



INTEGRATED ONLINE MARKETING PLAN

Group Project

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EXECUTIVE SUMMARY

Mogiana Coffee is a small coffee company that has been in business for over 7 years. They sell extremely fresh and high quality coffee beans for mostly B2B clients. The company is Located in Richmond, but most of their clients are from Vancouver. That includes hotels (The Opus Hotel, The Listel, Pacific Gateway), coffee shops, bakeries and grocery stores like WholeFoods and The Gourmet Warehouse.

Although they have a very good product, they are not very well known to the general public of Vancouver (B2C market). One of the main reasons is because they do not have a coffee shop, which makes the not very visible for a regular customer.

This plan was developed with the intuit to bring more awareness for the company through the digital marketing tools. With a strong website, a regular e-newsletter program and a well-developed social media plan, it is no doubt that Mogiana Coffee will stand out among the other many coffee brands that already exist in Vancouver.

For the website, a list of strong keywords and SEO techniques were suggested to improve and increase the website traffic as well as increase sales and annual revenue. It is small but important changes that would make a big difference in the way they are rated in search.

An e-newsletter program will build loyalty and bring the customers closer to the company, as well as maintain these customers well informed about the coffee industry and of course, well informed about the company, the events, promotions and holiday's special.

A strong social media plan is extremely important for the success of a digital marketing plan. The social media plan developed above will bring more brand awareness to the company, which helps increase the sales and the website traffic. The posts are not only made with the intention to sell, but to add value to the customer and make them interested in all social media platforms that the company works with.

An online advertising was also suggested and it would help the company to increase the sales and generate more traffic to the website.

The online strategies together with the offline strategies like Demos, Farmers Markets and coupon program will make Mogiana Coffee stand out and become a more recognizable and profitable business in a very competitive environment.



COMPANY INTRODUCTION

Mogiana Coffee is a small Canadian company that has been in business for over 7 years. The owner brings the green coffee beans straight from their family farm in Brazil and roast it here every week to have a very fresh product. The family has been growing coffee since 1890 in a high altitude and lush volcanic soil and they produce Arabica beans of the highest quality. Five generations have carried on the family tradition, perfecting the art of growing award-winning coffees.

They developed methods of cultivation in response to their environment: without electricity or automobiles, everything was done by hand, with much care and love. Over a century later, these same methods are both heritage and day-to-day realities. The remarkable microclimate is perfectly suited to growing amazing coffee beans and the altitude, temperature and rainfall coupled with the correct angle of incidence of the sun provide ideal conditions for growing Bourbon coffee beans at a rare exceptional quality.

Sustainable and ethical practices are not shrewd marketing at Mogiana Coffee, they're family tradition. As conscientious employers and proud stewards of the environment, the farming practices reflect the commitment to social responsibility and sustainability. They offer coffee certified by UTZ Kapeh. This certification ensures they are operating in a way that directly supports individuals, families and communities.

Mogiana Coffee wholesales their family Arabica beans out of Richmond, BC. You can buy the coffee online or it can be found in many of your local grocery stores and served in many cafes and restaurants throughout Vancouver.



INTERNAL AND EXTERNAL ANALYSIS

SWOT ANALYSIS

Strengths

- Vertical integration (direct from family farm)
- Social Responsibility/sustainable
- Local
- Small business – personal touch
- Customer Service
- High Quality product
- Scalable – Abundant green coffee supply

Weaknesses

- Lack of staff working at the office
- Not enough money to invest in marketing campaigns
- Lack of expertise in the Sales department
- Weak website / social media
- Low Brand Recognition
- Roasting outsourced
- No store front (coffee shop)

Opportunities

- Specialty Coffee market still growing
- The market is interested in responsible / sustainable products
- The online market is growing

Threats

- Lots of good local roasters in the market – competition
- Budget conscious consumer
- Economy: coffee is purchased in US dollar
- Weather: a hard winter can decrease the production and increase the price

COMPETITION

The main competitors of Mogiana Coffee are:

Ethical Bean Coffee:



They claim to be fair trade, organic, community-minded and environmentally-aware. The coffee is artisan roasted in Vancouver and stamped with an “e” (QR code) that allows the buyer to scan the coffee and follow its journey from farm to shelf.

The shopping offers include 8 different types of coffee, ranging from French roast, to medium, and also decaf.

Prices:

- 12 oz bag: CAD \$ 12.99
- Gift pack (3 bags): CAD \$ 38.95
- 6 pack: CAD \$ 75.95

Online Marketing: complete, well-developed website, Twitter profile with 8,580 followers, Facebook page with 4,720 likes. Their Instagram has 951 followers and it is where they promote contests. Ethical Beans also have a blog, Pinterest and Google+ accounts.

49th Parallel Coffee Roasters

This company source coffee beans directly from farmers from all over the world. They sell coffees from Colombia, Ethiopia, Guatemala, Kenya, etc.

Price:

- 12 oz bag average: CAD \$19.00

Online marketing: clean and structured website, Instagram with 11k followers, Twitter with 15.8 k followers, Facebook page with 3,358 likes. 49th Parallel has also a blog where they provide mainly information about the coffee origins and farmers’ stories.

Milano Coffee

Millano works with more than ten premium 100% Arabica coffee bean varieties from around the world. They are dedicated to sourcing, hand-roasting and blending each of their espressos, containing up to 13 different origin coffees. The company also supports small farmers, fair trade and certified organic coffees.

Prices vary:

- 12 oz bag average: CAD \$18.00 for the Milano Selection.

Online marketing: clean, easy to read website, Facebook with 802 likes, Instagram with 2,735 followers, Twitter with 3,090 followers and Pinterest.

WEBSITE AUDIT

Accessibility

- Usability

The Mogiana Website doesn’t show any barriers that prevent interaction or access by people with disabilities. All users have equal access to information and functionality. The size of the chosen font, image quality and the content organization provides a clear navigation. However, some images and links are not with descriptive title, which may result in a difficulty for people with visual disabilities, since they rely on programs that read the code of the website items.



- Programming Language

The website does not have any Flash content, which is good once javascripts redirects on flash content cannot always be understood by Google. The website was created using the Shopify platform, with HTML and CSS languages and presented some broken links for both languages.

- Browser compatibility

Mogiana Coffee Website is compatible with nearly all browsers. It is available for Linux, Windows, MAC OS, with browsers like Chrome, Firefox, Opera, Safari, Internet Explorer, and Lynx.

- Optimized for mobile

The website is optimal for mobile devices (smartphone and tablet devices).

Loading Speed

The average loading speed for mobile devices is 53/100, and for desktop is 60/100 (around 3.04 seconds) to load all content and files from the page¹. The User experience rate is 94/100 when considered as attributes branding, usability, functionality, and content.

Navigation

- The Nomenclature is consistent in all pages (home, shop, info, wholesale, locations, events, recipes, contact and logo). The visual aspect (colors, fonts, style of pictures) is also consistent
- The Anchor Texts “Show me the beans” and “Sign up” are easy to understand and guide the visitor to perform the action (purchase or subscribe to the e-newsletter)
- The Website does not have a site map, once is not necessary due the quantity of pages (less than 10). However it shows a good Footer Links, avoiding the lost factor

Home Page

The key messages about what the company does and its products are clear and easy to understand, but could be more immediate. The homepage is unique if compared with the other pages and the call to action (CTA) is very well paced, with a clear and creative message (“Show me the beans” and the subscribe button on the pop-up window). The menu bar divide and well presented the website content and it convey credibility, quality, freshness and authenticity.

Content

- Readability

The content is easy to read and understanding (skim and scan), allowing visitors to choose clearly where they want to navigate. Very clear and easy to find. The Photo Gallery should have subtitles and an option to click on the photos to open it. Overall the information about the company values, strategies and products is relevant and satisfactory.

¹ <https://goo.gl/fj3cCx>



- Functions provide within the website

The functions (actions) available are make a purchase, sign up for the newsletter, read information about the company, product, the farm in Brazil and sustainable practices. Also, access to social media platforms, locations where customers can find the coffee (to drink or purchase), events schedule, recipes, and contact information.

- Structure and Contacts

The structure is simple and clear. Strong About Us and Contact Us pages.

- Support Information

Within the website is a field where the company is able to share recipes related with coffee. However, only has one post and is not frequently updated.

Conversions

The macro conversion of the website is to generate online purchases. The micro conversions are: Sign up for e-newsletter, get more followers and visitor on the social media platforms, gathering information about the company, locations where to buy/consume the product and events information.

Look & Feel

- Copy

The copy was written using a logical flow and encourages the visitor to buy coffee (the main page goal). It is easy to find that they have sustainable practices, however, it does not show clearly that the company brings the beans from a Brazilian farm and roast it in Metro Vancouver.

- Design

Consistent with the brand. Convey freshness, sustainability, traditionalism and experience. The colours go for an environmental movement². The picture shows up as a background and helps to see clearly the written part.

- Images and Multimedia

You can find pictures in the gallery, however it is not that easy. They could have more photos and videos of the coffee beans (roasted) and also the coffee ready to drink (the beverage).

- Scrolling and alignment

The page is left aligned (the recommended), but when it comes to scrolling (new parallax) it shows some limitations like images cut and information missing.

Calls to Action

The site has two excellent CTA's buttons, however, the copy that follows them (title and subtitle) needs to be more motivating and sales driven.

² <http://www.colorhunter.com/tag/sustainable/1>



Interactivity and Integration with Online/Offline Media

The icons with the redirect links to social media are present in the footer link, but the website makes no other incentive for users to follow them on social networks. It is also not driving people offline to go to the company's website.



INTEGRATE ONLINE MARKETING

GOALS

- Increase brand awareness: the company has good B2B clients and everyone who tries the coffee loves it, but the brand is not very well known in Vancouver in the B2C market, specially because they do not have a coffee shop in town
- Increase the number of followers and the engagement in social media networks: the brand is present in most social media networks, like Facebook, Twitter, and Instagram, but it does not have a lot of engagement
- Increase the number of online shopping and coffee subscriptions

OBJECTIVES

- Build website traffic to reach 80 people per month
- Increase the newsletter subscribers in 30% by the end of 2016
- Increase the navigation time in 20% by the end of 2016
- Offer the coffee for the B2B clients as B2C clients with 10% off
- To increase the number of social media followers and the engagement, the company will set specific objectives for each platform which will be explained under the Tactics section (Social Media)
- Online sales: sell at least 50 coffee bags by the end of July, and 200 bags by the end of the year
- Have at least 12 more coffee subscriptions by December 2016

TARGET MARKET

The primary target audience would be male and female that belong to the late Generation X and early Millennials (30 to 50 years old), living in Vancouver. They are professionals, well-educated, belong to the middle-upper class and watch the news every morning while having their coffee.

They are concerned with the quality of what they eat and drink, sustainability and consume local products. They also do not mind spending more for a better product. They love coffee and usually have it at home, in the morning. They shop at Wholefoods and Farmers Markets, and have a preference for organic food.



STRATEGY

The strategies to achieve the above objectives will be as follow:

Online (Social Media and Website)

- Improve the website's structure, look and feel, and navigation
- Improve the calls to action for the shopping section and subscription
- Execute a search engine optimization process to improve the website rank on the organic search
- Create email-marketing campaigns, sales, and subscription oriented, to bring customer to the website
- Create social media campaigns for all social media platforms to engage customers and increase awareness
- Develop a blog inside the website to share engaging content with users like recipes, interesting facts, coffee news
- Develop and execute an online advertising campaign

Offline

The offline strategy will be integrated with the online strategy.

- Continuing the Demo at Grocery Stores like WholeFoods and The Gourmet Warehouse, distributing coffee samples
- Continuing Farmer's Market throughout the summer season selling and distributing coffee samples every weekend around Vancouver, West Vancouver and Delta
- Participating in events like the UBC Plant Sale, Spot Prawn Festival on Granville Island, Latincouver, among others



TACTICS (RECOMMENDATIONS)

WEBSITE

About the structure and code:

- The website should improve its scrolling (new parallax), for when navigated with smaller screens (mobiles) do not present errors
- The loading speed is not within the ideal. To improve it the company should properly format and compress its images, eliminating render-blocking JavaScript and CSS above-the-fold (minify its JavaScript, HTML and CSS code). Thus would be able to save some bytes of data, speed up downloading, parsing, and execution time

About look and feel, content, and design:

- Improve its homepage showing more clearly the type of business and uniqueness that the company offers through the images, titles and text. As an example to improve this, the background image of the homepage should be present in slide-show form, with three different photos: one of the coffee (inside the mug) with some coffee beans around, the second would be the Brazilian farm photo and the last a photo related with its quality and freshness (locally roasted)
- The newsletter subscription CTA should be present in all website's page, not only on the pop-up that appear when the visitor open the website at the first time
- The photos inside the photo gallery should have subtitles to maximize the understanding and convey the proper meaning. It's also very important to put available the option to click on each picture to open it. This way the customer will not have to wait until the website open the photo that she/he wants to see, avoiding them to leave the gallery
- Inside the "About Us" section, add the info about the Mogiana Valley in Brazil and the importance of the coffee production in the country
- Include in the homepage the information that the coffee is roasted every week (extra fresh)
- The website should have some video about the company and its products. Also, it should have more photos about the products that instigate its consumption, for example, a mug filled with a hot coffee
- In the online store section, each product photo should bring its basic information and an "add to my cart" button. This will make the customer save time since they won't have to click on it to know the basic features of the coffee. The description of the products will also help them to realize the quality of coffee and make their choices



- Encourage the website visitors to enter into the company social media profiles, showing the benefits that they will have in following them. For example, showing that on these platforms customers will have the opportunity to know about exclusive promotions, recipes, curious facts and other content related to coffee culture
- Mogiana sells 4 different coffee roasts: french (dark), espresso (medium-dark), Brazilian Organic (medium) and decaf. Since each coffee roast has its specifications, as the taste, flavours, hints and caffeine level, it would be interesting to create a fun quiz for the users to find their perfect match. After answering a few questions, they would receive a suggestion of a coffee roast. The link could be in the home page below the “show me the beans” one, as of Test your Taste
- The Recipes tab has only one recipe. They should debate if this part is really important and either take it down or add more recipes. It could be a way to engage more with the customers asking them to post their recipes on Social Media and feature them in the company’s website.
- The events section could be more appealing, announcing for example that attendants can have a free taste of the coffee, special deals - the company offers 2 bags for \$22 at the farmer's market, but it is not written in the webpage. This section should even have CTAs such as “confirm your presence”

SEO (SEARCH ENGINE OPTIMIZATION)

- The company should choose better keywords, making a match with the trending keywords related to coffee in Vancouver, keywords related with the company and competitors, and keywords that the company would like to be found on the organic results when searched. Some examples will be provided at the end of the Recommendations section
- Apply the new keywords in the website content as body copy, titles and subtitles, making the content to be interpreted as more relevant by Google. Also, apply it on the website code
- The website does not have a Title Tag and they should create one using relevant keywords. This element is critical to both user experience and search engine optimization, making the website be rated as more relevant, easily browsing, and improve its position in the search engine results pages. An example will be provided at the end of the Recommendations section
- The website does not have a Meta Description Tag and they should create one using relevant keywords (using between 150-160 characters). This will provide a concise explanation of the website’s content. An example will be provided at the end of the Recommendations section
- The headings should also present more relevant keywords. Important words like Vancouver, buy online and quality are not present there.
- The title of the images on the website needs to describe the photo content and have some keywords on it.



Keywords suggestions

The most used keywords on the website (based on the page's wording density) now are coffee, beans, roast, family, gallery, farm, cup, locations, and sustainable. Some of these are not relevant and are not helping the company to achieve better positions in the organic search.

Some keywords suggested to be in the copy, titles, subtitles, images descriptions and other places on the website (including in the code) are: locally, roasted, coffee, Vancouver, BC (British Columbia), quality, bean, organic, sustainable, buy online, ground, and espresso.

Title and meta tag application example

Actual

Mogiana Coffee
mogianacoffee.com/ ▼
Search. **Mogiana Coffee** ... We abide by sustainable practices and community involvement and we do all this while enjoying a superb cup of **Mogiana coffee!**

Suggestion

Mogiana Coffee | Specialty Coffee Locally Roasted
Mogianacoffe.com/
Our Coffee beans come from our Brazilian farm and are roasted in Metro Vancouver.
Buy online the Espresso Roast, Brazilian Organic and more. Sign up to get 20% OFF!

EMAIL

The company will start a newsletter program using Mailchimp. The idea is to send one newsletter per month, every 1st day of the month at 10am. The topics will be special holidays, promotions, coffee news, recipes, etc. The campaign will be started at Mother's Day and the success will be measured using the Mailchimp tools

Goals

- Engage with regular customers, strengthening their loyalty bonds
- Increase monthly sales in May 2016
- Increase brand awareness
- Acquire new customers through word of mouth, attracted by the offer's reward

Objectives

- Increase online sales by 15% until the end of May
- Increase subscription number by 30 more customers until the end of May
- Delivery rate of 98%
- Open rate of 40%
- Click rate of 12%
- Conversion rate of 8%



SOCIAL MEDIA

The company works with 3 social media platforms: Facebook, Twitter, and Instagram. According to the target audience, the Facebook page is the most important platform. A Social Media Plan was developed to be started at the same time of the other items of the campaign. The plan has a general goal and specific objectives for each platform.

Networks we will participate in (from most to least important):

1. Facebook
2. Twitter
3. Instagram

*A blog (inside of the website) would be a great idea for the business, but it should be written by the owner of the company and right now she just doesn't have any spare time to do it. But it is something that the company is willing to consider when they are able to hire more staff.

Goals

- Increase brand awareness
- Increase website traffic
- Increase sales through the website
- Facebook Page
- The company has a Facebook page (facebook.com/Mogiana) with 644 followers, but they are not very active, so there is not a lot of engagement.

Objectives

- Increase the number of followers in 20% by the end of the year
- Have a minimum of 5 engagements per week on the first 2 months. After that, increase the number every two months, adding 2 more per month. After 6 months, has at least 10 engagements per week
- Increase the traffic to the website by 20% in 6 months

Recommendations:

- Get used to check the Facebook page every day and respond to comments and questions
- Post at least 3 times a week on the first month, with a mix of coffee news, recipes, history, videos and links. After a month, start posting every day. The content will be sourced on coffee blogs and sites like Daily Coffee News by Roast Magazine, Pinterest, the family history and cook books / websites
- Establish a link to the Facebook page on the Twitter account and Instagram. The website already has a link for the social networks
- Promote the Facebook account on the other social media networks to increase the number of followers



- Try to start live streaming at least once or twice a month. The owner is going to the coffee farm in Brazil on July and it would be a great opportunity to show the customers in video how the whole process works through live streaming videos
- Promote the website and the subscription plan on the Facebook posts

Ideas for Facebook posts:

- Videos of the farm in Brazil
- Events on the weekends, like Farmers Markets (post one day before the event)
- Inspirational quotes
- Historical pictures of the farm
- Educational posts: how to use a French Press, how to make a latte art, etc

Twitter Plan

The company already has a twitter account (twitter.com/MogianaCoffee) with 157 followers. The problem here is the same of Facebook: because the company is not very active, there is not a lot of engagement nor followers.

Objectives

- Increase the number of followers by 40% by the end of the year
- Tweet at least once a day in the first month. On the second month increase to 2 tweets a day. On the third month increase to 3 tweets a day and maintain it for at least 6 months
- Increase the engagement and measure it by the number of retweets, comments and likes (at least 5 per week on the first month, increasing 20% per month after that)
- Increase the traffic to the website in 20% in 6 months

Recommendations:

- Check the Twitter account every day to answer questions, retweets and check news
- Post at least once a day on the first month on different times of the day (morning, lunch time and end of the day). The posts should have a mix of coffee news, recipes, history, videos, links, promotions and updates. The content will be sourced on coffee blogs and sites like Daily Coffee News by Roast Magazine, Pinterest, the family history and cook books / websites
- Increase to 2 or 3 times on the second month and maintain an average of 3 tweets a day, every day after 3 months.
- Promote the Twitter account on the other social media networks to increase the number of followers
- Questions to the followers: what is your favorite coffee roast? How do you prefer to brew your coffee? Where do you usually buy your coffee?
- Promote the website and the subscription plan on the Twitter posts

Ideas for Twitter posts:

- Inspirational quotes, specially in the morning posts



- Links to coffee articles / news
- Recipes with a link to the website
- Holidays and fun dates (Macaroon Day, Pie Day, etc)
- Establish one type of post for each day of the week (Monday – motivational, Tuesday – tips about coffee, Wednesday – clients news, Thursday – historical posts (TBT), Friday – fun + events over the weekend)
- Hashtags: #moganacoffee #coffee #coffeelover #eatlocal #coffeetime #coffeeaddict #coldbrew #farmersmarket #vancouver #coffeebeans

Instagram Plan

The company already has an Instagram account with 192 followers. Again, they are not very active.

Objectives

- Increase the number of followers by 20% in 6 months
- Increase the number of likes in 30% in 6 months
- Recommendations
- Check Instagram every day to interact with other users and check the engagement on the company's posts
- Post at least 3 times a week, every week
- Add Instagram icon on Twitter and Facebook
- Promote the Instagram account on the other social media networks to increase the number of followers
- Create a promotional campaign. Ex: like us on Instagram and use our #moganacoffee to win a bag of super fresh coffee of your choice
- Promote the events, specially the Farmers Markets on the weekends
- Promote the website and the subscription plan on the Instagram posts

Ideas for Instagram posts:

- Videos of the farm and the coffee production
- Pictures of recipes with link to the website
- Picture of the Farmers Markets inviting people to go
- Repost of the client's news
- Hashtags: #moganacoffee #coffee #coffeelover #eatlocal #coffeetime #coffeeaddict #coldbrew #vancouverfarmersmarket

Influencer Outreach

Objectives

- Increase the number of followers on the social media platforms in 20% by the end of the year
- Increase the traffic to the website by 20% in 6 months



Recommendations:

- Establish who the key influencers relevant to your brand are. They should be involved in the coffee field somehow, so their followers will be interested in the content when it is shared with them. Start following them on Twitter, Facebook or Instagram, like their posts, comment on their blog (build a relationship)
- At the right time contact the influencer, tailor a personal message and send them a sample of the coffee for them to review it.

ONLINE ADVERTISING

Following the Social Media Campaign and the e-mail Marketing, the company will also insert an advertising campaign at Google AdWords.

By using the strong keywords, the ad consists in save 20% if you subscribe for the coffee subscription. The objective of the AdWords is to drive people for the website and also increase the number of coffee subscriptions.

The AdWords will drive the visitor to a Landing Page, where the visitor can subscribe his/her e-mail and get the 20% off promotional code.

Below the link for the Landing page mockup and the AdWords.

<https://mogianacoffee.wishpond.com/landing-page-1645541/>



AdWords

[Mogiana Coffee | 20% OFF](#)

Ad www.mogianacoffee.com/xxxxxx

Coffee Beans Roasted in BC

Subscribe and save 20%

[Organic coffee - Buy online](#)

[Mogiana Coffee | Vancouver](#)

Ad www.mogianacoffee.com/xxxxxx

Brazilian Beans | Roasted in BC

Subscribe and save 20%

[Organic coffee - Buy online](#)

MOBILE

Responsive mobile site, with consistent look and feel from desktop, preserving the navigation characteristics inside a side drawer menu. Fast and with a minimalist mobile design, reduces visual friction, and focuses on the conversion path.

Product list page flows nicely with big bold pictures of the products, with easy to find prices, reducing anxiety for the click. Product page has little distraction, with clear focus to conversion, for the add to cart button (CTA).

Small improvements like contextual keyboards when typing phone numbers (ie. when a keyboard only comes with numbers on the screen), adding larger, more accessible prices on the product page, and increasing the buy button, to be accessible on the entire screen using the thumb while on larger phones, could impact conversions positively.



CONTINUES IMPROVEMENT STRATEGIES

The main goal for the company is to increase online sales and brand awareness. The strategy is to attract people to the company's website through social media such as Facebook, Instagram, and Twitter. In this case Continuous Improvement Strategies will be next:

- Continue the social media plan already established and started in May 2016
- Improve the website regularly to attract more customers and have a better result on the Google Search
- Continue the special Holiday's Loyalty program (Mother's day, Canada Day, Christmas, etc.). Share it on social media and e-newsletter
- Continue the monthly e-newsletter program
- Start a discount coupon program for special clients



INTEGRATED OFFLINE STRATEGIES

To integrate the online and offline strategies, the company will use the Social Media platforms (Facebook, Twitter, and Instagram) to let the customers know about the next events, to post event photos and start a coupon program to special clients.

Before any event, Farmer's Market or Demo, the company will post in all social media platforms where the event is going to be and what is going to happen in the event. This strategy will help to generate more interest of the customers.

The second strategy will consist in post event photos, describe what happened in the event day, and create a call to action for the next event posting the location and inviting the followers to attend the event.

Finally, some coupons will be offered for clients who already have coffee subscription through social media posts. The strategy consists in extra coupon for current clients. If the client meets the company in the event, he/she will have an extra 10% in one coffee bag. This strategy helps to drive more people to the event and also increases the number of coffee subscriptions offering one extra benefit.



TIMELINE

	#	EVENT / PROJECT	FREQUENCY	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ONLINE	WEBSITE	1 Website improvement	N/A								
		2 SEO improvement	N/A								
		3 Website Blog (Stand by)	Update once per week								
	EMAIL	1 Mogiana Coffee Mothers Day	1 newsletter email per month								
		2 Mogiana Coffee 20% Discount	1 newsletter email per month								
		3 Mogiana Coffee Events Invitation	1 newsletter email per month								
		4 Especial Farmers Market	1 newsletter email per month								
		5 Especial Farmers Market	1 newsletter email per month								
		6 Mogiana Fall Especial Offer	1 newsletter email per month								
		7 Mogiana Facebook Contest newsletter	1 newsletter email per month								
		8 Mogiana Holidays special offer	1 newsletter email per month								
	SOCIAL MEDIA & ADS	1 Facebook posts - Diverse content	3 post per week								
		2 Facebook posts - Diverse content	1 post per day								
		3 Mogiana Facebook contest	One month								
		4 Twitter - Diverse content	1 tweets daily								
		5 Twitter - Diverse content	2 tweets daily								
		6 Twitter - Diverse content	3 tweets daily								
		7 Instagram - Diverse content	3 post per week								
		2 Google Adwords Campaign - 20% Off Subscription	1 post per day								
OFFLINE	EVENTS	1 Farmers Market	1 per week								
		2 Coffee Gift - Blogs Influencers	2 per month								
		3									



KPIS

Key Performance Metrics:

- Conversion Rate - (Number of Sales/Number of Visitors) - \$\$\$ Goal - Revenue
- Bounce Rate - Number of visitors that landed on the site and for some reason left immediately - Rejection Rate
- Time on Page - Time Spent on a page (usually on tens of minutes) - How Effective is the page layout
- Pages per Visit - How many pages a same user browsed per session on site - How easy is to navigate and conclude an objective
- Registration per Visit - How many users registered
- Newsletter Email Subscription - How many new emails
- Contact Us - Submit - how many forms turned into leads
- Total Monthly Visitors - How many people visited the site in a month
- Desktop Sessions - How many sessions via desktop
- Mobile Sessions - How many sessions via mobile
- Average time on site - How long a user usually spends the site, completes a task, reach an objective

