

Integrated Marketing Plan - Part 1

Revive Coffee

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Client Background

History: Revive Coffee is located on the corner of Nevada and Lyons in a retail space with multiple store fronts. The current owners of Revive own this land and retail space, however it is hard to find a first tenant for an empty building, and therefore the owners chose to open a business to anchor the building. A coffee shop is a logical choice because of the large market of coffee drinkers. Even though the current economic market was not great at the time of opening Revive a year ago, they felt it would be a good investment.

Client's business objectives

- **Defined:**
 - Increase traffic in the coffee shop
 - Increase monetary amount of each ticket sale
- **Quantified:** The main business objective is to make money and be a profitable business venture.
 - Revive currently serves 75 to 100 customers daily and the goal is to increase traffic, doubling this number.
 - One year after opening, Revive has still not turned a profit due to the high initial start up costs of a coffee shop. Increasing ticket sales to include numerous items would allow a greater turn
- **Client's various products/services:**
 - Revive Coffee - Offering a wide range of products, Revive appeals to many different consumer desires. At the most basic level, they offer coffee drinks and products. This includes lattes, macchiatos, cappuccinos, brewed coffee, mochas, breves, and even fresh french pressed coffee, which is a more uncommon offering in most coffee shops. Other drink options are chai teas, italian sodas, smoothies, and teas. They use a Seattle-area coffee roaster, Caffe D'arte. In addition to drinks, they also sell various pastries and breakfast items, such as breakfast burritos, breakfast sandwiches, muffins, breads, oatmeal, fresh-made scones, fruit and yogurt parfaits, bars, bagels, cookies, and strawberry shortcake. Lunch items are also on the menu, such as sandwiches, quesadillas, and soups of the day. Free Wi-Fi is available for customers who make a purchase in the cafe, and are given a coded receipt that lasts two hours.

Stakeholder Identification

SWOT Analysis

Strengths

- Locally owned- the trend today is to support locally owned establishments and many consumers feel more comfortable with supporting local shops. Revive is locally owned and purchases their products from local businesses.

- Caffè D'arte - Revive is the only coffee in Spokane carrying Caffè D'arte. This company blends their coffee beans post roasting rather than pre-roasting meaning each bean is roasted specifically to perfection for that bean, then mixed with others. This process allows for the optimal roasting options for each bean so as not to over or under roast the beans. One roast is even done over a wood specific to the Northwest area. In addition, each bean is picked based on taste rather than price. With Caffè D'arte a consistent flavor is always guaranteed.
- Lunch options- Revive is more than just a coffee shop. It offers a variety of too - soup, sandwiches, breakfast burritos, breakfast sandwiches, fruit/yogurt parfaits made in house.
- Special training- The baristas at Revive are all trained by a special trainer from Caffè D'arte and are continually trained twice a year.
- Expanding into lunch market- Revive is more than just a coffee shop. There is an entire menu of lunch options that are also available. Promoting this portion of the business could attract additional customers from a slightly different market, expanding the market reach and service in the area.
- Suppliers are local-Not only is Revive locally owned, but the pastries that are carried are also made locally. Some of the pastries and baked goods that are sold in Revive come from Sweetwater Bakery and Alpine Bakery which are also carried in other coffee shops around town. Spokane customers are familiar with these wholesalers and if coffee is the only differentiation between Revive and other shops then Revive could gain some of this market share for themselves with their quality of coffee.
- **Weaknesses**
- Location-
 - Revive is located on the Eastern side of Nevada, one block north of Francis, which is unfortunately opposite of traffic flows. Morning traffic is primarily headed south which is across the street of Revive, then in the afternoon and evening traffic is directed northward, however this is not the optimal time for coffee sales.
 - Tunnel vision- Both the coffee shop and the laundromat are new to the area, and many potential customers have no idea the businesses are there. As people in the area drive by on Nevada, many drivers take on tunnel vision to the extent that they may not notice the new companies. This has created a weakness in simply creating awareness and getting the name out of both places.
- Destination Coffee Shop- Located on Nevada St. in North Spokane, Revive is a destination coffee store. Revive does not have the advantage of being downtown or amongst other businesses that might increase traffic flow. Instead, it is a destination and must be worth the trip for customers. The only current draw directly into the coffee shop is those customers from the Laundry Room.

- One of many- In the northern part of Spokane, there are numerous drive thru coffee stands and Revive is now one of many. This is a weaknesses for Revive especially considering their location on the east side of the street and being new to the on-the-go market. However, it is the opinion of Revive that if they can get a customer in once to try the coffee, they will be back. The hardest part is getting them in the store, or through the drive thru, but once they have tried the coffee, they will be a repeat customer.
- **Opportunities**
- **Threats**
- Economic standing of surrounding consumers is a main threat here. The shop is located in a part of town where many people may not have the extra income to afford luxury items like coffee and pastries. The economic recession is also a threat to the business, in the sense that if the recession continues, people will continue to have less disposable income to spend on coffee drinks. Another threat is the consumer mindset that the location of Revive is an inconvenient one. The negative view that the customers have about the location can threaten the success of the coffee shop.
- **Competitive analysis**
- Drive-thru: With a drive-thru, Revive Coffee competes with other local drive thrus such as Bean Me Up, Dutch Bros Coffee, and The Service station. For customers, it feels easier pulling into Bean Me Up or The Service Station, also located down the street, when in reality, Revive is not harder to get into, just perceived that way. Revive is still competing in the market for a drive-thru coffee shop.
- Service Station- Two miles down the road from Revive Coffee, the Service Station has a very similar business model in that it is a sit down coffee shop with a drive-thru as well. When comparing business models and offerings, Service Station is the most direct competitor to Revive especially considering its close proximity. While the two businesses appear very similar, they do offer much different feels; Revive is more of an intimate setting with a smaller retail space whereas the Service Station is much larger and offers meeting rooms, a concert venue, and large overstuffed chairs for customers to stay and study in. As for selection differences, The Service Station does feature a larger array of food offerings than Revive. Specifically, they have salads and wraps, cheesecakes, and cakes. But, while they do have more options, the quality of food between the two coffee shops is equal.
- Starbucks is also a competitor as a well established coffee shop that is widely known. Starbucks also offers a sit down meeting place with a drive-thru at most locations, which is always a threat to local coffee shops without the wide spread brand recognition. Revive has a more comfortable feeling inside, as opposed to Starbucks, which has a more corporate feeling. This helps to set Revive apart. In addition, Revive features a larger and more upscale selection of food offerings.
- **Pricing - See Appendix**

Customer segments and target market(s)

- Segmentation methodology - Segmenting by age, geographic location, and lifestyle.
- Identification and description of target market(s) – primary & secondary
 - The following evaluation is based on qualitative understanding of the business owner in relation to the customers that enter the coffee shop. A quantitative way of measuring actual sales or breaking down profit based upon time of day is needed to provide a factual basis for who Revive customers are and what products are generating the greatest profits for Revive Coffee.
- Coffee Shop
- Lunch rush - Revive offers a large variety of food products such as soup, sandwiches, breakfast burritos, breakfast sandwiches, and pastries. The company is hoping to bring in more business during the lunch rush because of their wide variety of foods available.
- Late afternoon - This market is comprised mainly of “soccer mom” types, women in their 30’s who may be picking children up from school, driving children to after school events, finishing a work shift or meeting up with friends. This market tends to spend more time in the store and purchase more (eg. coffee, pastry, hot chocolate and cookies for children, etc.). This time of day is often slow for the business and because of the amount of money being spent during this time slot currently, they would like to increase customer traffic and ticket sales during this time.
- Students - Students are good, but they tend to not spend as much money as other consumers. The typical purchase is some drip coffee, then they sit and use the Internet for two hours. It is good to have people in the store filling seats, but students are not the main focus of the business.
- Weekend coffee drinkers - Final ticket sales per customer is usually \$1-2 higher than at other times during the week. Revive attributes this to the more relaxed shopper experience. Many people come in with families and spend more time in the store enjoying their purchases.
- Early Morning - Revive currently offers a deal for coffee drinkers before 8 a.m., offering a free home-baked scone to anyone buying coffee. Because of the drive thru capabilities associated with the business, Revive is hoping to bring in more business during this time. Many consumers consider the business more challenging to get to during their early morning commute, but in reality it is almost exactly the same.
- Forecasts related to target(s) -
 - One main target is people who don’t work during the day, especially those who don’t have children and are free in the afternoon time, when business is slow in the coffee shop. Unfortunately, the forecast for this market is not good. Currently, 53.5% of Spokane Public Schools students qualify for free or reduced-priced meals. This means that these families need assistance in feeding their children. Therefore, these consumers most likely do not have extra money to spend on unnecessary food or drink items.
 - Another target of Revive is the coffee drinkers looking for an authentic coffee drink. These people will be more likely to come to Revive because of the coffee provided by Caffè D’arte. Anyone in Spokane who has lived in or visited Seattle may already be familiar with Caffè

D'arte, potentially increasing visitation to Revive. Whitworth and Gonzaga receive many students from the Seattle area, so Revive may see an increase in college student traffic between the months of September and May.

- Amount, sources and impact of message clutter on effective dissemination of intended messages between client and target(s)
 - Newspapers like The Inlander, that they've advertised in have a much wider reach than the real target of Revive. Because of this, the message gets wasted on a large part of the paper's audience.
 - With mass-mailing the postcard, there is a big chance that the postcard was discarded without much investigation as to what it was. These days, there is so much spam mail, that many consumers just ignore ads sent through the mail.

Buyer behavior in client's industries/markets

Cognitive response - a cognitive response is a response by the customer based on logical thinking.

- For Revive, there are ways to get a cognitive response. First of all, they have competitive prices, and it is logical for consumers to search for the best deal. Also, it is in a convenient location for people driving north or south to work in the mornings. Revive also offers two hours of free Wi-Fi with any purchase, making it a logical choice for those needing

Affective response - a customer response based on emotion. The consumer feels something when they think about or participate in consuming the good or service offered by a company.

- An affective response is possible for Revive because of the coffee shop's hometown, local feel which appeals to emotions of consumers. Of the different response options available, an affective response is the last suggested option for the company to pursue.
 - Experiential response - this is response based on experience, as its name suggests. The experience of consuming the good or getting the service shows the consumer how positive the experience is.
- This is the main behavior of most consumers in the market of Revive coffee. Once Revive can get a customer in the door, they keep coming back. This is shown through their past marketing efforts. They have offered coupons at various times and tried to ask customers using the coupons whether they were new or repeat customers. The vast majority of coupon users were repeat customers with a few new customers thrown in. A lot of consumers, as is the case with many coffee shops, feel a connectedness to Revive coffee that keeps them loyal and coming back for their caffeine needs.

Branding issues to evaluate and address/make recommendations

- Brand promise-
- Revive Coffee - Revive Coffee promises an authentic coffee experience with a consistent flavor that cannot be found anywhere else in Spokane.

- Brand equity
- Perceived quality - Consumers who have tried Revive perceive the coffee and food options to be quality. The owner has been able to come to this conclusion based on recent attempts to get customer feedback through comment cards. The customers who have taken the time to fill out the cards have given a unanimously positive response to the quality of the coffee, food and service
- Brand Awareness - For the most part, the target is still mostly unaware that Revive is even here, according to customer feedback from Rick, the owner. Revive has run various promotional campaigns, based around getting customers in the door through coupon redemption. When customers redeem the coupons they are asked whether they are new or returning customers, a majority of the customers asked were returning customers. This led the owner to believe a majority of the target either doesn't know about the company or heard their name once and promptly forgot about it.
- Brand Association - Those who have been to Revive associate it with a good experience, delicious coffee, competitive pricing, and a homey feel to the inside of the shop. Again, Revive gets most of this information based on customer response cards and conversations held in store. All the customers who have been to Revive and filled out comment cards have a very positive response toward the coffee, food and atmosphere of the company.
- Customer Loyalty - Current customers are mostly loyal to Revive once they try it a couple times. Customer comment cards, redeemed coupons and face recognition by staff members all let Revive know the majority of their customers are returning customers, with a very slim number being new customers.
- Associations (current/desired) - Revive Coffee is already associated with Caffe D'arte coffee, a quality based on flavor and preparation. The desire is to tie in this quality and traditional coffee with a traditional brand association for Revive. As a traditional coffee shop, Revive can set itself apart from other coffee shops in the Spokane area. In addition, Revive is working to build an association with Sweetwater, a local wholesaler of baked goods, and Alpine bakery, another local shop with baked goods. Building this association shows a support for local businesses and fresh goods. Revive makes their own scones fresh daily, in house. Their desire would be to expand these associations as a bakery and include an association with a deli, to some extent, that would draw in a lunch crowd. Revive and the coffee it carries is a very traditional feel, though Spokane is not an exact fit for the specific roasting processes of Caffe D'arte. There is a fine line for Revive to walk between meeting the demands for the Spokane coffee shop market and marketing themselves as a deli, while still maintaining that traditional business model and ambiance.
- Brand messages (current/desired)
- Planned - Revive has done planned brand messaging by placing advertisements in the Inlander and Northside Voice, mailing out postcards and providing coupons. These are all planned brand messaging since the message and timing is controlled and dictated by Revive Coffee. Any advertisement done intentionally is planned. Other planned brand messaging

is communication done on Facebook and Twitter since it is also run by the employees of Revive.

- **Unplanned** - Unplanned brand messaging is any message or advertisement that is not generated by Revive Coffee. This can be word of mouth, online reviews such as Yelp.com or any other messages that are promoted without Revive Coffee generating them. Revive desires to have positive word of mouth messages spread from their existing customers. They also hope to receive reviews by noted Spokane publications, second sources that could drive business toward Revive.
- **Product** - The current brand message communicated by the product is one of quality and special attention to detail as displayed in the latte art. The product also is unique with the different type of roast that is offered. The desired message to be sent with the product is a traditional coffee house experience that is similar to a coffee experience in Italy, the main inspiration behind Caffè D'arte and Revive Coffee.
- **Service** - The current brand message conveyed through the service at Revive is of expertise and knowledge. The baristas are specially trained and can assist in coffee recommendations as well as a special way of making the coffee to Caffè D'arte standards. There is also a personal touch to the service with the friendly baristas. This is in line with the desired message to be conveyed through the helpful service of the baristas, knowledgeable recommendations and answering questions about the special roasting process of Caffè D'arte.

Contact points

- **Company/Organization-created**
 - In store signage is used to draw customers in, inform them about store hours, current promotions, coffee and food offerings, bagged coffee, and pricing.
 - Print advertisements can be used in various local newspapers such as the Inlander, to increase brand awareness for Revive Coffee. They can also be used to increase current customers to return via coupons or discounts. The Inlander reaches 115,000 readers in the greater Spokane area, mainly 18-49 year olds, similar to Revive's target market.
 - News features and publicity related to Venessa Behan Rescue Nursery creates goodwill about Revive Coffee. Companies that help community organizations are often seen in a better light than other surrounding businesses.
 - Facebook is a great tool for contacting customers. Updating the status periodically can help keep the Revive name at the top of customers' minds. It is also a great promotion tool. Revive already has this in place, however its uses can be expanded.
 - Twitter is a newly popular site that many people are using. It helps keep customers updated on the happenings of the coffee shop. Many consumers have a Twitter application on their phones, making it an easy way to constantly stay in contact and remind them about

Revive. While Revive already has a Twitter account set up, they currently have limited followers which could be increased.

- Customer-created
 - Word of mouth is one of the most important contact points created by customers. Someone who receives a good review about Revive is more likely to come in to try the coffee than if they had seen an advertisement.
 - Customer research is another contact point. Most people use the Internet to research, and researching about local coffee shops is no different. In researching, customers are initiating contact with Revive's brand name.

Methods/effective reception of customer/target market feedback

Since opening the company, Revive coffee has run the following programs within their company and attempted to collect data to help develop their marketing plan and evaluate how effective their business promotions have been.

- Customer comment cards - Within the last month Revive has begun a project to get customer feedback. Currently there are cards near the drink pick-up area, and a bin to drop them in once the customer has finished filling out the form. This has currently not been very effective because the customers are happy with the product and customer service (e.g. the coffee taste good, the drink temperature is nice, the eating area is kept clean and comfortable).
- Counting number of redeemed coupons - Revive has run a few different promotions in local media involving coupons for discounts on product. The company keeps a close watch on the number of coupons coming in to get a better understanding of how well the ads are being received and how many people are being motivated to act.
- Surveying new vs. returning customers - employees were instructed to ask customers whether they were new or returning customers, so the company could know how effective their advertisement had been. This gave Revive good information on how effective their ads were in bringing in new customers, and showed how customers responded to the ads being run.

Client's current promotional strategy and tactics

- Revive did a bulk mailing of between 13,000 and 14,000 glossy postcards to area residents. The ad combined Revive and the owner's other company The Laundry Room, split one on each side. Revive purchased a list of addresses from a third party company and sent the postcards, containing coupons, out. Revive kept close track of the postcards coming back in, and found they only received roughly 130 back in the coffee shop, and the laundromat was considerably less.
- They also ran an ad in the Northside Voice, again with a side-by-side ad for both the coffee shop and laundromat. The ad ran 4 times over 2 months. The ad contained a coupon for both the coffee shop and laundromat. The return on that ad was in the range of 6 coupons returned for the laundromat, 1 of which was a new customer; and 16-18 coupons for the coffee shop, with 9 new customers.

- Revive has done work with 2 different charities since opening. They have allowed the Humane Society to bring animals to their shop so customers could play with them and hopefully adopt the animals. They have also donated coffee to Humane Society book sales and provided coupons for everyone who made a purchase.
- The owners have also done a lot of work with Vanessa Behan Crisis Nursery over the years, prior to opening Revive coffee. Their connection with the Crisis Nursery carried over into the opening of this new business venture. Due to the prior relationship the coffee shop has been able to promote and supports the nursery as much as possible through advertisements and financial support. The first Saturday of each month Revive donates a portion of their profits, and has found other businesses and individuals to match the amount, to the nursery. For their last donation, local news sent a team out to the coffee shop and interviewed the owner. They also donate coffee for office use.
- In regards to the company's Facebook page, every Tuesday they run a promotion with the title "TWO\$DAY". The owner picks a drink flavor and if the customer mentions the "TWO\$DAY" deal in the store, they get a discount. Revive has not seen any substantial return on this deal. There a few people who will come in sporadically and mention this deal, but mostly no one takes Revive up on the offer of discounts.

Client's Marketing Communication Objectives

- **Creating awareness:** The main objective of all communications so far have been to simply get the name of Revive out to consumers. Creating awareness of the businesses is believed to be all that is needed. Revive is confident that if a customer comes in once, that is all that is needed to make them into a repeat customer, due to the high quality products they offer.
- **Increase traffic:** Another focus would be to increase Facebook, Twitter and website traffic. The website, Facebook and Twitter pages all serve as informational pages where customers can learn more about Revive as well as build a relationship and familiarity with the brand. Increasing traffic to these sites will then help with increasing brand awareness for Revive Coffee.
- **Increasing publicity:** increasing publicity is also a communication objective. Developing effective press releases that will promote Revive Coffee and get the name out into the public is key. Once the name is known by key media offices, obtaining reviews are also a goal. If Revive Coffee is reviewed by reputable media sources, that will help provide credibility and brand awareness. Increasing publicity with press releases and reviews is also a way of getting the Revive name into the public domain for free.
- **Find focus for marketing:** the final objective for the marketing communication is to find a focus for the marketing promotions and how to best spend advertising dollars, which will provide good returns for Revive Coffee.

Social Media Note

- The hope in Facebook use is that it would be easy to update and provide a way to get the Revive Coffee name out. Also, on Twitter, gaining “retweets” is a focus. The drawback is the time needed to stay current with marketing efforts. With use of Facebook, the hope is to send followers to Twitter as well. Some traffic is being driven to Facebook by updating specials, such as every TWO\$DAY when a drink is made the special for the day, but customers must mention they saw it on Facebook to receive the discount. The goal with Facebook is to not only offer specials, but also drive conversation, both between customers and also between customers and the business.
- Rick is the primary advertiser on Facebook and Twitter with periodic assistance from other employees as needed. If there were a fully developed marketing and social media plan, one hour a day could be allocated to social media upkeep.

Integrated Marketing Plan - Part II

Revive Coffee

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Objective:

- Create brand awareness
- Double store traffic from 75-100 customers a day to 150-200 customers a day
- Increase ticket sales by 25%
- Develop integrated online presence

Promotion Mix

- **Primary:**
 - **Immediate Implementation**
 - **Sandwich boards**-this will be a one time effort made, then does not need additional time devoted to further development.
 - **Continual Implementation**
 - **Facebook**- Medium for publicizing promotions to increase store traffic and brand awareness
 - **Twitter**- Additional publication of promotions, can act as a quick means for updating followers on the go and will also drive traffic to interactive Facebook page
- **Secondary:**
 - **Newspaper** - newspaper will be used to publicize discount coffee events and spread the word to a wide range of the target audience.
 - **Discounted coffee promotions** - this event will help customers who don't know about Revive try the brand through limiting the risk of switching.
 - **Point card** - this card will act as an informational tool for customers participating in the point system Revive currently offers. Through having the point breakdown and information on hand, customers

will see it on a day-to-day basis and be reminded to go to Revive, and to mention they are a part of the point system.

- **Public relations** - through the use of public relations customers will learn more about the company as an entity (what they stand for, who they stand for, etc.) not just as a business.

Campaign Message

- Theme - To encourage the target market to come to Revive, a destination for coffee connoisseurs, and enjoy the authentic Italian coffee house experience.
- Executions - Primarily the promotional mix will include informative advertisements that entice customers to visit Revive.
- Consistency-The promotional mix will all be an integrated effort to drive traffic to the store and maintain an interactive medium with customers.
 - **Primary**
 - **Immediate Implementation**

Sandwich Board

- Objective - Clearly show an easy access route to turn into Revive for those who view the coffee shop as inconvenient as well as catch the eye of drivers who may not otherwise be aware of Revive and would not think to get into the turn lane. This could also clear up confusion on how best to enter the parking lot.
- Target(s) - anyone driving by Revive on Nevada is targeted. The sandwich board will catch the attention of drivers who are traveling northbound and southbound and need lead distance to switch lanes in order to access Revive. In addition, a sandwich board would be targeted toward those who drive by and are completely unaware that Revive exists since it is a relatively new store.
- Media Selection - a simple plastic folding sign would be adequate with an arrow and the name of the store. It is just to inform customer where it is easiest to enter the business.
- Tactics - (See Appendix for area maps and sign placement) The sign must be clear and concise. Limited wording would be best due to the 35 mile per hour speed limit on that section of road. Most vehicles are moving too quickly to take in more than a few words. Also, the sign must stand out enough to catch motorists attention. Possibly creating a solid color background would make the sign stand out against the white of the sidewalk and fencing along the edge of the street north of Revive. The most important messages would be a large arrow pointing to the left (for southbound traffic) and the right (for northbound traffic) with bold numbers saying how far ahead such as "50 ft ahead." Above this, a large picture of the Revive logo is all that is needed to clearly communicate what the sandwich board is advertising, a coffee shop.
- Execution - the sign will be placed on the street directing drivers to the easiest point of access for Revive. In the morning hours, placing a large

sandwich board approximately 25 yards North of Revive, on the Western side of the street would alert traffic to the upcoming turn lane. Placing the sign on the West side of the street would catch the attention of drivers southbound and gives them time to move to the left turn lane before reaching Revive. Since traffic patterns in the afternoon are heavier northbound, placing a sandwich board on the eastern side of the street 25 yards south of Revive would alert drivers to the upcoming turn. The signs should be left on the sidewalk during all business hours.

Primary Continual Implementation

Facebook

Demographics

- Primarily 18-34 year old users
- More female than male
- College and college graduates
- Most browsing locations are at home and school

Source: (<http://www.alexa.com/siteinfo/facebook.com>)

Reasoning/Justification: The current emphasis in the coffee business is on building relationships with customers. Through Facebook, customers are able to directly communicate with Revive, asking questions or commenting on posts Revive makes. It is important to realize that many Americans are constantly attached to technology, and many people are able to access Internet on their cell phones. Due to this, a presence on Facebook is an effective way to encourage top of mind awareness for Revive.

Objectives

- Reach additional customers - The current target market for Revive is 30-55 year-olds, however, Facebook primarily serves 18-34 year-olds which represents a whole new market of additional customers for Revive.
- Increase brand awareness
- Drive traffic to the store
- Encourage feedback and conversation between customers and Revive, or customer to customer.

Targets - The target would be Facebook users who would expand Revive's target market as well as current customers who are also Facebook users.

Executions

(See appendix for detailed timeline of promotions and daily posts)

- Create competitions or challenges to reach a certain number of followers. This will encourage current followers to "Suggest" the page to their friends,

- expanding Revive's customer base. A promotion idea would be to set a goal of reaching 1,000 followers by a specified date, then if that goal is met, offer discounted coffee or free scones with a purchase of a coffee on a Saturday or Sunday. This could increase followers on Facebook, allowing Revive to stay in contact with a greater number of people. Also, if the reward day was to be done on a typically slow business day it would drive sales and possibly increase other ticket sales.
- Maintaining top of mind awareness with continual posts. Staying current in the Newsfeed of followers is key. Varying the type of posts made is also key in order to hold the attention of followers and give them a reason to read what Revive has to say. Posts could include:
 - Current promotions - Tue\$day specials are currently being promoted as well as periodic specials that can only be received in the store with the mentioning of Facebook. We recommend that this be continued. Additionally, when a sale is made, baristas could inform customers that Revive has a page and they could follow them to receive specials.
 - Quotes-These could be inspirational, lighthearted, or comical related to coffee.
 - Links to articles-This could be interesting facts about roasting techniques or harvesting practices. Possibly expanding on the Caffè D'arte practice and where it comes from. In addition, links can be made to local bakery articles that Revive uses as suppliers for their baked goods.
 - Barista bios or recommendations-This could be a weekly or daily post from a highlighted barista and what their recommendation is for the day. During seasonal promotions, those drinks could be pushed, though on other days, baristas recommendations could be used.
 - Photos-The current photos of latte art that are posted are good visuals and enticing to customers. Possibly adding a photo album that shows the store would also be helpful. These photos could come from what is already being used on the main webpage. Additionally, the album with customers of the month are great for encouraging customers to be involved in Revive and showing a reward of being featured on the page. However, the three current customers of the month are all elderly gentlemen that do not reflect the 30-55 year old demographic of Revive. A focus should be made on diversify those pictures and possibly balancing the current photos with other pictures of customers in the store that appear to match the demographic more clearly. Consider adding photos of customers everyday customers and asking those who are in the store if they would like to be included on the Facebook page. This all encourages additional interaction with Revive on Facebook and drives customers to the social media outlets which in turn can inform customers of promotions and bring them back into the store.

- Encourage feedback-Questions relating to Revive's service or experience could be posted as well as other questions that are thought provoking and would encourage customers to comment, maintaining and interactive relationship with Revive. Relating to Revive, questions could be posed such as "What is your favorite drink?" or "Which latte art have you enjoyed the most?"

In summation, the overall goal of Facebook is to perpetuate integrated marketing efforts, coordinating with the webpage and Twitter, while also reflecting current promotions being done in the store or newspaper. These integrated efforts are all focused on driving customers to the store, increasing traffic, and increasing ticket sales. As a follow up, social media should then be looked at as continual marketing efforts to maintain relationships with customers and inform of special promotions to drive repeat purchases and visits to the brick and mortar of Revive Coffee.

Twitter

Statistics:

- 45% of users are between 18-34 years of age
- 24% of users are between 35-49 years of age
- 14% of users are 50+ years of age
- There are more than 106 million accounts on Twitter, and the number of users increases by 300,000 every single day
- 25% of traffic comes from inside Twitter.com, while 75% of traffic comes from outside

Source: (www.website-monitoring.com)

Reasoning/Justification: Today's trends are toward building relationships with customers through social media such like Twitter. This can be informational and as well as interactive. Status updates or "tweets" on Twitter are ways of quickly and effectively communicating short messages to customers who may be following Revive. Additionally, with the constant attachment of today's society to online sources and social media sites, especially on new cellular phones, a presence on Twitter is a way to encourage top of mind awareness for Revive.

○ **Objectives**

- The main objective with Twitter is to increase brand loyalty and
- To drive traffic to the store.
- Twitter is also a place to encourage conversation and feedback from customers.

Target: The main target with Twitter is the current customers. The reason for this is because it is hard to advertise on Twitter to people that are not currently following the account. Current followers are the people that are already fans of

Revive and are familiar with their products and what they offer. Generally, they will have already visited the coffee shop. Because of this, they are the best people to advocate and spread the word about Revive, which is the main focus of using Twitter to reach out.

- **Tactics** - There are a few tactics involved with Twitter.
- First, inform of current promotions
- Second, encourage conversation and seek feedback
- Third, retweet articles to followers about pertinent information related to coffee or Spokane.

Executions

- One of the best ways to drive traffic to the Twitter page and increase followers is to put signs throughout the coffee shop notifying customers about the Twitter page. These signs can be placed at the main ordering counter, at the condiment counter, and also at each of the tables throughout the coffee shop. A simple color page saying “Follow us on Twitter @ReviveCoffee” with a little picture of the twitter bird would be sufficient. These signs could be placed in clear plastic sign holders to be placed by the cash register and throughout Revive.
- It is important to update the Twitter account a couple times a day. This ensures that customers have top of mind awareness of Revive. If they see Revive’s update pop up in their timeline, they are more likely to visit the store than if no tweets are posted. Suggestions for updates: fun facts about coffee, current promotions, descriptions of products (a detailed description about the delicious apple pie and warm pumpkin spice lattes, for example). Basically, the point is to remind followers that Revive is there. In addition to basic reminders, it is a good idea to update the Twitter with current promotions that are going on. On Monday evenings, they can post something about TWO\$DAY special. Example: “Check back tomorrow morning for our weekly TWO\$DAY special! It will surely tantalize the tastebuds.” This is just one example of a way to entice followers to stay tuned for more updates and keep them checking back. These TWO\$DAY specials run all day on Tuesday, giving customers plenty of time to visit the coffee shop at their earliest convenience.
- Another way to use Twitter is to update with information pertinent to Revive’s customers and followers. For instance, they can link to articles about coffee roasting, new products related to coffee products, or even just local news in Spokane that relates. An easy way to do this is to follow other accounts that post this type of information and simply retweet their posts.

Example of promotion: In addition to driving traffic to Twitter from current customers at the store, there are ways to increase followers using the followers Revive already has. One way to do this is to hold a sort of competition. For instance, if you make it known that for every 50 (or however many is decided)

new followers, one follower out of all of them will be chosen to receive some sort of prize, such as a \$5 or \$10 gift card to Revive. With such a competition, Revive's current followers will spread the word, in hopes of increasing Revive's followers and their chances of winning the prize.

Direct Marketing

Recommendation: The recommendation for direct marketing, specifically mailers, is to discontinue them.

Reasoning/Justification: This type of marketing is expensive, once you take into account design, printing, postage, and the cost of retrieving names and addresses from a database provider. In the past for Revive, this type of marketing has not been successful at bringing in new customers. Revive sent out between 13,000 and 14,000 postcards to area residents when the shop first opened. Out of these, roughly 130 new customers came in as a result of the mailer. That is a 0.92% return on the marketing venture. For the cost involved, other methods would result in a better return on investment.

Sponsorships - Vanessa Behan Crisis Fund Raising

○ Objectives

- Primarily, the objective is to support the Vanessa Behan Crisis Nursery. Since Revive's owner has been involved with the organization for a number of years, it is good to continue to nurture the relationship by donating.
- Secondly, the objective is to show consumers the type of people running Revive. By supporting a cause such as the Vanessa Behan Crisis Nursery customers get to see the owners of the business are good people who support a good cause. It also shows that the business owners are willing to give up some of their hard earned profits in order to benefit those in need in the community. By donating some of their proceeds, Revive is creating goodwill with local consumers.

Target(s)

- Everyone that is a customer or potential customer of Revive is part of the target of these endeavors with the community organization. While no part of supporting the Crisis Nursery is aimed at drawing in customers or increasing loyalty, there is an effect on customers.
- Everyone who sees Revive supporting a good cause will be more inclined to try their brand and contribute to helping the local nursery.
 - **Media selection** - Media can take different forms.
- A sign in store could be placed somewhere near the register to inform customers they are supporting the Vanessa Behan Crisis Nursery. The sign could include information regarding the donation made on every

pound of coffee sold, information on donations made after Saturday donation events and information on what the company is doing to help the nursery.

- Also, it is important to be present at events being put on by the Crisis Nursery whenever possible. Whether a sign is put on saying all the coffee for the event was donated by Revive or if baristas are present to create specialty drinks for event patrons, it is important that Revive is being represented. Because a sponsorship is a more personal approach to marketing it is important to have an equally personal way of conveying the information of the sponsorship.
 - **Tactics** - supporting Vanessa Behan Crisis Nursery currently comes in two ways.
- Revive provides coffee for use in the Vanessa Behan office on a day to day basis for the office staff.
- They also run a fundraiser once a month in which they donate a portion of their proceeds from the first Saturday, and get other companies to match the donation. Both of these are great efforts and should be continued.

Secondary Promotions

Newspaper

Reasoning/Justification: Advertisements or promotions printed in the newspaper are yet one more medium in which customers may learn of Revive. For those who are skimming through the paper, a catchy ad for coffee may spike curiosity just enough to interest someone in trying Revive. If the ad were to also include a coupon or discount of some kind, it would drive traffic to the store and encourage new customers to try out the Revive Coffee experience. Additionally, those who look through coupons and offers in a newspaper could be more of the soccer moms who are the identified target of Revive Coffee.

- **Objectives** - by creating print advertisements to be published in local newspapers Revive will bring awareness to their company. By bringing awareness to the company both new customers and returning customers will be driven into the store. Newspaper and print media can mainly be used to bring awareness to larger events being held such as sponsorship events or discount coffee events. Through using newspaper, as well as other media, a larger group of potential customers can be reached. Because the target market of Revive is heavily influenced by newspaper and print media, it is important to utilize this form of media.
- **Target(s)** - the target for newspaper advertisements in both The Inlander and The Spokesman Review are mostly professionals between their early 30's and early 50's. Many of these readers read while at work on breaks or at home in the evenings. They get

coffee on the way to work in the mornings, and if they knew about Revive coffee they would be more likely to buy from the drive-thru on their way to work. This target would appreciate getting a good deal such as receiving a free pastry before 8 a.m., and information like that should be shared with the target.

- **Media Selection** - Newspapers will be used in dispersing these advertisements. The Spokesman Review offers a less expensive means for distributing advertisements because they can only be in black and white. The Inlander and The Northside Voice both offer color ad possibilities for advertising.
- **Tactics** - along with printing basic information about the company the printed ads will also include some type of coupon. It will either be a coupon the customer can cut out and bring in during their next visit to Revive or simply an ad telling customers to mention the ad when they are buying coffee next time and receive a discount or free item.
- **Execution** - With the print ads Revive will employ an informative executional framework. This means the ads will be used to inform customers. Mostly the ads will include hours, location and some sort of deal: a coupon or a box telling customers to mention the ad next time they are in.

Discounted Coffee Promotions

- Free coffee day, half off day

Objectives - in offering a free or discounted coffee day Revive gives potential customers the opportunity to try their product without any risk. Often times customers are not willing to try new things because 1) they already have a preferred brand, and 2) because it is often too risky trying something new. By offering customers the opportunity to break out from their usual coffee choice without any risk involved, Revive is able to create a larger group of loyal followers. If Revive chooses to offer free coffee, they could run the promotion for just one day. The news could be spread via Facebook, Twitter, updates on their website, and print advertisements, all telling customers about the event. If however Revive chooses to offer a discounted promotional time, perhaps a week or weekend would be more effective. By not eliminating the risk completely, customers need more time and enticement to finally decide on trying the new brand. It would also give more customers more time to try Revive.

- **Target(s)** - This promotion would be targeted toward anyone who is not currently a customer of Revive. By targeting a large body of potential customers, Revive has a larger body of consumers to build loyalty in. Of course, current customers will also be allowed to participate in the discount.
- **Tactics** - Pick a date to hold the event on. Promote it through social media and depending on the scope of the event possibly advertise on radio. Print media would not be the ideal way to

disseminate information about this promotion because it would be hard to get the timing right to have consumers hear about the deal.

- **Execution** - Once a date has been set for a discounted promotion, Create an Event on Facebook that is sent to all that “Like” Revive. Next tweet about it and send out information on the promotion. As the time nears, continue to post updates and countdowns to the promotion date on both Facebook and Twitter. Additionally, ads could be run in the newspaper that highlight the promotion. Depending on the size of the promotion, it could warrant radio ads to be run for a week, possibly two depending on cost. If ads were run on the radio, it would be important to pick pertinent stations that reach the same target market Revive is seeking.

Point Card

- **Objective** - by offering customers a small card to supplement the point system already in place, Revive can help keep the point system at the top of customer’s minds. Often times people forget to mention they are a part of the system, and baristas forget to ask. Through customers having this card, they will be reminded to stop at Revive and to mention they are a part of the point system.
- **Target(s)** - this promotion is targeted toward current members of the point system in place.
- **Tactics** - This promotion will come in the form of printed cards customers can pick up when they first sign up for the point system. If they are already members they can pick up a card, or baristas can provide them one, on their next visit to revive.
- **Executions** - Revive can print off cards in sheets of 18 with pre-purchased business card paper from any office supply or supermarket. Then the cards can be handed out to customers after they have sign up or during their next visit. The card will include the breakdown of how many points it takes to get a free drink, the relationship between dollars spent and points gained, and reminders to talk to their baristas about it. As customers have the card and run across them in their wallet or purse, they will begin to remember the program unprompted by baristas, and will participate more in the point reward system.

Public Relations

- Possible article about work with Vanessa Behan Crisis Nursery, reviews in newspaper/blogs, such as The Inlander and The Spokesman Review, Spokane scene webpage/facebook page.
- Reasoning/Justification for PR: Obtaining independent reviews of Revive would be ideal for increasing brand awareness and giving credibility to the authentic and traditional experience of Revive Coffee. For those who are

looking at attractions and coffee shops in Spokane, a favorable review focusing on Revive would be one more additional source of creating awareness to potential customers.

Recommendations: While PR is a beneficial endeavor to pursue, at this time it is not as important to the health of the company as other marketing endeavors. If the company is approached by a news source or other media they should not hesitate to get their name out, but at this time we do not recommend pursuing public relations.

In-store Television Advertisements

this promotion would start as a way for Revive coffee to showcase some of their speciality drinks, latte art, and customers of the month. The TV would hang behind the counter and run a slide show of seasonal drinks, interesting latte art, customer-of-the-month photos, promotional slides of upcoming events in the shop, reminding customers about the Vanessa Behan day each month, reminding customers to follow the store on Facebook and Twitter, and other one-time promotional events.

Objectives - the objective is to promote the product offering in a different, fun way. Instead of customers reading on a board that Revive is currently offering an "Egg Nog Latte," it would be more enticing to see a picture of an Egg Nog Latte topped with whipped cream. The TV would act as a supplement to other signage in store, it would not be a stand alone promotional device for product offerings. Revive could also advertise their special events coming up and have attractive slides giving customers the information. Revive could also use the TV, later, for advertising for local business. Local companies could rent ad space on the TV, and have the Revive customers be exposed to different ads.

Targets - this promotion would be targeted toward customers in the store only. Because of the risk of theft associated with mounting a TV outside, the promotion would be confined to inside spaces.

Tactics - this promotion will be in the form of a TV mounted behind the counter, playing through a pre-created slideshow. When customers are waiting they like to be entertained, it makes them feel like the wait isn't as long, so giving them something to watch would keep them occupied.

Execution - the first step in this promotion would be to purchase a TV, mounting bracket, and DVD player (see appendix for price list). The second step is creating a slide show. If using a mac computer, the program iMovie will allow the user to create a basic slideshow and burn it to a DVD so it can be played anywhere. If using a PC, Google offers a program called Picasa that allows the user to create a photo slideshow and burn it to a CD or DVD to be played through the DVD player. After creating the slideshow disc it is simple as setting up the TV and components and running the CD or DVD. As the specialty drinks

change, new individuals become “customer of the month,” and other companies want to advertise in Revive, the CD or DVD can be changed fairly easily.

Additional Recommendations to consider:

- **Signage**- Increasing signage could be a way within the store to further advertise promotions and make customers aware of what is being offered, as well as drive traffic online to the Revive Facebook, Twitter and webpage. Signage-Both in the store and out of the store, signage is a way of making customers aware of Revive and different promotions. In the store, adding signs that direct customers to social media sites is a way of ensuring constant connection and communication with customers, while other signs promoting special drinks or discount deals encourage purchases and could push larger ticket sales. Out of the store, signage could combat the difficulty Revive faces in their location and creating awareness of the store. One weakness cited for Revive is the perceived difficulty of turning in to the store for someone heading south on Nevada, however, there is a turn lane before the coffee shop. If a sign were placed here to make drivers aware of the upcoming turn, it could drive additional traffic into the store and correct the incorrect perception that the Revive location is difficult to reach.
- **Website** - This is the main source of information about Revive and the unique Caffè D’arte coffee that is served. This can also be the link that directs customers to follow Revive’s Facebook and Twitter pages. As the main site, this is crucial to the promotional mix since it is the link between social media and the brick and mortar location.
- **Radio advertising** - due to the cost of radio advertising and the limited scope of people reached we do not recommend pursuing radio as a main means of advertising for the company. However, radio can be used heavy promotional times such as a discount coffee day. During the event a short-term radio spot can be purchased to further promote the event. Radio should not be a go-to form of advertising, but if there is extra money radio could be used to enhance a large event.
- **Carpets/Area rugs in the Coffee Shop** - currently the atmosphere of Revive is warm and inviting. Because there always seems to be at least one group of customers sitting and drinking their coffee, Revive has proved itself to be a comfortable atmosphere. That being said, the addition of a carpet or area rug element in the store would increase the level of comfort and make the space feel warmer and more home-like.
- **Remove YouTube station until can be enhanced** - the idea of having a YouTube station is great. Millions of users are currently on YouTube and it is a great way to further interact with your customers, however with only one video on the channel we feel it would be best to suspend the link between the website and YouTube page. The video is not enhancing the business, but it has the potential to do so, if it could be enhanced. One way to enhance the video currently on the YouTube page would be to add some music in the background. Most computers have basic movie editing software in which this could be done. It would also be a good idea to make

a quick intro to the video stating what it is, and how it relates to Revive. Basic movie software should be able to do this as well. If the current video can be enhanced, it would help to enhance the business.

Current Advantages

- **Reader Board** - For Revive, there is a reader board that is placed on Nevada street near the stoplight, and it can be greatly utilized to benefit the coffee shop. Some ways to utilize it more effectively are:
 - Advertise promotions as they are occurring. This way, as people are driving by, they will be informed of specials, and therefore, may be encouraged to stop in for a cup of coffee or a scone.
 - Mention seasonal drinks that are currently sold in the shop, such as a pumpkin spice latte in the Fall or a peppermint mocha in the Winter.
- **Specially Trained Baristas** - The baristas at Revive are specially trained in the Caffe D'arte way, and this should be publicized! They get training every six months from a representative of Caffe D'ate, including instruction on pulling quality shots of espresso and creating latte art on each drink. This special training is a way to differentiate Revive from other coffee shops in the area.
 - Recommendation: Put a sign near the menu, stating "Our baristas are specially trained, the Caffe D'Arte way!" or something to that effect. If customers are made aware of this differentiation between Revive's baristas and those at Starbucks, The Service Station, or other competitors, they will have another reason to choose Revive over the others.

Appendix 1:

Creating a Business Page on Facebook

To create a business page on Facebook, you must first log out of all personal pages or accounts.

1. Go to www.facebook.com
2. Select "Create a page" on the lower right corner, under the "Sign In" button.
3. Under Official Page, select "Local Business" then a pull down menu will appear.
4. Select "Cafe"
5. Type in "Revive Coffee" for the Page Name.
6. Select the "Official representative" box
7. Select "Create Official Page"
8. Once page is completed, follow the step by step process guided by Facebook.
9. Upload pictures from the previous Facebook page (use original files, do not copy and paste from previous page).
10. After the new page is up and running, direct followers from the first Revive Coffee to the new page. Leave a one month transition time, then delete the first Revive Coffee page.

"Like" Contest

To begin a "Like" contest, first introduce the contest:

"How many followers can we receive by Saturday? If we reach 25 additional followers by Saturday we will have free scones for everyone that comes into the store!"

The following days during the "Like" contest:

"We have reached ____ followers, only ____ to go before Saturday! The scones are ready, suggest Revive Coffee to your friends!"

Quotes

Inspirational - Quotes that encourage or motivate customers, whether related to the business or just in life.

"Be the change you wish to see in the world." -Ghandi

The following is a link to inspirational quotes that could be used.

<http://www.inspirational-quotes.info>

Lighthearted - These can be fun quotes that might inspire a laugh. However, there is a fine line that must be walked with posting quotes that could be offensive or offset any particular group of people.

"What a day, I think you deserve a drink, come see us at Revive and treat yourself."

Coffee Quotes - These can be facts about different coffee flavors or beans.

“Caffe D’Arte is a slow roast coffee brand that post-blends.”

The following links can also be used for additional quote ideas.

<http://www.quotegarden.com/coffee.html>

http://www.coolnsmart.com/coffee_quotes/

Articles -

These can be related to the coffee industry or special articles on Caffe D’Arte. The following links are sources of articles that could be used and linked to:

<http://www.naturalnews.com/coffee.html>

<http://ezinearticles.com/?cat=Food-and-Drink:Coffee>

<http://www.cofei.com/articles.html>

Feedback -

To help encourage customer participation, and interaction with Revive, questions could be posed on Facebook for Revive friends to respond to. Some examples could be...

“What is your favorite drink offered by Revive?”

“What has been your favorite latte art done by our Barista?”

These can also be related to holidays or seasonal activities...

“Who will you be for Halloween this year?”

“How far are you traveling for the Holidays?”

Enticements -

These can be posts that grab the attention of friends on Facebook and make them interested in coming into Revive Coffee. A drink or flavor of the day could be named, or enticing adjectives could be used.

“Brrrr, today is a wonderful day for a hot drink to warm the soul.”

“It has been a long week, treat yourself to a Spiced Vanilla Latte.”

Holiday specials:

“May the luck of the Irish be with you, come find a pot of gold at Revive with our St. Paddy’s Day Green Tea.”

“It’s a scorcher out there, how about chilling with an iced coffee at Revive.”

Barista Profiles -

- What is your name?
- What is your favorite drink?
- What is the coolest latte art you have ever done?
- What is your favorite part of working at Revive?
- What is your favorite thing to do in Spokane?
- Do you have any siblings?
- What is your most memorable Revive moment?

Here are a few other businesses that can be looked to for examples on Facebook:
Celebrations-A-Cookie-Cupcake Boutique

<http://www.facebook.com/pages/Spokane-WA/Celebrations-A-Cookie-Cupcake-Boutique/131920823507198>

In addition, there is a Facebook page titled, "Spokane Scene" which links to other businesses in the Spokane area. Linking in with this page would help Revive reach further exposure in the Spokane area.

<http://www.facebook.com/thespokaneScene>

Appendix 2:

FOR IMMEDIATE RELEASE

Revive only place in Spokane serving specially roasted coffee

Revive Coffee is the only coffee shop in all of the Spokane area using beans from Caffè D'arte, a Seattle shop, where beans are roasted using a special process.

Spokane, Wash. December 2, 2010 -- Revive Coffee has been in business in Spokane for around a year, and they are located on the corner of Lyons and Wellesley, in the northern part of Spokane. Rick, the owner of Revive, saw a niche that he could fill.

While Spokane has a great amount of coffee shops, none of them offer coffee that has been roasted in the same way as the beans used at Revive. Caffè D'arte, located in Seattle, is the provider for all of the coffee beans used to make drinks at Revive.

Rick chose them as their roaster because their authentic roasting always produces a consistent coffee. The roasting method Caffè d'Arte uses is called "post blending". They roast each type of bean separately then blend the varieties. The roaster brews and tastes each blend to ensure a consistent flavor profile. Five years from now our coffee blends will taste identical to what we serve today. Since Caffè d'Arte's coffee is wood-roasted, it has a mild smoky flavor.

Creator of Caffè D'arte, Mauro Cipolla, arrived in Seattle from Italy and he couldn't find the kind of coffee he was used to and liked from home. He returned to Italy to learn the craft of roasting and blending espresso. He brought family members back to Seattle to help him and Caffè d'Arte was born.

The baristas at Revive are all trained by the Caffè d'Arte roasters and are certified in the authentic coffee experience, including Latte art. Revive is the only coffee shop in Spokane using beans that have been roasted the authentic Italian way.

Revive Coffee is a locally owned and operated coffee shop in North Spokane, minutes from Whitworth University, Gonzaga University, and the downtown Spokane area at 6704 N. Nevada St. Suite 1, Spokane, WA 99208.

Contacts:

Rick Mattson, owner, 509-315-8945

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