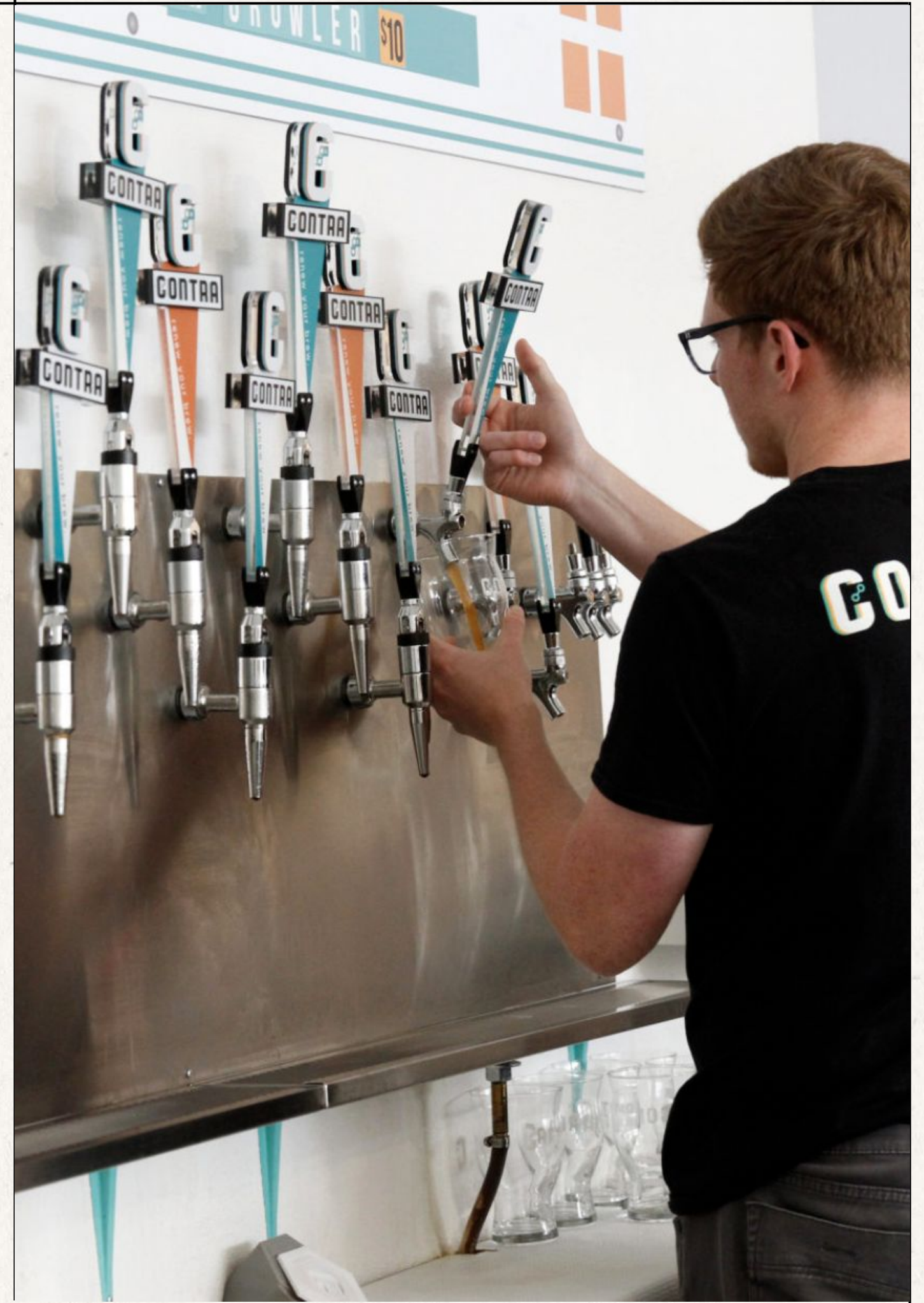


CONTRA

- digital marketing plan -

A Presentation by: Charlotte Belke, Adriana Contreras, Audrey Jones, Melina Sagar

12/04/2023



About Contra

- Distinguishes itself with pre-brewed iced coffee and tea on tap, receiving acclaim for its cold brew and nitro cold brew offerings.
- Popular among students and locals, the shop's location near Chapman University attracts a diverse crowd, fostering a relaxed atmosphere for studying and socializing.
- Beyond beverages, it combines a coffee and tea brewery with a bookstore and art gallery, creating a dynamic and culturally enriching space that contributes to its distinct identity and popularity in the community.



Areas of Improvement



Poor Website

Doesn't load
Online Ordering does not work
Little to no information

Social Media

Tik Tok: There is a username but no posts as the account is not theirs
Founders are hesitant to join the platform
Twitter/ X: Last post in 2017

Not ADA Accessible

Changed website to have an ADA friendly setting button.

Other Digital Marketing Opportunities

Newsletter and rewards program
and
build a stronger online presence

Instagram Story Promotions

- **Promote Seasonal Flavors and Update Followers**
 - Importance of making customers feel special and in the know
 - Attracts customer
 - Keeps customers informed and more engaged
- **Foster Strong Relationship with Community**
 - Maintain and improve connections with Chapman
 - Keep students hooked and reminded of Contra as a hangout or study spot



attention

HOLIDAY FLAVORS

are back and better than ever



MINTY MO



MERRY MINTMAS



HOLLA 4 MASALA



C U L8R GREAT PUMPKIN



ICE SPICE & EVERYTHING NICE

FINALS WEEK SPECIAL

20% OFF DEC 11-15

Finals season is tough, but let us make it a little sweeter with one of our handcrafted drinks. #ChapmanContraStudy



** only eligible for current Chapman University students. Please have student ID

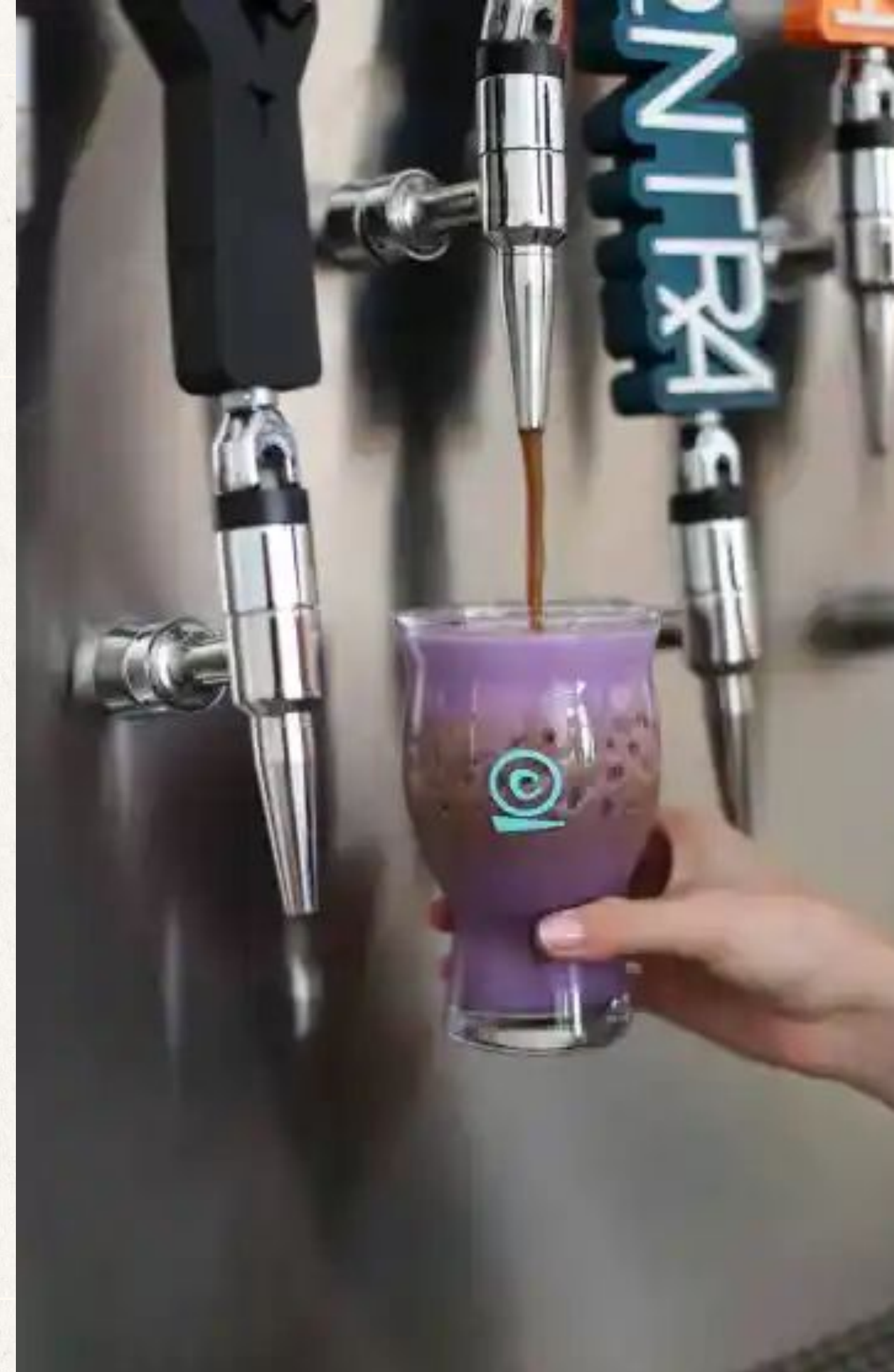
CONGRATULATIONS 2024 GRADS

graduates enjoy 30% off May 17-19

** only eligible for Chapman University graduates. Please have student ID

Improve Website with ADA Accessibility

- Contra wanting to improve the ADA accessibility on their website
- Nearby local business sued for \$25,000 over their ADA accessibility
- They took their website down to prevent a lawsuit
- Working & Educating themselves for a more ADA friendly website
- Website currently still under construction





OUR STORY

MENU

PRODUCTS

CATERING



JOIN NOW

CoNTRA

COFFEE + TEA



CoNTRA
find your place





OUR STORY

MENU

PRODUCTS

CATERING



JOIN NOW

BLINDNESS

ON OFF

MOTO SKILLS DISORDER

ON OFF

COLOR BLINDNESS

ON OFF

VISUALLY IMPAIRED

ON OFF

EPILEPSY

ON OFF

ADHD

ON OFF

LEARNING

ON OFF

ELDER

ON OFF

DYSLEXIA

ON OFF

NAVIGATION ADJUSTMENT



SCREEN READER
ADJUSTMENT



KEYBOARD
NAVIGATION



SMART
NAVIGATION



BLINKS
BLOCKING



TEXT
READER



VOICE
COMMANDS

COLOR ADJUSTMENT

BACKGROUND

HEADINGS

CONTENT



FONT SIZE

FONT SIZE

LINE SPACE

WORD SPACE



RA
A





Welcome to Contra Coffee and Tea in sunny Orange, CA – where every sip is a symphony of flavor! Nestled in the heart of the city, we're more than just a coffee shop; we're a vibrant community hub.

Our specialty? Artisanal brews and teas are crafted with love and precision. From our signature cold brews to handpicked teas, every cup promises an adventure.

Step into our cozy haven, where the aroma of freshly roasted coffee beans and the warmth of friendly smiles await you.

At Contra, every visit is an experience to cherish.

Come, join us, and let's celebrate the joy of great coffee and tea together!



Holiday Specials 2023

Celebrate this holiday season with Contra and try our variety of specials that will instantly transport you into a winter wonderland.



MINTY MO



PEPPERMINT WHITE MATCHA



ORANGE SPICE



ABOUT US

OUR COZY CORNER IN THE HEART OF ORANGE WAS FOUNDED IN 2015 BY PAUL AND JULIE. OUR LOCAL COFFEE SHOP IS A TESTAMENT TO THEIR PASSION FOR CREATING A WARM AND INVITING SPACE FOR THE COMMUNITY. WHAT STARTED AS HUMBLE KIOSKS AT LOCAL EVENTS HAS BLOSSOMED INTO A BELOVED GATHERING SPOT FOR COFFEE ENTHUSIASTS AND CASUAL PATRONS ALIKE. OUR COMMITMENT TO UNIQUENESS SHINES THROUGH OUR SPECIAL FLAVORS THAT AWAKEN YOUR TASTE BUDS AND KEEP YOU COMING BACK FOR MORE. PAUL AND JULIE UNDERSTAND THE IMPORTANCE OF CATERING TO DIVERSE DIETARY NEEDS, WHICH IS WHY WE PROUDLY OFFER AN ARRAY OF DAIRY-FREE OPTIONS, ENSURING EVERYONE CAN INDULGE IN THE DELIGHTFUL EXPERIENCE OF OUR HANDCRAFTED BREWS. SO, WHETHER YOU'RE SEEKING A FAMILIAR COMFORT OR READY TO EXPLORE SOMETHING NEW, JOIN US FOR A DRINK THAT'S CRAFTED WITH LOVE AND A DASH OF LOCAL CHARM.

LOYALTY PROGRAM: JOIN OUR FAMILY

BECOME A PART OF OUR COFFEE-LOVING FAMILY BY JOINING OUR LOYALTY PROGRAM! ENJOY EXCLUSIVE PERKS, FROM DISCOUNTS ON YOUR FAVORITE SPECIAL FLAVORS TO EARLY ACCESS TO NEW RELEASES. WITH EVERY SIP, YOU'LL BE EARNING POINTS THAT BRING YOU ONE STEP CLOSER TO EXCITING SURPRISES. JOIN TODAY AND LET THE AROMA OF OUR FRESHLY BREWED COFFEE BE THE START OF YOUR LOYALTY-FILLED JOURNEY WITH US!

PERKS INCLUDE:





SEE YOU SOON!

HOURS

Monday-Saturday: 8am - 10pm

Sunday: 9am - 7pm

ADDRESS

115 N Orange St, Orange, CA 92866

FURTHER INQUIRIES

[contact us!](#)

CONNECT WITH US



Newsletters

Newsletter 1: General Holiday Announcement

Subject: Celebrate the Holidays with Our Special Drinks at Contra Coffee and Tea!

Body:

Dear Coffee and Tea Lovers,

The holiday season is here, and at Contra Coffee and Tea, we're excited to spread the cheer with our special holiday drinks. Come in from the cold and warm up with our festive offerings!

Introducing Our Holiday Drinks:

Minty Mo: A delightful mix of rich mocha and fresh mint, this drink is like a cozy holiday hug in a cup. Perfect for those frosty mornings!

Peppermint White Matcha: For the matcha lovers, we've added a twist of peppermint to your favorite drink. It's a refreshing take on a classic, sure to invigorate your holiday spirit.

Orange Spice: This zesty beverage is our gift to your taste buds. Made with real orange slices and a hint of spice, it's like the holidays in a cup.

Our café is decked out in holiday décor, creating the perfect ambiance for you to enjoy these seasonal delights.

Come Visit Us!

Don't forget to share your holiday moments with us on social media using #ContraHolidayCheers.

Warm wishes,
The Contra Coffee and Tea Team

Footer:

[Contact Us](#)

Holiday Hours: Monday-Saturday: 8am - 10pm, Sunday: 9am - 7pm

Newsletter 2: Targeted Towards Chapman University Students

Subject: Chapman Students, Fuel Your Finals with Our Holiday Specials at Contra Coffee and Tea!

Body:

Hey Chapman Panthers!

Finals are around the corner, and we at Contra Coffee and Tea are here to make your study sessions a bit more festive and a lot more caffeinated! Check out our holiday specials and find the perfect study spot in our café.

Our Holiday Drinks Are Back:

Minty Mo, Peppermint White Matcha, and Orange Spice: Whether you're a coffee aficionado or a tea enthusiast, we've got something special for you this holiday season. Enjoy these festive flavors and give your study session a delicious boost!

Study Space Just for You:

Need a place to hit the books? Our café is equipped with free Wi-Fi, plenty of outlets, and a serene atmosphere perfect for studying. Plus, show your Chapman ID for a special discount on our holiday drinks!

Take a Break with Us:

Remember, taking breaks is key to effective studying. So, come on over, grab a drink, and recharge.

We're Rooting for You!

Share your study moments with us using #ChapmanContraStudy.

You've got this, Panthers!

Best of luck,
The Contra Coffee and Tea Team

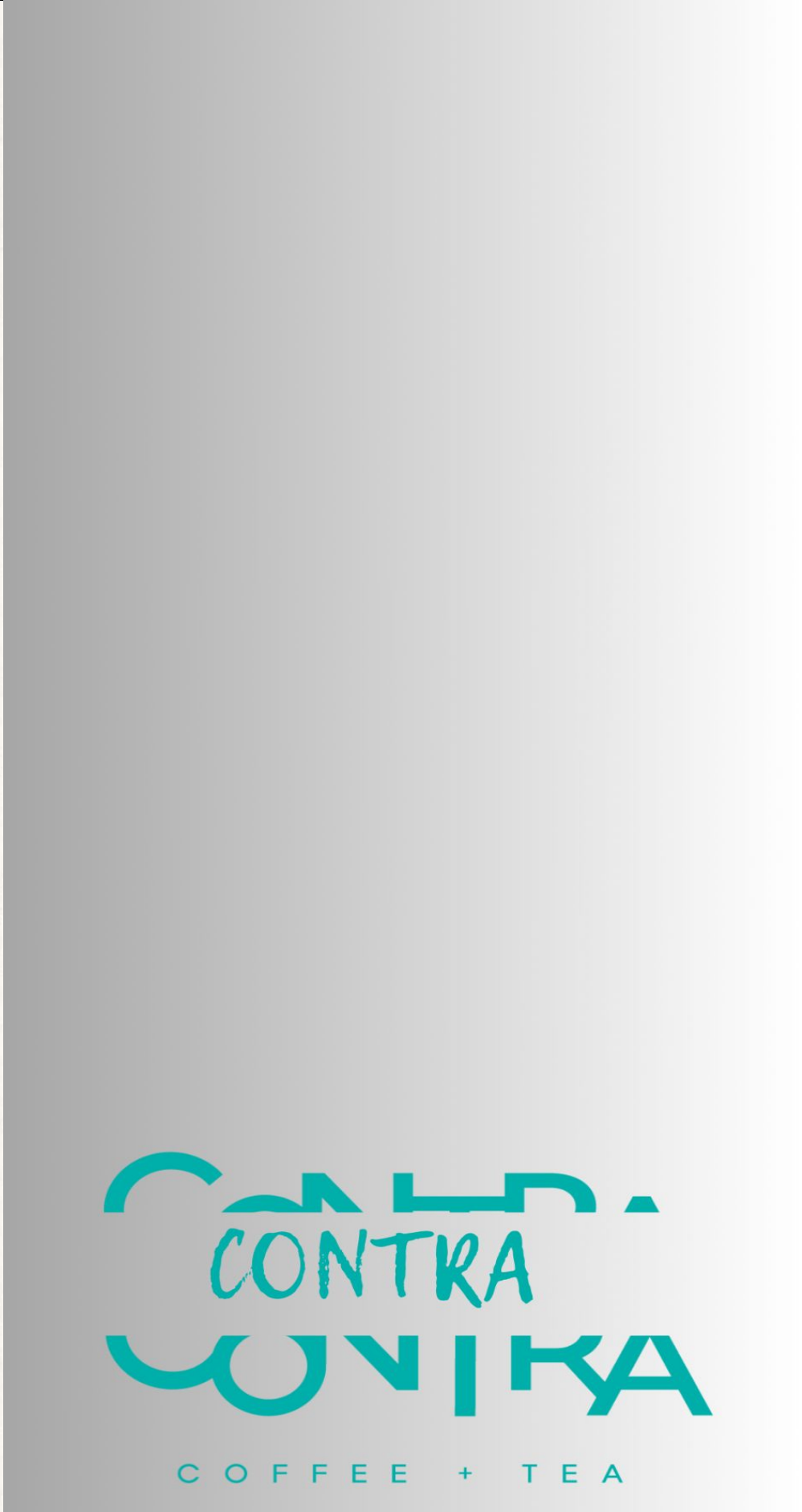
Footer:

[Contact Us](#)

Holiday Hours: Monday-Saturday: 8am - 10pm, Sunday: 9am - 7pm

Motivational Quote: "The secret of your future is hidden in your daily routine. – Mike Murdock"

Snapchat Geofilters



Loyalty Program

- **How To Get Points**

- Buy drinks
- Post reviews on Yelp and Google
- Add your birthday to your profile
- Follow Contra on social media
- Subscribe to emails

- **Rewards**

- Full or partial discounts on drinks
 - Once a certain amount of points is reached
 - On birthdays
 - During finals week for Chapman students



Action Plan

- **Diversify Digital Presence**
 - Expand to more social media platforms to help reach a broader audience
- **Improve Engagement**
 - Create more interactive content and encourage user-generated content to increase engagement
- **Focus On Accessibility**
 - Ensure all digital platforms are accessible to all users, including those with disabilities



THANK YOU!