

## INTERNAL PRE-INTERACTION FORM — The Morning Brew Coffee Shop

Client Name:

The Morning Brew Coffee Shop

Estimated Price Range (Before Interaction):

\$ – \$\$

Google Business Profile:

4.9 ★ (432 reviews) — Coffee shop

Marshall Square Shopping Center Plaza

Existing Website Link (Optional):

None (business currently has no website)

Primary Social Link:

Facebook — <https://www.facebook.com/TheMorningBrewCoffeeShop/>

Address:

5224 Milford Rd Suite 108, East Stroudsburg, PA 18302

Phone:

(570) 223-4231

Current Business Model:

Family-run specialty coffee shop offering espresso drinks, flavored lattes, teas, pastries, breakfast/lunch sandwiches, and vegan options.

Relies primarily on in-person foot traffic and Facebook posts.

No digital ordering system, no loyalty program, no SEO presence.

Menu posted only as static images.

Current Social Media:

Facebook (active, ~1.3k followers)

Client Description (Blunt Internal Summary):

"Morning Brew Coffee Shop. Highly rated and loved locally — but fully offline. No website at all, only a Facebook page. Missing SEO, online menus, mobile ordering, loyalty systems, and a scalable digital presence. Huge upside if they move online."

Identified Needs (Pre-Interaction Guess):

- Build a full branded website with proper menu pages, hours, location, and brand identity.
- Implement online ordering & pickup system.
- Create interactive digital menu with photos and upsells.

- Launch loyalty and rewards program (email + SMS).
- Apply SEO for coffee, breakfast, bagels, East Stroudsburg queries.
- Create Instagram/TikTok presence and strategy.
- Professional photography for drinks, pastries, and sandwiches.
- Add option for merch and online store.