

A white coffee cup with steam rising from it, sitting on a saucer with two wheels.

# Kiester Kafe

Bea Brown, Corey Dinger, Katie Mosqueda, Marissa Manz, Gabriella Palmer



# Overview

- About Kiester Kafe
- Objectives
- Social Media Audit
- Audience Profile
- Social Media Platforms
- Twitter, Instagram, TikTok, Facebook
- Website
- Campaign



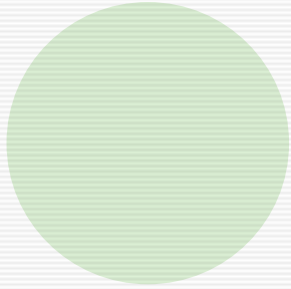
# About Kiester Kafe

- Kiester Kafe, established in 2018, is a mobile coffee truck mainly based outside Slippery Rock University campus Kiester Road
- **Mission:**
  - Kiester Kafe's mission is to bring our customers the convenience of a coffee truck that offers delicious, affordable coffee. Our mobile coffee truck will travel around campus and surrounding locations to make getting coffee easier for SRU students, staff, and other local coffee lovers
- **Vision**
  - Our vision is to be Slippery Rock University's favorite coffee! We want to energize staff and students' alike year-round—and for special events.



# Objectives

- Increase engagement among college students on social media
- Improve brand awareness among local families
- Optimize brand reputation with positive consumer social media posts
- Increase likes and follows on our social media account to spread brand awareness
- Create awareness about Keister Kafe's travel schedule
- Improve awareness of new seasonal products among college students
- Increase shares and tags on our social media posts
- Increase awareness about the brands promotions and deals



# Social Media Audit

- Peet's Coffee, KLVN Coffee Lab, Bent Tree Coffee Roasters and Urban Trail Coffee are the organizations we researched
- Instagram generally seems to be the most popular and consistently used platform by the brands researched.
- All companies utilized Facebook as a social media marketing tool.
- The companies all used Twitters Poll system to gain user engagement.

# Audience Profile

- **1. College students –**

One of the most important audiences for Kiester Kafe are the SRU students ages 18-25

- **2. High School Students -**

High school students are one of the key audiences for Keister Kafe ranging in age from 15-18.

- **3.SRU Faculty Member's-**

- A large group of customers Kiester Kafe needs to reach are the University's staff and faculty ages 30 - 70

- **4. Parents of Students-**

- Kiester Kafe is also interested in the parents of the students ages 40 – 60

- **5.Local Resident-**

- The local Slippery Rock residents are between the ages of 25 and 70



# ▼ **Social Media Platforms**



# Twitter (@KiesterKafe)

- Effective to reach the younger audience of college age individuals
- Popular social media platform for its audience engagement tools and conversational-like structure





## Profile Set Up

- consistent with the brand's other platforms to create consistency, be recognizable, and develop a strong brand voice and identity
- **Photo:** Logo
- **Background/header:** photo of Kiester Kafe truck parked in SRU quad
- **Bio:**
  - the company name
  - the slogan "Your favorite coffee spot, on the go!"
  - main location tagged (Slippery Rock, PA)
  - website link



# Twitter Content Strategy

- **Shared content**

- **Photos**
  - Employee appreciation, new menu items, weekly schedule
- **Videos**
  - Introduction to the brand, recipes, customer interviews
- **Tweets**

## **Engagement**

- Share polls ex: comparing new holiday drinks
- Reply to users tagging the brand
- Quote tweets
- Comment
- Provide customer service



# Instagram

- Business profile- "Book"
- Bio- "Slippery Rock University's favorite coffee spot!"
- Contact Information

## Strategy

- Post photos of customers and tag them
- Videos of employees
- Reels for separate product categories
- Polls
- Highlights
- Featured Products



### **Profile Setup**

- The TikTok page will be set up as a recognizable account that engages our audience.
- Profile Photo – Logo
- Bio
- Phone Number
- [Kiesterkafe@gmail.com](mailto:Kiesterkafe@gmail.com)
- Link to our website (KiesterKafe.com)



# TikTok Content Strategy

## Shared Content

- Showing employees of Kiester Kafe participating in TikTok trends
- Sharing videos of the day in the life of a Keister Kafe employee/ our daily routine
- Stories of Videos of our products and updates on new items
- Videos of seasonal products

## Engagement

- Q & A for customers to ask employees regarding our Kafe
- Tagging consumers in our posts whenever they tag our brand or shout us out.
- Posting polls on our story for users to vote on
- Posting deals of the week and sales to engage consumers
- Campaign posts/participation posts



# Facebook

- Easy to navigate for customers
- Effective tools for connecting with customers



## Profile Set Up

- Profile Pic: Logo
- Cover Photo: Changed monthly
- Bio: Company slogan & other social media accounts
- Toolbar: About Us, Menu, Order Now, Location Schedule, Reviews, Community, Photo Albums, & Contact Info



# Facebook Content Strategy

## Shared Content

- 'Stories' used for Q&As
- 'Reels' of menu items
- 'Call Now'
- 'Sharing' customer post

## Engagement

- Commenting
- Answering DMs
- Tagging Others
- Broadcasting Events





# Website

- [www.KiesterKafe.com](http://www.KiesterKafe.com)
- **Pages:**
  - Homepage
  - Our Story/ About Us
  - Join Our Team
  - Menu
  - Where to Find Us
  - Rewards Program
  - How to Book Us
  - Shop
  - Order Now



# About the Campaign

- #KoffeewithRocky
- Our schedule will be posted on twitter of the days that Rocky will be at our truck
- Promoted on Twitter
- Repost our tweet, be following our Twitter, and add the caption #KoffeewithRocky to be entered in the raffle
- Get students/faculty to come to our truck to see the SRU mascot, as well as get a chance to win prizes in order to increase awareness of our brand
- Win a free any size/flavor coffee, as well as a t-shirt with our logo on the front, and #KoffeewithRocky on the back.



# **Campaign Eligibility & Campaign Period**

- Open to Slippery Students and Faculty
- Entries will be accepted starting 12/1/22 to 12/31/22. All entries must be entered by 12/31/22.



# How to Enter

- Must be following our Twitter
- Must repost our tweet
- Repost with the caption #KoffeewithRocky



# Prizes

The winner(s) of the campaign will win a free any size/flavor coffee, as well as a t-shirt with our logo on the front, and #KoffeewithRocky on the back.



# Selection

- Winner(s) will be randomly selected after they have completed the requirements of the campaign.
- The winner will be notified of their selection by Kiester Kafe twitter tagging their twitter username in a campaign post.
- If the prize has failed to be claimed within 14 days, another winner will be selected

# References

*Specialty Coffee Roaster in Pittsburgh pa.* KLVN Coffee Lab. (n.d.). Retrieved December 3, 2022, from <https://klvncoffee.com/>

*Urban Trail Coffee Co. " Pittsburgh's Premier Coffee Vendor.* Urban Trail Coffee Co. *Urban Trail Coffee Facebook.* Facebook. (n.d.). Retrieved December 3, 2022, from <https://www.facebook.com/urbantrailcoffee>

*Urban Trail Coffee Facebook.* Facebook. (n.d.). Retrieved December 3, 2022, from <https://www.facebook.com/urbantrailcoffee>

*Urban Trail Coffee Company.* Instagram. (n.d.). Retrieved December 3, 2022, from <https://www.instagram.com/p/CilxgvRJed9/>

*Urban Trail Coffee Co. (urbantrailcoffeeco) - profile.* Pinterest. (n.d.). Retrieved December 3, 2022, from <https://www.pinterest.com/urbantrailcoffeeco/>

*Urban Trail Coffee Co. | linkedin.* (n.d.). Retrieved December 3, 2022, from <https://www.linkedin.com/company/urbantrailcoffee>

*Urban Trail Coffee Company.* TikTok. (n.d.). Retrieved December 3, 2022, from <https://www.tiktok.com/@urbantrailcoffee?lang=en>

*Penniecake.com - Pennie's Bake Shop & Espresso Bar.* (n.d.). Retrieved December 3, 2022, from <https://penniecake.com/>

*Peet's coffee on Instagram • Photos and videos.* (n.d.). Retrieved December 3, 2022, from <https://www.instagram.com/explore/locations/2784894/san-diego-california/peets-coffee/>

*Log in or sign up.* Facebook. (n.d.). Retrieved December 3, 2022, from <https://www.facebook.com/>

*Twitter.* (n.d.). *Twitter.* Retrieved December 3, 2022, from <https://twitter.com/peetscoffee>