

Bookshop

Music

Coffee

Melody & Mocha



Intro

What is Melody &
Mocha?



A bookstore and coffee
shop with a unique twist

- The book shop is organized by music genres and artists
- Coffee shop menu is drinks based off music



Logo



Melody & Mocha

Book and Coffee Shop

Combining the joys of reading and music



Coffee Shop



Coffee shop is also curated for music lovers

- drinks inspired by songs, albums, and artists
- special playlists for the coffee shop
- a place where customers can enjoy their book or work on school work.



SWOT Analysis

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Strengths

- Combines multiple things that customers love
- Relevant to current pop-culture
- More personable feel than places like Barnes and Noble and Starbucks
- Sense of community
- Niche selling point advantage

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Weaknesses

- Struggle to effectively pair music and books together
- Possibly confusing to customers who do not pay attention to music
- Difficulties maintaining both the bookstore and coffee shop

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Opportunities

- Increasing trend in supporting small business and local shops rather than big businesses
- Since the pandemic, interest in reading has increased 8.9% and is projected to continue rising

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Threats

- Competition with big book sellers such as Barnes and Noble
- Competition with established coffee shops such as Starbucks
- Customers resistance to change from brands they already love
- Staying relevant and on top of trends

Competitor Analysis

Barnes and Noble

- Largest bookseller in America with 592 stores in all 50 states
- Large inventory
- Most Barnes and Noble Store fronts have a cafe or coffee shop in them
- Brand loyalty and awarness

Local Coffee Shops

- Local coffee shops with an established customer base
- Location convenience
- However, we have a unique selling point



Target Audience & Persona's

The Gen Z College Kid:

- Usually grabs for the romance books to read. Typically will finish the whole book within a week after being completely invested and fascinated by the love story within the pages. They are usually a hopeless romantic.
- They take numerous trips to the coffee shop on the weekends, and sometimes after classes. Their go-to on the menu is the Venti Vinyl (an Iced Brown Sugar Latte with Oatmilk).
- Their favorite music is pop, more specifically songs about breakups and love stories. The top three artists on their Spotify playlist is Taylor Swift, Olivia Rodrigo, Tate Mccrae, and Harry Styles.

The Bookworm:

- Spends any spare time in their life reading a book. The genre never matters to them, as long as it's captivating. They will never start two books at the same time, but will sometimes finish a book in one night just to start the next one.
- They typically listen most frequently to Noah Khann, Hozier, & Folklore. Indie music makes their heart happy. They love to listen to their music, while reading as well.
- They have a soft spot for mental health awareness, which is why they like to spend a lot of their time not only reading, but reading books about life and psychology. Studying the brain is fascinating to them.

The Coffee Lover:

- Coffee and caffeine is their water. They could drink any type of coffee or tea, it does not matter. They will tell you about everything on the menu, and what the best part of each item is. Their coffee order is not specific on the menu, because it is highly complicated.
- They love to listen to every genre of music as well. Typically when visiting the coffee shop, they get their order in a to-go cup, and will only stay if it's to catch up with a friend while listening to the music.
- They never usually read, but love coming to socialize and enjoy the atmosphere with the sounds of hit songs and the smell of freshly brewed coffee.

Platforms & Reasonings

Instagram

- Engaging Community: Instagram fosters a sense of community through likes, comments, and shares, enabling direct interaction with your audience.
- Younger Demographic: Instagram attracts a younger demographic, making it ideal for reaching our target audience.
- Storytelling Opportunities: Allows for creative storytelling through images and captions.
- Analytics Insights: Insights provides valuable data on audience demographics, content performance, and engagement, aiding in strategic decision-making.

Pinterest

- Visual Platform: Pinterest is highly visual, allowing you to showcase the unique atmosphere, products, and experiences of your bookstore and coffee shop.
- Hashtag Utilization: Increases discoverability, connecting your content with relevant communities.
- Lifestyle Inspiration: Ideal for businesses combining books, coffee, and music, as Pinterest users often seek lifestyle inspiration.
- Niche Audiences: Pinterest caters to niche interests, making it effective for reaching audiences specifically interested in literature, music, and coffee.

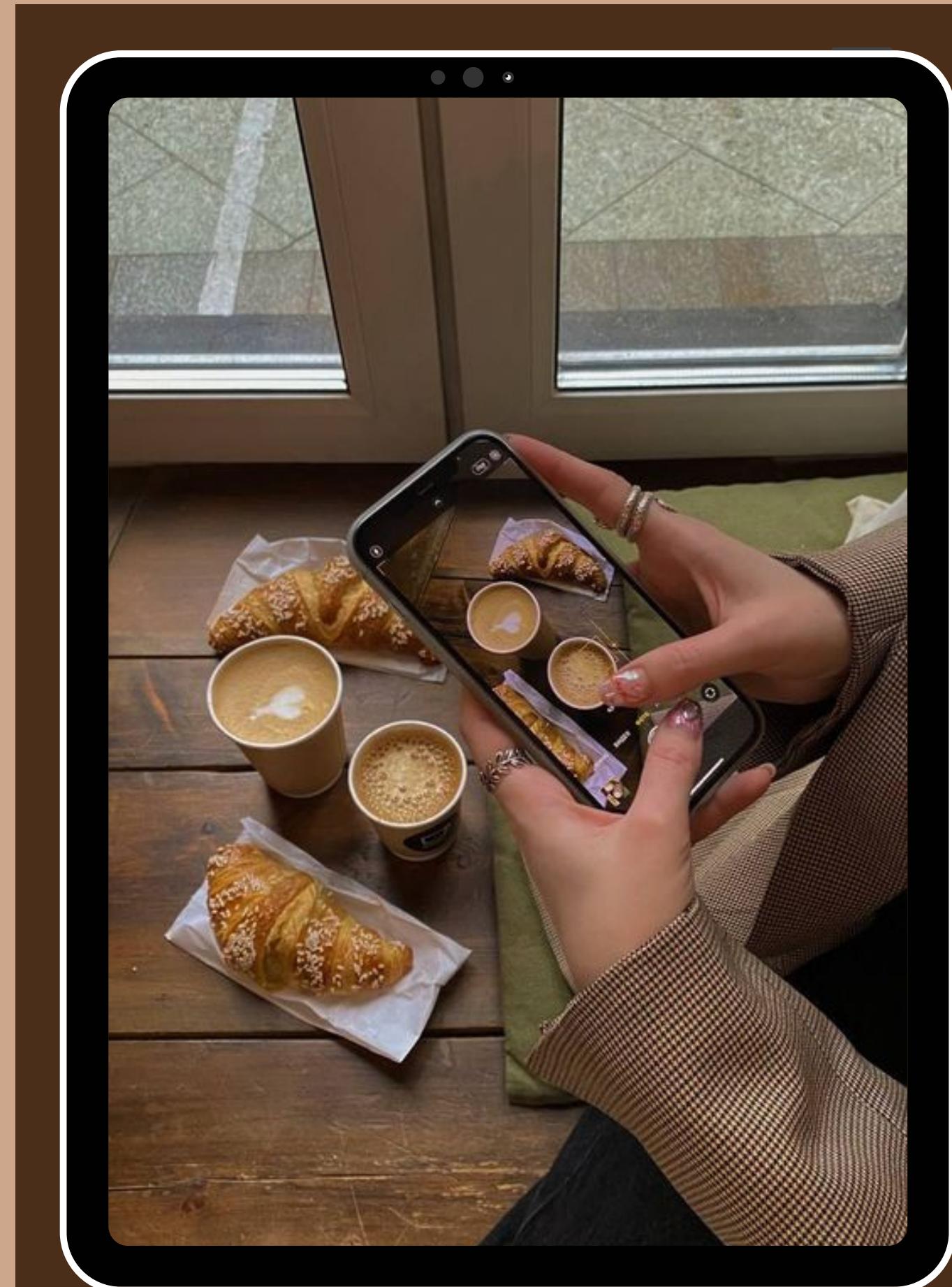
TikTok

- Influencer Collaboration: The platform provides opportunities for collaborating with local influencers to reach wider audiences.
- Viral Potential: TikTok has a high potential for content to go viral, increasing our reach.
- Trend Participation: The platform is driven by trends, allowing our business to participate in popular challenges and capitalize on trending themes.
- Bite-Sized Content: Ideal for showcasing quick snippets of book recommendations, coffee-making processes, and music highlights.
- Music Integration: TikTok's strong integration with music can be leveraged to promote the bookstore and coffee shop.



Instagram Strategies

- Instagram Stories & Posts:
 - Books & Coffee Pairings: Sharing recommendations for book and coffee pairings.
 - Behind-the-Scenes: Offering glimpses into the daily operations.
 - Customer Spotlights: Highlighting our customers' experiences through user-generated content or features. Featuring UGC on our profile to build a sense of community.
- Hashtag Strategy:
 - Create a branded hashtag that represents our unique identity.
 - Utilizing popular and relevant industry hashtags to increase the discoverability of our content.
- Promote Events:
 - Using Instagram to promote upcoming events, book launches, live music performances, or special coffee tastings.
- Influencer Collaborations:
 - Partnering with local influencers, authors, or musicians to expand our reach. Influencers can share their experiences at our establishment, reaching new audiences.
- Themed Content:
 - Planning and executing themed content weeks, aligning with literary events, music releases, or special occasions.





Instagram Metrics

- Reach and Impressions:

Monitoring how many users have seen our content (reach) and how often it's been seen (impressions).

- Follower Growth:

Keeping track of our follower count over time to gauge the effectiveness of our content and engagement strategies.

- Top Performing Content:

Identify the type of content (photos, videos, stories) that resonates most with your audience.

- Hashtag Performance:

Analyzing the reach and engagement of posts with specific hashtags to understand which ones are most effective.

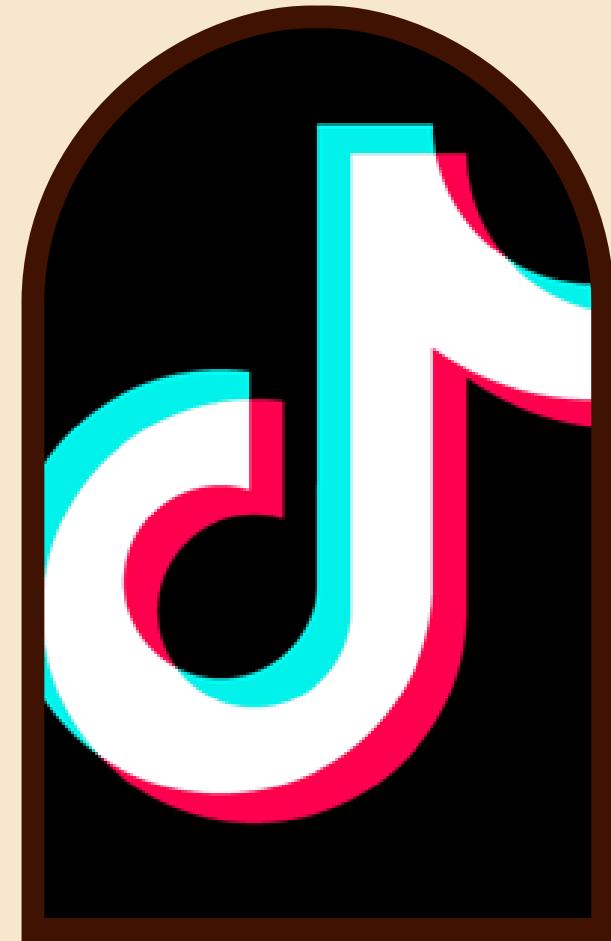
- Engagement Rate:

Calculating our engagement rate by dividing the total number of interactions by the total number of followers and multiplying by 100.

- Using Stories Insights:

Checking metrics like views, interactions, and exits to understand how users are engaging with our content.





TikTok

Stats

- 3 billion downloads worldwide
- 50 million daily active users
- sixth most popular social media platform in the world
- Age distribution 18-35
- 57% female, 43% male TikTokers.

Goals & Objectives

- make more people aware of the brand and its products/services.
- foster a connection with the target audience and build a community.
- highlight the brand's offerings in a creative and entertaining way
- convert TikTok users into customers.

TikTok



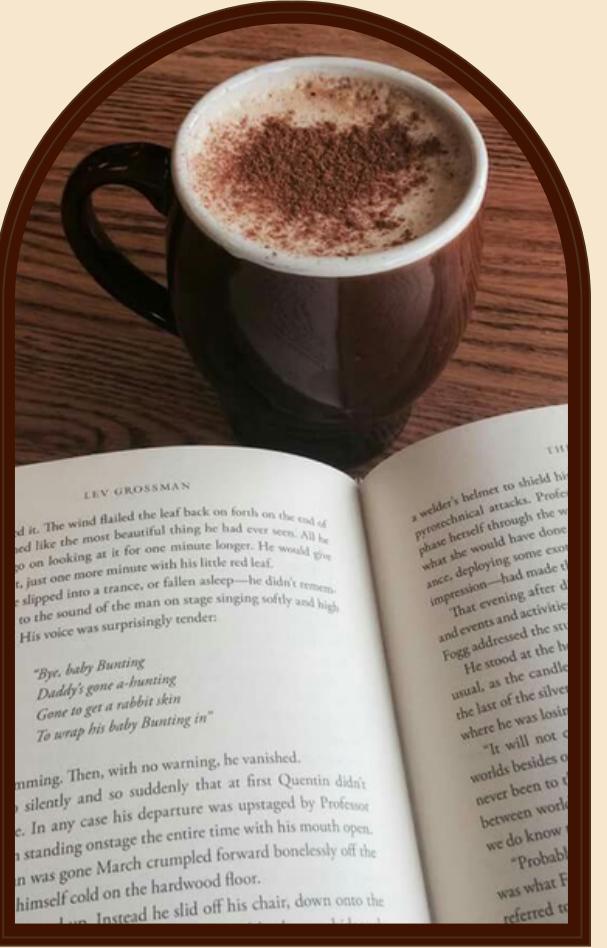
Post Themes

- Literary Lyric Pairings
- Author Soundtracks Reveals
- Coffee and Vinyl Pairings
- Book and Music Recommendations
- Coffee art and music

Strategies

- Find creative ways to promote products or services
- Explore different TikTok features. .
- Use playlists for easy navigation and visibility.
- Post content consistently.
- Monitor and analyze post-performance.

TikTok



Metrics

- Follower Count
- Monitor Video Views
- Track Likes
- Measure Engagement (comments, hashtags, mentions)
- Analyze Geotags

Post Types

- Connect famous book quotes with song lyrics.
- Unveil playlists inspired by favorite authors.
- Pair books with coffee blends.
- Recommend books with matching music.
- Showcase intricate barista latte art with a musical touch.

Pinterest Strategies

POSTS:

- All posts made by our coffee shop are highly aesthetic, and focus on a combo of the book, coffee, and music.
- Post multiple times a day to ensure exposure

LINK TO PRODUCT:

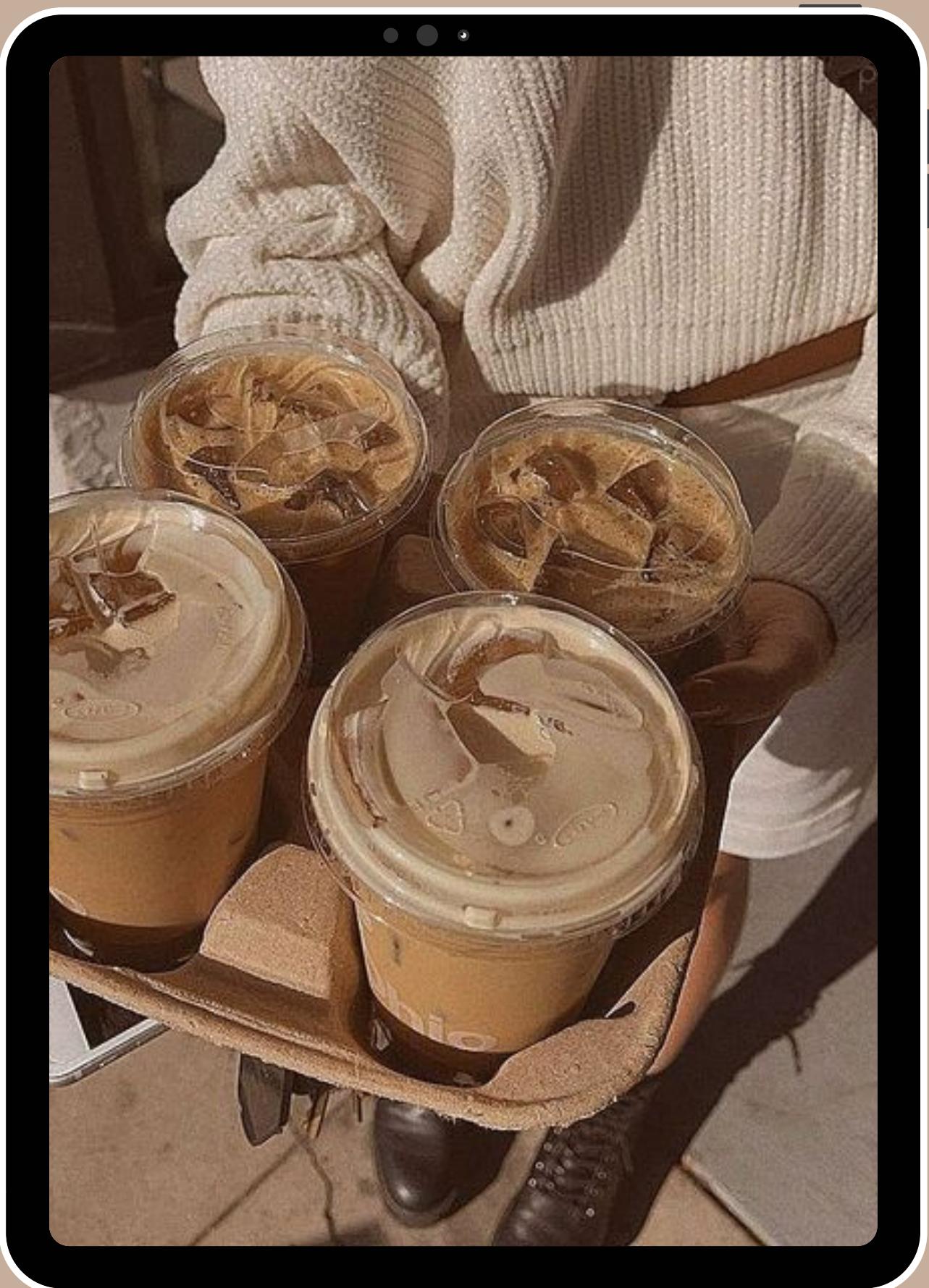
- All posts that feature our products, have a link to them on every post. This in turn gets more clicks and views to the coffee shop.

PROMOTE FEATURE:

- Our coffee shop uses the Pinterest promote feature to get our posts and the name of our shop out there quicker.

CAMPAIGN:

- Do a giftcard giveaway to whoever can make the best drink, book, and song combo



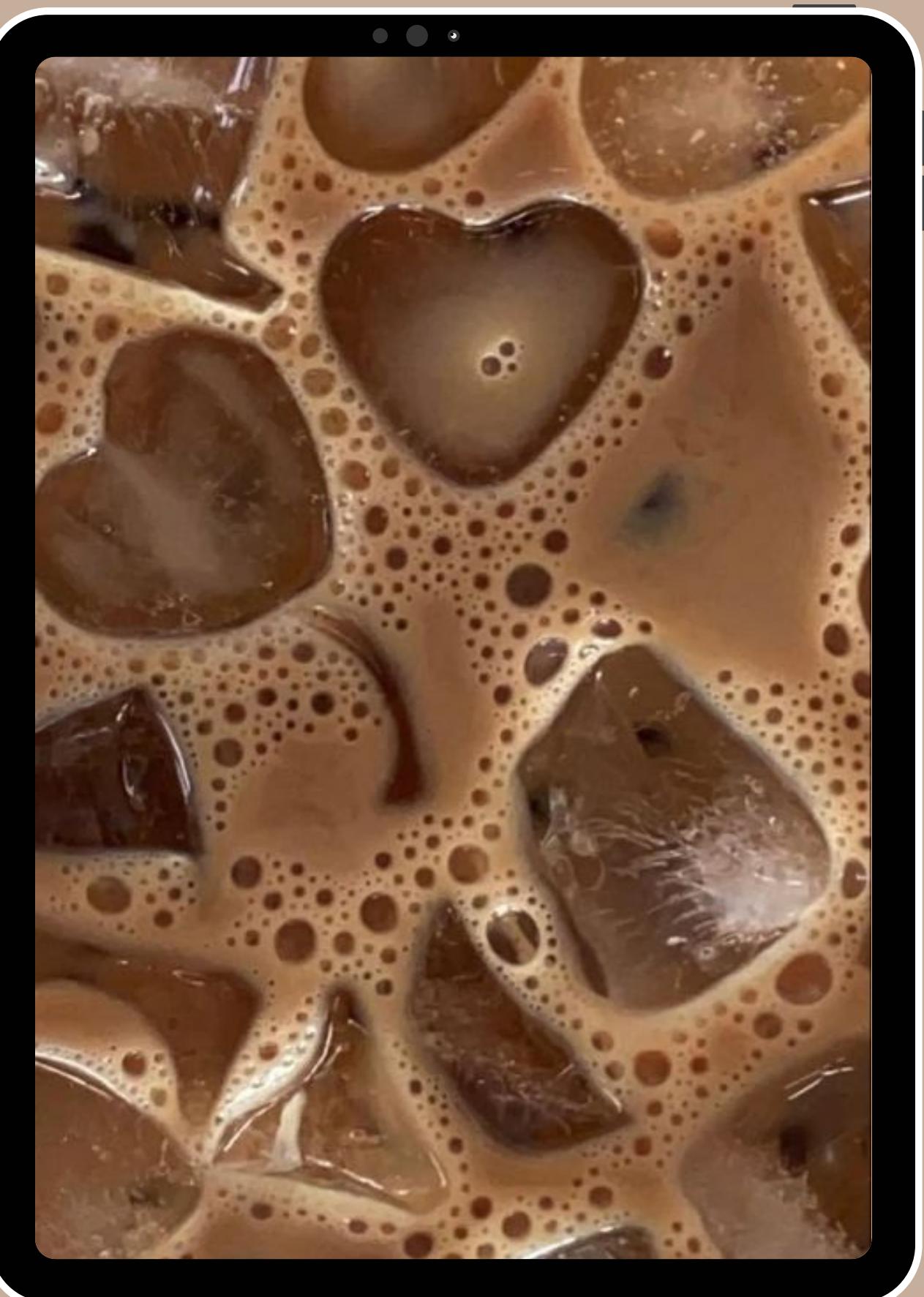
Pinterest Metrics & Stats

METRICS:

- Follower Count
- Re pin count
- Number of board pinned to
- Measure engagement & comments
- Number of clicks

STATS:

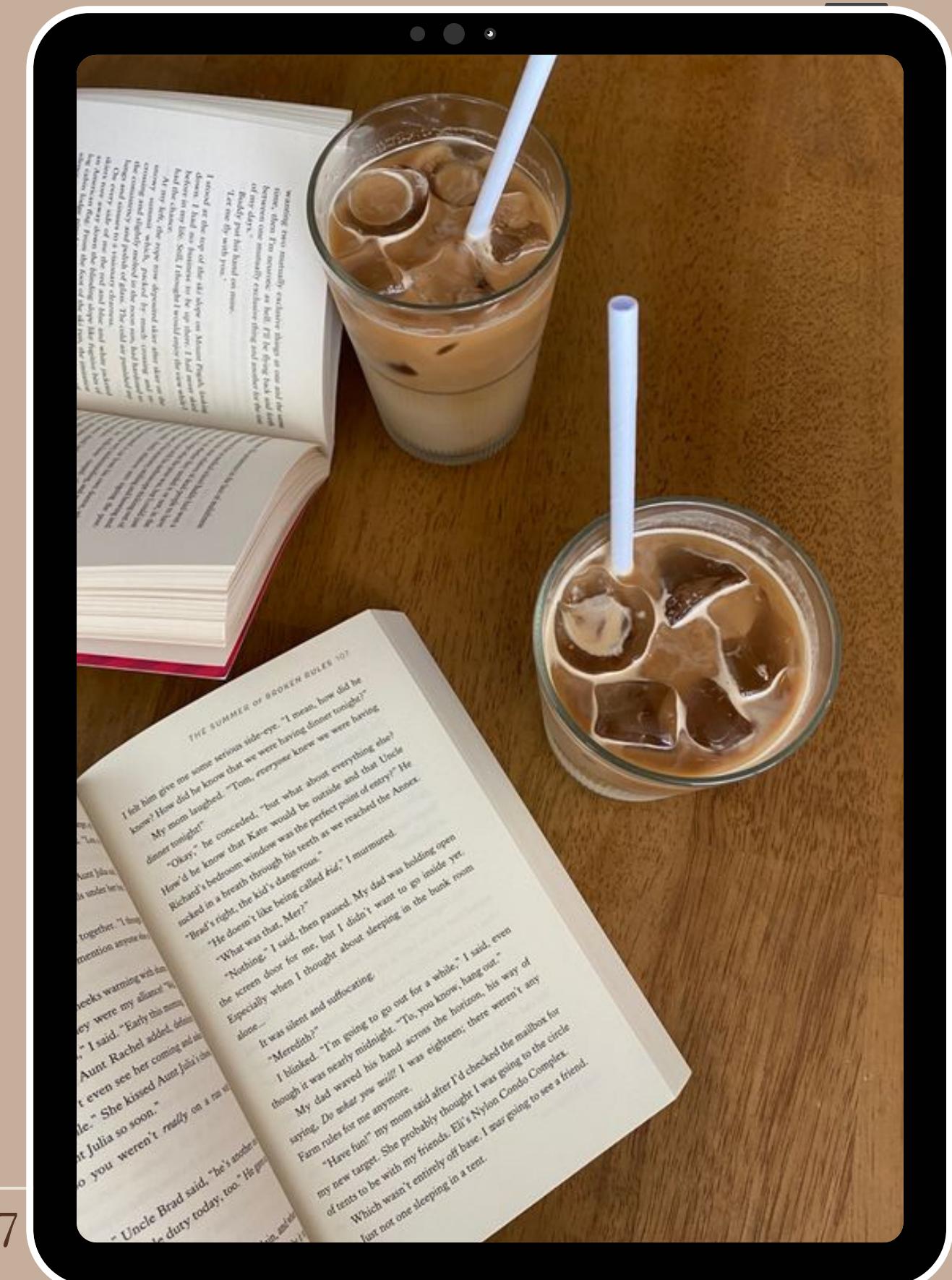
- 1 million followers
- 200 million likes/shares/pins
- 60% female & 40% male audience
- primarily the US



Pinterest Theme

THEME:

- Posts align with corresponding books, song title, and drink
- Monthly themed posts - EX: Fall is cozier drinks, books, and songs, whereas spring is more bright and cheery songs, books, and drinks
- Lots of book recommendations
- Lots of coffee recommendations
- Lots of song recommendations
- Inspiring quotes
- Aesthetic pictures of the coffee shop



Conclusion

In conclusion, by diligently implementing the strategies outlined, we firmly believe that our bookstore and coffee shop can captivate the attention of our target audience and cultivate thriving and successful social media platforms. The combination of engaging content, consistent branding, and strategic use of platform-specific features will not only enhance our online presence but also foster a vibrant community. By carefully analyzing our best-performing strategies and making necessary adjustments, we are able to build successful social media accounts that truly connect with our audience.

Thank you for your time!

