



# SOCIAL STRATEGY

Prepared for  
**Jumpin' Beans**  
by Rock Kitchen Harris





# BRIEF

## LOCAL COFFEE SHOP

Jumpin' Beans has a friendly and welcoming atmosphere and provide a home away from home for locals. They offer freshly roasted coffee and a lunch menu with daily specials.

They would like to start utilising social media to support their marketing efforts but need a strategy to direct their efforts.



# OBJECTIVES



# OBJECTIVE

## WHY ARE THEY POSTING ON SOCIAL MEDIA?

Jumpin' Beans' overall business objective is to drive more people into their shop and increase sales of their daily specials.

Their social activity should support their objective of driving users in store to eat-in or takeaway.





**AUDIENCE**





# AUDIENCE

## REACHING YOUR CUSTOMERS

Jumpin' Beans find they are already being tagged regularly on **Instagram** and other local coffee shops are seeing high engagement on **Facebook**.

They also know that their competitors are beginning to launch **TikTok** accounts.

They clearly set their priority channels:

1. Facebook
2. Instagram
3. TikTok



**CONTENT**



# CONTENT

## WHAT DO YOUR AUDIENCE WANT TO SEE?

Jumpin' Beans need to create content that supports their objectives.

### Drive footfall (eat-in or take away)

- Share a behind the scenes look and build narrative, show you're part of the community
- Showcase the space and facilities, demonstrate how users can use the space to work, meet friends or enjoy lunch

### Increase sales of daily specials

- Post Facebook and Instagram stories of daily specials to drive urgency and exclusivity
- Share UGC to show the quality of food and drink on offer
- Show the creation of food to drive desire and limited time





# DRIVING RESULTS



# SOCIAL MATRIX

Platform	Facebook	Instagram	TikTok
Purpose	Have a broad dialogue with potential and current customers <ul style="list-style-type: none"><li>- Outline current offering</li><li>- Share new menu items and daily specials</li><li>- Promote new deals</li></ul>	Show the "personality" of Jumpin' Beans and build rapport with frequent customers	Reach new customers and build engagement with a new audience.  TikTok will not be a priority channel.
Frequency	2x per week (minimum)	4x per week (minimum)	2x per week (minimum)
Audience	Existing and potential customers	Existing and potential customers	Potential customers
What (& why people should follow the channel?)	Should be a reliable local presence <ul style="list-style-type: none"><li>- Work space for local remote workers</li><li>- Friendly and welcoming places</li><li>- Latest food trends</li><li>- High quality coffee</li></ul>	Inspire: <ul style="list-style-type: none"><li>- Position yourselves as the place to be seen</li><li>- Behind the scenes look at the shop</li><li>- Drive intrigue in new menus</li></ul>	Entertain: <ul style="list-style-type: none"><li>- Show life at the coffee shop</li><li>- Demonstrate the food and coffee available</li><li>- Why do customers like you?</li></ul>
Content	<ul style="list-style-type: none"><li>- New menu items (photos and designed graphics)</li><li>- Events (live events or special menus)</li><li>- Any shop updates</li></ul>	<ul style="list-style-type: none"><li>- Open and personal - show your personality</li><li>- Story telling - an inside look at the shop</li><li>- Introduce the team</li><li>- Desire for new menu items</li></ul>	<ul style="list-style-type: none"><li>- Lighthearted and friendly</li><li>- Show your humour but don't offend</li><li>- Give users a reason to visit</li></ul>
Measurement	Commitment <ul style="list-style-type: none"><li>- Comments/messages</li><li>- Reactions</li></ul>	Engagement <ul style="list-style-type: none"><li>- Likes</li><li>- Mentions/tags</li><li>- Comments</li><li>- Story views</li></ul>	Engagement <ul style="list-style-type: none"><li>- Likes</li><li>- Views</li></ul>



# MEASURING SUCCESS





# MEASUREMENT

## HOW DO YOU KNOW IF IT'S WORKING?

Jumpin' Beans have got a plan but they need to know if it's driving relevant results. They need to identify the metrics that demonstrate their goals.

**Check-ins** - Are more users checking in when visiting?

**Get directions clicks** - Are users finding directions to the coffee shop?

**Tags/Mentions** - Are users tagging you and posting about their latest visit?

**Comments** - Are people showing intent about visiting?

**Shares** - Are users sharing new menu items and showing excitement?





**THANK  
YOU**