



GREENHORN ESPRESSO BAR

SOCIAL MEDIA PLAN

by Lidia Rodrigues

GREENHORN ESPRESSO BAR

- Espresso bar opened in January 2014
- Location: in the heart of West End
- Hipster chic cafe with a European style
- Food service includes breakfast and lunch menu
- Almost everything is house-made
- Reasons?



UNIQUE SELLING POINT

"Local cafe focused on slow food made with care and consideration".

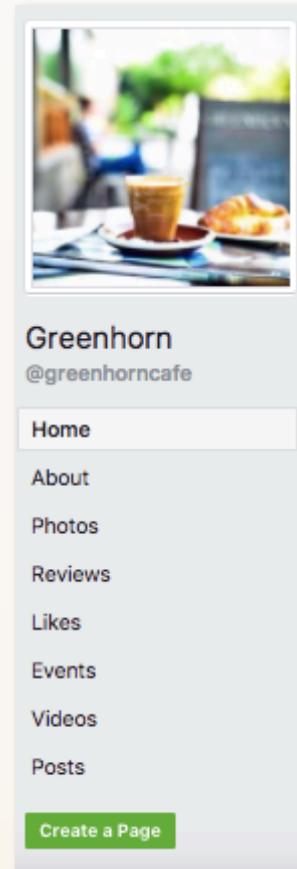
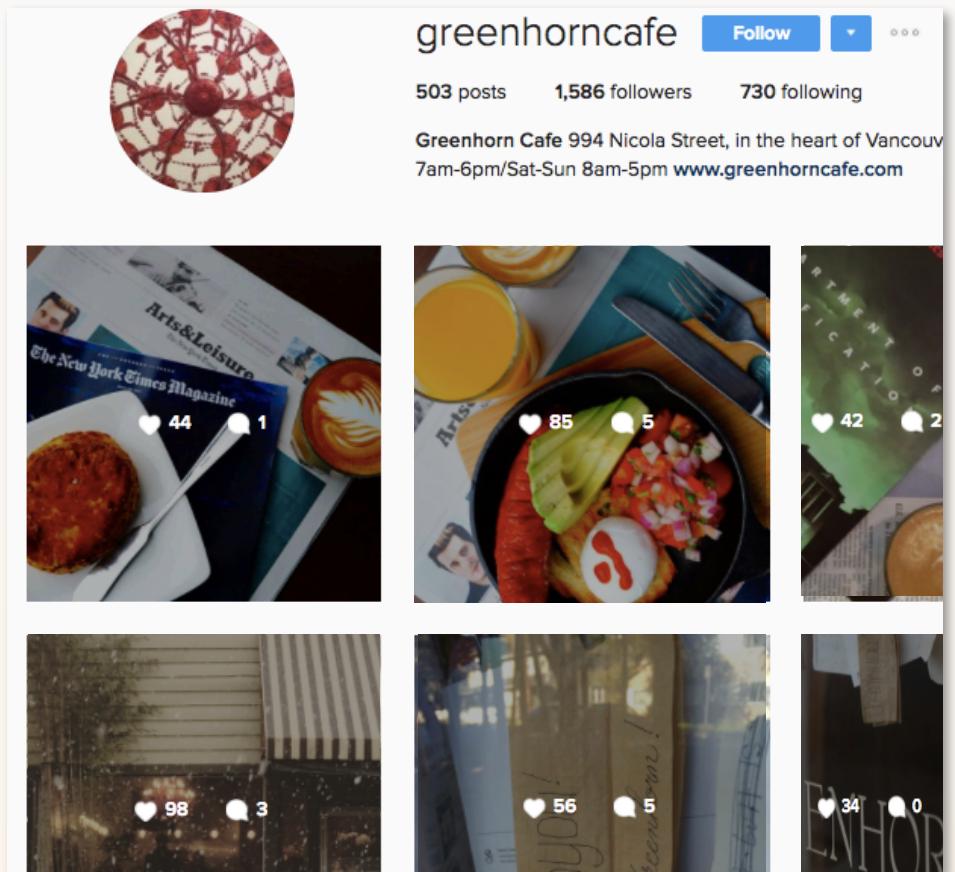


TARGET AUDIENCE

- People around 30 to 50 years old, living in West End area - Vancouver.
- They are professionals, well-educated, have healthy habits, appreciate good food and enjoy spending time talking with friends/family and while drinking coffee.
- They are concerned sustainability and consume local products.



ACTUAL ONLINE PRESENCE



SOCIAL NETWORKING GOALS

- 1- Increase brand awareness and sales by 20%
- 2- Increase number of followers/engagement by 30% to 50%
- 3- Increase the number of rents for special events in 20%

KEYWORDS TO EMPHASIZE

- Espresso cafe, Espresso bar, West End, Coffee shop, breakfast, brunch, Local cafe, coffee, healthy food

AMOUNT OF TIME WILL BE SPENT

Daily: 60 minutes

Weekly: 4-5 h

Monthly: 16-20 h

RECOMMENDED SOCIAL NETWORKS

1- FACEBOOK



2- INSTAGRAM



3- TWITTER



4 - BLOGS



* WEBSITE IMPROVEMENTS

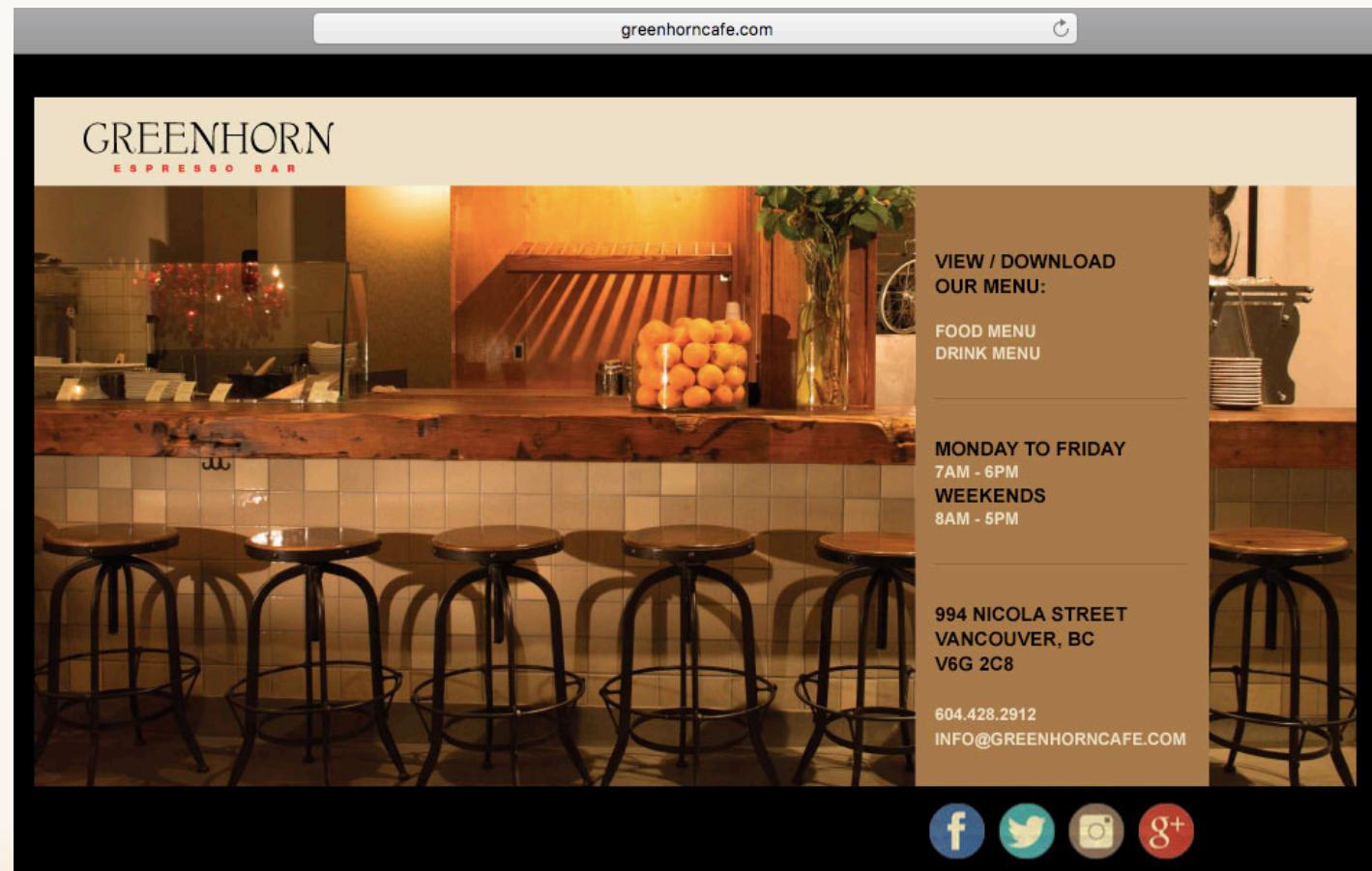
WEBSITE RECOMMENDATIONS

GOALS

- Increase website traffic by 30%
- Drive traffic to social platforms

STRATEGIES

- Re-design
- Sections: About, Gallery, Menu, Events, Media
- Improve SEO



FACEBOOK

GOALS

- Grow the number of followers in 30% after 1 year
- A minimum of 10 engagements per week
- Increase the number of check ins by 40%

STRATEGIES

- Change profile and cover photos to more attractive options
- Post at least twice a week
- Mixed and engaging content
- Create contests and polls to engage participation

 Greenhorn
March 26 at 12:06pm · 

Spring into your weekend with our new brunch skillet - rosti/latka topped with a poached egg, salsa, avocados, choice of bacon, chorizo or smoked salmon.



 Like  Comment  Share

 12 Top Comments 

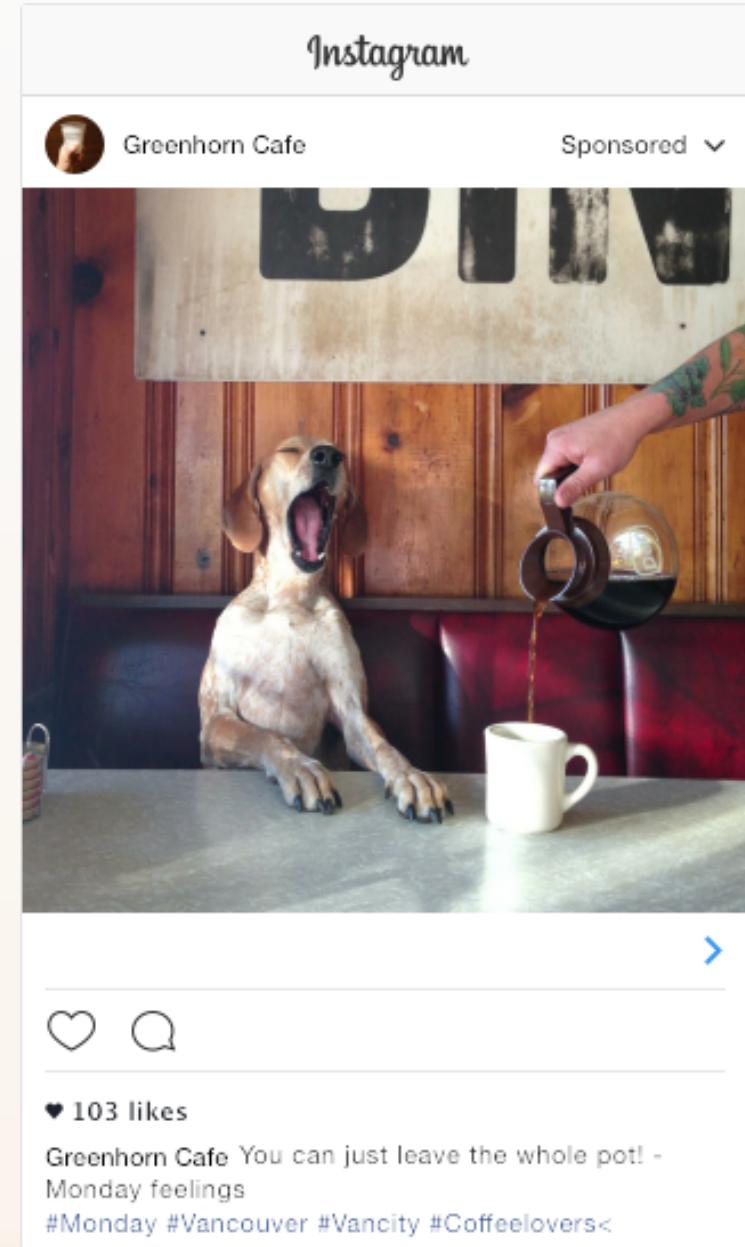
INSTAGRAM

GOALS

- Increase the number of likes in 20% in 6 months
- Help increase website and Facebook page traffic

STRATEGIES

- Find some people to follow (people and local business profiles), interact with them liking and commenting on photos
- Post at least 3 times a week, every week
- Fun and diverse content
- Contests, re-grams, appealing photos, and events



TWITTER

GOALS

- Increase the number of followers by 50%
- Increase the engagement, at least 5 per week on the first month

STRATEGIES

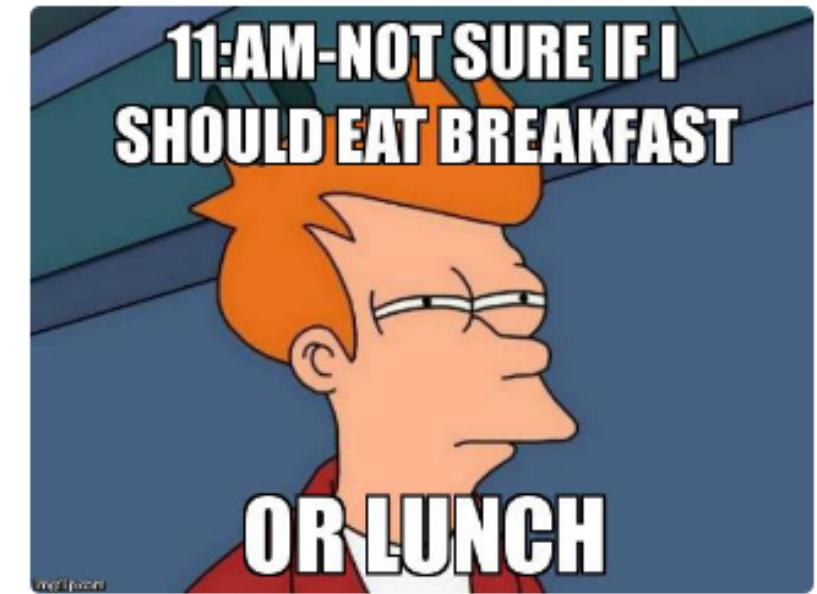
- Tweet at least once a day in the first month (different times)
- Second month increase to 2 tweets a day and maintain it for at least 6 months
- Contests, re-tweets, and events



GREENHORN CAFE
@GREENHORNCAFE

Whatever is your choice, we can help!
#Breakfast

10:30 AM - 25 Mar 2017



[Breakfast, lunch, brunch?](#)
4.2 / 5.0 stars - 24 ratings



5



13

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BLOGS

GOALS

- Increase brand awareness and build credibility
- Increase followers on social media platforms

STRATEGIES

- Build a strong relationship with Food Bloggers in Vancouver
- Van Foodies, Follow me Foodie, Inside Vancouver (Food & Drink) and The Food Queen
- Total of 4 posts per year
- Posts written by Greenhorn cafe considering each blog audience

JM FOLLOW ME FOODIE

LEAVE NO FOOD UNATTENDED AND NO COUNTRY UNVISITED

[HOME](#) / [ABOUT](#) / [BEST OF...](#) / [TRAVEL](#)

BY MIJUNE / Uncategorized / FEBRUARY 9, 2017

HAPPY NATIONAL PIZZA DAY!



It doesn't matter how old you are, everyone has a soft spot for pizza. And whoever thought pizza parties were only for kids, grew up too fast and stopped having fun!

To be honest I've never celebrated National Pizza Day but with the help from Delissin I

ABOUT MIJUNE



Food & Travel Storyteller | Director of Fun | Judge on Food Network Canada's Top

Chef Canada | TV Personality | "World's Most Extreme Foodies" by The Sunday Times | "Must Follow" by The Social Media Awards | Critical Thinker, Avid Learner... and Eater. Try it until you like it.



AS SEEN ON



NOT RECOMMENDED (FOR NOW!)

PINTEREST

- Pros: Visibility over time, increased awareness
- Cons: Specific content and strategy to stand out



FOURSQUARE

- Pros: Powerful tool for capture local consumer
- Cons: It's kind of dead! (Strong competitors)

E-NEWSLETTER

- Pros: Keep and retain a loyal audience, build relationship, increase sales
- Cons: Company does not have much to say for this platform (no sales, daily specials or events)

THANK YOU!

ANY QUESTIONS?