



Social Campaign, Content Calendar, and Summary

Hayley Bleier

Current Social Presence



@dripp_bar

- **9,351 followers**
- **1,718 posts**
- Website link in bio
- Link to shop button
- Gift card button
- Average post frequency: daily
- Good image quality
- Diverse content



Dripp

- **342 Page Likes**
- Website link in “about” section
- Phone number in “about” section
- Average post frequency: daily
- Link to shop
- Link to customer reviews
- “Coffee Together. A unique specialty coffee bar that serves delicious handcrafted coffee beverages.”



@dripp

- **905 followers**
- Website link in bio
- Bio: “COFFEE TOGETHER.”
- Average favorite per tweet: 1
- No retweets
- No comments
- Average post frequency: daily

Social Goals and KPIs

The measurable goals for Dripp's social media accounts are to:

- increase conversion rates for the online merchandise shop
- increase online to-go orders placed through the website
- Increase brand awareness and loyalty



We will determine success of these goals by measuring:

- Visits to Dripp's homepage (where to-go orders are placed)
- Website traffic
- Unique visits and impressions
- Sales on the merchandise shop
- Amount of to-go orders placed



The branding goal for social media will be to:

- Establish an online community of loyal Dripp specialty coffee consumers
- Attract an audience of educated and cultured coffee lovers

Social Campaign

#TheseAreAFewOfOurFavoriteDrinks

Event: The Holiday Season

What: A virtual advent calendar highlighting a different Dripp beverage each day

When: December 1 - December 31

Platforms: Instagram, Facebook, Twitter

Goals: Create brand awareness and establish Dripp online community by sharing user generated content of customers enjoying drinks.

Content: Content will be educational and informative. Videos describing each drink, how they're made, who will enjoy them, etc., will be posted to Facebook daily.



#TheseAreAFewOfOurFavoriteDrinks

Sample Content Calendar

A	B	C	D	E	F	G	H
Date	Notes	IG Copy	IG Visual	FB Copy	FB Visual	Twitter Copy	Twitter Visual
1-Dec	Day 1 of Virtual Advent Calendar highlighting Dripp's favorite things. Showcase festive Peppermint Latte to celebrate Dec. 1	"Happy December! Meet the Peppermint Latte (snowflake emoji). The holidays have arrived and we're feeling festive. Each day this month we'll be sharing one of our favorite drinks to cozy up with this season. Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Stop motion video unwrapping of peppermint latte beverage.	"Dear December, we've been waiting for you! Meet your new best friend, the oh so sweet Peppermint Latte! It's our favorite month and to celebrate we'll be featuring one of our festive drinks every day all month long! Order a hot or iced peppermint latte to make your first day of December merry and bright!" (Link to order).	Stop motion video unwrapping of peppermint latte beverage	"Happy December! Consider the magically merry Peppermint Latte our gift to you. Treat yourself with one today! Xoxo, Dripp" (Link to order)	Photo of Peppermint Latte
2-Dec	Day 2 of VAC. Cabin Fever Blend	"Today we are feeling all the cozy vibes. Order a steaming cup of our best selling Cabin Fever Blend, grab a blanket and your favorite holiday movie and let the coziness commence! Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Photo of feet in fuzzy socks up on a coffee table with a steaming cup of coffee next to them and a blurred tv in the background.	"Today feels like a great day to stay in and binge watch every holiday movie ever made. The only thing missing? A cozy cup of our best-selling Cabin Fever Blend! Don't worry, we'll deliver it to you! All you have to do is decide whether to watch The Holiday or Home Alone." (Link to order).	Video of barista talking about the Cabin Fever Blend, why it's their favorite, the notes, and different ways to enjoy it.	"To stay in, or not to stay in? LOL, it's December, 2020. Get cozy with our Cabin Fever Blend, we'll bring it to you. Order for delivery now (link to order)."	Photo of feet in fuzzy socks up on a coffee table with a steaming cup of coffee next to them and a blurred tv in the background.
3-Dec	Day 3 of VAC. Madagascar Vanilla Latte	"Dreamy, creamy, vanilla beany. Okay, we might've gotten carried away with that one, but can you blame us? Cheers to the third day of December with our Madagascar Vanilla Latte! (coffee cup emoji) Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Photo of two hands in mittens cheers-ing vanilla lattes.	"Dreamy, creamy, vanilla beany. Okay, we might've gotten carried away with that one, but can you blame us? Cheers to the third day of December with our Madagascar Vanilla Latte! (coffee cup emoji) Order now link in bio."	Video of different barista talking about the Madagascar Vanilla Latte, why it's their favorite, the ingredients, and different ways to enjoy it.	"You can't tell, but inside these mittens, we're giving the Madagascar Vanilla Latte two thumbs up!" (link to order)	Photo of two hands in mittens cheers-ing vanilla lattes.

A	B	C	D	E	F	G	H
4-Dec	Day 4 of VAC. Affogato	"Espresso. Ice Cream. Happiness. Meet the Affogato: vanilla bean ice cream drowned in espresso. Need we say more? (heart eye emoji) Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Close up of affogato in glass on table with Christmas lights.	"I scream, you scream, we all scream for....espresso! Confused? You won't be after you try our affogato! Vanilla bean ice cream drowned in espresso. It's the bittersweet dream you've been waiting for. Order now for pickup today!" (Link to order).	Video of barista talking about the affogato.	"Espresso. Ice Cream. Happiness. Meet the Affogato, vanilla bean ice cream drowned in espresso. Need we say more? (heart eye emoji) (link to order)	Close up of affogato in glass on table with Christmas lights.
5-Dec	Day 5 of VAC. Chai Latte	"It's sugar, spice and everything nice, it's our Chai Latte! On the naughty list? We won't tell! Ask for a Dirty Chai Latte with a shot of espresso. Happy December 5th! Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Close up of hands holding cup. Person bundled up in winter attire.	"It's sugar, spice and everything nice, it's our Chai Latte! On the naughty list? We won't tell! Ask for a Dirty Chai Latte with a shot of espresso. Happy December 5th! Order now link in bio."	Video of barista talking about the Chai Latte.	"Sugar, spice and everything nice. Order ahead to get our chai latte today!" (link to order)	Close up of hands holding cup. Person bundled up in winter attire.
6-Dec	Day 6 of VAC. Turkish Latte	"Espresso, steamed milk, cardamom and a dash of cinnamon. Meet the Turkish Latte, the holiday pick-me-up you didn't know you needed! Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Close up of coffee in cup on a small plate with stick of cinammon and a scone	"Espresso, steamed milk, cardamom and a dash of cinnamon. Meet the Turkish Latte, the holiday pick-me-up you didn't know you needed! Order now link in bio."	Video of barista telling the story of the origin of the Turkish Latte, the flavor and why it's their favorite.	"Today's the day to try something new! Try our spiced Turkish Latte today" (link to order).	Close up of coffee in cup on a small plate with stick of cinammon and a scone
7-Dec	Day 7 of VAC Submarine	"Hey OC, jealous of your East Coast friends bundled up in their mittens and coats? Don't be! We've got your winter chill right here! Bask in the sunlight, turn up the AC and sip on the icy goodness that is the Submarine. Order now link in bio." #TheseAreAFewOfOurFavoriteDrinks	Close up photo of hand holding beverage up on a sunny day with the ocean in the background	"Does sunny Southern California, have you dreaming of a white Christmas? Make your own winter with our chilly Submarine beverage: cold brew coffee or chai blended with ice cream. Turn up the AC, grab a blanket and enjoy your own personal winter wonderland! Order now link in bio."	Video of barista describing the Submarine beverage.	"Turn up the chill this winter with our icy blended cold brew! Order a Submarine today!" (link to order)	Close up photo of hand holding beverage up on a sunny day with the ocean in the background

Sample Facebook Video Post:



#TheseAreAFewOfOurFavoriteDrinks

Dripp Carly at our Fullerton location is sharing some holiday cheer! Watch now to find out what goes into making our perfect Peppermint Latte and why it's her favorite of our festive beverages!

Sample Tweet:



You can't tell, but underneath these mittens, we are giving the Chai Latte two thumbs up. Order for pick up now!
#TheseAreAFewOfOurFavoriteDrinks

Summary

Dripp can become the leading trendy accessible coffee shop in its area through strong social media, email, and SEO strategies. Dripp must focus first on optimizing online ordering and increasing those AOVs. By doing so Dripp will gain a larger audience that will in effect increase conversions of the online merchandise shop. Dripp will gain and maintain loyalty by being a leader in educational, fun, and DIY content surrounding enjoying coffee at home with links included to purchase Dripp's products. By boosting social media and eliminating barriers to online ordering on the SERPs, Dripp will increase conversion rates, and through email marketing tactics, Dripp will see increased return and unique customers.

