

Gathering Grounds: Digital Marketing Strategy

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- 1. Introduction: This section pulls together your research to summarize the marketing goals and selling points of the business that you selected. It should outline their current approach and audience but also describe what you would like to do and why.**

Gathering Grounds Coffee House is a local coffee shop in Huron, Ohio known for its high-quality coffee, friendly community atmosphere, and locally inspired menu items.

The current marketing approach focuses mainly on in-store experiences and organic social media posts, primarily on Facebook and Instagram, targeting residents and visitors. Their audience is made up of coffee enthusiasts, students, and community members aged 18-65 who value quality beverages, cozy atmospheres, and community engagement.

The goal of this campaign is to increase brand awareness, grow social media engagement, and drive in- store visits. By using a combination of paid social advertising, strategic content creation, and influencer collaborations, Gathering Grounds can strengthen its digital presence while fostering a sense of community.

- 2. Paid Social Advertising: Plan a paid social advertising campaign (e.g., Facebook Ads, Instagram Ads) with a budget allocation and ad creatives. Describe the plan and how you would execute it. Consider what type of data you might collect throughout the campaign.**

Objective: Increase foot traffic and online engagement by promoting seasonal drinks, events, and menu specials.

Platforms: Instagram Ads & Facebook Ads

Budget Allocation: \$1,000 for a 1-month campaign

- 60% (\$600) → Instagram Ads (targeting younger audience, 18–35, local radius 10 miles)
- 40% (\$400) → Facebook Ads (targeting 25–45-year-olds, local community groups, event promotion)

Ad Creatives:

- Carousel Ads showcasing seasonal drinks and pastries
- Short video clips highlighting the cozy shop atmosphere and barista craftsmanship
- Event promotion graphics for local gatherings, open mic nights, or coffee tastings

Data Collection:

- Track impressions, click-through rates (CTR), engagement (likes, comments, shares), and foot traffic through coupon codes or QR links
- Analyze which creative performs best and adjust targeting for the second half of the campaign

Execution:

1. Design ads in Canva/Photoshop using high-quality images and brand colors
2. Schedule ads using Meta Ads Manager for peak hours (7–9 AM & 4–6 PM)
3. Monitor performance weekly and tweak audience targeting as needed

3. Social Networking Sites: Create a content calendar for at least two social media platforms (e.g., Facebook, Instagram, X (formerly Twitter)) to engage with the target audience. This should be based on your research of the company and its audience. Design and create visual and written content for social media posts, advertisements, and influencer collaborations. Ensure the content aligns with the business's branding and marketing goals.

Platforms: Instagram & X (formerly Twitter)

Instagram Content Calendar (1 Week Sample):

- **Monday:** “Morning Motivation” coffee photo with engaging caption (#HuronCoffee)
- **Wednesday:** Behind-the-scenes video of barista preparing a latte
- **Friday:** Promotion for weekend special or event
- **Sunday:** Community spotlight post featuring a local artist or musician

X Content Calendar (1 Week Sample):

- Daily tweet about coffee trivia, local news, or fun promotions
- Retweet local businesses to strengthen community presence
- Highlight daily specials with engaging visuals

Visual & Written Content:

- Use brand colors (warm browns, creams) and fonts
- Include call-to-action phrases: “Stop in today!” or “Try our seasonal latte!”
- Collaborate with local photographers or designers for high-quality content

4. Influencer Collaboration: Identify local influencers who align with the business's niche and values for potential collaboration.

Identify local micro-influencers (1k–10k followers) who focus on food, coffee, or lifestyle in Ohio:

- @Foodincleveland – promotes local restaurants and coffee shops
- @Thingsivebeeneating – promotes local restaurants, food, and travel
- Offer free coffee, gift cards, or exclusive menu tastings in exchange for posts/stories
- Encourage influencers to create content highlighting the ambiance and unique drinks

5. Budget Outline: Create a budget outline detailing how the allocated budget will be spent on social media advertising and influencer collaborations. Justify your allocated budget based on your research. If possible, talk to stakeholders at your selected company to get an idea.

Item	Amount	Justification
Instagram Ads	\$600	Primary platform for 18–35 audience; higher engagement with visual content
Facebook Ads	\$400	Engage older audience and local community groups
Influencer Collaboration	\$200 (gift cards/products)	Encourage authentic promotion without heavy costs
Content Creation	\$100	Photography, graphic design, video editing
Total	\$1,300	Slightly flexible to accommodate adjustments

Note: Total slightly exceeds \$1,000, but additional \$300 can come from in-kind product offerings to influencers instead of cash.

6. Timeline: Develop a timeline outlining the campaign's start and end dates, including content creation, and posting schedules.

Campaign Duration: 4 weeks

Week	Tasks
Week 1	Finalize ad creatives, schedule posts, reach out to influencers
Week 2	Launch paid ads, post first week of social content, begin influencer content
Week 3	Monitor ad performance, adjust targeting, continue posting content
Week 4	Feature influencer highlights, post final promotions, collect data and analyze ROI

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