**Coffee World Kickoff Tasks**

**Date:**  *Thursday, December 2, 2021* **\***make sure to highlight info in blue

**Intro:**

* Internal team introductions
  + Andras V. Cruz-Aedo (Account Lead)
* Coffee World team introductions
  + Kishan (Co founder)
  + Divya (Co founder)
  + Silent partners
  + Local community artists (as needed)
  + Graphic Designer (personal friend; as needed)
* What timezone are you guys in? Just want to be cognizant of future meetings!
  + Kishan: PST
  + Divya: PST
* Talk about Coffee World ’s pending onboarding tasks
  + They’ve sent me access to Google Ads, Google Analytics, Squarespace
  + I’ve started a Project for them using a free trial of SEMrush so also have most of the keyword, competitor, and industry research completed
  + Please see more in the last section of this doc
* Talk about *partner slack channel* as means of communication
  + n/a

**Coffee World Background:**

* Understanding the clients we work with is one of our top most priorities. I’m sure that if you wanted good ad copy, you would’ve just hired a copywriter. For us here at R2G, we want to help develop your business because we truly do care. With that being said: we would love for your team to give a quick brief overview of the company so we can, as an agency, get to know {Coffee World} better?:
  + How did this all start – what was the inspiration behind creating all this?
    - Divya brought the idea to her brother Kishan, after seeing a boom in the pop up museum industry. After studying industry leaders such as Museum of Ice Cream and Donut Life Museum, Divya and Kishan discovered that the theme of “ice cream” was very limited in terms of target audience and customer base. On the other hand, coffee was a much more widely accepted food/drink product. So, to differentiate themselves and their new business, Kishan and Divya dedcided to start Coffee World, LA’s first coffee pop-up museum!
  + What is the company’s overall mission?
    - Open up coffee shops in an artistic, modern manner
    - Continuing the pop up museum aspect where we can also coffee
    - To create a chain of pop up coffee museums in which they have a variety of interactive art spaces that highlight the process that also sells coffee beans and the like
      * While at the same time create starbucks-style shops that have a more artistic twist to the shop’s atmosphere

**Key Value Propositions:**

* What are some great product attributes? Things that make you stand out from the crowd / competition!
  + Coffee gift boxes
    - More variety of products to choose
    - Cheaper pricing
  + Early to enter the market
  + Strong internal Team
  + Located in Del Amo Mall until of year
  + Getting recognition in the local papers that are showing up in Backlink Reports
* How is your price positioning in the market? Are you cheaper / more expensive / right in the middle for pricing compared to your competitors (or the landscape as a whole)?
  + Way cheaper
  + Coffee World ($15-$25) vs. Museum of Ice Cream ($40/adult or $30/children)

**Business objectives:**

* What are your core converting audiences? What types of people are you trying to go after, and what types of people have you had the most success with? This will give us some good background for ads.
  + Women btw ages 16 and 34
    - For the museum AND gift boxes
* Let’s talk budget – is there a certain budget plan for the ads that you guys have ready for us to work with? Is there a specific dollar amount that you have in mind?
  + Did not discuss list of services or pricing
  + Discussed revenue share
    - However, made it clear that it would probably only be temporary until we start seeing online sales increase again, and then you can look into all of the other services R2G specializes in and is doing for…
    - Sshared case studies on past clients:
      * My Calm Blanket
      * Everlast
      * claire’s
      * FullKitchen
    - Specifically, I painted a pretty clear picture that the biggest issue here will be budget
      * However, I listed all of the benefits and helped him plan how he would do this (e.g., divert all marketing budget that he’s currently spending on two digital marketing friends with their own agency to this project)

**KPIs & Metrics:**

* Breakeven ROAS? 2.0 If you do not know this, what is your cost of goods? We can find your breakeven together using [this tracking sheet](https://docs.google.com/spreadsheets/d/1PuZZXfTc_3GB4Xm5Km3Z3Gt5cRu6N2J6fg1ryMPhYS8/edit?usp=sharing)
* What is your ROAS Goal? 2.22 (5% above ROAS)
* How about CPA Goal? Under $10, if possible
* Average Order Value – are people buying just one product? Or multiples? They are buying any or all of the following:
  + Custom Assorted Gift Boxes, Perfect for the friend, family, workplace, or your favorite holiday
    - Monthly subscription discount, cancel anytime, money back guarentee, custom assortment, change your gift box assortment any time or send us back the product you don’t like/
    - Can buy items individually or as a bundle
    - We gift wrap and send your gift box with EXPRESS SHIPPING at no additional cost!
  + We get about 15-20 drop ins per day asking about who we are, what we sell, and how much our tickets cost after giving them the 2min intro from our lobby staff
    - Fyi, we are trying to increase gift box and gift box item sales, while transitioning away from in person or online museum ticket sales starting January 1, 2022
    - Also, we leave our in person store location at Del Amo Fashion Square Mall in Torrance, CA at the end of this year.
    - However, we have $10 OFF museum ticket prices, so $15 only, plus a Community Event and Magic Show on Dec 18, 2021 as well as a
      * 150 person private event on Dec 19, 2021 at our Del Amo museum
  + Our biggest focus, however, is to have a paid media campaign that is able to compete with our competitors Starbucks and Coffee Beans
    - Specifically, we are looking to go strictly ecommerce and focus on launching a Google Ads campaign focusing on the keyword topics/themes:
      * “online coffee subscriptions”
      * “coffee beans online”
      * “ground coffee subscription”
      * And more (Please see attached organic keyword research and SEO audit for [www.coffeeworld.co](http://www.coffeeworld.co))
* Repeat customer rate
  + Customers return as follows:
    - Drop in>Leaves (65%) -OR- Purchases tickets (35%)>If they left and returned on their next visit to the mall, they purchase either:
      * 2 tickets (e.g., them + a date or loved one), or;
      * 3.5 tickets (e.g., mom with 1-3 kids plus 1-2 friends)
        + 2 Person customers return on avg 2-3 more times that year during holidays, parties, or special occasions
        + 3+ Person customers return with 1-2 months with roughly the same number or people, with ½ being returning customers and ½ being new customers

**Design**

* **(only ask if they did NOT accept design package)** Do you have a design team that can do both image and video assets? We were able to check out your Facebook ad library – did your design team do this, or was this outsourced?
* **(only ask if they did accept design package)** Is there anything you want to tell us as far as ad design goes? Is there a certain style that you maybe prefer, or are you more-so okay with us taking control of this?

**Ending Questions:**

* What time works best for you for the next meeting?
  + Monday at 11am PST
  + Kishan works at Northrup Grumman but remotely, so is flexible/has other options avail.

**R2G’s Next Steps:**

* Schedule a weekly meeting
  + Monday at 11am PST
* Create a shared slack channel
  + Andras: Should I set this up?
* Strategy call next week! We will go over a lot of things:
  + Facebook Marketing Plan
  + Google Search Plan
  + Competitive Analysis Doc
  + Website Recommendations (if needed)

**Coffee World ’s Next Steps:**

* Leftover onboarding tasks (if any)
* They’ve sent me access to Google Ads, Google Analytics, Squarespace
* I’ve started a Project for them using a free trial of SEMrush so also have most of the keyword, competitor, and industry research completed
* Converting from Squarespace to Shopify?
* Setting up and configuring GMC, GTM, GA4, GSC,…
* Transferring SEO Audit Project from SEMrush to SpyFu?
* Set up Slack channel?