

Case Study

Located in the heart of Oundle town, **The Coffee Tavern** is a traditional family-run cafe located in Oundle town, serves authentic English food.

As the dedicated social media manager, my mission is to enhance its online presence on Facebook and Instagram.

My strategy approach for this business involves creating real, authentic content that showcases The coffee tavern offerings as they naturally come out of the kitchen.

Without paid advertising, my strategy focuses on organic growth and reach through consistent, engaging posts on both platforms. As a social media manager for The Coffee Tavern, real-time content creation is key. Instead of staged scenes, I capture freshly prepared dishes to showcase the authenticity of our offerings. This approach enhances credibility and relatability, requiring coordination with the kitchen staff for visually appealing content.

To build an organic social media presence, understanding The Coffee Tavern's target audience is crucial.

I invest considerable effort in creating engaging content that resonates with The Coffee Tavern target audience. This involves not just taking appealing photos but also crafting compelling captions and more. Additionally, I employ various templates and creative approaches while staying true to the coffee Tavern brand identity, ensuring that the content remains fresh and captivating without becoming repetitive.

Successfully managing the social media presence of a traditional family-run cafe like The Coffee Tavern requires a blend of creativity, dedication, and an authentic approach. Through real-time content creation, consistent posting, and engaging with the online community, I have effectively helped The Coffee Tavern organically grow its presence on Facebook and Instagram, surpassing 1k followers on both platforms. These efforts have not only boosted the café's visibility, but also fortified its brand identity and customer relationships.