

ASSIGNMENT - 1

PROJECT REPORT

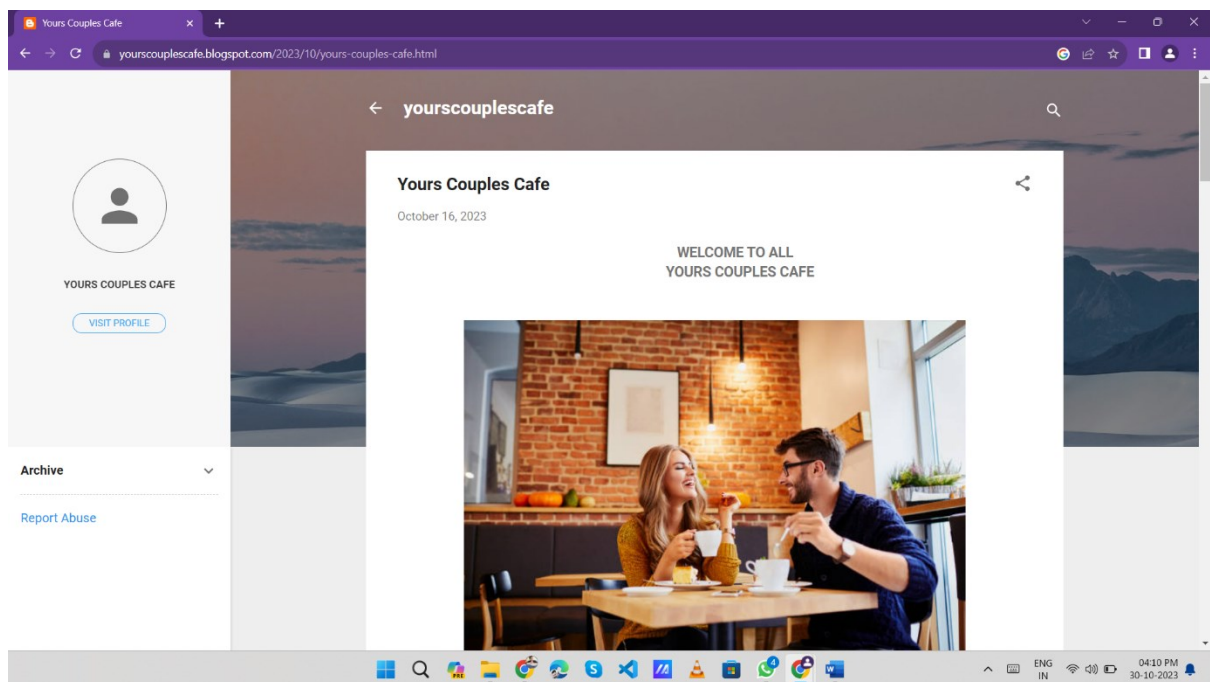
Blog name: Couples cafe

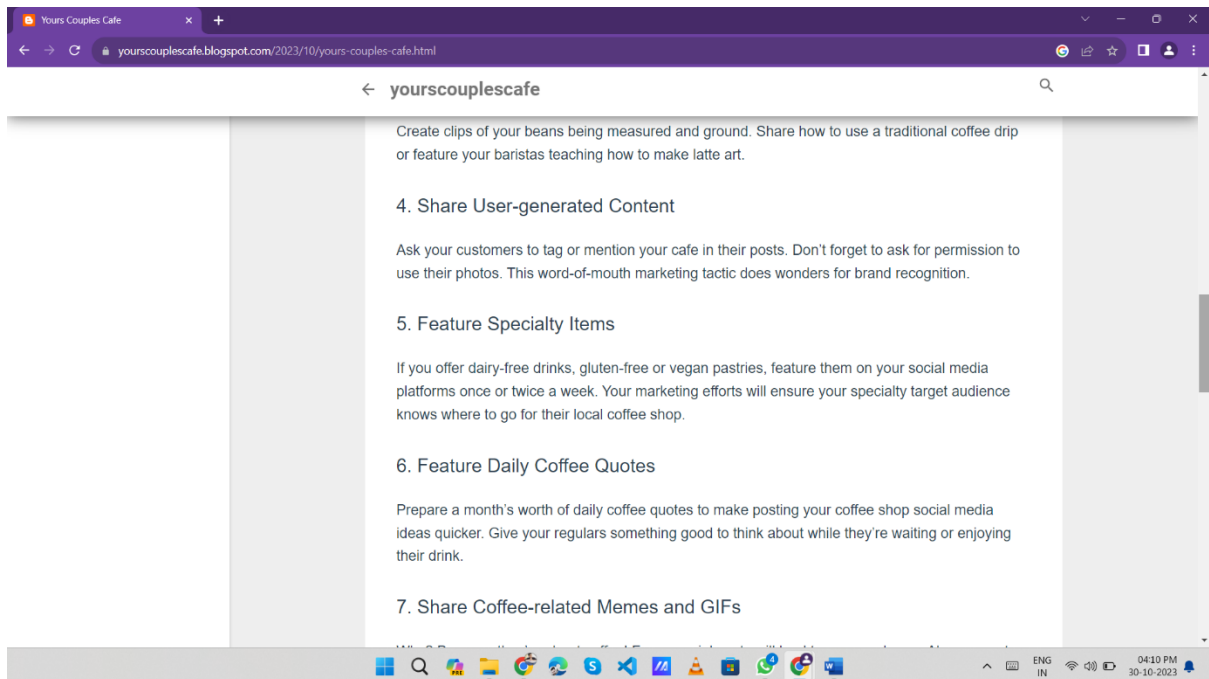
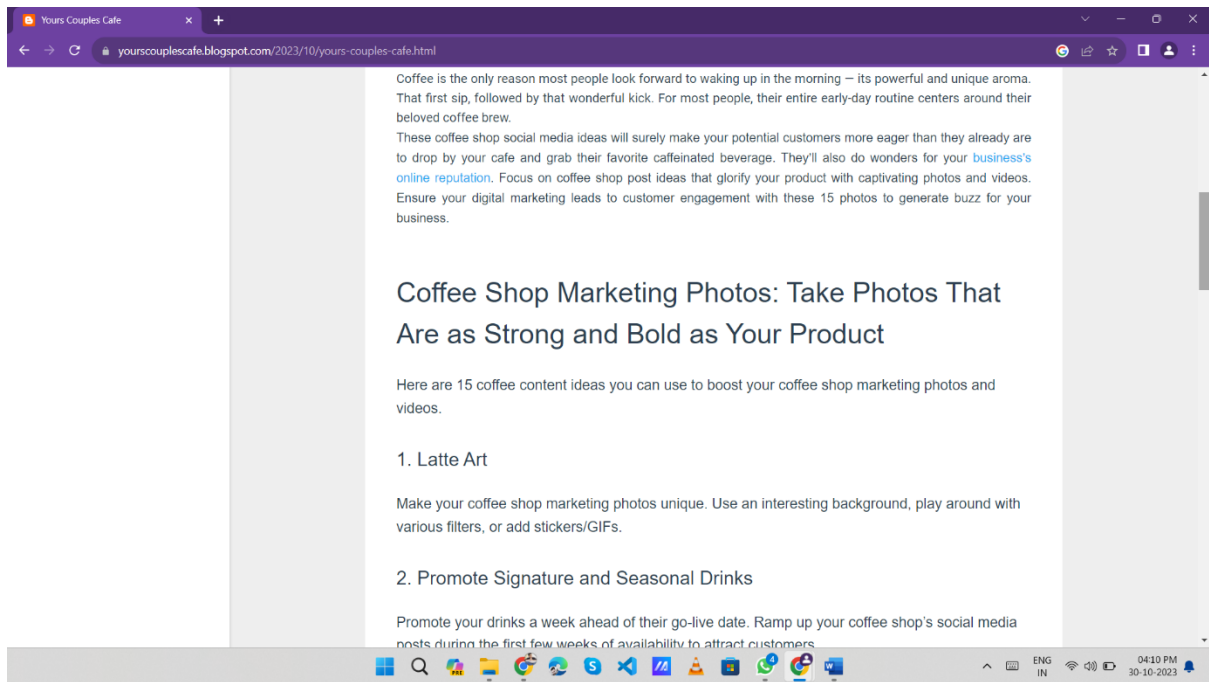
Category: Coffee shop

Blog address:

<https://yoursouplescafe.blogspot.com/2023/10/yours-couples-cafe.html>

Attached screenshot





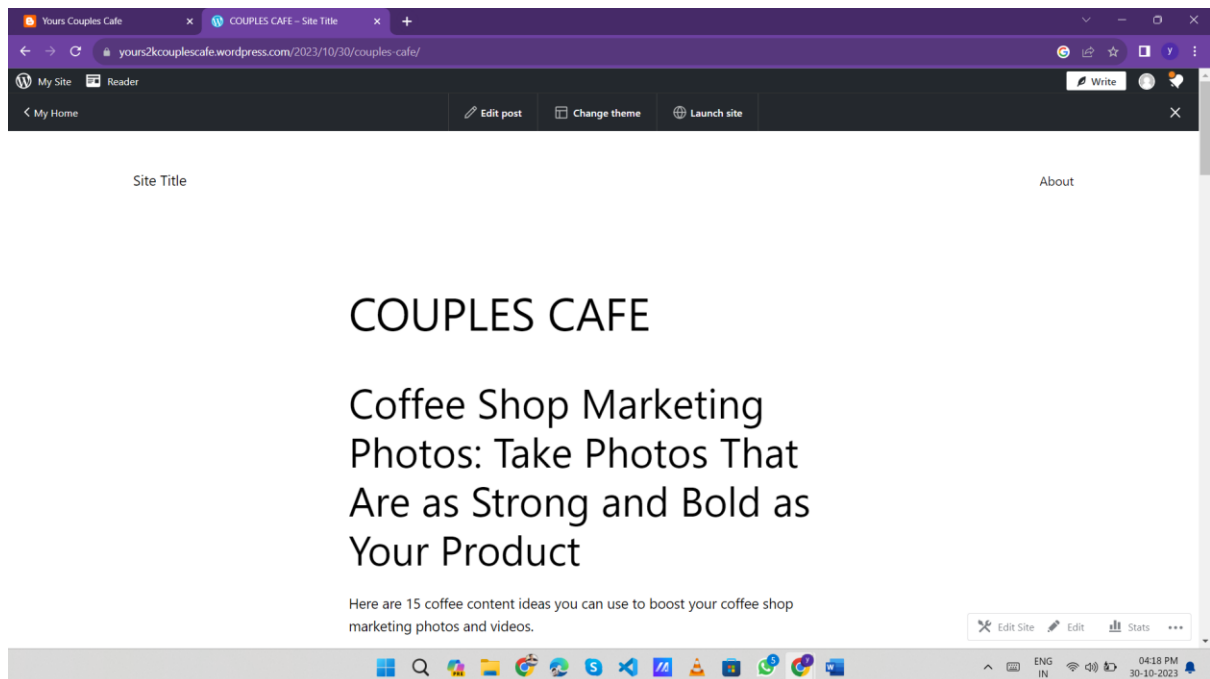
CREATE BLOG USING WORDPRESS

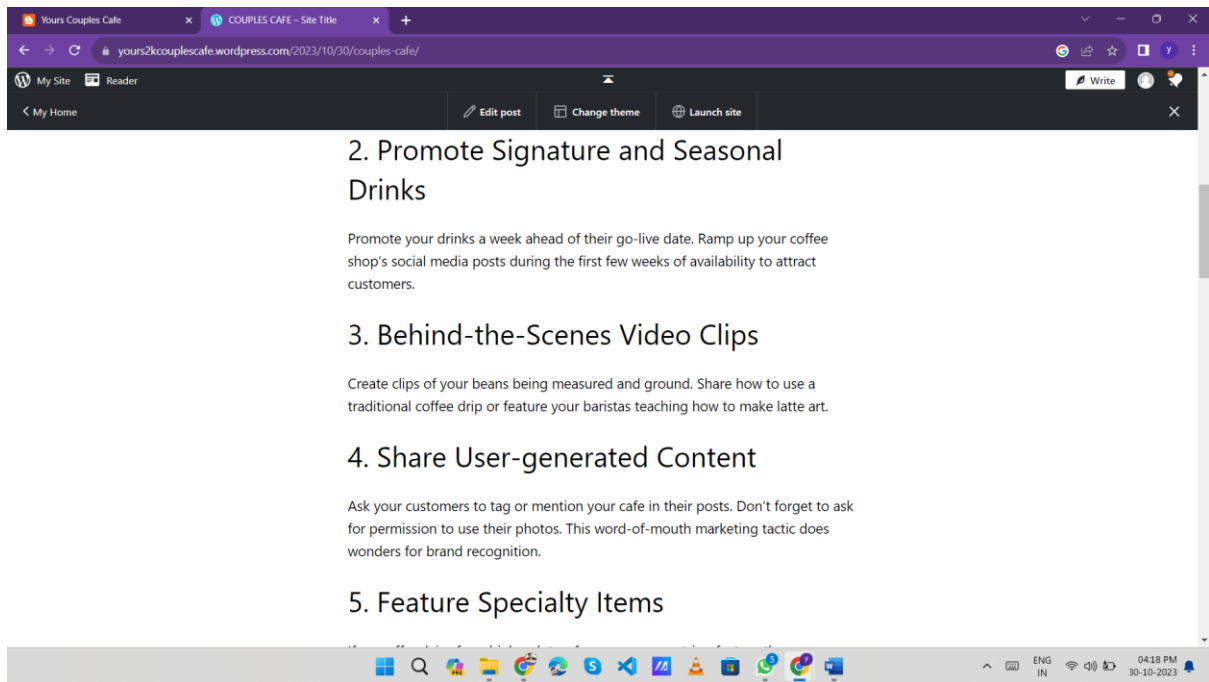
BRAND NAME : COUPLES CAFÉ

CATEGORY: COFFEE SHOP

BLOG ADDRESS:

<https://yourscouplescafe.blogspot.com/2023/10/yours-couples-cafe.html>





2. Promote Signature and Seasonal Drinks

Promote your drinks a week ahead of their go-live date. Ramp up your coffee shop's social media posts during the first few weeks of availability to attract customers.

3. Behind-the-Scenes Video Clips

Create clips of your beans being measured and ground. Share how to use a traditional coffee drip or feature your baristas teaching how to make latte art.

4. Share User-generated Content

Ask your customers to tag or mention your cafe in their posts. Don't forget to ask for permission to use their photos. This word-of-mouth marketing tactic does wonders for brand recognition.

5. Feature Specialty Items