

case study one.

Higher Grounds Coffee Company

Goals: what are we trying to accomplish?

- Awareness—make people aware of what Higher Grounds Coffee Company is about (menu, activities, “not just for coffee drinkers”)—good food!

Messaging: what messages do we want to communicate (what’s your identity)?

- Great food!
- We’ve got Wi-Fi!
- We’re not just coffee—we have great food.

Audience: who are we trying to reach?

- Customers (specifically younger customers, high school kids)
- Professionals
- Wi-Fi users

Content Ideas: what kind of information do we want to share?

- Coffee Reader
- Menu Notes: “we’ve brought back the philly cheese steak today”
- Special events: music, themed weeks
- Bible Study
- Wi-Fi Availability
- Frequent Customer Card
- New Products for Sale
- Stories about people who visit and fun activities that occur.

Tools: what tools will help us meet our goals and connect to our audience?

- Facebook Fan Page

Things to do: what do we need to do to make our page successful?

- Post regular status updates—four to five times per week
- Put a link to the Facebook Fan Page on the Higher Grounds website
- Put up a sign(s) in the business to announce the new fan page
- Mention the page to customers (new and regular)