



Digital Marketing Campaign

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Executive summary

This is a digital and social media marketing strategy for Remedy Espresso Café. There is currently no strategy in place marketing has been carried out at random by the café owner. There is a poorly functioning website that lacks content, a Facebook page that has limited content with no themes and a poor Instagram site. There is limited staffing and budget for marketing, so this report focuses on improving the existing outgoing media and benefits of the café. Widening the scope of marketing can be done at a later stage once a sound starting foundation has been laid.

A persona has been created that guides the marketing materials. The persona is reflective of the typical demographic in the area and those likely to utilise the café.

The three areas this report focuses on improving and that have been outlined in the implementation plan are:

- Website and general internet search – take the existing one offline and complete a new one with current content.
- Social media (Facebook and Instagram) – create content using themes and angles and then use the matryoshka method and slice and dice to keep the content outgoing and current.
- Email list (list of customers and consumers) – utilise the existing list and expand using data gathered from the improved website and social media. Carry out automated emails and campaigns.

The implementation plan also includes:

- The creation of the new website and google search optimisation, including google ads
- Social media posts, ads, events and livestreaming
- Email campaigns and automated emails to new members
- Content creation and engagement actions.

The most significant piece of work related to content creation is an eBook. This is where all the angles and themes can be covered, and future marketing drawn out. One metric the café can use to determine customer engagement is the number of people downloading the eBook.

The success of the digital and social media marketing plan is something that needs to be monitored on an ongoing basis. Metrics such as google analytics, Facebook likes, reviews and ultimately increased customers and sales in the café will all indicate performance and allow for ongoing adaptation of content.

This report has been preceded by a situational analysis. The purpose of this current digital and social media marketing report is to outline to the company Remedy Espresso not only that digital and social media can be improved but also give the company an outline of how to do it. The report includes:

- Determination of the brand narrative of the cafe
- A persona typical of the catchment area of the café
- Identified key marketing challenges
- A digital marketing plan including the digital hourglass which contains the SMART objectives.
- Content ideas and methodology to carry out content creation.
- Some digital and social media marketing examples
- An implementation plan for the marketing

Introduction

This is a digital marketing campaign for the café, Remedy Espresso. The café is in the Springfield Lakes area and has recently changed hands. It is located within a catchment of people renting and owning their homes and that are a median age of 29 to 30.

The company currently only has the owner dedicated to providing digital marketing. The café has a poor and incomplete website, a Facebook page with a low following and an Instagram page. The income is declining for the business and a digital marketing strategy would benefit by bringing awareness to the public of the café's existence and what it offers and therefore increase sales.

Brand Narrative

As the name suggests Remedy Espresso sells coffee, but the café is more than just coffee. Remedy Espresso is a relaxed and comfortable café selling wholesome locally sourced food and beverages. It offers Sunday Remedy sessions when a local artist plays music that you can enjoy while you dine or just relax with a beverage. It is also a platform for local artists to display their work for free. The company owners are also environmentally considerate.

A brand narrative is about not just what we tell the people about ourselves but what the community says. (Forbes, 2016). Therefore, it's important that the abovementioned narrative is visible and viable in every aspect of the cafe's presence. So, throughout the café and all its marketing.

Persona

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you to understand your users' needs, experiences, behaviours and goals. (Dam & Teo, 2019) Dawn Ellison has been created as a typical customer of Remedy Espresso.

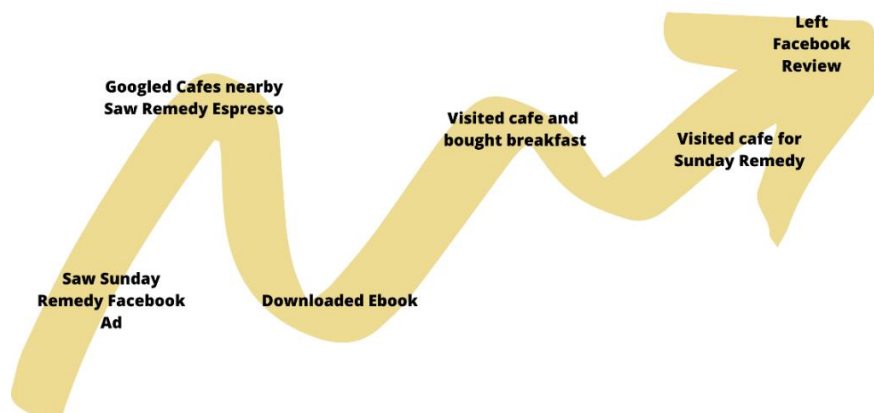
Dawn Ellison

Age: 31 years old
Education: Diploma of Business
Job Title: Office Manager
Job Location: AON, Springfield Metro
Salary: \$70,000 annually
Home: Liberty Crescent, Springfield Lakes



- Goals:**
 - To get a pay rise before the year is over.
 - To get married and have children.
 - Has taken part in the Ipswich Park to Park half marathon and would like to increase his fitness to take part in the Brisbane full marathon.
- Painpoints:**
 - Dawns boss offers a limited budget when she tries to arrange catering.
 - Dawn is highly ethical and like to purchase from ethical companies.
 - Dawn is always looking for something to do socially with her friends.
 - Dawn is a healthy eater and has a strong concern for animal welfare.
- Influences:**
 - Dawn is influenced by her boyfriends opinions, they are important to her.
 - Dawn has a big network of friends in the Redbank Plains and Springfield area as this is where she grew up.
 - Dawn is ethical and considerate of ethical food sourcing and waste management.
- Digital Media Behaviour:**
 - Dawn is often googling and comparing products online to service her company.
 - She checks her Facebook 3 or 4 times during the day and regularly at night time.
 - She has a LinkedIn account that has 249 members, she uses this account to promote herself as she is looking for another position.

- Behaviour:**
 - Dawn can't start the day without a morning coffee.
 - She often buys coffee for workmates and takes it back into work.
 - Goes to the local gym 3 times a week, occasionally treats herself with a healthy smoothie from Remedy Espresso.
- Demographics:**
 - Has a boyfriend of 10 years
 - No children
 - 1 dog
- Psychographics:**
 - She enjoys going out with friends and always looking for new venues
 - She is social but a little introverted so large gatherings do not suit her
 - Loves a Latte
 - Impulse buyer some times
- Geographic:**
 - Lives in Springfield Lakes a 15 minute drive from Remedy Espresso.
 - She works in the Metro Central complex.
 - Summers are hot reaching 40 degrees and winters are mild where she lives.
 - Dawn isn't limited to visiting the Springfield area she has friends all over Brisbane.



Key Digital Marketing Challenges

The three main digital marketing challenges the café has is its poor company representation by the existing website, it's inconsistent social media (specifically Facebook and Instagram) and lack of a useable and current mailing list.

Website and General Internet Search

The current website is incomplete, to the extent it is not portraying a positive image for the company. It should be taken down. A new website should be completed and launched. A start-up website has fewer seconds to make an impression than the site of an established brand. It's critical to make those precious seconds count. (The Daily Egg, 2018). It is proposed the website receive an overhaul and be redesigned.

When you google 'Springfield Lakes Café' Remedy Espresso does not come up in the top three identified cafés. Organically, the café website doesn't even appear on the first page of listings. It is recommended a Google Ad be placed to see if improves traffic to the website. Google My Business should also be examined and updated.

Social Media (Facebook and Instagram)

None of the Social media outlets are consistent, with a theme or used to their best advantage. The company currently uses Facebook and Instagram. Rather than focus on many social media outlets, the company should cut back and focus on doing Facebook well which will automatically update Instagram. Facebook is the world's third most visited website. It is only outranked by google and YouTube. (Newberry, 2019).

Email List

The owner suggests they have some names on a mailing list from the previous owners. It is unclear how many names and what details have been collected. It is recommended that the company invest in mail chimp to collect email addresses and demographics of their captive audience, in order to target people more appropriately in the future and do email campaigns.

Digital Marketing Plan

The digital marketing plan proposed is for a period of 12 months. The reason for this is a new website is needed and the foundations of a good Facebook page launched. This will take considerable time in the first instance but done well once, will make future years campaigns easier.

Resources

The owner has allocated \$500 per month for marketing. Staffing is limited and there are only 3 fulltime staff (including the owner) and one junior. Due to limited staff it is again recommended that at this stage marketing be scaled down in the number of outlets and get those fewer outlets successfully running. It is recommended that the owner seek a marketing intern to assist with the initial years' publicity.

Clear Mission and Messaging

The owner states that the hardest thing to get out to the public is that they have changed. The problem with this statement is that all their digital outlets don't reflect a change other than in name. The owner needs to identify clear messages and themes to portray to the customer base.

The following is suggested:

Vision:

To be the provider of a relaxed and comfortable café, selling wholesome locally sourced food and beverages.

Mission Objectives:

1. Where possible source locally
2. Where possible support local people and businesses
3. Maintain environmental consideration in work practices

Digital hourglass

Hourglass	Digital Objectives	Micro-conversions	Macro-conversions	Other performance metrics
Awareness	<ul style="list-style-type: none"> • Create a digital and social media marketing strategy • Increase Facebook followers (Currently 2,294). 	<ul style="list-style-type: none"> • Have an additional 500 people on Facebook by March 2021. 		<ul style="list-style-type: none"> • Remedy Espresso are in receipt of the strategy
Exploration	Have a working website by April 2020.	Have the monthly menu downloaded by 500 consumers by March 2021.		
Consideration	Create a database of names and email address.	Begin database of consumers by March 2020. Have a mailing list of 1,500 people by March 2021.		
Experience	<ul style="list-style-type: none"> • Create an eBook and have it downloaded by consumers. • Contact 2000 consumers via Facebook advertisement regarding Sunday Remedy. 	Have the eBook downloaded 300 times by March 2021.		Have a full house for each Sunday Remedy.
Conversion	To have drawn the interest of 1,000 new customers by March 2020.		To increase sales by 50% by March 2021.	
Loyalty	Have an additional 500 followers on Facebook.	Have 500 repeat customers by March 2021.		500 loyalty cards on record.
Advocacy	To have satisfied customers leaving positive reviews.	Have 100 reviews on Facebook by March 2021.		Work with 3 other businesses during the year.



Figure One: An example of a consumer's journey



Content curation and creation

For those turning out content regularly, it's important to brainstorm ideas, know your audience and keep things current. By focusing on quality over quantity, you'll write exciting pieces that make people want to stop scrolling and read. (DMI Daily Digest, 2019). In this respect, it is beneficial to determine overarching themes relevant to the company and break these themes down into angles of perspective. I have presented some relevant to Remedy Espresso below:

	Theme One <i>Wholesome Food</i>	Theme Two <i>Local People</i>	Theme Three <i>Environment</i>
Angle One	Local market sourcing	Sunday Remedy - local musicians	Eco friendly cups
Angle Two	Cooking seasonal food	Local artist	Stay cool in summer
Angle Three	Latte art	Local market sourcing	Pet friendly
Angle Four	Wholesome diets	Partnerships	Waste reduction
Angle Five	Summer smoothies	Local people	Recycling

Figure Two: Themes and Angles

In order to create enough content for all outlets it is advisable to consider marketing's Russian doll strategy. That is to create a larger piece of the content that can be manipulated into smaller chunks of media (McCracken, 2011). Otherwise known as the Matryoshka method for content creation.



Figure Three: Matryoshka method.

Where the information is sourced

Local Market Sourcing	Owners experience at the local markets, interviews and information gathered from the local sellers at the markets.
Cooking Seasonal Food	Chef's experience cooking
Latte Art	Create a unique video based on the artwork from https://www.wikihow.com/Make-Latte-Art
Wholesome Diets	Journal articles
Summer Smoothies	Create unique smoothies based on Good House Keeping examples and inspiration from fruits available at the local markets. https://www.goodhousekeeping.com/food-recipes/healthy/a21946699/summer-smoothies-recipe/
Sunday Remedy	Local schools, existing artist, local university, local TAFE, suggestions from the Royal Mail Hotel, Goodna, Facebook Jazz pages or music shops in Ipswich.
Local Artist	Arts Alive Creative Arts School, (has connections to Ipswich Artists), Amanda Waschevski (local portrait photographer), Ipswich Art Society.
Local Market Sourcing	Schultes, Bidfoods, La Sebastian Bakery, local markets.
Partnerships	Schultes, the local vet, the local doctors, the local gym.
Local People	Customers reviews and guest interviews
Eco Friendly Cups	suppliers, customer reviews
Stay Cool in Summer	Journal articles, the local doctor
Pet Friendly	Journal articles, the local vet
Waste Reduction	Journal articles
Recycling	Journal articles and Ipswich Waste webpage

Figure Four: Information sources



Content Examples

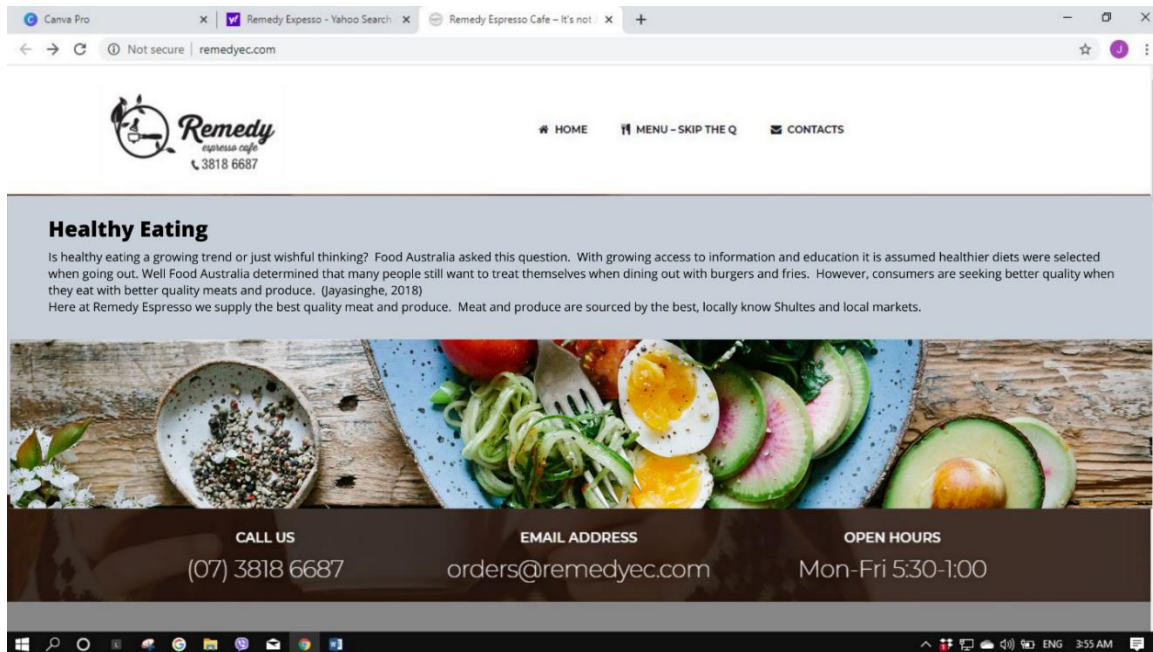


Figure Five: Example Website Content – Wholesome Food

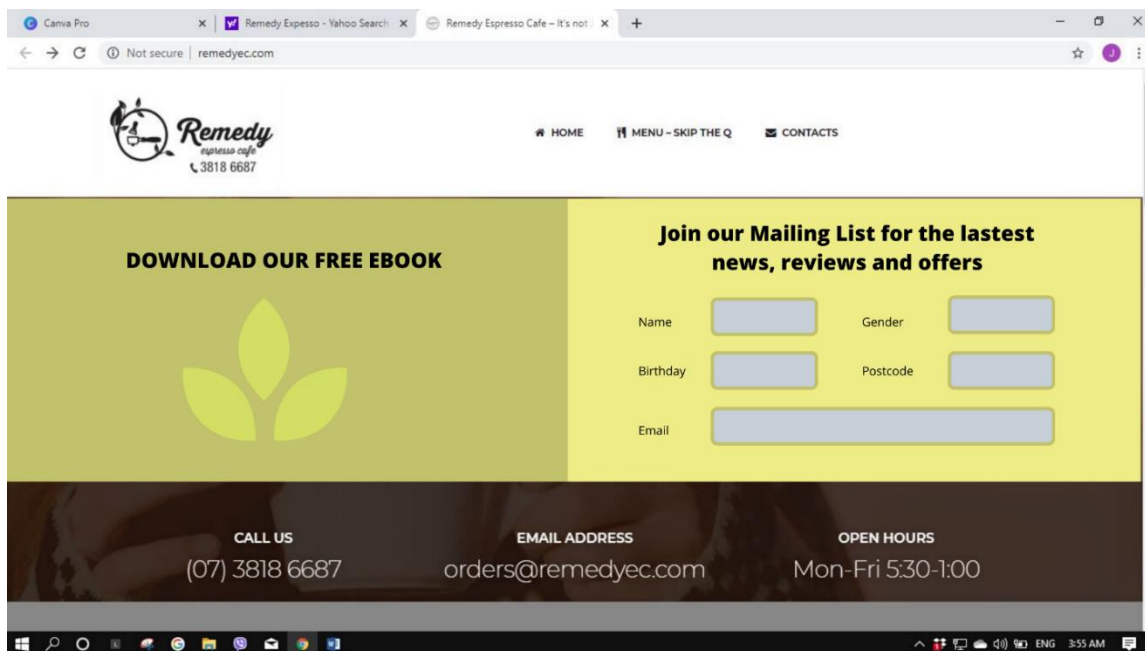


Figure Six: Landing Page - Download eBook



More than **JUST** good coffee

Recycling tips

What herbs and spices should I use?

Best Summer Smoothies

Keeping your pet cool

Local produce

Sunday Remedy

Environmentally friendly pest control

Figure Seven: eBook cover example

Mango Madness

1 c. orange juice
1/2 c. coconut yogurt
1 1/2 c. frozen mango
**1 medium carrot, coarsely
grated**



Strawberry Fields

1/2 c. coconut water
**1/2 c. coconut
yogurt**
1 c. strawberries
1/2 c. frozen peaches

Green Goddess

**1/2 c. unsweetened almond
milk**
1/2 c. honey yogurt
**2 bananas, cut into pieces and
frozen**
3 c. baby spinach

Figure Eight: eBook Page Example – Summer Smoothies



Figure Nine: Example Facebook Post – Summer Smoothies



Figure Ten: Example Email – Summer Smoothies

10:23 ↶

4G 🔋



Remedy Espresso



Our food is sourced locally and by the best. Remedy Espresso proudly uses **Shultes**.

... See more



proudly uses

SCHULTE'S

Fresh Gourmet Market



👍 Like

💬 Comment

➦ Share



Figure Eleven: Example Facebook Post – Our Suppliers

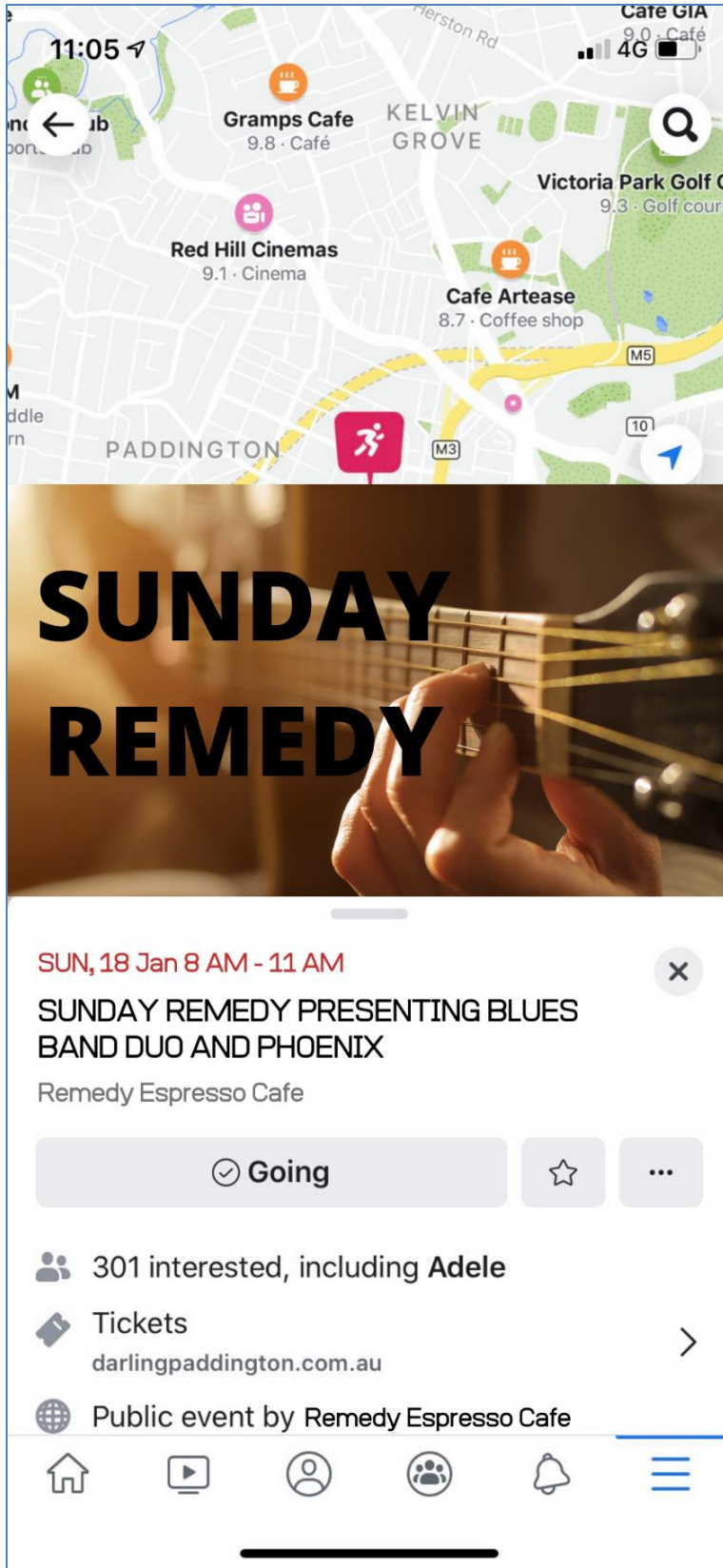


Figure Twelve: Facebook Event – Sunday Remedy

10:37

4G



Remedy Espresso Cafe Exclusive



Remedyespressocafe@...

Yesterday



**Remedy Espresso
welcomes you to our
mailing list**



Download our free eBook



Reply



Figure Thirteen: Automated email out to those joining mailing list



Figure Fourteen: Auto email out for those registered on the mailing list

Implementation plan

Management of Implementation Plan

The owner would be responsible for overseeing the entire digital marketing campaign. An intern would be able to carry out a lot of the work, but it is key the owner takes the lead to ensure consistency and ownership. From the onset, the following actions would take place:

- Existing website taken down
- New website created
- Content written for the website and some campaigns in advance.
- A photographer engaged to take pictures of the setting, the food and beverages for use in the website and throughout the campaigns.
- Google My Business updated
- eBook created
- Campaigns begin
- Website launched

Creation of Website

Increasing visibility is one major factor that makes having a website important. Even if people have heard about your company, they may want to carry out research online first, before leaving the house. (Jackson, 2019). The company has two options in creating a website. They can use a free online website builder and do it themselves. Alternatively, the owner can engage a website maker and pay for their services. It is recommended that a webpage designer be engaged to create a new site. The website should not be live until completed.

In the creation of a new website it is important that the company have an appropriate URL and that they utilise remedyesspressocafe.com.

Search Engine Optimisation

This is more of an ongoing challenge and will organically change as the website is used and updated and social media platforms visited.

Google Ad

Placing a Google Ad when the website is launched will ensure that people find it easily. It's unlikely the site will organically appear in the top three or on the first page until people start using it. The words that are used to prompt the ad should be 'Springfield Lakes Café'.

Remedy Espresso Café | It's so much more than JUST Coffee

www.remedyesspressocafe.com

Open 7 days a week from 5.30 am Mon-Fri & 7.30am Sat & Sun. Remedy Espresso is a relaxed and comfortable café selling wholesome locally sourced food and beverages.

Figure Thirteen: Google Ad

Google My Business

Google My Business is a free and easy way to promote the business. This should be updated with current pictures to make the venue look inviting.

Creation of eBook

The creation of a 10-page eBook would be the responsibility of the owner as they are familiar with the type of food to be served at the café and what the menu contains. A lot of media for Facebook will stem from the contents of this book.

Menus

The menus are introduced seasonally, and it is recommended there is a Facebook campaign each time a new menu is released. The owner would work with the chef to determine the menu based on available produce in that season and the chef's abilities.

It is recommended the owner engage a professional photographer on each menu release to take some photos of popular meals. These can be used on the menu, in the eBook and on Facebook posts.

Campaigns

The following chart depicts digital media actions to be completed throughout the programmed year. It contains Facebook ads, posts and live streaming and email campaigns. All the campaigns stem from the above section 'content creation and curation'. The schedule looks extensive but for the most part it is showcasing what Remedy Espresso already stands for and delivers. The schedule has been coordinated so that there are at least three new Facebook posts per week, keeping the page fresh and current for new visitors.

SUNDAY REMEDY	<ul style="list-style-type: none">• This is a campaign that runs throughout the year. It draws on the owner's desire to have a blues/jazz band on a Sunday.• Given the lack of entertainers and the logistics of doing this every Sunday, the live event is proposed every second month. (6 in a year).• Each Sunday Remedy has a Facebook Event associated with it two weeks prior and on then boosted the week prior.• The event is pre-recorded on the day and then live streamed on Facebook also on the same day.• The objective is to get people to the venue to enjoy the entertainment and purchase food and beverages whilst there.
LIVESTREAMING AND VIDEOS	<ul style="list-style-type: none">• So that customers begin to expect live streaming there is a scheduled event for such every first Sunday of the month. This is inclusive of Sunday Remedy.• There's been an explosion of growth in video on social media in recent years. Views of branded video content have increased 99% on YouTube and 258% on Facebook between 2016 and 2017. Entertainment tends to win the day on Facebook (Wzyowl, 2019).

<p>NEW ARTIST IN THE HOUSE</p>	<ul style="list-style-type: none"> • This is drawing on the relaxed creative culture emanating from the café and its desire to work with local people. • The artist rotates every third month. It may be an opportunity for the artist to sell their work and promote themselves. • Each new artist is supported by a Facebook Ad followed the next week by an interview with the artist to be posted on Facebook. • The objective is to draw people to the café. • Another objective is to create a wider audience and network where Remedy Espresso contributes locally.
<p>SEASONAL MENU RELEASE</p>	<ul style="list-style-type: none"> • This campaign highlights the menu release for each season of the year. • The post will lead the consumer to a landing page to download the eBook for menu ideas. Also, on the page is a sign up for email information and offers. • It is vital to the success of the company that the customer knows the café provides fresh seasonal menus. This is their strongest point of difference to the old café and to those surrounding it. • The objective is to have the eBook downloads recorded to ascertain traffic on the site. The mailing list is to attract new customers and existing customers back in the future.
<p>SUPPLIER CAMPAIGN</p>	<ul style="list-style-type: none"> • A lot of this campaign can be done in advance. It is interviews or videos with suppliers. • Its purpose is to attract a wider audience by having dual advertising with the supplier.

	<ul style="list-style-type: none"> • Schultes is a key supplier to join marketing with as it advertises heavily on the local radio and captures a wide audience. It is recommended there be a free breakfast prize for a Shultes customer. If this were advertised on the premises and the successful winner promoted there, the profile of Remedy Espresso would rise.
COMPETITIONS	<ul style="list-style-type: none"> • There is room in the campaign for competitions. Each should lead the consumer to a landing page to sign up to the mailing list.
GENERAL POSTS	<ul style="list-style-type: none"> • There is scope in the number of Facebook posts scheduled to showcase menu items and visitors to the café.
EMAIL	<ul style="list-style-type: none"> • Email should be collected before people receive a loyalty card. • Collection should also be part of Facebook campaigns. • There should be automated emails for those first joining, welcoming them to Remedy Espresso. Birthday offers. Milestone offers such as one-year membership.

Figure Fourteen: Specific Campaigns



ACTION	Person	Sep-20				Oct-20				Nov-20					Dec-20				Jan-21				Feb-21					
		6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	
Content Creation	Intern																											
Facebook Live Video - Sunday Remedy 6 Sep 2020	Owner	x1																										
Facebook Ad - Spring Menu Release Download eBook	Intern	x1																										
Facebook Ad - New Sep Artist Launch	Intern	x1																										
Facebook Post - Introducing Sep Artist Feature	Intern	x1																										
Facebook Post - Update to Spring Menu (link to website)	Intern		x3																									
Facebook Post	Intern			x3																								
Facebook Post	Intern				x3																							
Email Mailout	Intern	x1																										
Email Mailout	Intern			x1																								
Website Update	Intern	x1																										
Website Update	Intern			x1																								
Facebook Live Video - Live from Schultes (Free breakfast for customer)	Owner					x1																						
Facebook Post	Intern					x2																						
Facebook Post	Intern						x3																					
Facebook Post	Intern							x2																				
Facebook Event - Promote Sunday Remedy 1 Nov 2020	Intern							x1																				
Facebook Post	Intern								x2																			
Facebook Event Repost - Promote Sunday Remedy 1 Nov 2020	Intern									x1																		
Email Mailout	Intern					x1																						
Email Mailout	Intern							x1																				
Website Update	Intern						x1																					
Website Update	Intern							x1																				
Facebook Live Video - Sunday Remedy 1 Nov 2020	Owner									x1																		
Facebook Post	Intern									x2																		
Facebook Post - Pet Friendly Promotion (with Local Vet)	Intern										x3																	
Facebook Post	Intern											x3																
Facebook Post	Intern												x3															
Facebook Post - Pet Friendly Promotion (with Local Vet)	Intern													x3														
Email Mailout - Pet Friendly Promotion (with Local Vet)	Intern									x1																		
Email Mailout	Intern										x1																	
Email Mailout	Intern											x1																
Website Update	Intern										x1																	
Website Update	Intern											x1																
Website Update	Intern												x1															
Facebook Live Video - Live from Schultes (Free breakfast for customer)	Owner																x1											
Facebook Ad - Summer Menu Release Download eBook	Intern																x1											
Facebook Ad - New Dec Artist Launch	Intern																x1											
Facebook Post - Introducing Dec Artist Feature	Intern																x1											
Facebook - Summer Smoothies Recipes (From book)	Intern																	x3										
Facebook Post - Update to Summer Menu (link to website)	Intern																		x2									
Facebook Event - Promote Sunday Remedy 3 Jan 2020	Intern																			x1								
Facebook - Staying Cool in Summer (Local Doctors)	Intern																				x2							
Facebook Event Repost - Promote Sunday Remedy 3 Jan 2020	Intern																					x1						
Email Mailout - Summer Smoothies Recipes (From book)	Intern																					x1						
Email Mailout	Intern																						x1					
Website Update	Intern																						x1					
Website Update	Intern																							x1				
Facebook Live Video - Sunday Remedy 3 Jan 2020	Owner																											
Facebook Post	Intern																											
Facebook Post	Intern																											
Facebook Post	Intern																											
Facebook Post	Intern																											
Facebook Post	Intern																											
Email Mailout	Intern																											
Email Mailout	Intern																											
Website Update	Intern																											
Website Update	Intern																											
Facebook Live Video	Owner																											
Facebook - Sign Up on Mailing List Win Valentines Breakfast for 2	Intern																											
Facebook - Our Valentine Winners (Photo)	Intern																											
Facebook Post	Intern																											
Facebook Post	Intern																											
Email Mailout	Intern																											
Email Mailout	Intern																											
Website Update	Intern																											
Website Update	Intern																											

Figure Fifteen B: Implementation Plan September 2020 to February 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Facebook Post 11 am	2	3	4 Facebook Post 11 am
5 Facebook Live 11 am	6 Email Mailout	7	8 Facebook Post 11 am	9	10	11 Facebook Post 11 am
12 Facebook Post 11 am	13	14	15 Facebook Post 11 am	16	17	18 Facebook Post 11 am
19 Facebook Event Invitation 11 am	20 Email Mailout	21	22 Facebook Post 11 am	23	24	25 Facebook Post 11 am
26 Facebook Event Invitation Repost 11 am	27 Website Live Facebook Ad 11 am	28	29 Facebook Post 11 am	30		

Figure Sixteen: Example Monthly Schedule (April 2020)







	Google Analytics
	A method to get the café high on the google search page
	Social Media Scheduling Tool
	For the creation of landing pages and email campaigns
	Social Media Platform
	Social Media Platform
	Video Creation Software
	Simple Graphic Design Platform
	Website Designer

Figure Seventeen: The marketing technology to be used to deliver this campaign.

Monitoring and evaluation metrics

Digital Channel	Frequency	Day & Time	Content Type	Paid Media	Metrics	Conversion Goals
Facebook Posts	3 a week	Wed 11 am			<ul style="list-style-type: none"> • Likes for post • Leave positive reviews 	10 unique likes per post
Facebook Ads	1 a week	Sat 11 am	Free informative information linking to eBook	Yes	<ul style="list-style-type: none"> • Link to landing page and fill out mailing list form 	10 people added to mailing list per ad
Facebook Events	Every 2 months	Sun 11 am	Prerecorded video		<ul style="list-style-type: none"> • Attend Sunday Remedy 	20 customers in store
Google Ads	First 3 months	Sun 11am	Links to website	Yes	<ul style="list-style-type: none"> • Link to website 	Link to website and stay
Facebook Livestream	Every month	Sun 11 am	Prerecorded video		<ul style="list-style-type: none"> • Watch livestream, like and comment 	Watch full video clip and comment

Figure Eighteen: Monitoring and evaluation metrics



Budget

Item	Mar-20	Apr-20	May-20	Q1 TOTAL	Jun-20	Jul-20	Aug-20	Q2 TOTAL
Google Ad	0	100	100	\$ 200.00	100	0	0	\$ 100.00
Facebook Ads	0	100	100	\$ 200.00	100	100	100	\$ 300.00
Prizes	50	50	50	\$ 150.00	50	100	100	\$ 250.00
Photography by Ipswich Photography Society	300	0	0	\$ 300.00	0	0	0	\$ -
Intern	0	0	0	\$ -	0	0	0	\$ -
Hootsuit	0	39	39	\$ 78.00	39	39	39	\$ 117.00
Website and SEO completed by MI Website Design	795	0	0	\$ 795.00	0	0	0	\$ -
Mail Chimp	0	9.99	9.99	\$ 19.98	29.99	29.99	29.99	\$ 89.97
Website hosting by MI Website Design	0	0	0	\$ -	10	10	10	\$ 30.00
Website domain by MI Website Design	120	0	0	\$ 120.00	0	0	0	\$ -
E-book publishing using World Wide Printing	1000	0	0	\$ 1,000.00	0	0	0	\$ -
Campaign Total				\$ 2,862.98				\$ 886.97

Sep-20	Oct-20	Nov-20	Q3 TOTAL	Dec-20	Jan-21	Feb-21	Q4 TOTAL	YEAR TOTAL
0	0	0	\$ -	0	0	0	\$ -	\$ 300.00
100	100	100	\$ 300.00	100	100	100	\$ 300.00	\$ 1,100.00
100	100	100	\$ 300.00	100	100	100	\$ 300.00	\$ 1,000.00
0	0	0	\$ -	0	0	0	\$ -	\$ 300.00
0	0	0	\$ -	0	0	0	\$ -	\$ -
39	39	39	\$ 117.00	39	39	39	\$ 117.00	\$ 429.00
0	0	0	\$ -	0	0	0	\$ -	\$ 795.00
49.99	49.99	49.99	\$ 149.97	49.99	49.99	49.99	\$ 149.97	\$ 409.89
10	10	10	\$ 30.00	10	10	10	\$ 30.00	\$ 90.00
0	0	0	\$ -	0	0	0	\$ -	\$ 120.00
0	0	0	\$ -	0	0	0	\$ -	\$ 1,000.00
			\$ 896.97				\$ 896.97	\$ 5,543.89
							Budget	\$6,000

- * Website domain \$120 annually (free first year)
- * Website hosting \$10 monthly
- * Google Ad continue if successful
- * eBook concept \$300 (plus GST)
- * eBook build \$900 (plus GST)

General Recommendations

- A loyalty card be offered on site but to receive this you need to join the mailing list.
- The loyalty card offers 5% off each coffee.
- The loyalty card is designed with the company theme and has an expiry date, ensuring constant updating of the database.
- Each time a loyalty card is used it is recorded on a CRM system.
- Birthday coffees are offered to loyalty card holders.
- The seasonal menu be designed to complement the company theme.
- The menu used to advertise the mission and values of the company. (Locally sourced food).
- Water dishes are always kept out so passers-by can see the café is dog friendly even when they are not using it. It may prompt a future visit.
- A local news board be erected as a trial, for the local customers to leave their own business cards.

Future Recommendations

- Depending on social media success and the expansion of the catering arm of the business, the use of LinkedIn be considered.
- The company consider local radio advertising, even if it is in partnership with the existing Springfield Metro Centre advertising.
- An environmentally friendly re-usable cup be available to purchase.
- Drink coasters with the café logo be used.
- Magnets with the phone number be create for people who want to order coffee and collect.

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