



eôte

ends • of • the • earth



JMC 4473: Social Media Marketing Final Project
Social Media Campaign for Eote Coffee

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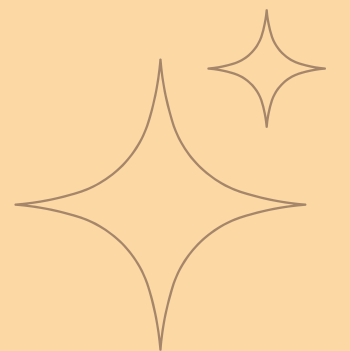


EXECUTIVE SUMMARY

Highlighting vision first and coffee second, our strategy for Eote is to make the brand lifestyle-driven, emphasizing the ease of their bulk coffee sale and subscription services, while demonstrating that the shop foremost prioritizes human connection.

We aim to increase online presence and engagement through cohesive content creation, building familiarity with consumers city and state-wide. Eote's social media presence will become a proxy of their relationship-driven business model while simultaneously driving bulk and subscription sales.

Eote is a grand vision, and we're going to broadcast that on social media until they're a household name in OKC and the state. To use some coffee terminology, we're going to strategically pour over and drip your presence online until the cup of service in all phases of your mission is perfected.



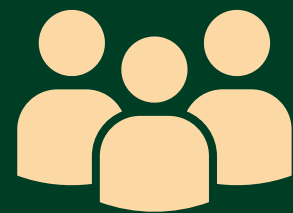
COFFEE INDUSTRY OVERVIEW



US coffee market value =
\$27.06 in 2023
Annual growth of about 4%



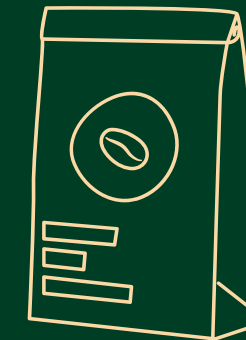
Speciality coffee shop
market valued around
\$12 billion in 2021



Average American
has about 3 cups
of coffee per day



About 25% of coffee
shops in US also
function as roasteries



Speciality, premium coffee
is trending - people are
willing to spend more



COVID led to a significant surge
of E-commerce coffee sales and
subscription coffee services



Although chains like Starbucks and Dunkin
primarily dominate, independent/local
coffee shops have gained traction with
work from home population



BRAND OVERVIEW

“Eote believes that coffee is an adventure and experience...the coffee has a crisp and boldly delicious taste, and it’s clear that they put time and care into roasting the coffee beans to perfection.”

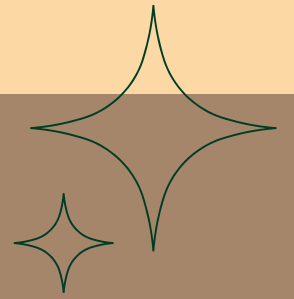
-Brittany Butryn, *Exploring the Locally-Owned Coffee Shops in OKC*

“Ends of the Earth” Coffee was founded in 2012 by J. Todd Vinson. With an eclectic vibe, perfect for work, a job interview, studying, or catching up with a friend, Eote aims to serve all coffee and social needs. The store functions as a roastery as well as a coffee shop, and sources their beans from Burundi and Nicaragua, truly going to the ends of the earth.

To bolster its online audience and consumer base, we feel that Eote should promote its bulk sale and coffee subscription services. This demonstrates a significant competitive advantage, especially in comparison to surrounding OKC coffee shops. In addition, Eote should initiate a social media revamp, instituting a cohesive aesthetic across all platforms that promotes engagement and authenticity, helping the shop reignite its mission of “connecting people, crafting meaningful conversation, and fostering strong relationships in our communities.”

Signature

SOCIAL MEDIA PRESENCE



Eote was founded in 2012, with lots of time to readjust to the fast advertising in social media today. They have three main sources that include, Instagram, Facebook, and X (Twitter). All of which includes showcasing everything from delicious lattes, Eote gear, and take-home bags of coffee beans. Their social media has room for improvement in all different aspects. These in which include, following more current trends to grab 'audiences' attention in order to increase their post engagements. As well as just flat-out being active and present more often on social media.



Overall Reach:
8.2K Likes; 8.2K
Followers

SENTIMENT

- **Positive:** activity & engagement rates are highest on giveaway posts (including November's giveaway with 185 comments, October with 63 comments, September with 77 comments, and August with 94 comments)
- **Neutral:** 1-2 comments on average (positive reinforcements of brand), more likes than comments on posts
- **Negative:** barely any engagement on posts other than giveaways

ORGANIZATION POSTS

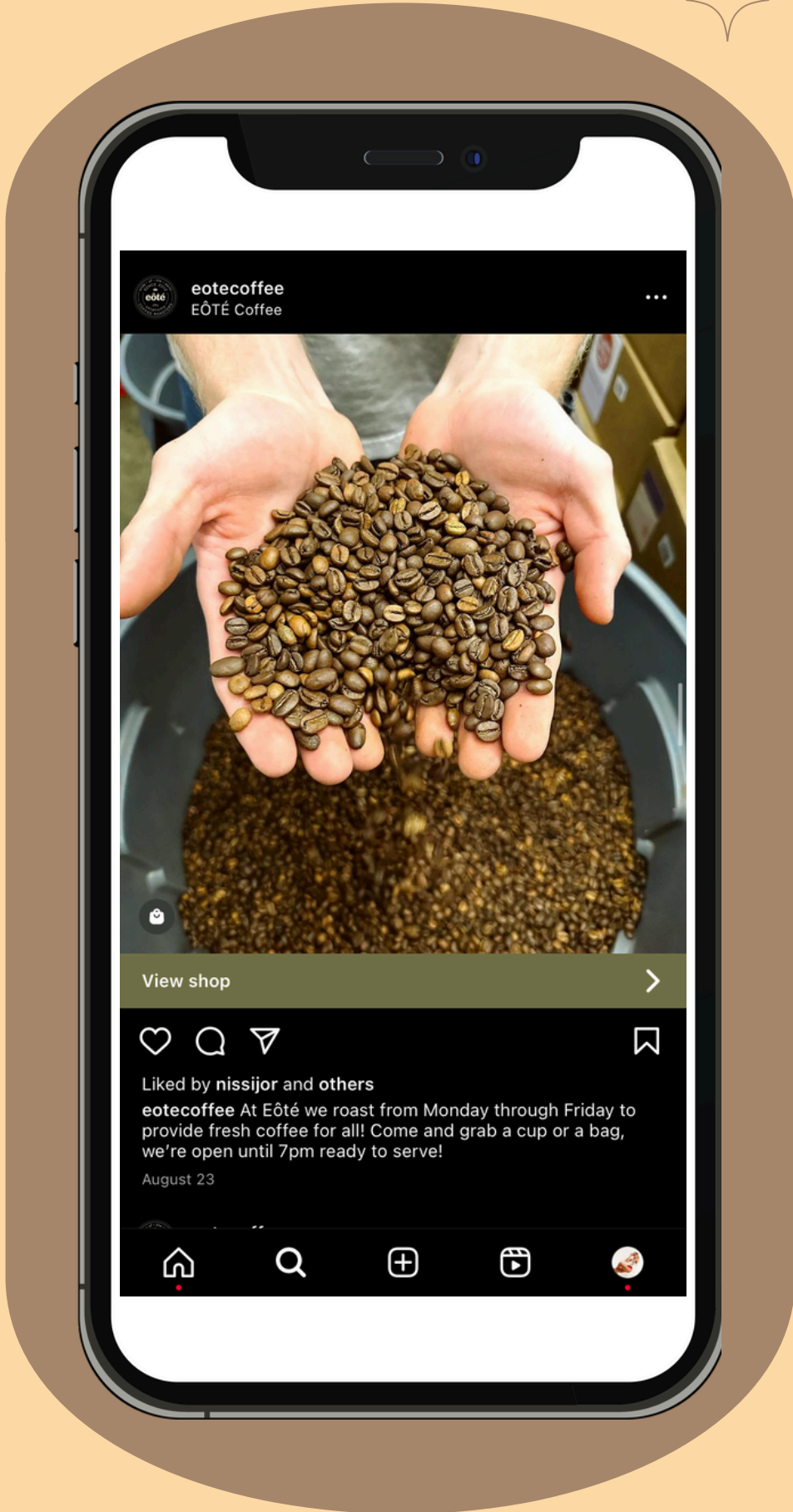
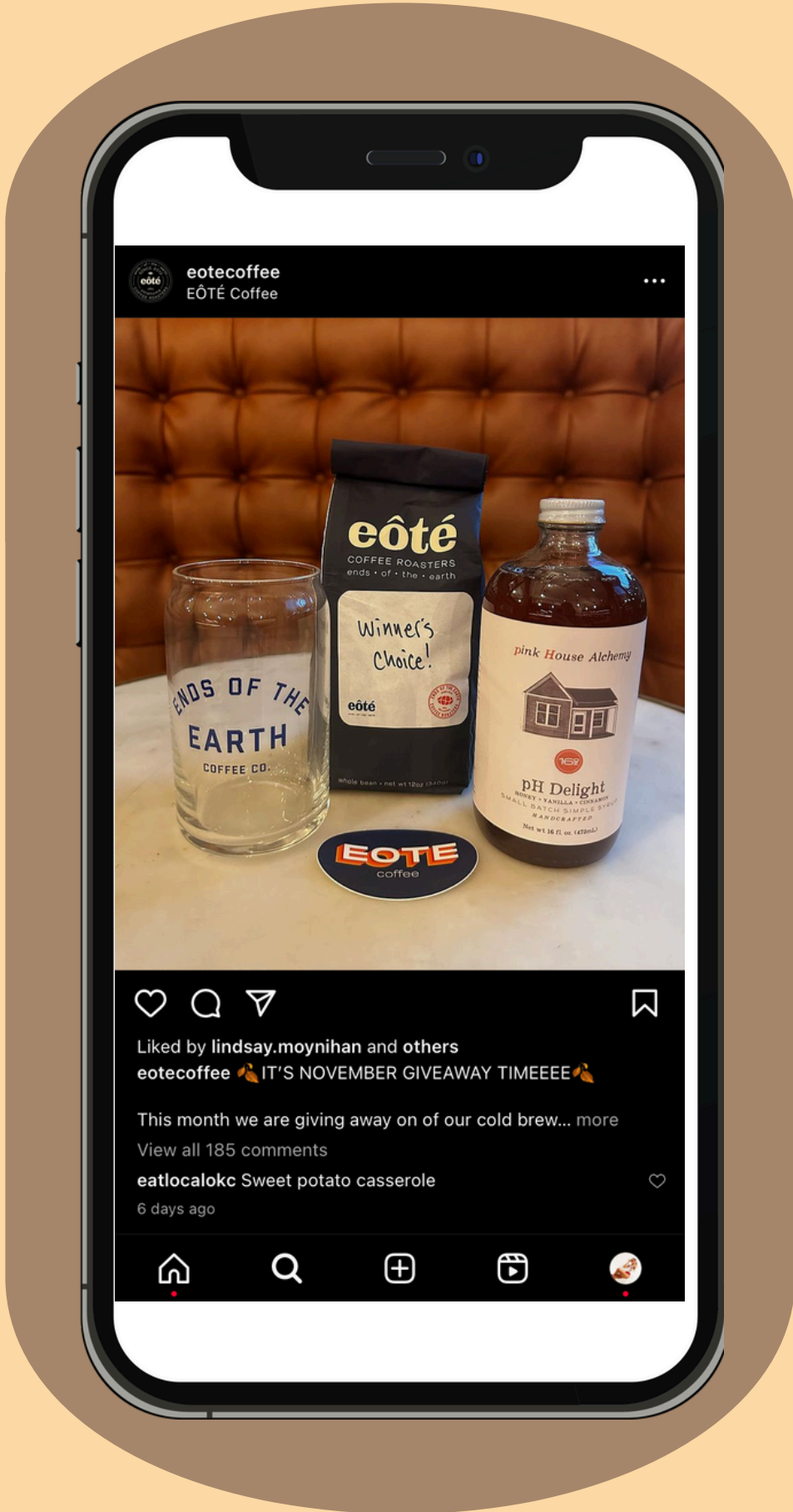
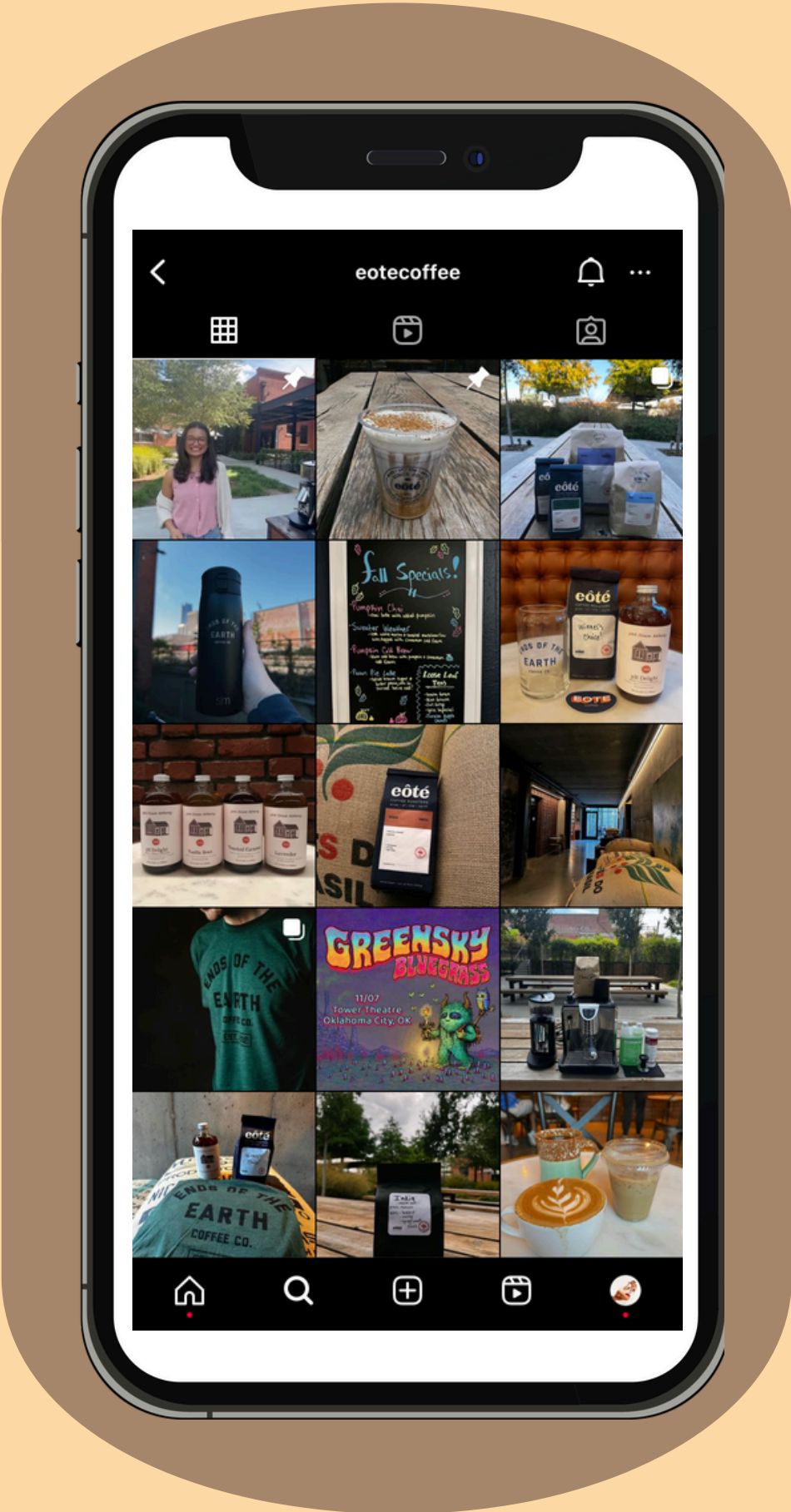
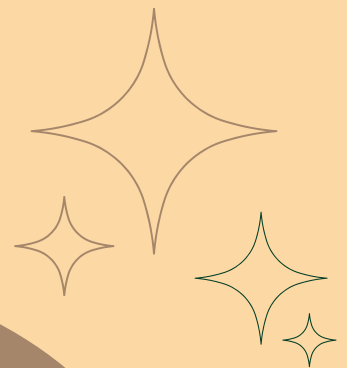


- Posts are weekly, with a minimum of 6 per month
- May and June had the most posts with a minimum of 4 per week, totaling 18 posts in May and 14 posts in June
- Posts include mainly coffee bags and photos of fresh coffee
- One giveaway is posted every month

FEEDBACK

- Very positive comments
- Customers supporting their services with encouraging words
- 60-180+ comments on giveaway posts
- Non-giveaway posts have an average of 1-2 comments per post
- Eote does not regularly respond to comments
- Giveaway posts typically include 3 or more items, incentivizing consumers to engage further with posts

SOCIAL MEDIA: INSTAGRAM



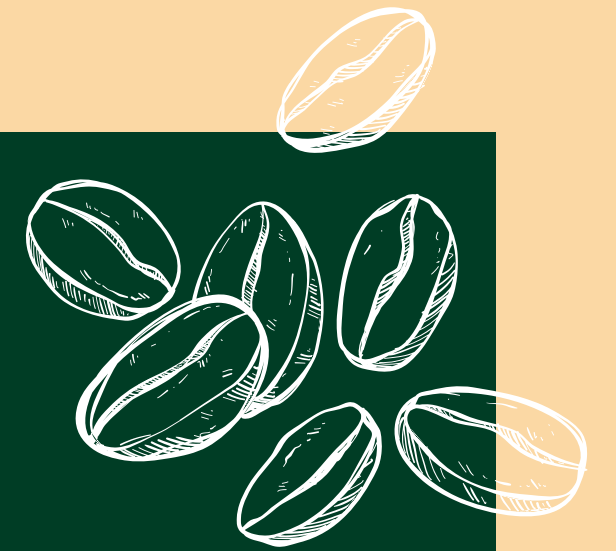


SENTIMENT

Overall Reach:
2.5k Likes; 2.7k
Followers

- **Positive:** Giveaways bring lots of attraction, Giveaway in November for cold brew glasses, a 12oz retail bag of your choice, a syrup bottle, and a shop sticker. This post had the most interactions on the post, with 59 comments, 26 likes, and 4 shares
- **Neutral:** The likes are more common than comments on posts
- **Negative:** Very few comments and likes on the majority of posts. Whenever something is announced is the only time there is a lot of interaction

ORGANIZATION POSTS

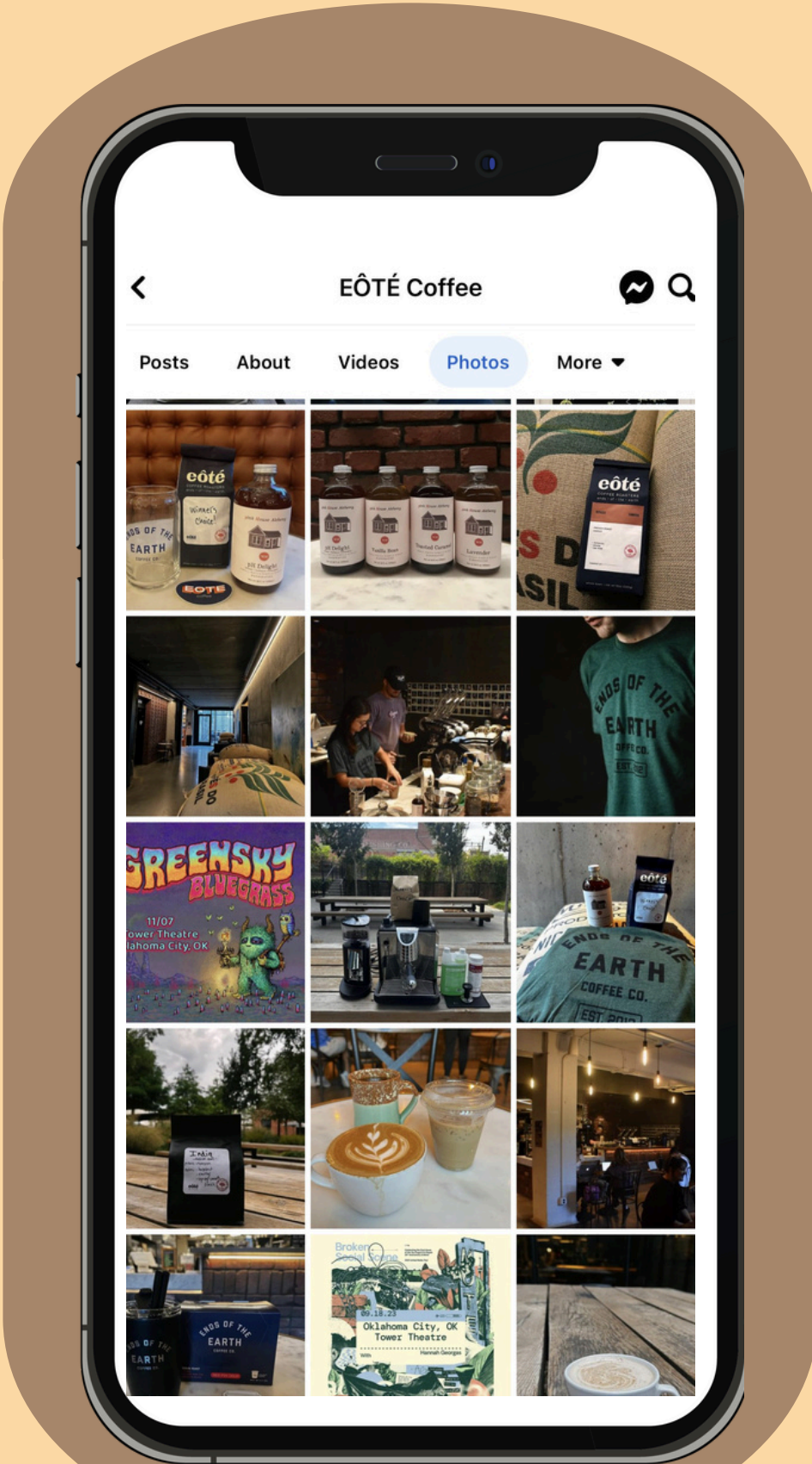
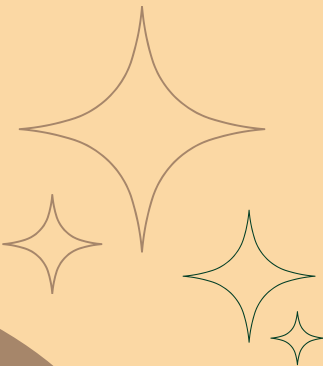


- Posts occur at least 2-3 times weekly. This is positive and makes the news on their followers' feeds more recurring
- The posts are high-quality and trendy-looking
- The color and contrast match the coffee shop's interior aesthetic
- Post count isn't exact on Facebook but there are an average of 2 posts a week

FEEDBACK

- All of the comments are positive
- There are more 'likes' and 'loves' on the posts and very few if not zero dislikes on the posts
- There are more posts of coffee and products than anything else, with the exception of the giveaway posts
- Halloween had a fun graphic and the majority of seasonal posts are light and engaging, making it easy to read

SOCIAL MEDIA: FACEBOOK





Overall Reach:
626 Following
1.2K Followers

SENTIMENT

- **Positive:** Reposts relevant tweets within the OKC area from other coffee shops, posts discount codes with ability to order online, holiday specials during November and December
- **Neutral:** multiple likes on posts, aesthetically pleasing photos of coffee, coffee bags, and Eote gifts for the holidays
- **Negative:** reuses same photos for multiple posts, 0-6 likes per post, no posts since 2018

ORGANIZATION POSTS

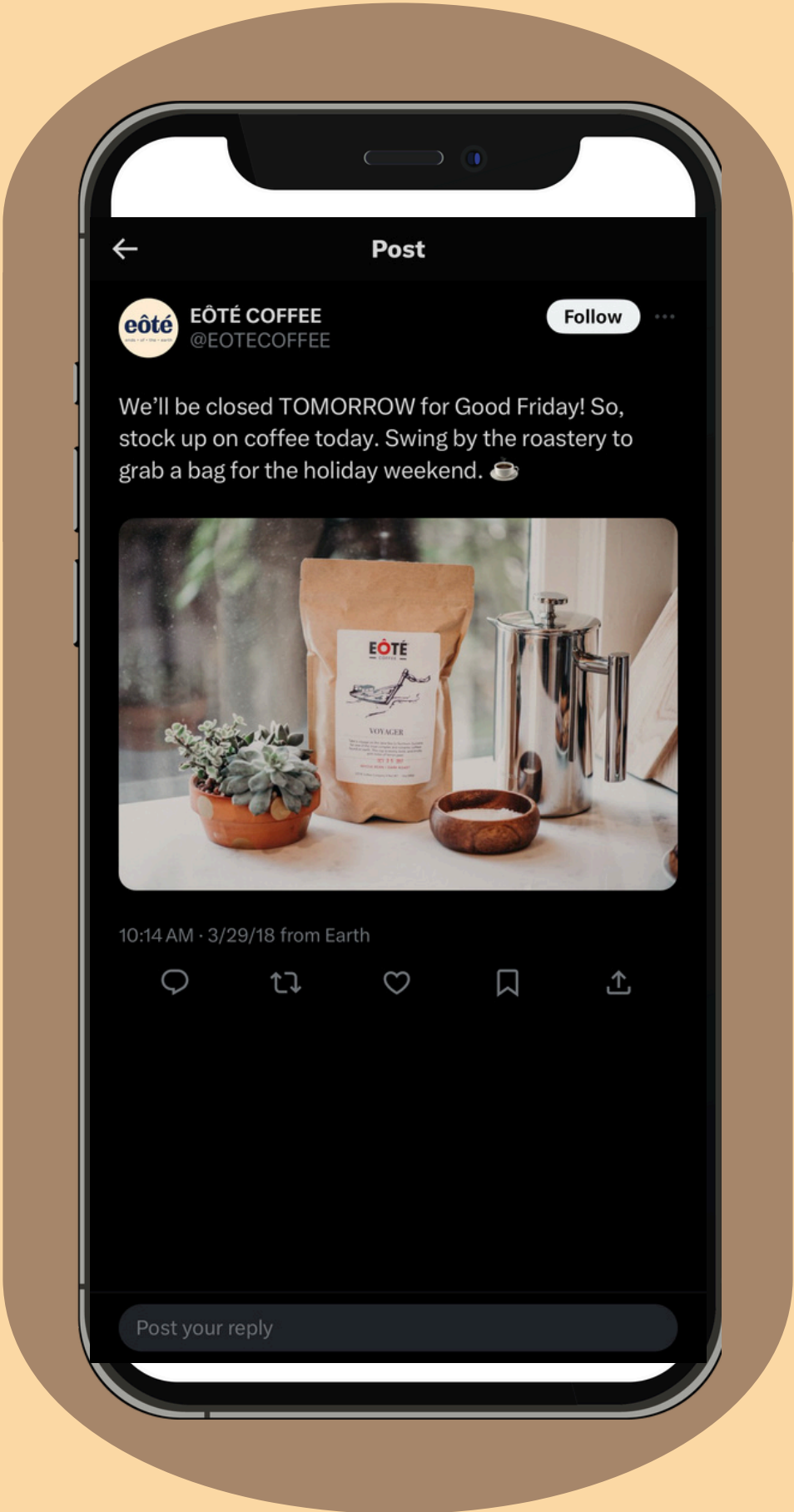
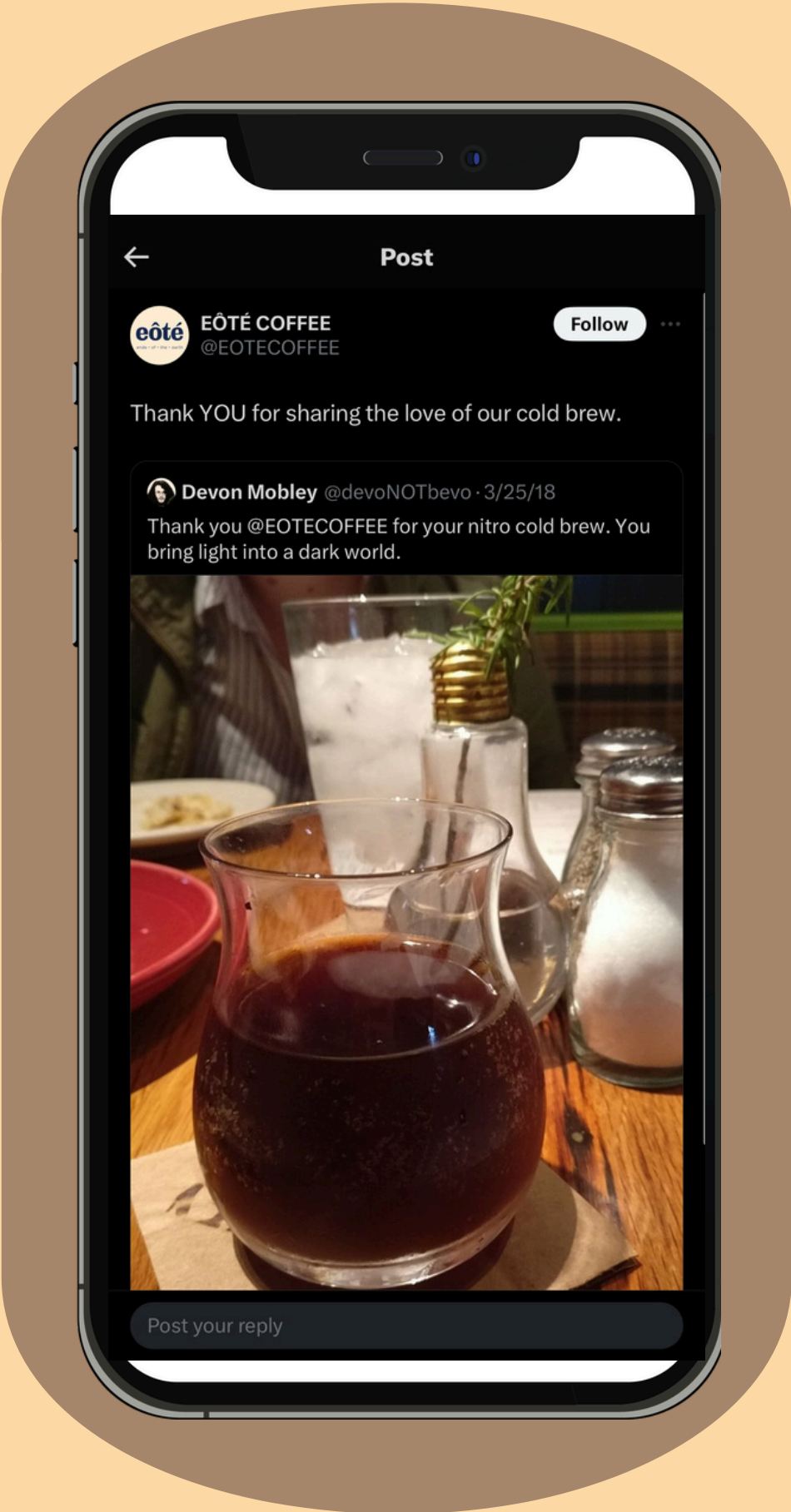
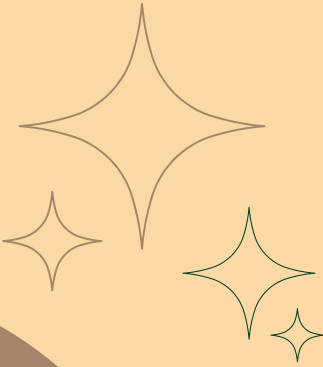
- Eleven posts during March of 2018
- Mix of Eote posts and reposts of other businesses, organizations, and events
- 4 posts in May 2018, 2 posts in Jan 2018, 11 posts in Dec 2018, and 8 posts in Nov 2018
- Total: 25 tweets in 4 months
- Includes discount codes for products on Cyber Monday in November



FEEDBACK

- Followers like few posts and rarely repost Eote tweets
- Eote primarily reposts other coffee brands that use their coffee beans to spread awareness of their own company

SOCIAL MEDIA: TWITTER



COMPETITIVE SWOT ANALYSIS



01 STRENGTHS

- unique roastery process with an emphasis on creating the best flavor for consumers
- provide coffee beans/grounds for surrounding OKC coffee shops
- strong/loyal customer base
- large online following, consistently posts
- indoor and outdoor seating
- eclectic spot, trendy and urban atmosphere
- coffee is an adventure, an experience

02 WEAKNESSES

- social media pages lack theming; no content is stylized or intentionally cohesive
- content is dark, lacking aesthetic
- very few posts include people
- minimal audience engagement/excitement
- relatively low brand awareness and exposure
- high noise level in store
- full menu is not posted on website

03 OPPORTUNITIES

- capitalize on the work-from-home population
- promote ability to purchase coffee beans or grounds on a wholesale or subscription basis
- collaborate with surrounding OKC small businesses to host events
- develop a cohesive social media strategy implementing a consistent aesthetic to demonstrate the feel of the shop
- sharing more human interactions

04 THREATS

- numerous coffee shops in the same area - consumer has lots of options
- competing shops have better online presence - seem for inviting for new consumers
- basement location - can make it hard to find

LOCAL COMPETITOR ANALYSIS

ELEMENTAL COFFEE

STRENGTHS:

- Large online following

WEAKNESSES:

- Waning social media presence
- Steep prices, subpar service
- Lack of communication

OPPORTUNITIES:

- Emphasize coffee expertise/the process

THREATS:

- Foffee roastery
- Offer a coffee ground subscription service as well as wholesale purchase

COFFEE SLINGERS

STRENGTHS:

- Unique product offerings
- Great environment and staff

WEAKNESSES:

- Low information access
- Website is hard to navigate

OPPORTUNITIES:

- Emphasize customer experience and bolster online platforms

THREATS:

- Storefront location
- Coffee truck for events

CLARITY

STRENGTHS:

- Grounds are very accessible
- Delicious food and great atmosphere
- Storefront has great visibility

WEAKNESSES:

- Relatively small online following

OPPORTUNITIES:

- Develop an Eote guide for coffee making with various recipes

THREATS:

- Relationship based
- Well-done website, online presence, and notification capabilities
- “Brew guides”

GOALS:

- Increase awareness of Eote's high quality coffee and the various ways to purchase the product
- Advertise Eote's subscription service
- Increase engagement and following
- Highlight Eote's strong relationship with vendors, peers, and customers
- Emphasize Eote's partnership with other local businesses

OBJECTIVES:

- Drive up sales by 100% in Eote's take home coffee via in-store or online purchase
- Increase Eote's subscription membership by 10 members a month
- Increase social media engagement by 50% across all three platforms
- Raising vendor partnerships to 10 per year

OUR CAMPAIGN STRATEGY



To increase the number of consumers buying Eote coffee either in person or online by implementing a cohesive campaign across the social media platforms of Instagram, Facebook, and X (Twitter).

This includes posts exhibiting the attainable aesthetic of take-home coffee and the establishment of Eote as a coffee industry expert.



AUDIENCE INTERPLAY



Connoisseur Chris

Business Becca

Promoter Phil

Persons interested
in high-quality
Eote coffee

Personas with
enough money to
afford Eote coffee

Personas with a
lifestyle Eote
can satisfy

Energized Emily

TARGET AUDIENCE

PRIMARY:

- 25-45 years old
- Female: Married or Single
- Upper Middle Class Income
- High School+ Education
- Professional, Community
- Cutting-edge Lifestyle

SECONDARY:

- 18-65 years old
- Male: Student, Entrepreneur, Retiree
- Stable to Upper Middle Class Income
- College+ Education
- M or F Wholesale, Retail, At-home
- Improvement, Personal & Professional

BUSINESS BECCA

“I love having a fresh cup of coffee in the mornings before my kids wake up!”

- 35 years old
- High school diploma
- Middle Class Income
- Married with kids

Type: Family Loyalist

Role: Remote Data Analyst



GOALS

- Pursue her dreams by owning her own business
- Staying energized for her family and friends
- Grow her at-home business

PAIN POINTS

- No desire to drive for coffee every day
- She can't afford to buy coffee every day
- She enjoys fancy coffee she can't get at home

MOTIVATIONS

- Keep up with her growing business
- Provide for her family
- Create a comfortable aesthetic for her space

BEHAVIORS

- Always looking for deals and “life hacks”
- Moderate social media use
- Following entrepreneurial focused accounts

ENERGETIC ERICA

“I’ve got lots of things to do, and I need to stay energized through it all!”



- 29 years old
- College degree
- Upper Middle Class Income
- Single, no kids

Type: Energetic Worker

Role: Marketing Director

GOALS

- Be respected as a businesswoman at her job
- Keep up with her busy schedule
- Maintain good friendships despite busy schedule

MOTIVATIONS

- Maintain a career-centered lifestyle
- Keep up with trends and aesthetics
- Stay motivated during long work days

PAIN POINTS

- No time to sit and relax at a coffee shop
- Wants energy without the bitter energy drink taste

BEHAVIORS

- Always looking for time-saving tips
- Active social media use follow friends/family, especially on Facebook
- Would travel further for a better value and faster service coffee

CONNOISSEUR CHRIS

“I enjoy meetings at local coffee shops so I can get to know someone new.”

- 42 years old
- Masters degree
- Upper middle class income
- Single/Divorced, no kids

Type: Workplace Confidant

Role: Director of Sales



GOALS

- Maintain his professional reputation
- Invest in personal relationships
- Make people enjoy being around him

PAIN POINTS

- Struggles meeting people outside of the office
- Uncomfortable sitting alone to enjoy a coffee
- Too many options

MOTIVATIONS

- Build and maintain business relationships
- Earn top salesman for consecutive years
- Connect with his community

BEHAVIORS

- Limited social media use
- Will search for a good atmosphere
- Uses a coffee shop for business meetings

PROMOTER PHIL

“I always cater coffee to my events, it brings them to the next level!”

- 35 years old
- College degree
- Middle Class Income
- Married

Type: Social Butterfly

Role: Event Organizer



GOALS

- Host exciting event to grow his profession reputation
- Create good relationships with local vendors
- Create personal events for each client

PAIN POINTS

- Vendors are not always reliable
- Usually you have to sacrifice quality for price
- Busy schedule means less time to vet new vendors

MOTIVATIONS

- Keep up with his growing client list
- Building a robust vendor list that he trusts
- Provide for his family

BEHAVIORS

- Always looking for time-saving hacks
- Active social media use, mostly business-related
- Will go the extra mile to create a top tier event

CONTENT CALENDAR: INSTAGRAM

JANUARY INSTAGRAM

/ 2 0 2 4

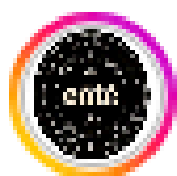
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 10 AM: Happy New Year!! 🌟🌟🌟 2024 giveaway!	2 9 AM: This month's specials! 🥰	3 8 AM: Back to work? 💻 Come get a coffee!	4	5 4:30 PM: Stop in for a pick me up before getting your weekend started 🍌	6
7 2 PM: Lazy Sunday? Make a coffe at home ☕	8	9 11 AM: Get a coffee, make a friend 🐶	10	11 3 PM: Giveaway reminder! 😊	12	13 Noon: Giveaway announcement! 🍌🥂
14 10 AM: More than a coffee shop, consider buying in bulk 🍌	15	16 11: 30 AM: Let's make a coffee together 🤝	17	18	19 Noon: Coffee + Roastery, all of your caffiene needs 😊	20
21	22 7 PM: Need a place to work tomorrow? Think about Eote 🙌	23	24 10 AM: Find community through coffee at Eote 🤝	25	26 10:30AM: Working from home? Let's make a coffee together! ☕	27 9:30 AM: It's the weekend! 🎉 Start with an Eote-crafted coffee!
28	29 8 AM: Slow start to the week? Consider our subscription service ☺	30	31	1 4 PM: Celebrate the almost weekend (& February) with a coffee from Eote 🥰	2	3 10 AM: Lattes, easier to make than you think 🙌

TACTICS:

- Promote education content to demonstrate industry expertise and the ease of take-home coffee
- Host various contests that spread awareness about coffee ground purchases and subscription
- Encourage community connections by sharing in-store relationships
- Demonstrate the coffee-sharing experience and enjoyment Eote fosters

IMPLEMENTATION:

- Post 3-5 times per week
- Engage with audience via comments to answer questions, encourage education/awareness
- Share how consumers can purchase or subscribe for coffee grounds
- Share short-form video content on making coffee at home
- Host a holiday coffee ground subscription contest

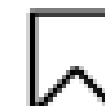


eotecoffee

Oklahoma City, OK

eôté coffee co.

**New Year,
New Coffee
Subscription!**



432 likes

eotecoffee Take on all your New Year's resolutions with Eote coffee!

Enter to win a 6-month subscription of Eote coffee delivered straight to your door!

How to enter:

1. Follow @eotecoffee
2. Like this post
3. Tag the coffee connoisseur in your life!

Winner will be announced 1/7

View all 84 comment



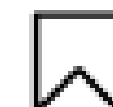
Add a comment...

1 hour ago



eotecoffee

Oklahoma City, OK



432 likes

eotecoffee AT-HOME Caramel Macchiato!

Ingredients:

1 shot Eote espresso

8oz milk

2 tbsps Torani vanilla syrup

Caramel drizzle as desired!

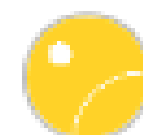
Steps:

1. Fill your glass with ice and milk and mix in your vanilla syrup

2. Pour your espresso shot on top and drizzle with caramel!

Enjoy! Let us know if you try it!

[View all 22 comments](#)



Add a comment...

1 hour ago

CONTENT CALENDAR: FACEBOOK

JANUARY FACEBOOK

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 10 AM: Happy New Year!! 🎉🎉🎉 2024 giveaway!	2 9 AM; This month's specials! 🥰	3 8 AM; Let us help you meet your New Year's Goals - consider a coffee subscription🙌	4	5 3 PM: It's almost the weekend! Stop in for a pick-me-up 🍷	6 9:30 AM: Happy Saturday, let's make a coffee at home 🍰
7	8 9 AM: Start your week with a coffee and connection! Visit Eote ☺	9	10	11 3 PM: Giveaway reminder! 🥰	12	13 Noon: Giveaway announcement! 🍰🙌
14 11 AM: Sunday at home - perfect time for a latte tutorial ❤️	15	16 8:30 AM: Need a new office? Come check out Eote 🧑🏻	17	18 Noon: Need coffee? We got it! Buy in bulk 🍷	19	20 10 AM: Coffee specials reminder! 🥰
21	22 Noon: Coffee made simple - at home how to ☺	23	24 11:30 AM; Time for a mid week caffiene break 🙌	25	26 3:30 PM: Eote mission reminder + CTA to visit this weekend!	27
28 1 PM: Eote is a perfect place to work or study 🧑🏻	29	30 5 PM: Consider buying in bulk or subscription services 🍷	31	1 4 PM: Celebrate the almost weekend (& February) with a coffee from Eote 🥰	2	3

TACTICS:

- **Promote educational content and community focus**
- **Share the connection aspect of Eote**
- **Share links to helpful information for customers**
- **Exhibit that connecting with other people comes first, coffee is there to support**

IMPLEMENTATION:

- **Post 3-5 times per week**
- **Create posts linking to coffee purchase, products, recipes, menus, etc.**
- **Host a holiday coffee ground subscription contest**
- **Engage with audience through posts and comments**



Ends of the Earth Coffee Co. at 7 NE 6th Street

Monday at 9 AM · 🌐

Start your week with a coffee and connection! Visit Eote 😊



👍❤️ 10k

21 Comments 10 Shares

👍 Like

💬 Comment

➦ Share

View more 16 Comments



Write a comment...



Ends of the Earth Coffee Co. at 7 NE 6th Street

January 18th at 12 PM · 🌐

Need coffee? We got it! Buy in bulk ☕

Shop Now: eotecoffee.com/shop



[eôte coffee co.](https://eotecoffee.com)

Online or
In-Store
Pick up

2 FOR \$32 ON
ANY 12 OZ BAGS

👍❤️ 12k

21 Comments 10 Shares

👍 Like

➦ Share

View more 16 Comments



Write a comment...



CONTENT CALENDAR: “X”

JANUARY
“X”

/ 2024

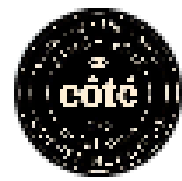
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31 2 PM: NYE ready?? Get your caffiene first ☺	1 10 AM: Happy New Year & giveaway announcement! ✨✨	2 9 AM: January's coffee specials- include quip about millenials	3 11:30 AM: Meme about going back to work	4 4 PM: “Today I heard”	5 2 PM: Finally the weekend/Friday meme	6 10 AM: Coffee at home? Coffee from Eote? The choice is yours ☺
7 1:30 PM: We know you love caffiene - buy coffee in bulk ☺	8 9 AM: Working from home + coffee from home	9 4 PM: “Today I heard”	10 1 PM: Meme about being a caffiene source	11 3 PM: Giveaway reminder!☺	12 3 PM: Millenial humor meme about coffee & the weekend ☺	13 Noon: Giveaway announcement! 🥂🥂
14 10:30 AM: Lazy Sunday? Let us make a coffee for you ☺	15 Noon: Avoid the “winter uglies,” drink coffee instead ☺	16 11:30 AM: The work week is just starting, but coffee is always there! ☺	17 Noon: Come get a coffee, you know you want to	18 4:30 PM: “Almost the weekend” meme post	19 4 PM: “Today I heard”	20 10: 30 AM: Meme about it being the weekend
21 6 PM: Tomorrow is Monday, but you can work at Eote	22 4 PM: “Today I heard”	23 9 AM: Actually get work done by working at Eote 🙄☺	24 Noon: Need more caffiene? Buy in bulk!	25 8:30: Make coffee at home - we promise you can do it ☺	26 2 PM: Finally the weekend/Friday meme	27 10: Another Saturday, AKA time for a coffee
28 Noon: Looking to simplify? Subscribe 🙌	29 11: 30 Monday blues? Coffee can fix that ☺	30 4 PM: “Is it Friday yet?” meme post	31 4 PM: “Today I heard”	1 10 AM: You may not have love, but you do have coffee 💔☺	2 Noon: Fall in love with our subscription service this February!	3 9:30 AM: February Coffee Specials ☑

TACTICS:

- **Emphasis on brand personality, not product**
- **Play into millennial humor and behaviors**
- **Share in-store experiences, comical situations, and day-to-day happenings**
- **Accentuate relatibility**

IMPLEMENTATION:

- **Post a tweet at least once a day**
- **Coffee quips and quotes, “Today in Eote, I heard...”**
- **Creating/sharing memes affiliated with millennial humor**
- **Respond to all tweets mentioning Eote Coffee in a timely manner**

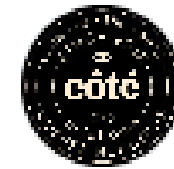


Ends of the Earth Coffee Co. 
eotecoffee

To the ends of the earth and beyond! 🚀

9:00 AM. Jan 2, 2024 · [Twitter for Android](#)

5k Retweets 10k Likes



Ends of the Earth Coffee Co. 
eotecoffee

At Eote, we're a lot like a quarterback under pressure: we do intentional grounding.

9:00 AM. Jan 2, 2024 · [Twitter for Android](#)

3k Retweets 9k Likes



MONITORING APPROACHES:

TRACKING, MEASURING, TOOLS, & EVALUATION

**Hootsuite is the leading tool
we will use when going about
monitoring all of the social
media platforms.**

Hootsuite Benefits Include:

- **Unlimited posts with a subscription**
- **Access to scheduling posts**
- **If decided, Hootsuite allows 10 different socials to be monitored**
- **Design curations available with Canva through Hootsuite**
- **All-in-one centralized inbox**
- **Access to contact management**

TUNING

- Monitor participation in contests to gauge interest; if there is positive buzz, make them more frequent
- Observe the amount of viewers interested in at-home coffee demonstration content; continue the series if engagement rate is high
- Observe if the humor used on X is well received
- Continually track which type of content is the most engaged with across all platforms
- Tuning will be completed at the end of each month to ensure the campaign is successful

BUDGET

MONITORING		
	Hootsuite	\$99/month
CONTENT CREATION		
	Social Media Manager	\$20/hour \$20,800/year
	Facebook Ads	\$5/day \$150/month

TOTAL
\$23,788 / year

RETURN ON INVESTMENT (ROI)

Bulk Coffee Bean Sales:
25-30% Increase

Number of Subscriptions:
25-30% Increase

Online Engagement:
45% Increase

Online Followers:
40% Increase



QUESTIONS?

THANK YOU!

