

CONTENT MARKETING CAMPAIGN

CYM Coffee Co.



Overview

CYM Coffee Company is a local café in Gainesville, Florida. CYM stands for ‘Change Your Mind’ and it began as an idea back in 2009. Co-founder Ken Block wrote a song called Change Your Mind and it went viral. His band began to receive letters and emails from all over the world from people who decided to let go of the past. This turned into a movement and continued to impact people for many years. The brand Cymplify was created and provided tools for leadership development, merchandise, and more. The vision was to produce tools that would help people better themselves. Later on, a CYM workshop was created in Gainesville, and then the idea was turned into a coffee shop in 2012. The goal for CYM Coffee Co. was to act as a simple hangout that would bring the community together.

CYM Coffee is one of Gainesville’s most hidden treasures. As a student at the University of Florida, it can be challenging to focus in student-filled libraries or to not feel unmotivated in the same environment. CYM is a great alternative, but an immense amount of brand awareness needs to be done. CYM’s mission aligns with what students and the Gainesville community need- a place to unwind and enjoy the CYMplicity. By using a Content Marketing strategy, CYM Coffee Co. will attract new consumers and gain further success.



Goals & Target Audience

To increase overall website and social media engagement.

To increase number of in-store customers.

To create awareness of brand's story.

Target Audience

University of Florida students looking for a different place to enjoy coffee and do work. Students on campus typically stay on campus to do schoolwork. This is usually in libraries, study rooms, and dorms. Knowing that there are other, quieter, options could be compelling for some students.

Long-time Gainesville locals who did not know CYM existed. Supporting local businesses within your own city is important but many people do not know how. Increasing CYM awareness amongst locals can increase the support of other local businesses as well.

KPI & ROI

Key Performance Indicators

This content marketing campaign will consist of several indicators to track engagement progress.

Social Media: Social media analytics will be tracked by keeping track of the number of followers, likes, and engagement. This will include platforms such as Instagram, Facebook, Twitter, and TikTok. Hootsuite can be used to collect accurate data.

Website: CYM website engagement is extremely important in telling the brand's story. The amount of hits on the website will be recorded. Hopefully, as traction increases, consumers will also increase.

Return on Investment

This content marketing campaign will be recorded with numerical benchmarks in order to ensure an accurate ROI.

ROI can be tracked by seeing if numbers of consumers increased by 20% by December 2023.

By the end of 2023, weekly website traffic, specifically on the About page, will increase by 20%. Customers should become aware of CYM's story and should be compelled to support the business. Social media engagement should also increase by 30% and CYM should gain a minimum of 250 more followers on Instagram. This should result in a strong ROI.



CM Calendar

DECEMBER 2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Social media post 5 PM	2
3 Signature Story 3pm	4	5 Social Media Post 5PM	6	7	8 Social Media post 5 PM	9
10 Knowledge Content 3PM	11	12 Social Media post 5 PM	13	14	15 Social Media post 5 PM	16
17 Signature Story 3pm	18	19 Social media post 5PM	20	21	22 Social Media post 5 PM	23
24 Knowledge Content 3PM	25	26 Social Media post 5 PM	27	28	29 Social Media post 5 PM	30

The content calendar above is for the month of December 2023. This is a hypothetical calendar, but similar patterns will be carried throughout the next quarter, 6 months, and year. If posts seem to be doing well, there will be an opportunity to increase the amount of social media content per week. This plan is accurate, but subject to change.

Content Samples

SIGNATURE STORY

A way to showcase CYM's signature story would be through an owner spotlight on CYM's Instagram profile. The owner can discuss his backstory and how CYM came to be.

Another post can be a podcast interview of the owner. This will allow potential consumers and current consumers to hear a firsthand account of what CYM Coffee Co is all about.

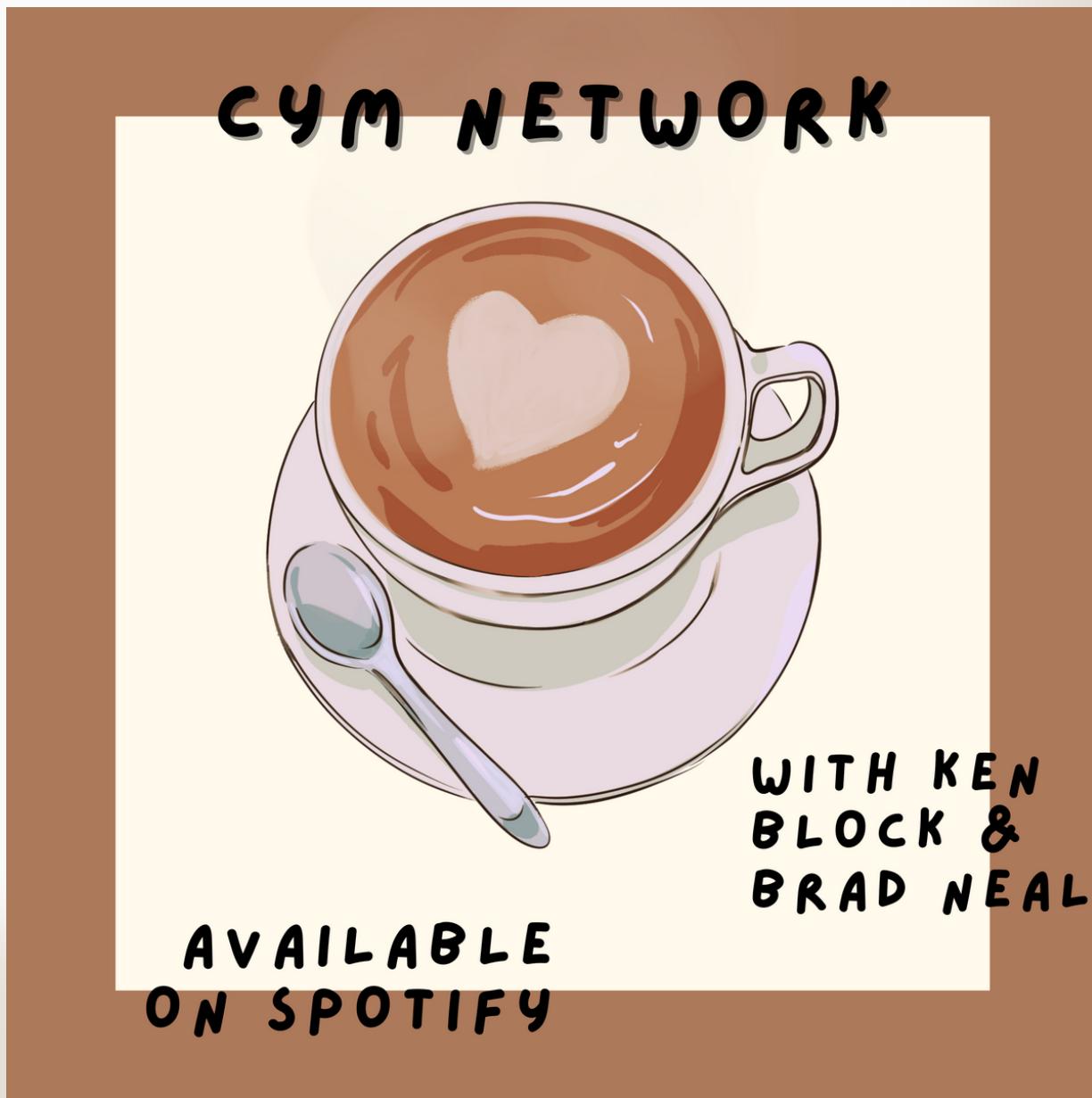
KNOWLEDGE BASED

Knowledge based content can consist of posts listing small businesses in the Gainesville area and how to support them. This will raise awareness for not only CYM Coffee, but for other supporting local businesses. .



Content Samples

SIGNATURE STORY



Podcast cover example

Content Samples

KNOWLEDGE-BASED

