

The company I selected for this project is a small, local business called “The Coffee Loft”, and they have been one of my favorite local coffee shops for several years now. They provide a wide variety of pastries, sandwiches and beverage options, as well as inclusive options to customers who are gluten-free and vegan. They also support local artisans and often sell their own works in the store, from products ranging from hand-made bracelets to paintings. This café was established in 2011, but recently reopened in 2018, and they have been providing incredible food, drinks, and local items from artisans for several years now to the local community of Marlborough, Massachusetts. In terms of marketing strategies, The Coffee Loft currently uses marketing on their Google, Yelp, Facebook and Instagram pages, where they post about their different products, such as new menu items, returning menu items, artist appearances and merchandise as well as local regulars to engage with the local community.

Being a local coffee shop, there are naturally several competitors that they must compete against. Their biggest competition currently in Marlborough would be Dunkin’. This industry titan uses mobile marketing because they run digital marketing ads on all of the mainstream social media websites about their new products, promotional items and deals, and they also have a website and mobile app, which gives its users Dunkin’ “Rewards” which essentially reward users from purchasing products online through the mobile app. Dunkin’ also offers a “boosted” status, which essentially means that if people log onto the mobile app and purchase something 12 times in a month, they essentially will get more of a discount to use on future purchases. This keeps the mobile app users coming back on to the mobile app and spending more and more money to get the boosted rewards. They also now offer a Dunkin’ card and it essentially allows users to load money onto their Dunkin’ card to use it specifically for Dunkin’. This allows accessibility and ease of use for the mobile users as everything is online in terms of ordering, receiving discounts, and transferring funds to be used in the future. This is a significant

advantage over The Coffee Loft because they do not have a mobile app and they cannot keep people as engaged online as Dunkin' can, with their mobile app, app notifications onto people's phones and mobile ordering with a built-in rewards system.

The customer segment I will be targeting for my mobile marketing campaign would be 18–60-year-olds who are middle to low class in terms of socio-economic level, looking for an excellent local coffee shop that is a small business that provides an engaging experience with the local community. I would look at people who are interested in supporting small business and who like to be involved with and support their local communities. “One report shows nearly 70% of people 60 and older drink coffee, 63% of people 23-59 drink coffee, and even within the demographic that consumes the least amount of coffee, 18- to 24-year-olds, nearly 50% drink coffee” (Thompson, 2023). I have selected this segment because it appears as though people 18-60 like coffee, where the younger end of the age group likes frozen or iced coffee drinks, while the older end of the age group likes drinks that are hot, or more classic drinks. I selected this segment because it is the most optimal segment of people who like coffee, as most of the data falls within this range, and there is significant evidence to support what they would like to drink based upon their age range, beliefs and socio-economic status.

This company would benefit from adding mobile tactics to its overall integrated marketing mix because their competitors are taking over the competition by storm, with their extremely engaging and effective mobile apps and rewards programs. This coffee shop is local and does not have as much funding for such resources, so implementing these would help the business stand out and compete with its local competitors, as it would even the playing field. It has incredible options, just not a lot of brand awareness and accessibility options to compete.

My mobile marketing campaign for “The Coffee Loft” will encompass several mobile marketing tactics that would be appropriate given the fact that the company is a small, local coffee and pastry business. Here are the tactics I will utilize:

- Social Media Marketing Campaign
- Create Short-Form Content on TikTok and Long-Form Content on YouTube
- SMS Marketing Through an Implementation of a Mobile Order System

The first mobile marketing tactics that I would use would be to run a social media marketing campaign, and I would run ads on all of the major social media platforms (Facebook, YouTube, Instagram, Twitter and TikTok). The reason why I would use this marketing tactic is because I can learn a lot about what draws people into the brand and develop a considerable grasp on the business’ target market, which will significantly streamline my marketing in the long run, and I can run relevant ads to my target market in the local area. The next mobile marketing tactic that I would utilize is to create short-form content on TikTok for the purpose of building a following and going viral, which is extremely valuable for a small, local business. I would then take the following generated from TikTok and funnel them into a YouTube channel, where we would be more focused on long-form content that focuses on the company’s vision and projects it would take on in the future to better the community. Lastly, I will focus on implementing a SMS marketing tactic through the implementation of a mobile ordering system. This is imperative because it not only makes the business more accessible, but it also allows the business to market more promotional material, deals, and discounts to their customers while also letting them know when new menu items and merchandise is being sold at the business. After

creating a mobile ordering app and a web portal that people can access on the company website, I will allow the customers to opt into an SMS system in which they will be able to receive text messages from the business (Carter, 2023).

The Coffee Loft's biggest competitors are other local coffee shops, and they of course must compete against the industry titans Starbucks and Dunkin'. "Dunkin' outnumbers Starbucks nearly 4-to-1 in Massachusetts; the world's largest coffee chain has about 280 locations statewide" (Scinto, 2022). This shows how much of an impact this chain coffee shop has on Massachusetts, and it is important that The Coffee Loft capitalizes on its unique differences to the massive, corporate coffee chain. My recommended tactics will help the company differentiate from their competitors because it is rare to see a small business in my town that is so technologically-savvy while simultaneously having such a great connection with the community and sells local goods from artists and creatives in their coffee shop. This is a unique factor that helps it stand out from its competitors and by capitalizing on this through a social media marketing campaign, short and long form content, and SMS messaging of how the business is engaging with the community and the local regulars, it will make the business feel more welcoming, personable and comforting for the community as a safe space to come relax and have a coffee and pastry with the local community.

My recommended tactics will help maximize the company's mobile presence because "66.6 percent of the global population use a mobile device" (Zhou, 2023). With this information alone, it is imperative to transition The Coffee Loft from a primarily web presence, to an online presence that is more optimized for a mobile experience, as most people will conduct their research and transactions on their smartphones. Another piece of information that I found also solidifies the transition to mobile optimization. "People in the US spend 49% of their phone time on social media apps" (Zhou, 2023). This means that a marketing campaign that is centered

around social media marketing would have a significant impact on the success of the online traffic to a business, as most of the people in the United States spend 49% of their phone time a day on social media. This means that if The Coffee Loft transitioned from a web presence to an online presence that was optimized for mobile, they would be engaging more frequently with their local target market, driving followers to their social media which significantly increases their chance of going viral and they would be able to generate an extensive SMS messaging list in which they could send marketing and other promotional materials to their smartphones via text.

I will plan to monitor and measure the effectiveness of my campaign for “The Coffee Loft” by measuring the data gathered through my social media marketing campaigns, measuring the effectiveness of my campaigns over multiple social media platforms and analyze where my campaign is performing well and poorly and how to improve it accordingly. I will use Google Analytics to measure the performance of my social media marketing campaign across multiple social media platforms by utilizing its data analytics features to examine how well my campaign is performing in comparison to my competitors, determine if my ad campaign is accurately reaching my target audience, and I could determine which social media platforms are performing well and which social media platforms are performing poorly. I could then adjust my social media marketing campaign and modify my strategy per app to ensure that my campaign would reach my target audience and drive traffic and conversions to my site. “Around 28.1 million websites use Google Analytics. 56.7% of all websites use Google Analytics. 86.4% of all websites used Google Analytics in 2020. In 2021, 73.1% of all websites used Google Analytics” (Gohil, 2023). This demonstrates how impactful the use of Google Analytics is on businesses in today’s day and age. With most businesses using Google Analytics to track their performance and get ahead of their competitors, it is imperative that I use this in my marketing campaigns for

The Coffee Loft to figure out what areas are performing well and what areas need to be improved. Another tool that I would use to collect data about my mobile tactics would be to utilize HubSpot. “Marketing automation software to help you drive revenue with high-quality leads, save time and resources, and measure and optimize your marketing investments” (HubSpot, 2023). This means that I would use HubSpot to measure my marketing campaigns across numerous platforms and I would be able to generate impactful leads while saving time and energy in the long run. I would see all my platforms in front of me and would be able to make informed decisions to adjust the marketing campaign for The Coffee Loft as I saw fit. HubSpot’s social media tools can be used for a variety of reasons and offer information in the form of analytic reports to the user on their audience analytics, published posts, interactions, clicks, shares, impressions, sessions, and new contacts. This allows the user to monitor their content and social media pages, and it lets them know which posts are performing well in reaching their target audience, which posts are creating the highest amount of engagement and shares, and which social media platform is performing the best with the content provided. If certain content is doing well and getting high engagement, views, and shares, then I will try and replicate similar content to keep the audiences’ attention. If content is underperforming, I can adjust it accordingly to resonate better with what my target audience is interested in in terms of content type, content formatting, and the messages that they relate with the most (Baker, 2023).

My long-term vision for my social media marketing campaign for The Coffee Loft is to create a social media marketing campaign that allows people to see just how special the businesses is and how much they care about their community, and a social media marketing campaign would be a great way for The Coffee Loft to reach people that care about small businesses, their community, and amazing coffee and pastries. “Small businesses that use social media marketing are 2x as likely to see an increase in revenue than those that do not. The

Internet has a massive reach, and with the right audience, a small business can become very successful” (Facebook, 2023). This demonstrates the power that an effective social media marketing campaign will have on The Coffee Loft, because this is the most effective and affordable form of advertising for small businesses to reach their target audience. My vision for The Coffee Loft is for the business to create numerous events a year to engage with the community, local artists, and local artisans to connect and feel grounded within everything the community must provide. They could partner with other businesses throughout the community and sell their local products in conjunction with their own. This connection to the community is something that their major competitors cannot provide, as they are stuck to their select menu items. Small, local businesses, however, can really connect with the people in the town and build a place where the community feel welcomed and appreciated and have a voice for themselves. This connection is something that The Coffee Loft should lean in to and connecting with the community more in terms of company events, partnerships with local artisans and artists, and outreach efforts would be an amazing move for this business. Creating a social media marketing campaign that emphasizes and supports this growth would help significantly impact the business in a positive way.

Once the mobile marketing campaign has been proven successful, a shift towards creating a mobile app would be a great way for the business to develop on the technological side. They could implement deals, a points and rewards system, SMS messaging and subsequent email marketing for customers to sign up on the app. This would allow The Coffee Loft to notify their users of any new menu items, partnerships or collaborations with local artists and artisans, and they could create email marketing material to market company events, fundraisers, and community outreach activities using email marketing. They could monitor the effectiveness of their email marketing campaigns and they could find out which content, events, and new menu

items resonate the most with the community and what they community would like to see implemented within The Coffee Loft in the future.

The Coffee Loft Mobile Marketing Campaign Roadmap

Presented to Senior Management

- Stage 1: Analysis and Preparation (Month 1)

During this stage, I will be focusing on defining what my target audience will look like. In this case, my target audience is 18–60-year-olds within the middle to low socioeconomic background who value building a community, discovering local art, and giving back to the people around them. I will also be studying my competitors during this stage and will be understanding their branding and mobile strategies and taking this information into account before I begin my campaign. I will then set my goals for month 1 and outline the achievements

that are being set for the campaign, what I want the brand awareness to look like, how the campaign will engage with the public and how to exactly increase sales for The Coffee Loft. Lastly, I will look at what The Coffee Loft is trying to accomplish, how these desires fit in to the campaign and what the budget would look like for a project based on the scale of their plan and the subsequent goals they are hoping to achieve.

Stage 2: Mobile Marketing Tactics (Months 2-4)

In stage two of The Coffee Loft's campaign, I will start engaging with the defined target audience over multiple social media platforms from months 2-4. I will launch three ad campaigns for The Coffee Loft over Facebook, YouTube, Instagram, Twitter, and TikTok and I will monitor which version of the ad is performing the best and which social media apps are getting the best results. I will create short-form content on TikTok to build an audience and use TikTok to create a funnel to direct traffic to the other social media apps. I will direct the followers to primarily the YouTube account for The Coffee Loft and I will focus on creating long-form content that emphasizes what the company's vision is and how they are involved within the community. I will make any adjustments to the campaign based upon the audience's engagement and which ad and style they prefer. From months 3-4, I will integrate an SMS system for The Coffee Loft, and I will send out SMS marketing material such as promotional content, deals and discounts as well as new items and events coming to the store.

Stage 3: Data Analysis and Optimization (Month 5)

In stage 3, I will focus on using Google Analytics to evaluate the performance of my social media marketing campaign, I will measure the success of the campaign on the multiple

social media platforms and adjust my strategies to accurately boost engagement and conversions, and I will review the data collected from Google to make sure that the campaigns are performing as well as they should be and if it aligns with what the target audience prefers.

Stage 4: Long-Term Vision (Months 6-12)

In stage 4, I will develop a mobile app for The Coffee Loft that will primarily focus on mobile ordering but will also incorporate an advanced rewards system that offers rewards for using the mobile app, SMS notifications, event updates, and new product launches. I will also develop an events calendar for the business that will incorporate community events and fundraisers that The Coffee Loft is either hosting or sponsoring in which local artists and artisans can engage with the community and build out the brand in the direction of community outreach. Lastly, I will generate a massive email list from the data gathered through using the mobile app as well as networking at various company events and I will use email marketing tactics to keep customers informed about new products and activities in a weekly newsletter.

Stage 5: Ongoing Monitoring and Refinement (Months 6-12 and beyond)

In the last stage of the marketing campaign, I will focus on monitoring how well the mobile marketing campaign is performing on the selected social media platforms and mobile app, and I will make any alterations, adjustments, and refinements to the mobile marketing campaign and I will track the impact that the company is making on the community and what they could do better to interact with the community and foster a welcoming environment that uplifts, supports, and welcomes people from all walks of life and gives back to the people as often as they can.

Continuous data-driven adjustments will ensure that my marketing campaign for The Coffee Loft will help the business thrive in a competitive market and outperform its competitors.

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