

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

Coffee enthusiasts aged 25-40, local residents, remote workers

Your Core Message

Core Message: Community-driven coffee experience where every cup tells a story

Content Themes

- Behind the scenes brewing
- Product highlights
- Customer stories

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

Instagram: 3x/week, Stories daily
TikTok: 2x/week, focus on process videos

Success Metrics

Target: 1000 followers in 30 days
Engagement: 5% average
Stories views: 500+ per day

Next Steps

Execute consistently for 30 days. Track metrics weekly. Adjust content mix based on engagement.

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

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