

CEREMONY COFFEE ROASTERS

Pre-Campaign strategy presentation



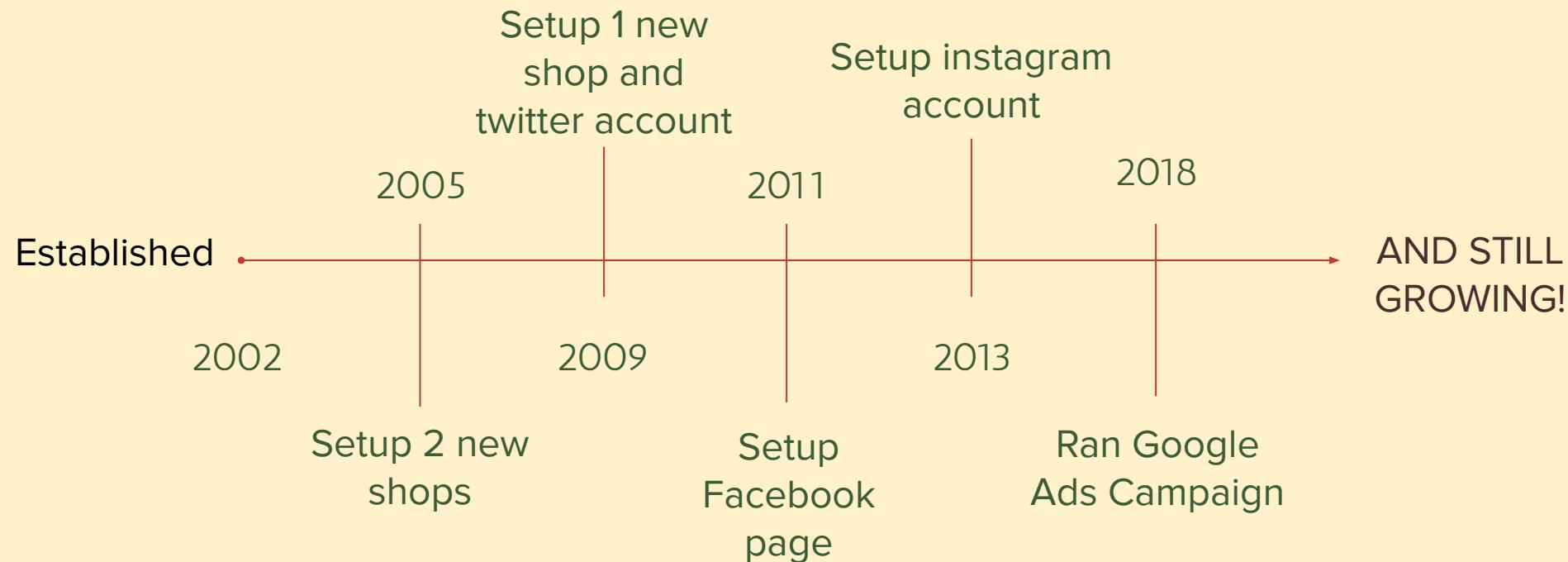
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CLIENT OVERVIEW



COMPANY'S EVOLUTION



CLIENT'S VISION

“ We've always believed coffee should be something special, and this simple thought moves us every day to source smarter, roast better, and delight more people again and again. ”

-Team Ceremony



WHAT SETS THEM APART?



Wholesale



Fresh Brews



AMBIENCE

Target Audience



PROFILE

Age Group: 21 - 54 years

WHAT THEY'RE LOOKING FOR



Instagrammable



Free WIFI



Vegan option



Quiet atmosphere

MOST USED SOCIAL MEDIA



PURCHASING BEHAVIOR



\$16



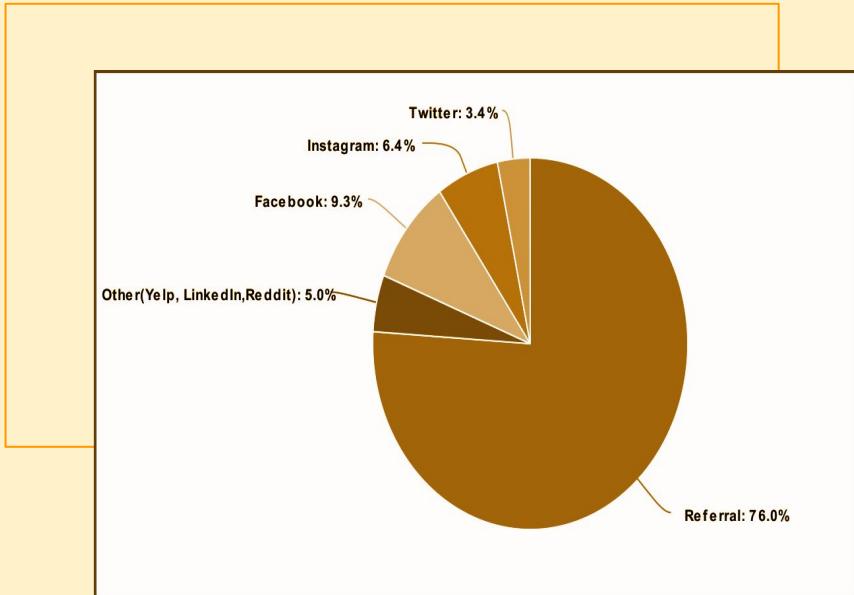
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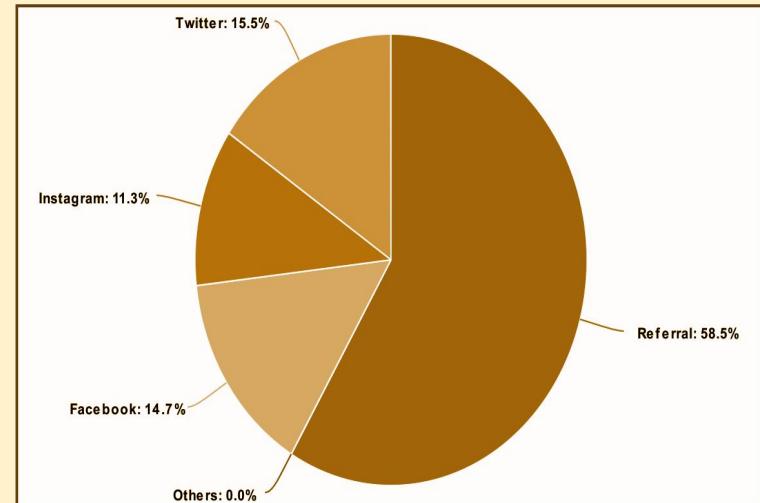
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CURRENT MARKETING

Traffic From Online Marketing
Mediums



Revenue from those mediums



■ Referral ■ Other(Yelp, LinkedIn,Reddit) ■ Facebook ■ Instagram ■ Twitter

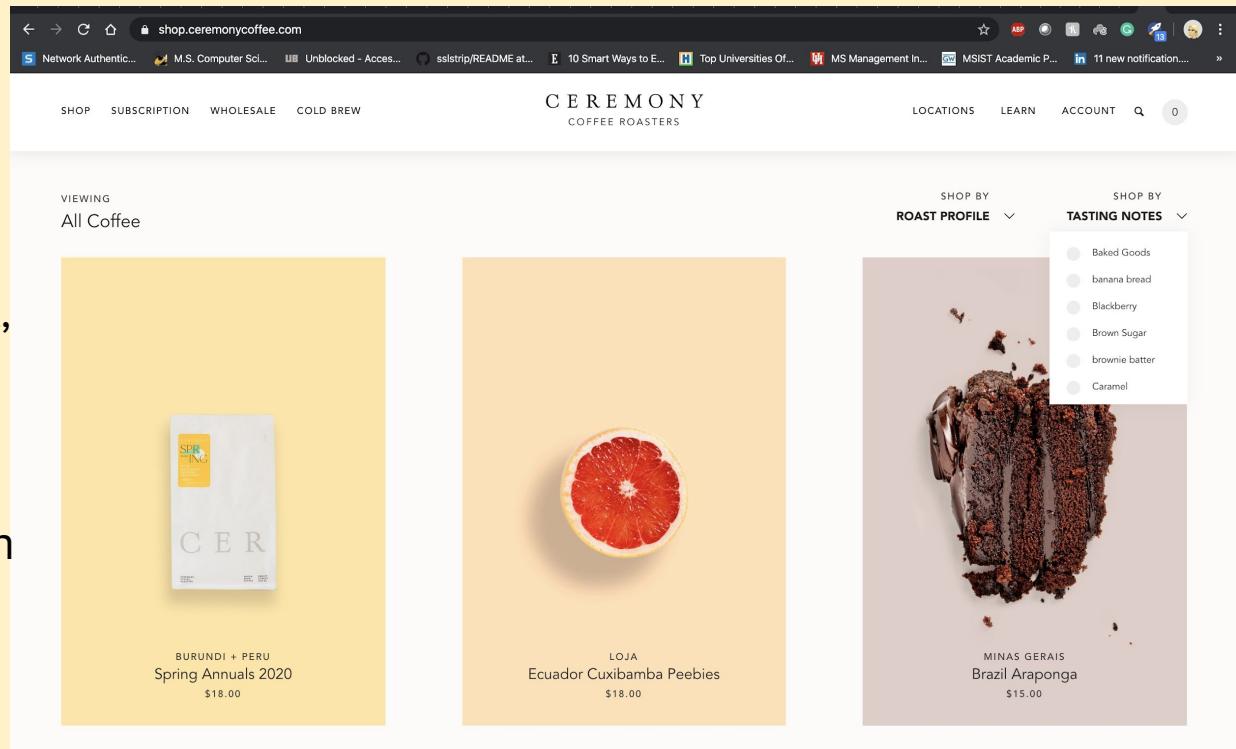
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meta-chart.com

CURRENT MARKETING

Website Review

- Aesthetically pleasing and well organized.
- Subscriptions, Wholesale, Account, Checkout.
- Categorization: Roast profile, Tasting notes, Origin type.
- Slow loading time- Solution : Caching



CURRENT MARKETING

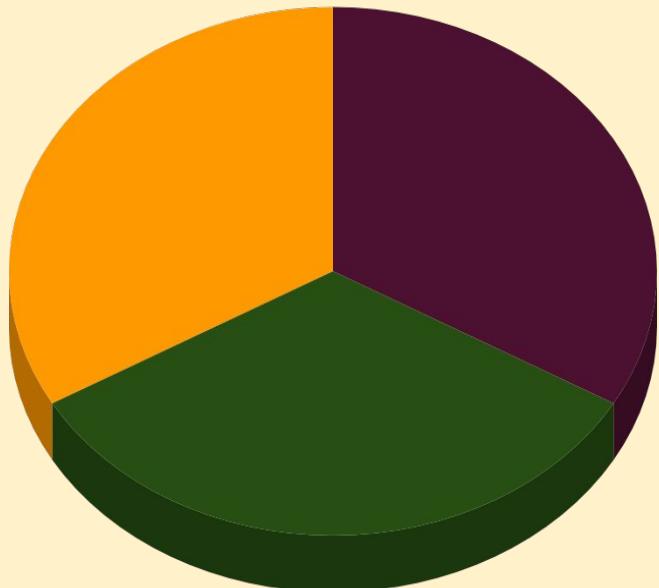
CURRENT GOAL

TRACKING METHODS

- Google Analytics
- Goal: Place an order
- Shopify



MARKETING GOALS



INCREASING BRAND ENGAGEMENT

GENERATING HIGH VOLUME OF
LEADS

BRINGING PEOPLE TOGETHER OVER
COFFEE

SALES FUNNEL



AWARENESS



DECISION



INTEREST



PURCHASE

STRATEGY



Ad Campaigns

Chocolate

Rich tones of Chocolate based Coffee.

Managed by **Chinmay**.

Creamy

The smooth Creamy Textures for your Premium Coffee.

Managed by **Anuj**

Categories

Based on Flavors

14 Ad Groups,
1 Target:
Attracting Customers

Fruity

A Fruity punch to your favorite morning drink.

Managed by **Ronit**.

Baked

Delicious Coffee enriched by the wholesomeness of baked goods.

Managed by **Mansi**.

SAMPLE KEYWORDS

	Broad Match	Broad Match Modifier	Exact Match
Creamy	best lemon coffee online	buy+Marzipan+coffee	[colombia la argentina]
Chocolate	espresso coffee online	best+espresso	[espresso mass appeal]
Baked	buy cherries coffee	single+origin+brazil coffee	[brazilian araponga]
Fruity	buy fruity coffee	buy+red+grape+coffee	[tanzania magwila]

SAMPLE ADs

Colombia La Argentina

Colombia La Argentina | Ceremony Coffee | Buy Online

Ad shop.ceremonycoffee.com/products

Single estate, single variety coffee from Tolima, Colombia. Dial into the unique flavors of lemon and sweet, marzipan and a signature creamy body.

Tanzania Magwila

Tanzania Magwila | Ceremony Coffee | Buy Premium Flavored Coffee

Ad shop.ceremonycoffee.com/products/tanzania-magwil

Prized African coffee attributes with a full, syrupy body. Roast Level - Light. Engulf yourself in syrupy rich flavors of strawberries, cherries, and raspberries.

Brazil Araponga

Cake And Cherries Coffee | Light/Medium Roast

Ad shop.ceremonycoffee.com/products/brazil-araponga

Get dialed-into the sweetness of chocolate cake and dried cherries with a hint of caramel.

Mass Appeal

Full-Bodied Espresso | Buy Online | Free Shipping

Ad shop.ceremonycoffee.com/products/mass-appeal

Big in body and extremely sweet, Mass Appeal is an ideal workhorse espresso. Enjoy your morning routine with almond and chocolate undertones.

PROPOSED BUDGET STRATEGY

Strategy 1:



Week 1

Week 2

Week 3

Week 1

Week 2

Week 3

Strategy 2:

WEBSITE IMPROVEMENTS



Inclusion of Keywords



Increase loading speed



Filter based product availability



Improve product categorization



THANK YOU!