



**COFFEE**  
of new orleans

**SOCIAL MEDIA PLAN  
AUDIT & PLANNING**

**CREATED BY:  
MALIA SCOTT**



# SOCIAL MEDIA AUDIT

## SOCIAL MEDIA PLATFORMS OF PJ'S COFFEE

---

### Twitter

I. 5,358 followers; started in 2010

II. The current post frequency is active. Six months ago, posts were frequently posted several times in a month, like two or three times. Most of the posts are photos showcasing their specific products. According to this article called "How to use images on Twitter to help drive engagement", (<https://digitalglue.agency/insights/use-images-on-twitter/>), tweets with images receive 150% more retweets than tweets without images. It also states that using images on Twitter is a great way of increasing the interaction between you and your audience, building your brand identity, and creating a profile that people will want to visit and remember. So, this is why posting images plays a big role within brands since images are crucial to making your brand stand out, especially on Twitter. People today are still using Twitter, with 556 million using the platform, according to the chart "The World's Most Used Social Platforms in 2023" in the "Global Social Media Statistics Research Summary 2022" article. So, it's still a platform that brands like to post on.

### Instagram

I. 19.8k followers; started in 2012

II. The current post frequency is active. Six months ago, posts were posted every week, like two or three times a week. According to the chart, "The World's Most Used Social Platforms in 2023", in the "Global Social Media Statistics Research Summary 2022" article, Instagram is ranked in 4th place with 2,000 million people using the platform. Brands tend to grow faster on Instagram, so it's important for them to stay active to increase awareness and connect with followers and audiences to engage with them as they take in the brand.

### Facebook

I. 1,653 likes; started in 2019

II. The current post frequency is frequent. Six months ago, there weren't a lot of posts. The posts were sporadic; they were only posted twice a month before today's posts. Facebook is considered the biggest social media platform of all social media platforms. According to the chart, "The World's Most Used Social Platforms in 2023", in the "Global Social Media Statistics Research Summary 2022" article, Facebook is ranked in 1st place with 2,958 million people using the platform. So, it's still important for PJ's Coffee to still post due to most everyone using Facebook.

### Pinterest

I. 540 followers; 12k monthly views; started in 2013

II. The current post frequency is sporadic. Nothing recent has been posted. The last posts were on seven boards created with posts within them one year ago.

# SOCIAL MEDIA AUDIT

## PURPOSE OF PJ'S COFFEE

---

### Twitter

- Promoting products: PJ's Coffee uses Twitter to promote their specific coffee flavors and new upcoming flavors for a limited time, giving their followers the opportunity to buy a product they like.
- Giveaway: PJ's Coffee uses Twitter to do giveaways to engage with their followers and attract new customers by letting them engage and do something fun to have the chance to win.
- Deals: PJ's Coffee uses Twitter to showcase deals on specific products, such as drinks and mugs, to let their customers save a little bit of money.

### Instagram

- Reels: PJ's Coffee uses Instagram reels to create entertaining videos showing off their coffee products and how well the drinks are put together to draw in engagement.
- Seasonal specials: PJ's Coffee uses Instagram to post holiday specials, such as the summer, and customers can purchase a beverage from the post that fits well with their seasonal vibes.
- Giveaways: PJ's Coffee uses Instagram to post giveaways as well to increase reach, engagement, and awareness.
- Product appreciation: PJ's Coffee uses Instagram to show how well their product looks for current and new customers to see how this brand really cares for their product.

### Facebook

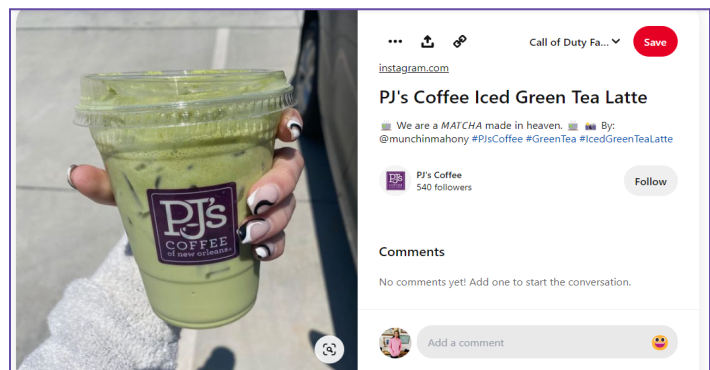
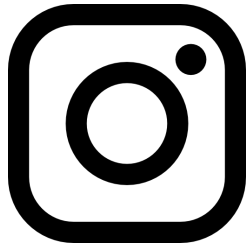
- Community posts: PJ's Coffee uses Facebook to post images of people within the community taking in their brand. This shows how this brand appreciates their customers' loyalty and how they enjoy PJ's Coffee.
- Interior/exterior: PJ's Coffee uses Facebook to take photos of the interior and exterior of the shop to show how nice and homey it is for customers to see as well as for new customers to come in and sit while taking in the aroma of the shop.

### Pinterest

- Share images: PJ's Coffee uses Pinterest to share images from consumers when they see them with their product.
- Promoting campaigns: PJ's Coffee uses Pinterest to promote certain products by doing little campaigns with images.
- Search engine: PJ's Coffee uses Pinterest's visual search engine to attract new customers whenever they are looking to find coffee products.

# SOCIAL MEDIA AUDIT

## EXAMPLES OF PJ'S COFFEE



# SOCIAL MEDIA AUDIT

## PRIMARY AUDIENCE OF PJ'S COFFEE

---

### Twitter:

I. PJ's Coffee Twitter's primary audience appears to be social drinkers who like to chat about certain coffee beverages and always try out any product they find interesting and share their opinions about it. Twitter is a social media platform that allows coffee shops to share short updates with their followers, according to the article, Social Media Strategies for Coffee Shops (<https://www.sellingcoffeeonline.com/marketing/social-markketing/>). So, social drinkers are always on it when updates occur.

### Instagram:

I. PJ's Coffee Instagram's primary audience appears to be anyone who drinks coffee, whether through products, locations, etc. Posters of coffee images on Instagram are slightly more female (65%) than male, according to the Social Media Report: Photogenic Coffee (<https://www.foresightfactory.co/analytics-report-consumer-coffee-habits/>).

### Facebook:

I. PJ's Coffee Facebook's primary audience appears to be viewers and people who are interested in PJ's Coffee's products and services. With Facebook being the biggest social media platform with 2,958 million people using the platform, there are a lot of Facebook ads from brands to attract new customers as well as keep current customers interested, especially in coffee brands. According to the source, How To Target Facebook Ads To "Coffee Lovers" Audience | AdTargeting (<https://adtargeting.io/facebook-ad-targeting/coffee-lovers>), the interest "Coffee Lovers" has 3,209,520 audiences on Facebook, which means that your "Coffee Lovers" Facebook ads have many potential audiences. So, PJ's Coffee tends to post their products for viewers and other people to keep them interested and turn them into customers.

### Pinterest:

I. PJ's Coffee's primary audience appears to be viewers who are interested in coffee products and looking for coffee products to take on and try.

# SOCIAL MEDIA AUDIT

## POSTS THAT RECIVICE THE MOST LIKES OF PJ'S COFFEE

---

### Twitter:

I. PJ's Coffee's most successful posts are the views of the tweets. For example, the giveaways and new coming soon posts receive over 100 views.

### Instagram:

I. PJ's Coffee's most successful posts are likes. Posts that represent a national holiday receive 60–100 likes. Another is giveaways posts receiving +100 likes, and deals on products posts receive +100 likes as well.

### Facebook:

I. PJ's Coffee's most successful posts are photos. Photos of customers and community happenings in the local community seem to perform well.

### Pinterest:

I. PJ's Coffee's most successful posts are original ideas for pins of their content, such as "Coffee All Day, Every Day Pins.".

II. High-quality images of products tend to perform well in saves from consumers and viewers.

# SOCIAL MEDIA AUDIT

## RECURRING FEATURES OF PJ'S COFFEE

---

### Twitter:

- I. Currently, the hashtag on their page is #PJsCoffee in their bio and posts. This is their recurring hashtag for customers to use on posts to be featured.
- II. "The official account of PJ's Coffee, serving you the best coffee in New Orleans since 1978!" is their repeating language.
- III. The hashtag #NOLACoffee, a popular style of coffee, seems to recur in most posts.

### Instagram:

- I. Same on Twitter, the current hashtag that is recurring is #PJsCoffee in their posts as well as in customers' posts. PJ's Coffee has used this hashtag since the beginning of their social media presence.
- II. Same on Twitter: "The official account of PJ's Coffee, serving you the best coffee in New Orleans since 1978!" is their recurring language.
- III. #NOLACoffee recurs here as well on a certain post, which is one of the most popular New Orleans-style coffees that almost everyone likes.

### Facebook:

- I. PJ's Coffee currently does not use a lot of hashtags in their posts, but they still do a little, and they would be #PJsCoffee and #NOLACoffee.

### Pinterest:

- I. #PJsCoffee is the current and most recurring hashtag in posts.
- II. Just like Twitter and Instagram, their recurring language is "The official account of PJ' Coffee, serving you the best coffee in New Orleans since 1978!" which appears in their bio.

# SOCIAL MEDIA AUDIT

COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE  
SOCIAL MEDIA PLATFORMS

---



## Instagram

I. 6,029 followers; started in 2012

II. The current post frequency is active. Six months ago, Midnight Oil Coffeehouse posted weekly, posting two or one times a week.

## Facebook

I. 5.4k likes; 5.5k followers; started in 2010

II. The current post frequency is active. Same as Instagram, six months ago posts were weekly, posting two or one time a week.



# SOCIAL MEDIA AUDIT

## COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE PURPOSE

---

### Instagram

- High-quality photos: Midnight Oil Coffeehouse uses Instagram to post high-quality photos of their brand, products, workers, and customers to reflect their business.
- Announcements: Midnight Oil Coffeehouse uses Instagram to post giveaways to attract new customers as well as keep their current customers engaged with the business.

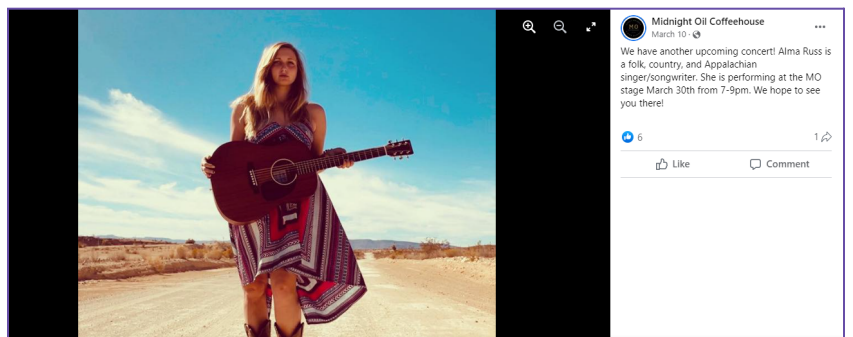
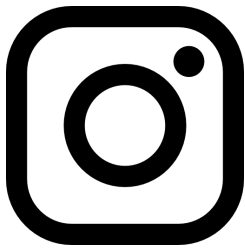
### Facebook

- Engagement: Midnight Oil Coffeehouse uses Facebook to share engagement, including around the business, such as posting photos of musicians coming in and playing music for customers, showing employee engagement by letting them share how much they love working at Midnight Oil Coffeehouse, etc.
- Announcements: Same on Instagram, Midnight Oil Coffeehouse uses Facebook to post information about the business, such as updates on shop hours, new products coming, etc.
- High-quality images: Midnight Oil Coffeehouse also uses Facebook to post high-quality photos reflecting their business, such as their coffee products being placed on a table to look perfect, to attract new customers and for them to see how this brand produces excellent products.

# SOCIAL MEDIA AUDIT

## COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE EXAMPLES

---



# SOCIAL MEDIA AUDIT

## COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE PRIMARY AUDIENCE

---

### Instagram

I. Midnight Oil Coffeehouse's primary audience appears to be college students. As stated in their About Page, it is in this space that we aim to create a warm, inviting sense of "home" for college students, families, and locals alike. According to the chart "The World's Most Used Social Platforms in the Global Social Media Statistics Research Summary 2023" article, Instagram is ranked in 4th place with 2,000 million people using the platform. Coffee shops tend to have a great atmosphere that makes anyone feel relaxed. According to the source, Instagram Statistics for 2023/Facts and Figures (<https://www.smp Perth.com/resources/instagram/instagram-statistics/#:~:text=47.8%25%20of%20all%20Instagram%20users,are%2018%2D24%20years%20old.>) 47.8% of all Instagram users are female, while 52.2% are male. 31% of Instagram users are 18–24 years old. So mostly college students are in that range, as 62% of college students use Instagram. So, it's important for this business to stay active on this platform for college students to know how they support them and how welcoming they are to them.

### Facebook

I. Midnight Oil Coffeehouse's primary audience appears to be locals, who are from the community and are coffee lovers. They tend to go to this business based on the service Midnight Oil Coffeehouse provides.

# SOCIAL MEDIA AUDIT

## COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE POSTS THAT RECEIVE THE MOST LIKES

---

### Instagram

- I. The Instagram posts that receive the most likes are giveaway posts.
- II. Reels that showcase the products and local music artists of the business tend to have over a thousand views.
- III. Merch posts also tend to do well.

### Facebook

- I. Photos showcasing new coffee beverages to followers tend to do well.
- II. Photos that show off gifts for followers to purchase for themselves or for friends or family receive attention.
- III. There are a few photos with motivational captions for followers to see and feel encouraged to do well.

# SOCIAL MEDIA AUDIT

## COMPETITOR BRAND: MIDNIGHT OIL COFFEEHOUSE RECURRING FEATURES

---

### Instagram

- I. Casual phrases like "have you try", "come in ", and "come try" seem to recur in coffee product posts.
- II. The location of the business appears in all of the posts.

### Facebook

- I. "A coffeehouse located in Searcy, Arkansas, and homemade bake" reoccurs in their Facebook bio, like their Instagram bio.
- II. Causal language specific to coffee is often used in the posts.

# SECONDARY RESEARCH

---

## How To Start A Coffee Shop Business

This article goes into depth about how to start a coffee shop successfully. The article discusses various steps on what you should do first before taking action, such as whether running a coffee shop is right for you, how much it costs to run a coffee shop, and all the elements that take place within a coffee shop. According to these steps, they are to help you develop a plan, write thoughts, and come up with ideas on how you want to run your very own coffee shop.

Coffee Shop Startups. (2023, January 11). *How to start a coffee shop in 30 steps: Ultimate Guide*. Coffee Shop Startups. Retrieved April 22, 2023, from <https://coffeeshopstartups.com/how-to-start-a-coffee-shop-in-30-steps/>

## Best Places To Run A Coffee Shop

According to this source by Frontier Business, it discusses the best cities to open a coffee shop in the United States. The source showed specific cities from the South, West and North areas that have high chances for someone to open a coffee shop and gain attraction. They even share some of their tips on how to open a successful coffee shop. This information can be useful for future coffee shop owners or current owners to find the best location that would best fit their needs and run a successful shop.

Frontier Business Published Mar21. (2018, March 21). *The 50 best cities to start a coffee shop in the US*. Enterprise. Retrieved April 22, 2023, from <https://enterprise.frontier.com/blog/The-50-Best-Cities-to-Start-a-Coffee-Shop-in-the-US>

## Who Drinks and Likes Coffee

This data collected by driverresearch reports the statistics of consumption, purchases, and preferences of people who like and drink coffee in America. Everyone has their own preferences for how they consume, buy, and enjoy their coffee. This data shows some of the main points of the 2022 surveys on how people drink their coffee. This report also shows how Americans are big on coffee, which is a preferred beverage that is also obsessive. Overall, this is great data for coffee shop owners to see and understand how people like their coffee, giving them an idea of what types of coffee products consumers like.

Allen, L. (2022, July 27). *2022 Coffee Statistics: Consumption, Purchases, and Preferences*. Market Research Companies New York | Drive Research. <https://www.driverresearch.com/market-research-company-blog/coffee-survey/>

# MORE SECONDARY RESEARCH

## Where Do Coffee Shops Get Their Coffee

In this article, it discusses where coffee shops get their beans to make coffee. It states that most retail coffee shops order their coffee beans through a wholesale coffee roaster. Also, it mentions that this is the most efficient and easiest way to get started. This article provides some useful information about where whole-scale roaster's places are, where to buy from them, and who can be your supplier for your coffee products, as well as some points on what coffee shops can do with the beans. So, this is a good article for upcoming coffee shop owners on where to start making coffee. It can be a little worrying to know how to actually start producing actual coffee, but being business partners with a local wholesale roaster would be the best approach.

SCS. (2021, September 28). *Where Do Coffee Shops Get Their Beans? (A Buyer's Guide) | Seattle Coffee Scene*. Seattle Coffee Scene | Exploring the Best Seattle Coffee Shops. <https://seattlecoffeescene.com/where-do-coffee-shops-get-their-beans-a-buyers-guide/#:~:text=Wholesale%20Coffee%20Roasters,prices%20to%20other%20coffee%20shops>.

## What To Sell In A Coffee

In this article, it discusses the most profitable things to sell in a coffee shop beside coffee. This article provides items that you can sell in your coffee shop beside coffee and mentions that some products not only give you a nice profit margin but can also be seen quickly and last a long time, which is true. So, future coffee shop owners and current owners do not have to sell only coffee; they can sell other products to keep things fresh and new. This article can give ideas on products to sell to expand the business and brand.

Yaseen. (2021, January 20). *10 Most Profitable Things To Sell In A Coffee Shop -Full Coffee Roast*. Full Coffee Roast. <https://fullcoffeeroast.com/things-to-sell-in-a-coffee-shop/>

# ACTION PLANNING

## OBJECTIVE

---

### What Does Success Look Like?

For PJ's Coffee, a successful coffee shop business is one that provides great customer service and sells high-quality products. It's important for PJ's Coffee to create an experience for customers to enjoy and want to come back to all the time. Coffee shops are a conversational zone, so communication and

engagement are important factors. PJ's Coffee wants to be more than a coffee shop by getting involved in the community, establishing relationships with customers, etc. On social media, the goal is to create a memorable experience for all customers. PJ's Coffee cares about who their target audience is, so they stay consistent on each social media platform to engage and increase reach.

The first step is to increase reach. As we all know, reach is the amount of people your content can potentially be seen by. Reach is a better metric than impressions. By incorporating hashtags, tagging the beans and location, and anything else that is relevant to the brand content, it is a good start. Using the hashtag #PJsCoffee for when a customer purchases their favorite coffee or product or showcasing the brand merchandise. Tagging @PJsCoffee for when the business is involved with the community. Incorporating content to which the target audience pays the most attention will increase engagement between the audience and the brand. Engagement plays a huge role within a brand since it's the number of users that have interacted with your content. It's important for the audience to be engaged with the content. Both of these can help the brand's followers stay engaged and always take an interest in the business.

PJ's Coffee can also benefit from using social media analytics tools to see how each

platform is doing. PJ's been on social media since 2010, and with social media constantly growing, there are always improvements that need to be made.





# CUSTOMER INTERVIEWS

---

Rachel S. | 25 | Student



## 1. How did you hear about PJ's Coffee?

"I heard about PJ's Coffee around my school. Every morning before class, I would see some students drinking coffee from PJ's, and I would hear them say how good it is. One morning I went and tried one of their popular products, and I enjoyed it. Now I go to PJ's every day!"

## 2. What do you like about PJ's customer service?

"PJ's customer service is wonderful! The staff always greets you with a smile as soon as you walk through the door. They always listen and pay attention to you to make sure you are provided with the best service possible. They never leave a customer unsatisfied."

## 3. Why do you choose to purchase coffee from PJ's Coffee?

"PJ's has the best coffee hands down, in my opinion. They offer incredible coffee at comparable prices, and as soon as you order, they are quick to get your order ready for you."

## 4. What's your favorite coffee product from PJ's?

"It's hard to say which coffee product is my favorite, but I think I have to say caramel cream coffee." It's very tasty, and I'm big on caramel and whipped cream."

## 5. What do you like about PJ's Coffee?

"The atmosphere is great and relaxing! It's always clean and has a nice interior that is very pretty. A suitable location for a nice small town. Friendly customers and staff. Their involvement in the community is what I really like about PJ."

1. How did you hear about PJ's Coffee?

"I remember I was driving home from work one day and I saw a big grand open sign in front of PJ's. I love drinking coffee on my way to work, and I was curious about this business, so I went on social media and saw photos of coffee products they make, and I knew I had to try out their coffee products."

2. What do you like about PJ's customer service?

"I always enjoy PJ's customer service! The staff is always nice and helpful. They always greet you with a smile that always brightens your day."

3. Why do you choose to purchase coffee from PJ's Coffee?

"PJ's Coffee makes great coffee products along with selling coffee pods with great flavors. Their prices are reasonable and affordable. They're also quick to get your order ready for you as well."

4. What's your favorite coffee product from PJ's?

"There are a few coffee products I like, but I would say Mocha Latte Espresso is my favorite coffee product. It's a slightly healthy product with skim milk and sugar-free chocolate syrup. That's why I enjoy it so much!"

5. What do you like about PJ's Coffee?

"The experience is what I like about PJ's Coffee. The atmosphere is perfect, and the building is wonderful inside and out. The interaction with staff and the community in person and on social media is wonderful."



# SOCIAL MEDIA STRATEGY

## OF PJ'S COFFEE

---

### 1. Why do PJ'S Coffee want to be on social media?

Their social media goals are:

- *Customer relationships to build community involvement*
- *Attract new customers*
- *Maintain the existing customers*
- *Keep engaging with the community*
- *Engage with customers*
- *Promote new products*
- *Create high-quality content for followers.*

### 2. Who is the target audience?

**Who are they?**

*College students and locals: male and female, location: nation-wide, small towns and cities. Looking back on the research on PJ's most active social media platforms, posters of coffee images are slightly more female (65%) than male on Instagram, and on Facebook, there are 3, 209, 520 coffee lovers. Twitter is a social media platform that allows coffee shops to share short updates with their followers. To add on the research, according to the report, Coffee Drinking Consumers in the U.S. by Age Group 2020 by Statista, nearly half of 18- to 24-year-olds drank the beverage, and almost 70 percent of seniors did as well. PJ's Coffee brand is available for any coffee drinks for young adults and seniors.*

**Source:**<https://www.statista.com/statics/250091/coffee-drinking-consumers-in-the-us-by-age-group-2010/>

**What are they interested in that you can provide?**

*Community involvement, Selling high-quality brand products, having interactions with customers and staff, and showing customer appreciation.*

**Where do they usually hang out online?**

*Looking back on PJ's audit, Twitter, Instagram, and Facebook are where their target audience is. Twitter is for social drinkers; Instagram is for anyone who drinks coffee; and Facebook is for coffee lovers. Facebook has 3,209,520 coffee lovers who are looking for great coffee products to take interest in. With Facebook being the biggest social platform, ranking in 1st place with 2,958 million people using the platform, it's the platform to find where people are looking for certain brands. Along with Instagram ranking in 4th place with 2,000 million people using the platform, it's also the platform to find coffee lovers using their pages to showcase a certain coffee brand they enjoy. So Facebook and Instagram are where they usually hang out.*

### **When do they look for the type of content you can provide?**

*Typically, they look for the content during the morning hours during their daily commute during the week and weekends.*

### **Why do they consume the content?**

*The audience consumes the content because of the great coffee experience that PJ's provides. People like to see quality content from the brand, such as the environment, the community, the products, etc.*

### **How do they consume the content?**

*They consume the content by purchasing PJ's products through social media, their website, or their app.*

## **3. What are PJ's Coffee going to share on where?**

### **Twitter:**

Promoting any new products, giveaways posts, deals on certain products.

### **Instagram:**

Reels of promoting products or the brand, photos of high-quality products, giveaways.

### **Facebook:**

Post community involvement photos, photos of the shop, interactions with customers and staff, and photos of staff working.

### **Pinterest:**

Share high-quality photos of the products, showcase consumers enjoying the product, and promotional campaigns with certain products.

## **4. When are you going share?**

From our research and interview, we found that our target audience...

- *Coffee enthusiast*
- *Coffee shop lovers*
- *Customer loyalty*
- *Specialty coffee drinkers*

# BUYER PERSONA

---

NICOLE SIMMONS

**Age:** 26

**Gender:** Female

**Education Level:** Bachelor Degree

**Interest and Hobbies:** Reading, exercising, traveling, enjoys going to coffee shops, and spending time with friends and family.

**Job Title:** Computer Support Specialist

**Income Range:** According to salary.com the income of a computer specialist is \$40,976 in Arkansas.

**Source:**

<https://www.salary.com/search/salary/recruiting/computer-user-support-specialist-salary/ar>

**Family Status:** Single and currently living alone.

**Motivations:** Nicole is likely to purchase coffee products from small local coffee shops whenever she is traveling for work. PJ's Coffee tends to post their followers on their social media pages, which Nicole sees and is likely motivated to make a purchase.

**Concerns and Challenges:** Nicole feels overwhelmed when purchasing a coffee beverage she'll enjoy. Since she doesn't have a favorite or a go-to drink, she finds it hard to narrow down what she'll really like as big coffee brands. PJ's Coffee is a small coffee brand and they always make sure to deliver a unique coffee experience for all customers and always make sure to help any customer needs, which in this case they can help Nicole find which beverage based on PJ's excellent service and customer appreciation.

**Values and Fears:** Nicole values small local brands and businesses that she has the desire to support.

**Buying Behavior:** Nicole tends to purchase coffee beverages whenever she's traveling for work during morning hours.



# BUYER PERSONA

---

## LAURA JOHNSON

**Age:** 22 years old

**Gender:** Female

**Education Level:** Laura is working towards her Master's Degree in Teaching in college.

**Interest and Hobbies:** Enjoys drinking coffee products and making her own coffee, likes to volunteer, enjoys reading and writing, traveling, and spending time with friends and family.

**Income Range:** According to pepperdine.edu, teachers with a Master's Degree make \$39,313 in Arkansas.

**Source:**

<https://gsep.pepperdine.edu/blog/posts/how-much-could-a-masters-degree-increase-your-teaching-salary.htm>

**Family Status:** Laura lives on campus of her university, but likes to come home to her parents whenever she has free time.

**Motivations:** Laura is motivated to purchase from PJ's Coffee when she is looking for a way to wake up and start her day right.

**Concerns and Challenges:** Laura finds it challenging to find a good place to study other than her dorm room, which she sometimes doesn't like to study there from time to time. PJ's Coffee shop supports students like Laura to come in and sit if needed for their work or study since PJ has a great atmosphere that is pleasing that students will feel comfortable.

**Values and Fears:** Laura values small brands and businesses that really focus on customers needs as well as support, and likes to represent themselves through the local community.

**Buying Behavior:** Laura tends to purchase a coffee beverage 1 to 3 days a week during the morning hours whenever she needs something to spark her day to get work done or when she sees a social media post on PJ's Coffee pages promotion or showcasing a new beverage that she'll more likely buy.



# PJ'S COFFEE SOCIAL MEDIA CALENDAR

---

**Saturday April 22, 2023**

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	7:00 AM	Original Post	Weekend Coffee	It's Saturday, everyone! The weekend is here! Why not start your day off with your favorite coffee beverage from us? Be sure to use #PJsCoffee for us to see!		Include "follow us on @PJsCoffee" on Twitter
Twitter	11:00 AM	Original image	Coffee Literature	We want to share a coffee quote to express our love for coffee with you while you enjoy your coffee!		A photo of one of the coffee products along with the quote.
Instagram	1:00 PM	New Story post	Product of The Day	Photo of a popular product that consumers are liking at the moment.		Share a photo of the popular product.
Instagram	2:30 PM	New Post	Coffee Enthusiastic	We want to share a photo of a customer who is a coffee enthusiast, who shares their passion for coffee on their page and how it makes their day by drinking out products!		Share the image of the consumer on our page as well as tag them for them to see how appreciative we are.  Include #PJsCoffee
Facebook	4:00 PM	New Post	Staff Appreciation	We want to take the time to post our staff who took the time to work during the weekend!		Take photos of each staff member working to show how dedicated they are.

Pinterest	4:30 PM	New Pin	Product Combo	Post an image of two products that work well together for customers to see and try!		Take a photo of two products placed nicely on a table to help with attraction.
-----------	---------	---------	---------------	---	--	--

### Sunday April 23, 2023

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	7:00 AM	Original image	New Beverage	Hey, everyone! We have a new coffee beverage that is out right now. We would love for anyone to try and share your thoughts on your social media pages. Be sure to use #PJsCoffee for us to see!		Retweet a few photos from consumers with the new product
Twitter	6: 30 AM	Original image	New Product Deal	We have a new deal going on a certain product that you can save some money on! The deal will only last for a couple days so be sure you don't miss out!		An image of one of the products that we want to have a deal on.
Instagram	12:00 PM	New Reel	How we do it!	Check out this reel of us on how we make some of our products!		
Instagram	2:00 PM	New Post	It's Giveaway Time!	We want to give back to some of you guys by doing this wonderful giveaway! Be sure to follow the stepson the post to enter and we will pick three winners later on during the week to win some wonderful gifts.		



Facebook	3:30 PM	New Post (video)	Welcome To Our Shop	We want to create a welcome video to attract new customers for them to see who we are and how we are different from other coffee shops.		
Pinterest	5:00 PM	New Pin	Latte Art	Check out this beautiful latte art from one of our staff members!		Show a picture of the latte art.

**Monday April 24, 2023**

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	6:00 AM	Original image	Coffee Literature	It's a new week and it's Monday! Back to work and school. We want to share a coffee quote to express our love for coffee with you while you enjoy your coffee and to start off your day!		A photo of one of the coffee products along with the quote.
Twitter	11:00 AM	Original post	Go-to or Favorite Drink From Us	We want to know what your go-to or favorite drinks are from us?! Be sure to comment under our tweet or retweet us @PJsCoffee		Include #PJsCoffee on the post.
Instagram	1:00 PM	New story	Got Any Questions For Us?	Check out our story and submit a question you may have about PJ's Coffee!		
Instagram	2:00 PM	New Post	Coffee Enthusiastic	We want to share a photo of a customer who is a coffee enthusiast who shares their passion for coffee on their page and how it makes their day by		Share the image of the consumer on our page as well as tag them for them to see how appreciative we are.

				drinking out products!		Include #PJsCoffee on the post.
Facebook	3:30 PM	New Post	Customer Appreciation	We want to show some appreciation photos of some customers of the community and on social media that likes our products and supports us.		Include #PJsCoffee on the post.
Pinterest	5:00 PM	New Pin	Aesthetic Products	We love to showcase the quality of our products to keep our consumers interested.		Showcase some of our pleasing products to display.

**Tuesday April 25, 2023**

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	6:00 AM	Original Post	PJ's Coffee Website	We want to share with you guys to be sure to check out our website where you can find out more about us, products, etc.	<a href="https://locations.pjcoffee.com/ar/stuttgart/coffee-shop-ar0003.html">https://locations.pjcoffee.com/ar/stuttgart/coffee-shop-ar0003.html</a>	
Twitter	8:00 AM	Original Image	Coffee Literature	It's a new day and we love to start your day off right by sharing a coffee quote to express our love for coffee with you while you enjoy your coffee!		A photo of one of the coffee products along with the quote.
Instagram	11:00 AM	New Post	Coffee Enthusiastic	We want to share a photo of a customer who is a coffee enthusiast who shares their passion for coffee and how it makes their day by drinking out products!		Share the image of the consumer as well as tag them for them to see how appreciative we are.

Instagram	1:00 PM	New Story	Coffee Polls	We will have an Instagram poll every week. We want to see you guys vote on certain topics within our brand such as do you guys prefer hot coffee or cold coffee? Or what features of a coffee product matters the most to you?		
Facebook	3:00 PM	New Post	Try This Recipe	We want to share a recipe of a specific drink with you guys for you to try and share with your friends and family!		Show the steps of the recipe
Pinterest	4:00 PM	New Pin	Our Shop	Take a photo of the inside of the shop to show how modern and pleasing it is for anyone to come in.		

**Wednesday April 26, 2023**

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	7:00 AM	Original Post	PJ's App	We want to share our app with you guys and see how you can order online and pick up as soon as you walk in. Some of us have business lives and don't have time to walk in and order, which we totally understand. Using our app will save you a lot of time!	<a href="https://apps.apple.com/us/app/pjs-coffee/id1551350297">https://apps.apple.com/us/app/pjs-coffee/id1551350297</a>	Include a photo of what the app looks like.
Twitter	8:00 AM	Original Image	Coffee Literature	It's the middle of week and we love to start your day off		A photo of one of the coffee products along

				right by sharing a coffee quote to express our love for coffee with you while you enjoy your coffee!		with the quote.
Instagram	10:00 AM	New Post	Coffee Enthusiastic	We love doing coffee enthusiasts posts. So, we want to share a photo of a customer who is a coffee enthusiast who shares their passion for coffee and how it makes their day by drinking out products!		Share the image of the consumer as well as tag them for them to see how appreciative we are.
Instagram	12:00 PM	New Story	Coffee Specialty Drinks	Check out our specialty coffee drinks we are offering for a limited time. So be sure to come in and get you one!		Include photos of specialty drinks.
Facebook	2:00 PM	New Post	Merchandise	Here is a peek of our new merch coming soon for you guys to purchase for yourself or as a gift.		Show image of the new merch.
Pinterest	4:00 PM	New Board	Customers Favs!	On Pinterest we will create a board where we save products that our customers really enjoy making them their favorite drink to purchase.		Photos of customers' favorite drinks.

### Thursday April 27, 2023

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	6:00 AM	Original Image	Coffee Literature	As you know it's a new day! and we love		A photo of one of the coffee products along

				to start your day off right by sharing a coffee quote to express our love for coffee with you while you enjoy your coffee!		with the quote.
Twitter	7:00 AM	Original Post	Coupons	We are excited to share our coupons for you guys to use on some of our products! Be sure to use the coupons wisely and enjoy saving a few extra dollars.		Include a photo of the coupons with the name of the product and expiration date of the coupons.
Instagram	9:00 AM	New Post	Coffee Enthusiastic	We see that you guys enjoy interacting with coffee enthusiasts' posts. So, we want to share a photo of a customer who is a coffee enthusiast who shares their passion for coffee and how it makes their day by drinking out products!		Share the image of the consumer on our page as well as tag them for them to see how appreciative we are.
Instagram	11:00 AM	New Post	Customer Loyalty Program	Attention Attention! We would like to share with you guys a new customer loyalty program that anyone can join and be rewarded by us. We also will use the program to show any new or existing customers how much we appreciate them.		Photo of the new customer loyalty program with a barcode they can scan to join.
Facebook	2:00 PM	New Post	Staff Appreciation	We want to show our staff appreciation as they work hard for the past few days!		Take photos of each staff member working to show how dedicated they are.
Pinterest	4:00 PM	New Pin	Coffee Colors	Share an image of our brand colors		Include #PJsCoffee

along with products that match the color of the brand such as coffee cups, mugs, etc to display on a table to create an aesthetic appeal.

### Friday April 28, 2023

Social Network	Time CST	Content Type	Topic	Social Copy	Link	Note
Twitter	6:00 AM	Original Image	Coffee Literature	It's Friday! Everyone's favorite day of the week! We want to make your day even better by sharing a coffee quote to express our love for coffee with you while you enjoy your coffee!		A photo of one of the coffee products along with the quote.
Twitter	9:00 AM	Original Post	Your Ideas!	We would like for you guys to tell us what ideas you have on how we should make certain coffee products such as should some products use certain milk brands. Be sure to comment or retweet us @PJsCoffee		Include #PJsCoffee on the post.
Instagram	10:00 AM	New post	Students	Hello, fellow students of our community! We want to let you guys know that we welcome students, high school and college students to come in if they need to take the time to study or do some work. Our		Include #PJsCoffee in post.  Pin this post on the page for our followers and customers to see.

				atmosphere is pleasing that we want to make sure everyone is comfortable when they come in.		
Instagram	11:00 AM	New Post	Coffee Enthusiastic	Doing coffee enthusiasts posts is now our new favorite thing to do everyday! So, we want to share a photo of a customer who is a coffee enthusiast who shares their passion for coffee and how it makes their day by drinking out products!		Share the image of the consumer on our page as well as tag them for them to see how appreciative we are.  Include #PJsCoffee on the post.
Facebook	2:00 PM	New Post (Video0	Customer Appreciation Video	It's very important for us to always show you guys how appreciative we are about you guys! We want you guys to make a 20 second video telling us why you enjoy coming to PJ's. Be sure to mention us @PJsCoffee		Include #PJsCoffee in the post.
Pinterest	4:00 PM	New Pin	Aesthetic Products	We love to showcase the quality of our products to keep our consumers interested.		Showcase some of our pleasing products to display.

# SOCIAL MEDIA POST

---

*"The Smell of Fresh Made Coffee*



*Is One of The World's Greatest Inventions"*

It's Friday! Everyone's favorite day of the week! We want to make your day even better by sharing a coffee quote to express our love for coffee with you while you enjoy your coffee!

#PJsCoffee

 @pjscoffe



# SOCIAL MEDIA POST

---



Here is a peek of our new merch coming soon for you guys to purchase for yourself or as a gift!

#PJsCoffee



@pjscoffee

# SOCIAL MEDIA POST

---



MMM...Nothing is better than a coffee with caramel and whip cream!

#PJsCoffee

 @pjscoffee

# EVALUATION

---

## How will you measure your objective?

- PJ's Coffee will measure their objective using key performance indicators (KPI) to measure specific benchmarks by observing the shop's performance based on metrics and interactions on PJ's Coffee social media pages. Focusing on likes, shares, an increase in followers, and guests as key metrics to measure the success of the shop.
- PJ's Coffee will use free analytic tools to record and track the shop's performance, such as what posts consumers mostly engage with.
- Conducting social media audits is a good way to track a brand's social performance, and PJ's Coffee will conduct one every quarterly to see if any objectives have been met.

## How will your campaign be evaluated?

- PJ's Coffee's campaign will be evaluated monthly to compare and contrast engagement, reach, conversions, an increase in followers, and likes and shares. The engagement will be evaluated based on the number of followers interacting with the content and products. Reach will be determined by the number of followers who have seen and displayed the content. Conversions are important for PJ to see that followers are taking action on certain content, such as buying a new beverage. Evaluating the increase in followers is also important to keep track of, as is focusing on the demographics of the followers. Lastly, PJ will keep track of the number of likes and shares on certain posts. This will allow PJ's Coffee to understand what their target audiences are like based on their feedback as well as what content they enjoy seeing and interacting with.
- PJ's Coffee campaign will also be evaluated by click-through rate on product sales from certain content and look at the amount of users who click through links on certain content so that way they can narrow down what content they need to post the most.
- With this campaign and the collected research, PJ's Coffee will decide if the brand is running successfully or if improvements need to be made to conduct a better campaign.

PJ's COFFEE  
of new orleans

