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# Introduction:



- Founded in 1948
- First in Ann Arbor to Serve Pizza!
- Expanded to Carry-Out in 1975
- 1st Franchise Opened in 1986
- Currently Over 40 Stores
  - Michigan and Ohio
- Variety of Menu Options
  - Gourmet Pizza
  - Sub Sandwiches
  - Salad Offerings



# Current Marketing:



- Corporate Strategy
- Franchise Marketing Assistance
- In-house Creative Team
- Expanding Digital Presence
  - e-blasts
  - Mobile CRM
  - Social Media
- Customer Loyalty Program
- Online Ordering
- Print Advertising
- Preferred Pizza Provider at MIS



# Facebook:

- 9,300+ “Likes”
- Frequent Posts
  - Usually Daily
  - Fun Facts
  - Pizza of the Week
- Respond to Customers
  - Quickly
  - Both Negative
  - And Positive



**Emily Claire Petro**

I love Cottage Inn, but despite the fact that I live in Canton, and there are TWO locations in the township, neither one will deliver to me. What gives?

Like · Comment · March 12 at 8:05pm via mobile

Top Comments ▾



Write a comment...



**Cottage Inn Pizza** For specifics about locations and each delivery radius, please email [mgrim@cottageinn.com](mailto:mgrim@cottageinn.com) and she will get back to you promptly! Thanks 😊

Like · Reply · 🍻 1 · March 12 at 8:06pm



**Emily Claire Petro** Will do, thank you.

Like · Reply · March 12 at 8:12pm



**Frannie Wade Hawkins**

The lunch buffet

Like · Comment · March 28 at 6:15am



Cottage Inn Pizza likes this.





# Facebook:

**AVAILABLE BEGINNING MAY 2014**

**Cottage Inn**  
Gourmet Pizzas

**THIS SUMMER, TASTE THE WORLD WITH 4 NEW GOURMET PIZZAS!**

**Cottage Inn Pizza**  
9,377 likes 33 talking about this

Like Follow Message

Food/Beverages  
Cottage Inn offers a diverse selection of Gourmet Pizzas and other delicious menu items. Visit us at [www.cottageinn.com](http://www.cottageinn.com)

About – Suggest an Edit

Photos

Email Deals

Locations/Order Online Visit Us!

- New Summer Menu
  - Not on Website Yet
- Use of Applications
  - Email Deals
  - Locations
  - Link to Website
  - Gluten Free
  - Free Cottage Friday
  - Twitter
  - Coupons
  - Pinterest
  - Instagram
  - Gourmet Madness
- 2 Typos in “About” Section



# Twitter:



- 875 Followers
- Tweets
  - Twice a day
  - Good Visuals
  - Facebook Reposts
  - Involve Customers
- Hashtags
  - #PizzaofTheWeek
  - #WinPizzaForLife



# Inn-stagram:

AND IN THAT MOMENT  
I SWEAR WE WERE PIZZA

**Cottage Inn**  
Gourmet Pizza

**GARLIC CHEESE BREAD IS GOOD!**

**HAPPINESS IS A SLICE OF PIZZA**

ALL I CARE ABOUT IS PIZZA

**DID YOU KNOW?**  
THERE ARE 69,000 PIZZAS IN THE WORLD

**DID YOU KNOW?**  
93% OF AMERICANS EAT PIZZA ONCE A MONTH

**cottageinnpizza** ✓

Cottage Inn Pizza Making gourmet pizza since 1948 <http://www.facebook.com/cottageinn>


342 posts   772 followers   103 following

- 700+ Followers
- Links to Facebook
  - Why not Twitter?
  - Website URL?
- Frequent Posts
- Interesting and captivating content
  - Unique posts





# P-inn-terest



## Cottage Inn Pizza

Gourmet pizza since 1948.

Ann Arbor, MI · [www.cottageinn.com](http://www.cottageinn.com)

6 Boards

76 Pins


22 Likes

Follow All

32 Followers


55 Following

### Graduation Party Planning




5 Pins

### All Things Michigan



27 Pins

### Craving Pizza? Go Gourmet.



6 Pins

- 32 Followers
- 6 boards
  - Graduation Party Planning
  - All things Michigan
  - Pizza Art
  - Gluten Free
  - Kitchen Keepers
- Only 2 of which have more than 10 pins



# Competitors:



## Dominos

- 9,179,963 Likes
  - Humorous Posts
- 520,000 Followers
  - Customer Interaction



**Reanne Murrer** @Reannemurrer · 22h

@dominos have literally just made my night, super speedy delivery and amazing pizza #yay



## Papa Johns

- 2,740,342 Likes
  - Community Outreach
- 192,000 Followers
  - Promotions & Events



**Papa John's Pizza** @PapaJohns · Apr 21

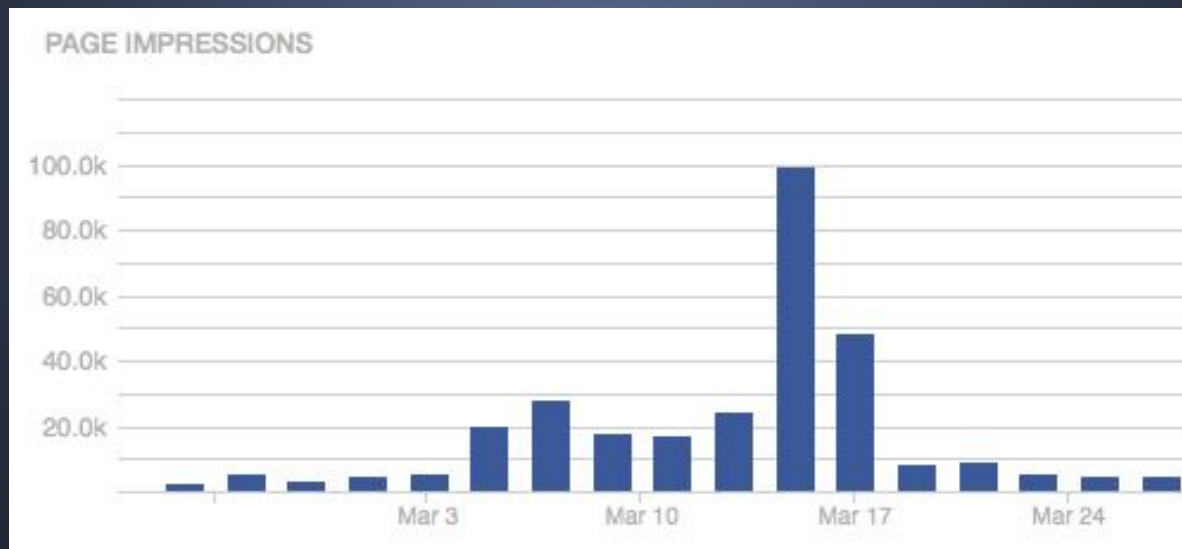
Papa John & a guest visited Riley Hospital for Children & presented a check!  
Catch the highlights here: [on.nba.com/1jxeNdl](https://on.nba.com/1jxeNdl)

# Key Inn-fluencers:

- Daniel Zemans
  - Food blogger on Serious Eats
  - Mainly focuses on pizza and burgers from midwest cities
  - Ann Arbor, Detroit
- [dealseekingmom.com](http://dealseekingmom.com)
  - @dealseekingmom has 124k followers
  - From Columbus, OH
  - Blogs about deals and coupons

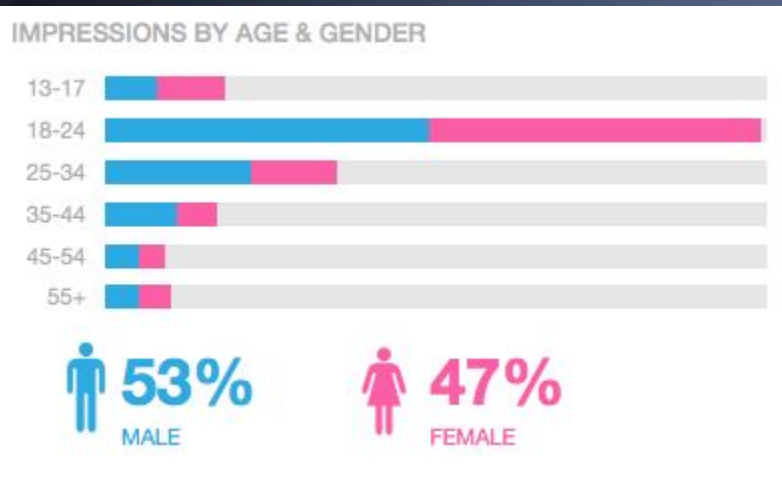
# Analytics:

## Gourmet Madness



# Analytics:

## College Students



## Low Engagement





# SWOT:

## SIGN UP FOR THE COTTAGE INN LOYALTY PROGRAM

### Strengths

- Presence on all major platforms
- Frequent updates
- Consistent branding
- Quick response to complaints
- 9,300+ Facebook likes

### Weaknesses

- Poor engagement
- Inactive on Pinterest & YouTube
- 16 Google+ followers
- 32 Pinterest followers
- Same posts on Facebook & Google+

# SWOT:



**HOTDEALS**

**SPECIALS**

## Opportunities

- Connect with influencers
- Increase engagement on college campuses
- Encourage customers to share good experiences
- Make a viral video

## Threats

- Competitors with larger social media presence
- Using platforms to have presence, not engage
- Negative Facebook posts

# Creative Recommendations:



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Fuel your finals  
with Cottage Inn Pizza



Use our online ordering &  
pass a pizza to a friend

# Creative Recommendations:



Buy pizza, you will.



May the 4th be with you.

Have Dinner & Dessert



Cottage Inn & Insomnia Cookies  
are now delivering together!



# Recommendations:



- What is Working:
  - Monday's Pizza of the Week
  - Friday's Free Cottage Friday
  - Gourmet Madness Campaign
  - Frequent Posts on Social Sites
  - Quick Response to Customers
  - "Did You Know" Fun Facts
  - Clever Use of "Inn"

[MENU](#)[COUPONS](#)[ABOUT](#)[LOCATIONS](#)

## What we Recommend:

- Order Online Button - Stand Out Better
- Promote Gluten Free Menu More
- Advertise Delivery until 4am
- Pizza Buffet
- Collaborate with Other Brands
- Alter “Gourmet Madness” Campaign
  - Create Your Pizza
  - Fill “Inn” Your Bracket
  - Vote Weekly for Favorites
  - Win a Scholarship
  - Drive Continuous Traffic

