**6.0 MARKETING STRATEGY**

6.1 Using Social Medias

* Instagram and Facebook campaigns showcasing the ambiance and drinks.
* Create high quality contents.

6.2 Promotions

* Loyalty programs and student discounts.
* Send personalized offers on customers' birthdays, such as a free item or a percentage off.

6.3 Events

* Hosting live music or poetry nights to attract more customers.
* Hosting or sponsoring charity events can build goodwill, engage with the community, and promote your brand’s social responsibility.

6.4 Product Collaborations

* Create unique products or experiences in collaboration with other local businesses
* Partner with local businesses like bookstores, bakeries, or gyms to cross-promote services

6.5 Sustainability Practices

* Eco-Friendly Packaging such as use reusable packaging and promote this eco-conscious effort as part of your brand’s commitment to sustainability
* Emphasize that your coffee is helping local farmers to showcase your support for sustainable practices