

## 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, local residents, remote workers</p>

## Your Core Message

<p><strong>Core Message:</strong> Community-driven coffee experience where every cup tells a story</p>

## Content Themes

<ul><li>Behind the scenes brewing</li><li>Product highlights</li><li>Customer stories</li></ul>

## Weekly Posting Schedule

Day	Time	Post Type
Monday	9am	Morning brew
Wednesday	3pm	Customer spotlight
Friday	5pm	Weekend vibes

## Visual Style Guide

Warm, inviting, authentic photography. Natural lighting. Focus on textures and details.

## Hashtags to Use

**Primary:** #DriftwoodCoffee  
#LocalCoffee  
**Secondary:** #CoffeeLovers #CoffeeCommunity  
#SpecialtyCoffee

## Platform-Specific Tips

<p><strong>Instagram:</strong> 3x/week, Stories daily<br><strong>TikTok:</strong> 2x/week, focus on process videos</p>

## Success Metrics

<p><strong>Target:</strong> 1000 followers in 30 days<br><strong>Engagement:</strong> 5% average<br><strong>Stories views:</strong> 500+ per day</p>

## Next Steps

<p>Execute consistently for 30 days. Track metrics weekly. Adjust content mix based on engagement.</p>

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

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