or playlist they like playing in our store. We offer will be offering playlists that feature albums from our local musicians. Since we will be implementing a buying incentive/stamp card following our Spotify profile is the equivalent of purchasing one drink and will reward the listener with one stamp to put towards their next free drink.
Advertising/Content Strategy: Membership Programs and Benefits

We will also be utilizing Stamp Cards and a Loyalty Discount Card. These offers will be offered on our Website and advertised on our social media. With each of these programs, they are fueled by buying incentives.

The Stamp Card: Coco Café and Lounge will be offering a stamp card, that rewards customers for each drink they purchase. Customers may also receive stamps for promotional deals or by following our in-house Spotify profile. For every 10 drinks purchased, the customer will receive their 11th drink for FREE.

Loyalty Discount Card: **cost $15 dollars**
Loyal Coco Café and Lounge customers have the opportunity to purchase a loyalty card that offers them discounted bags of coffee, discounted store merchandise, free entry for 5 Lounge events, and double stamps during seasonal specials.