



Catface Café

Catface Café
Faux Project Plan

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Situation and Objective

Situation: Catface Café, a local Beloit roaster and coffee house, will open in May 2017. Catface Café offers unique fair trade coffee items, locally sourced menu items, fair trade gifts, and provides a rentable meeting space for community events.

Objective: Catface Café's primary objective is to create brand awareness and receive community recognition. A multi-step marketing campaign and project timeline will be initiated.

Business name	Catface Café		
Mission Statement	A welcoming environment for the community and encourage fair trade/buying local through coffee, gifts and more.		
Objectives	Sell fair trade/ local products	Be/promote social responsibility	Receive validation from community
Value Propositions	Local/fair trade	Local Community Involvement	Better tasting coffee/better environment
Elevator Pitch	Catface Café Promotes social responsibility through worldwide and local communities through coffee.		

Measurable Goals:

- Awards: Be selected as the "Best New Coffee Shop in Beloit" by the local restaurant guide, as well as be selected as the number one coffee location by the local newspaper within 2017
 - Brand Awareness: Reach 1,000 likes on Facebook, reach 500 followers on Instagram.
- Increase web traffic by 65% by year end, 2017.

Audience

Catface Café's target audience are locals interested in coffee, fair trade items, and community oriented individuals. Catface Café is located in bustling downtown Beloit; close to Beloit College, and several office buildings. Catface Café will target office workers, students and teachers, and community leaders searching for a relaxing environment and good coffee that is ethically sourced.

Beloit Profile:

- Estimated population: 70,610
- Breakdown: 27.3% under the age of 20, 9.0% from 18 to 24, 29.8% from 25 to 45, 23.8% from 45 to 64, and 10.2% who were 65 years of age or older. The median age was 33 years. For every 100 females, there were 95.4 males.
- Estimated Beloit College students: 10,358
- Estimated Beloit College faculty and staff: 1,224

Strategy

Strategy: Catface Café will cater to people in search of their daily cup coffee, and people who want to support local business and people who want to support fair trade companies. Our market research shows that people are searching for the best tasting coffee, and will go out of their way to buy from ethical sources. Catface Café will function as a relaxing environment to enjoy coffee, a unique place to buy gifts, and serve as a meeting place for students and teachers. With the addition of the low-cost reservable meeting room, Catface Café will function as a center for community events and meetings. This will provide a unique possibility for building a loyal client base. Our primary focus: a community and an ethically faced company that provides high-quality fair trade coffee and gifts, local fare, and a relaxing environment.

Customer Strategy:

Name	Catface Café		
Mission Statement	A welcoming environment for the community and encourage fair trade/buying local through coffee, gifts and more.		
Target Audience	University students/faculty	Office workers downtown	Community leaders
Audience Goals	Place to study/meet	Start day with coffee or end day with relaxing environment	Place to hold events, support local businesses
Audience Tech	Facebook, Instagram, School e-mail	Facebook, Instagram	Facebook, Instagram
Audience Non-Tech	Foot Traffic, word of mouth, Posters at local stores, school newspaper, local news, radio	Foot Traffic, word of mouth, Posters at local stores, newspaper, radio, farmers market, local news	Foot Traffic, word of mouth, posters at local stores, newspaper, radio, local news, Farmers Market, Outreach from Catface Café

Segment Tactics (example)

Target Audience	Community Leaders		
Audience Goals	Support the community by buying locally and promoting local brands		
Business Goals	Sell products	Become engrained with community	Word of mouth promotion
Shared Value	Support local businesses by buying product	Support local businesses that want to help the community	Brand is authentic and share worthy
Key Performance Indicators	# of Products Sold	# of special events/meetings held at café	# of social media encounters
Target Audience/Achievements	700 Cups of coffee in one month	50 meetings in 2017	Average of 50 interactions per post

Strategy and Implementation Summary

Catface Café's marketing strategy will focus on acquiring new customers, retaining those customers, and generating repeat sales. Establishing a loyal customer base is of the greatest importance, as a loyal customer core will not only generate most of the sales but also will provide favorable referrals.

Tactics: Catface Café intends to use the following tactics to reach its strategic goal.

To create brand awareness, Catface Café will:

- Design and install signage at the store front
- Hold Instagram/Facebook contests to promote hashtag/tagging of Catface Café
- Partner with community organizations, such as National Association For The Advancement of Colored People, and Beloit Student Organizations.

- Create and actively use Instagram and Facebook, posting about upcoming flavors, events, reminders of the healthy and locally sourced food options.
- Partner with other local/fair trade stores
- Promote with local news (radio, newspaper, student newspaper) about the importance of fair trade and a locally conscious café.
- Sell coffee, baked goods/healthy food, and gifts at the local farmers market
- Sell coffee online
- Use Adwords, Google Analytics and more
- Promote via Facebook advertising
- Change storefront frequently to draw foot traffic

Tactics Catface Café will use to create a welcoming environment:

- Verbally greet all customers
- Ask customers about their day
- Suggest food/drink possibilities for each selection the customer makes
- Never leave customers waiting for service, or inform them you will be with them shortly
- Wish them a good day on exit
- Explain fair trade, the importance of locally sourced food items, and be knowledgeable about upcoming events and classes
- Special coffee flavors for each week, season and holiday
- List of nutritional detail on all foods
- Have suggestions on how to create a balanced meal with what's available on the menu
- Provide bulletin board for local events to be shared
- Suggest downloading the Catface Café App to learn of new promotions and events
- Suggest upcoming classes

Timeline

The Catface Café is scheduled to open Saturday, May 20, 2017. Some project steps must be completed in advance of the opening. To successfully prepare, we will begin this project on January 1, 2017. The projected timeline will include action steps to create new signage, website, Facebook, video, and other promotional media. Catface Café will also use an Instagram account to remind customers of new or featured flavors, as well as information about Catfaces Café's products and fair trade farms. Text- blasts via the Catface App will be sent out with sales, promotions, as well as details on upcoming events and coffee related classes.

Grand opening timeline

Website:

Begin work with designer, January 1, 2017

Website launch, April 25, 2017

App Creation

Begin work with app creator, January 1, 2017

App launch, May 1, 2017

Video detailing community/ethical centered message

Begin work with videographer, January 1, 2017

Launch with website, April 25, 2017

Storefront Window Décor:

Begin planning storefront window décor: January 15, 2015

Catface Café storefront signage:

Submit sign design: February 30, 2017

Receive and install new signs, March 25, 2017

Contact media for interviews:

Beloit University newspaper, radio station, local newspaper: April 1, 2017

Beloit University Promotional e-mails

Contact Beloit University: April 1, 2017

Chalk Artist

Contact chalk artist: April 10, 2017

Flyers

Create flyers with in house designer: April 10, 2017

Print: April 25,2017

Twitter, Instagram & Facebook:

Social Media Launch: April 25, 2017

Content Calendar (example)

Week of: May 1-6, 2017		Theme: Grand Opening (two weeks prior to)	
Date	Title	Plan: Digital	Plan: Non-Digital
Monday 1	Grand opening 1	Instagram: Post grand opening graphic Facebook: Post grand opening graphic, link to website, Create Facebook Event, invite community leaders	Storefront: Countdown till opening day- Unique window display Community: Send e-mail to Beloit students through University
Tuesday 2	Grand opening 2	Instagram: Post photos of cafe Facebook: Explain what makes Catface Cafe unique, Begin Facebook Advertising for grand opening	Storefront: Countdown till opening day Community: Send e-mail through community orgs
Wednesday 3	Grand opening 3	Instagram: Post photos of fair trade bean farm Facebook: Explain importance of local/fair trade	Storefront: Countdown till opening day- Change window display Community: Interview on local radio station
Thursday 4	Grand opening 4	Instagram: Post photos of latte art Facebook: Advertise for Catface Cafe App	Storefront: Countdown till opening day Community: Sidewalk art (by professional artist)
Friday 5	Grand opening 5	Instagram: Graphic- What is your favorite flavor of latte? Facebook: Graphic- What is your favorite flavor of latte?	Storefront: Countdown till opening day-Change window display Community: Place flyers in storefront of local/fair trade business
Saturday 6	Grand opening 6	Instagram: Post photo of coffee flat lay Facebook:	Storefront: Countdown till opening day Community: Newspaper article for grand opening

Grand Opening graphic



Evaluation

Catface Café intends to evaluate its brand awareness and community recognition in several ways. First, using Google Adwords, Keyword Planner, and Google Trends, we will check the volume of searches for our brand name and website traffic, and measure it against our goal of increasing web traffic by 65%. Second, we have the goal of being selected as the "Best New Coffee Shop in Beloit" by the local restaurant guide, as well as be selected as the number one coffee location by the local newspaper within 2017. Reaching 1,000 likes on Facebook and 500 followers on Instagram is our third goal and final goal.

Beyond these overall goals, we are also striving to reach several smaller goals, such as selling 700 cups of coffee in the first month, hitting 50 interactions with each social media post, and being the meeting place for 50 meetings in 2017. These smaller goals will help us evaluate our integration with the community and customer loyalty.

