

Starbucks

Instagram Quick Start

AICMO

Marketing Intelligence

STARBUCKS

Instagram Quick Start

Primary Channel: Instagram

Social Media Overview

Overview: Launch a strong Instagram presence with daily posts targeting coffee lovers.

Who You're Reaching

Target: Millennials 25-35, urban professionals who value quality coffee and convenience.

Your Core Message

Core Message: Premium coffee experiences that fit your lifestyle.

Content Themes

- Behind-the-scenes brewing
- Customer stories
- New product launches

Weekly Posting Schedule

Day	Post
Monday	Product feature

Visual Style Guide

Visual Style: Warm, inviting tones with green accents. Professional food photography.

Hashtags to Use

#Starbucks #CoffeeLovers #MorningBrew #QualityCoffee

Platform-Specific Tips

- Post 1x daily at 8am PST
- Use Stories for time-sensitive content

Success Metrics

Track: Engagement rate, follower growth, story views

Next Steps

Next Steps: Set up content calendar, create first week's posts, launch campaign