

Driftwood Coffee Co.

Social Media Launch

AICMO

Marketing Intelligence

Social Media Overview

Quick Social Playbook
Brand: Driftwood Coffee Co.
Focus Channel: Instagram

Who You're Reaching

<p>Coffee enthusiasts aged 25-40</p>

Your Core Message

<p>Core Message: Community-driven coffee experience</p>

Content Themes

Behind the scenesProduct highlights

Weekly Posting Schedule

<table><tr><th>Day</th><th>Post</th></tr><tr><td>Mon</td><td>Morning
brew</td></tr></table>

Visual Style Guide

<p>Warm, inviting, authentic photography</p>

Hashtags to Use

<p>#DriftwoodCoffee #LocalCoffee #CoffeeLovers</p>

Platform-Specific Tips

<p>Instagram: 3x/week, Stories daily</p>

Success Metrics

<p>Target: 1000 followers in 30 days</p>

Next Steps

<p>Execute consistently for 30 days</p>

Quick Social Pack – 10-section social media playbook for immediate implementation.

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