# Brew Beans Café – Marketing Kit

## 1. Social Media Post Ideas

Engage your audience with a mix of content types:

* - ☕ Behind-the-scenes brewing shots
* - 📸 Customer of the Week feature
* - 🎉 Announce new menu items or seasonal specials
* - 🧠 Coffee trivia or fun facts
* - 📅 Promote events like live music or workshops
* - 💬 Polls or Q&A in Instagram Stories
* - 🌱 Sustainability tips and BYOC (Bring Your Own Cup) reminders

## 2. Loyalty Card Layout

Design Concept:

Front:

* - Brew Beans Logo and tagline
* - "Collect 10 stamps, get 1 coffee free!"
* - 10 stamp icons with space for initials or date

Back:

* - Terms & Conditions
* - Valid only for beverages
* - Non-transferable and not redeemable for cash

## 3. Referral Program Flyer

Headline: "Refer a Friend & Both Get Rewarded!"

Details:

* - Refer a friend to Brew Beans Café
* - Your friend gets 10% off on their first order
* - You get a free coffee on your next visit

Include space for:

* - Referrer Name & Contact
* - Referred Friend Name
* - Date of Visit

## 4. Promotional Campaign Planner

Use this planner to organize your monthly marketing efforts:

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Campaign Theme | Platform(s) | Notes |
| Week 1 |  |  |  |
| Week 2 |  |  |  |
| Week 3 |  |  |  |
| Week 4 |  |  |  |

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