

GOOD MOVE CAFE REPORT



**CCRT SOCIAL MEDIA
CONSULTING**

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TO: GOOD MOVE CAFE
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SUBJECT: COMPLETED REPORT

CCRT Social Media Consulting is pleased to present you with our written report of research and recommendations to revitalize Good Move Cafe's social media strategy. Our team completed a thorough social media audit of Good Move Cafe's various online platforms and conducted analysis of the research we gathered. Our unique experience and backgrounds help us as a team to make the best possible recommendations that can bring your customer experience to a new level, increase in-person traffic, and heighten positive social media interaction.

We believe this report to be a great starting point for Good Move Cafe. Our CCR Team focuses on our specialty of Core Competency Revitalization®, which is exactly what the plan outlined in our report can accomplish for you. This is an important strategy that will help Good Move Cafe to refocus on its strengths and purpose.

We have enjoyed working with you and thank you for the confidence you have placed in us. We value your business and do our best to exceed your expectations. Please reach out with any questions or concerns.

Best,
THE CCR TEAM

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EXECUTIVE SUMMARY

Good Move Cafe has been making some bad moves with its marketing strategy. Good Move Cafe's social media averages a 3% engagement rate. Online reviews are mixed and have room for improvement. Many reviews do remain positive, but there are some complaints and comments even in the more highly rated reviews. Do not give up hope! There are ways for Good Move Cafe to establish strong relationships with its consumers and give them the delightful experience they seek.

To achieve such delight, there are three key challenges to overcome that come into play regarding Good Move Cafe's image:

1. Social media. Good Move Cafe's current social media is not accomplishing its goals. The low engagement rate is partly due to the lack of interaction with customers.
2. Food. The current menu houses many messy items that may damage the games and hamper the experience.
3. Promotions. The current presence of promotions tarnishes the brand and is ineffective.

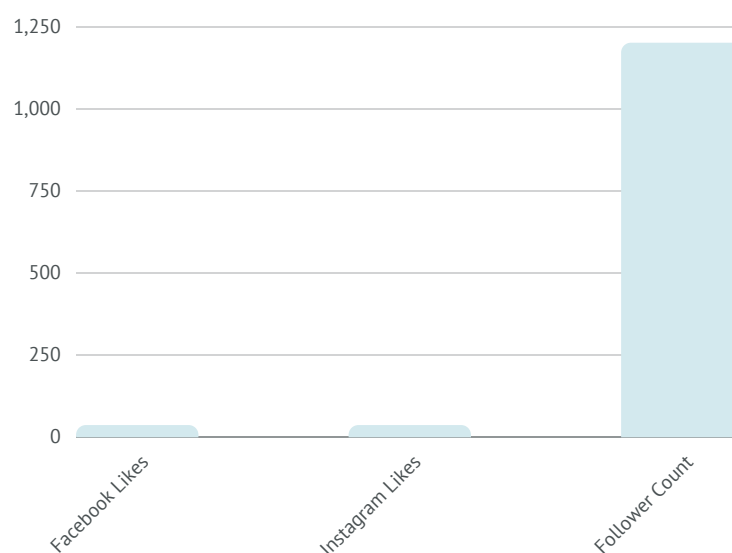
Recommendations:

1. The social media pages need to be revamped. Posts and stories should include human faces and the welcoming spirit Good Move has to offer! Interaction with followers is necessary for them to become loyal customers. Posts and captions should encourage customers to leave comments, like, and share. Involve customers with posts about the games and experiences to be had at Good Move Cafe!
2. We suggest that Good Move shift away from sit-down style food. Ridding the menu of the messier items may be in the better interest of the games and consumer experience. Good Move's core competency is the games, not the food. We also recommend crafting a soda bar and providing treats instead of greasy entrees.
3. Promotions should depend on and encourage interaction when present on social media. Ideally, the majority of deals should be found on third-party apps and websites instead of only on Good Move Cafe's social media.

These recommendations are Good Move Cafe's future success. By revamping and focusing on the core competencies of the cafe, its market and social media presence will expand exponentially.

INTRODUCTION

This report details recommendations to improve the social media presence of local business Good Move Cafe. Good Move Cafe provides customers with the chance to come play games and eat dinner in a fun and social environment. Good Move Cafe is located on Center Street in Provo, Utah and generates revenue through selling games, selling food, and charging for admittance to play games at its location. Good Move Cafe has created a fantastic store that many people enjoy coming to, but has a less than stellar social media presence. Social media continues to grow in importance as more and more people flock to online sites to interact with companies and find recommendations. We have analyzed past data and outlined recommendations in this report that we feel will help the store create a better brand for itself and boost business through social media marketing.



RESEARCH

Despite having a large customer base, Good Move Cafe has just over 1,000 social media followers on Facebook and Instagram, the largest social media sites for online marketing. We believe the follower count, follower interaction, and type of content posted is hurting its brand. We also investigated the associated Yelp profile, which details real customer experiences and provides insights for opportunity areas.

SOCIAL MEDIA AUDIT

YELP

Yelp and other review sites are a valuable way to receive feedback on how the public perceives local businesses. Consider the following insights gleaned from Yelp as well as on Good Move Cafe's social media pages, all of which were essential for forming our recommendations for improving the overall customer experience.

The general consensus on Yelp is that the food provided was good, but not great. Many commenters also noted that the service needed some improvement and that the food was often getting in the way of the games. Customers are finding that it can be hard to eat and play simultaneously because of the type of food served.

However, the overall rating for the experience of games and environment is great!

SOCIAL MEDIA

When reviewing Good Move Cafe's social media pages, we noted that many of the posts focus on promotions for food and games as well as general announcements. While this is information that may be of interest to its customers, this should not be the only type of content posted. These kinds of posts do not incentivize customers to interact with Good Move Cafe on the internet. They are not very interesting or memorable. The posts do not receive a lot of attention or thought from potential customers, as evidenced by Good Move's current engagement rate.

When considering engagement rate, our team looks at how many "likes" there are on a single post and divides that by the number of current followers. This showed that there is very little engagement between Good Move Cafe and its followers on social media. For example, Good Move's Instagram page currently has 1,157 followers. During the past year, "likes" have averaged around 35 per post, with a range from 5-200 "likes". This equates to a 3% engagement rate. We believe that over time, increasing Good Move Cafe's engagement rate will help to attract and retain more customers.

ANALYSIS

“In order to see the big picture, we have performed what is called a SWOT Analysis. This is to help our team analyze where business is strong, as well as identify areas where it can improve. A SWOT Analysis also helps us see where Good Move Cafe has room to expand in the future and barriers that are preventing that expansion. This analysis is critical to our recommendations that will improve Good Move Cafe's social media brand and overall customer perception long term.”

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none">• Fan base• Location• Consumer demand• Good games and selection• Well known	<ul style="list-style-type: none">• Games are damaged easily• Focusing on the wrong core competency• Social media presence - posts and follower count• Social media engagement
Opportunities	Threats
<ul style="list-style-type: none">• Location• Remove food, bring in drinks (possible partnership with other companies)• Rebranding• Focus on games	<ul style="list-style-type: none">• Poor parking• Entertainment industry• Food industry• Game night at home• Cost• Covid-19

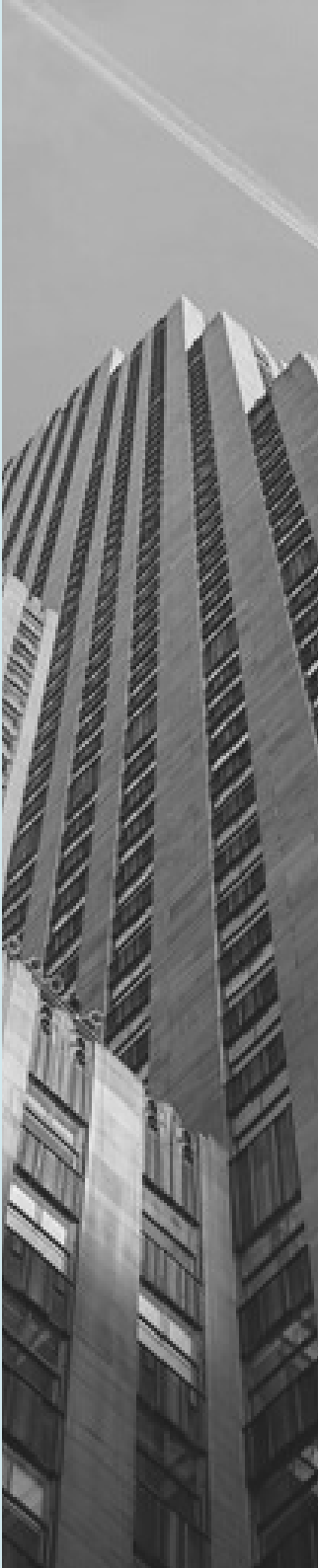
Good Move Cafe has been an established business in Provo for a few years now. This is beneficial and in part is due to a strong fan base and a great location. College students and married couples love Good Move Cafe! Good Move Cafe is in an area saturated with young adults who like good clean fun. They enjoy coming in for date nights and exploring new board games that are provided to them. Good Move Cafe has done an incredible job at making a name for itself and getting people in the door. It has, in a way, created its own demand, which is a unique strength that we feel should be built upon.

Strengths. There are incredible opportunities with the location alone. The cafe is situated in a great location for foot traffic and free advertising. Our team is local to Provo and often sees the cafe while driving down University Avenue. There are constantly festivals and social gatherings right there on Center Street, and we believe those are perfect opportunities to get new customers into the store. With the right marketing and promotions, this could bring in a new customer base that currently doesn't exist.

Weaknesses. There are however, a few things that we believe you could buoy up as you continue with your business. We understand that a few of these observations are out of Good Move Cafe's control; nevertheless, we recognize their existence as future opportunities to capitalize on. Because Good Move Cafe is centered around board games and food, there is a potential for damaged board games. We will return to this issue.

Opportunities. Our strength as a team is identifying and revitalizing businesses' core competencies. In this case, we feel that Good Move Cafe is ignoring its core competency by focusing energy on other things. Good Move Cafe at its core is centered around games, not around food. We do not believe that people come to the cafe with food in mind, but rather to be entertained and experience the environment of games and camaraderie. By shifting away from food, limiting the menu, or possibly partnering with another local business to bring in some sort of soda bar, we believe Good Move would be able to focus more on the games and environment, thus providing more of what its customer base is seeking when they come through its doors.

Good Move's social media presence is both a weakness and an opportunity. It is a weakness because it struggles to engage followers and encourage interaction. However, it is an opportunity because it certainly can be revitalized.



Threats. As we take a look at Good Move Cafe from an outside perspective, we recognize the importance of seeing what threats could potentially harm the business. As the cafe continues to grow in popularity, we feel that we should point out that the parking situation is a threat that could become tricky in the future. There are very few spots on Center Street, so thinking about a parking strategy for customers would be helpful. We also feel that Good Move's strategy does not align with its purpose. This comes down to deciding what type of establishment it is. Good Move is currently acting as a restaurant, game store, and experience creator. By focusing on one of these and defining a true core competency, Good Move will be able to shore up its business strategy and prevent outside threats from becoming an issue for the business.

RECOMMENDATIONS

“In an effort to attract new customers while retaining your current customer base, we suggest that you consider the following recommendations to help improve your customer experience:

1. Create engaging social media posts.
 2. Revitalize core competency – the gaming experience.
 3. Utilize promotions to attract customers.
- ”

SOCIAL MEDIA

Improving Good Move Cafe's social media presence by creating engaging posts for customers to interact with will prove to be beneficial in the long run. Rather than posting promotions and general announcements, focus on posts of customers in the store playing games. Followers need a reason to follow the account other than hoping for a promotion. Use captions that encourage customers to comment, like, and share posts. For example, ask customers what they like about a featured game and incentivize them to share a picture(s) of them in the cafe playing that game. Doing so will motivate your customers to be more involved on Good Move's media pages and will create a new source of marketing.

Some non-promotional content to post could be game-focused videos. Do you like spending time reading the instructions for a new board game? The answer more often than not is "no." Another strategy that Good Move can implement to increase traffic on social media pages and gain more followers is to do live stories (videos) explaining the background and rules of a new game. As people watch these videos and become interested in playing a featured game, they will tag their friends. This, in turn, will draw new followers to the cafe's social media pages.

CORE COMPETENCY REVITALIZATION

Consider what sets Good Move Cafe apart from its competitors. Is it the food that draws customers to come? No, it is the family-friendly environment and games that attract people to Good Move Café. This is Good Move's core competency.

As mentioned in our audit, food and the associated food service don't receive the positive feedback that the games do. In fact, some reviewers have shared their thoughts on the difficulty of enjoying a good game while eating a greasy hamburger. This makes the experience less enjoyable for customers who come to play games but find them ruined by greasy food.

Instead of focusing on both food and the gaming experience, we suggest forgoing the food menu and redirecting efforts on improving the customer's playing experience. We understand the value that offering food can bring in attracting customers. That is why we recommend that Good Move Cafe consider entering into a partnership with an establishment such as Swig, Sodalicious, or Crumbl. These are popular local eateries that offer food and drinks that are easy to eat while playing that will still satisfy customers. A less drastic approach could be cutting down the menu to be more snack food friendly or creating a drink bar while still keeping it all in-house. Either option can allow Good Move Cafe to focus on its core competency while still providing customers with the option for both services.

Focusing on Good Move's core competency will help in its efforts to improve its social media pages. Once Good Move has partnered with one of these companies, share the news on social media. Get customers excited about the new partnership and encourage them to tag their friends. Not only will this partnership draw the attention of Good Move's followers, but it will also get the attention of your partner's social media followers. This is a win-win for both businesses! As the partner shares the news on its social media feed, its followers will be drawn to Good Move's social media page, giving it even more exposure to the public.

PROMOTIONS

Consider removing promotional content almost entirely from social media accounts. Instead, utilize deal apps, like the 2for1 app or Groupon. Constantly posting about deals tarnishes the brand because the promotions lose potency. Customers often see price as an important quality indicator, and constant and visible price slashes make the experience seem less valuable. However, when customers find deals on third-party media sites that are focused on sharing promotional content, they see the deals as more acceptable and valuable to them. Deals that are only cost based assume that customers are overly price-sensitive.

Good Move Cafe has many ways it can compete, especially in an area like Provo where the market is saturated with couples and friends looking for date-like experiences. We also recommend expanding the scope of promotions. This can be accomplished by planning events centered around certain games, holding competitions, or partnering with local Provo influencers.

CONCLUSION

Our team conducted careful research and spent time consulting with each other to craft the most beneficial recommendations possible. If Good Move Cafe implements these recommendations, we believe that it will quickly see the effects of increased follower interaction. Similarly, a refocus on Good Move's core competencies, played out through both online activity and in-store activity, will increase customer loyalty and traffic. Purposeful promotion placement as outlined above will buoy up the brand image and appeal to more of the market. Revitalizing Good Move Cafe's strategy to focus on its strengths and goals will be a game changer!

