

# Module 8: Marketing (Online + Offline)

Marketing is the lifeline of your café. A great menu and ambiance won't bring customers unless people know about your café!  
This module covers:

- ✓ How to market your café using online & offline strategies
- ✓ Proven methods to attract more customers & increase sales
- ✓ Low-cost marketing ideas for small cafés



## Step 1: Understanding Your Target Audience

Before marketing, identify who your customers are:

Students & Young Professionals – Love budget-friendly meals, combos, Instagrammable cafés.

Families & Working Professionals – Prefer a comfortable place with good service.

High-Spending Customers – Look for premium experiences, gourmet coffee, and exclusivity.

📌 Why is this important?

- ✓ Students → Offer discounts, Instagram contests
- ✓ Families → Promote special meal deals & kids' menu
- ✓ Premium customers → Focus on ambiance, gourmet menu, influencer mark



## 💡 Step 2: Offline Marketing Strategies (Local Promotions)

💡 Goal: Bring more footfall to your café from the local area.

### Local Advertising & Branding

- ✓ Attractive Signage: A bright, well-lit sign makes your café visible from far.
- ✓ Flyers & Posters: Distribute at colleges, gyms, offices, and shopping areas.
- ✓ Partnerships: Tie up with nearby shops, hostels, and offices for discounts.
- ✓ Billboards & Banners: Place them in high-traffic areas like malls & cinemas.

### Launch Offers & Happy Hours

- 🌟 Opening Day: “Flat 50% Off on Entire Menu!”
- 🌟 Happy Hours: “Buy 1 Get 1 Free on Cold Coffee (4 PM – 6 PM)”
- 🌟 Student Discount: “Show College ID & Get 10% Off”



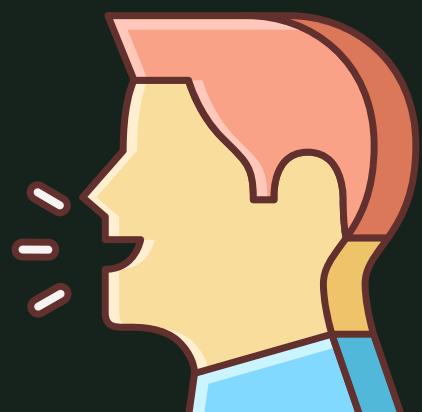
## Word-of-Mouth & Referral Marketing

- ✓ Loyalty Cards: "Buy 5 coffees, get 1 free" increases repeat customers.
- ✓ Refer & Earn: Customers who refer a friend get a discount.
- ✓ Surprise Giveaways: Offer free desserts or discount coupons to random customers.

## Local Events & Collaboration

- ✓ Host live music nights, comedy shows, open mic events to attract new people.
- ✓ Collaborate with colleges, gyms, and corporate offices for bulk orders.
- ✓ Sponsor local events & college fests to increase brand visibility.

 Example: A café near a college can host "Exam Night Study Sessions" with unlimited coffee refills



## 💡 Step 3: Online Marketing Strategies (Social Media & Digital Ads)

💡 Goal: Make your café famous on Instagram, Facebook, Zomato, and Google!

### Instagram & Facebook Marketing

- ✓ Daily Posts: Post mouth-watering food pictures & café ambiance.
- ✓ Reels & Stories: Show live cooking, customer reactions, behind-the-scenes.
- ✓ Polls & Contests: Example – "Tag 3 friends & win a free burger!"
- ✓ Influencer Collaborations: Invite local food bloggers for reviews.
- ✓ Hashtags: Use trending hashtags like #Foodie #CafeVibes #BestCoffee





## 📌 Content Plan for Instagram (Example)

Day	Post Type	Example
Monday	Product Post	Picture of cheese burst pizza with a catchy caption
Tuesday	Behind-the-Scenes	Video of barista making latte art
Wednesday	Customer Testimonials	Happy customer reviews
Thursday	Interactive Poll	"Cold Coffee or Hot Coffee? Vote now!"
Friday	Offer Announcement	"Get 1 Free Mocktail on Fridays!"
Saturday	Influencer Collab	Food blogger reviewing a dish
Sunday	Fun Meme	"How coffee saves my Monday!"



- 💡 Why? 70% of customers Google a café before visiting.
- ✓ Claim Your Café on Google: Add your café name, address, contact.
- ✓ Upload Photos: Good-quality food & ambiance pictures.
- ✓ Collect Reviews: Ask happy customers to leave 5-star ratings.
- ✓ Post Weekly Updates: Announce special offers & events.
- 📌 Example: "Special Friday Offer: Get a Free Cookie with Any Coffee ☕🍪!"

### Zomato & Swiggy Promotions

- ✓ List your café on Zomato & Swiggy to get online orders.
- ✓ Offer discounts on first orders (e.g., ₹50 Off on First Order).
- ✓ Keep an exclusive online-only menu for Zomato (e.g., special combos).
- ✓ Get positive reviews – More stars = More visibility.
- 💡 Tip: Swiggy & Zomato have paid promotions (e.g., ₹500 per day ads) to bring more orders.



## WhatsApp Marketing & Direct Messages

- ✓ Create a WhatsApp Business Account
- ✓ Send Offers to Existing Customers (Don't spam, send once a week)
- ✓ Special Menu Alerts: "Try our new Chocolate Mastani at ₹129!"
- ✓ Festival Discounts: "Get 10% off this Diwali! Visit Today!"
- ✗ Example Message:

"Hey Foodie! 🍔 Try our new Paneer Tikka Pizza & get a FREE Coke! Order now – [Café Name]"

💡 Tip: Offer discounts to customers who share your WhatsApp status!



## 💡 Step 4: Paid Advertising for Faster Growth

If you have a marketing budget, paid ads can give instant results.

### Facebook & Instagram Ads

- 💰 Budget: ₹2,000 – ₹5,000 per month
- ✓ Target local customers (age 18-35)
- ✓ Show ads of cold coffee, burgers, pizza, and special offers
- 📌 Example Ad:  
"Love Cold Coffee? Buy 1 Get 1 Free Today! Visit [Café Name]"



### Google Ads (For People Searching "Best Café Near Me")

- 💰 Budget: ₹3,000 – ₹7,000 per month
- ✓ Run ads for local searches (e.g., "Best café in Washim")
- ✓ Show customer reviews & best dishes in the ad
- 📌 Example Ad:  
"Washim's #1 Café – Try Our Cold Coffee Today!"

Tip: Don't hire any marketing agency learn from youtube

## 💡 Step 5: Tracking & Improving Marketing Results

### 📊 What to Track Weekly?

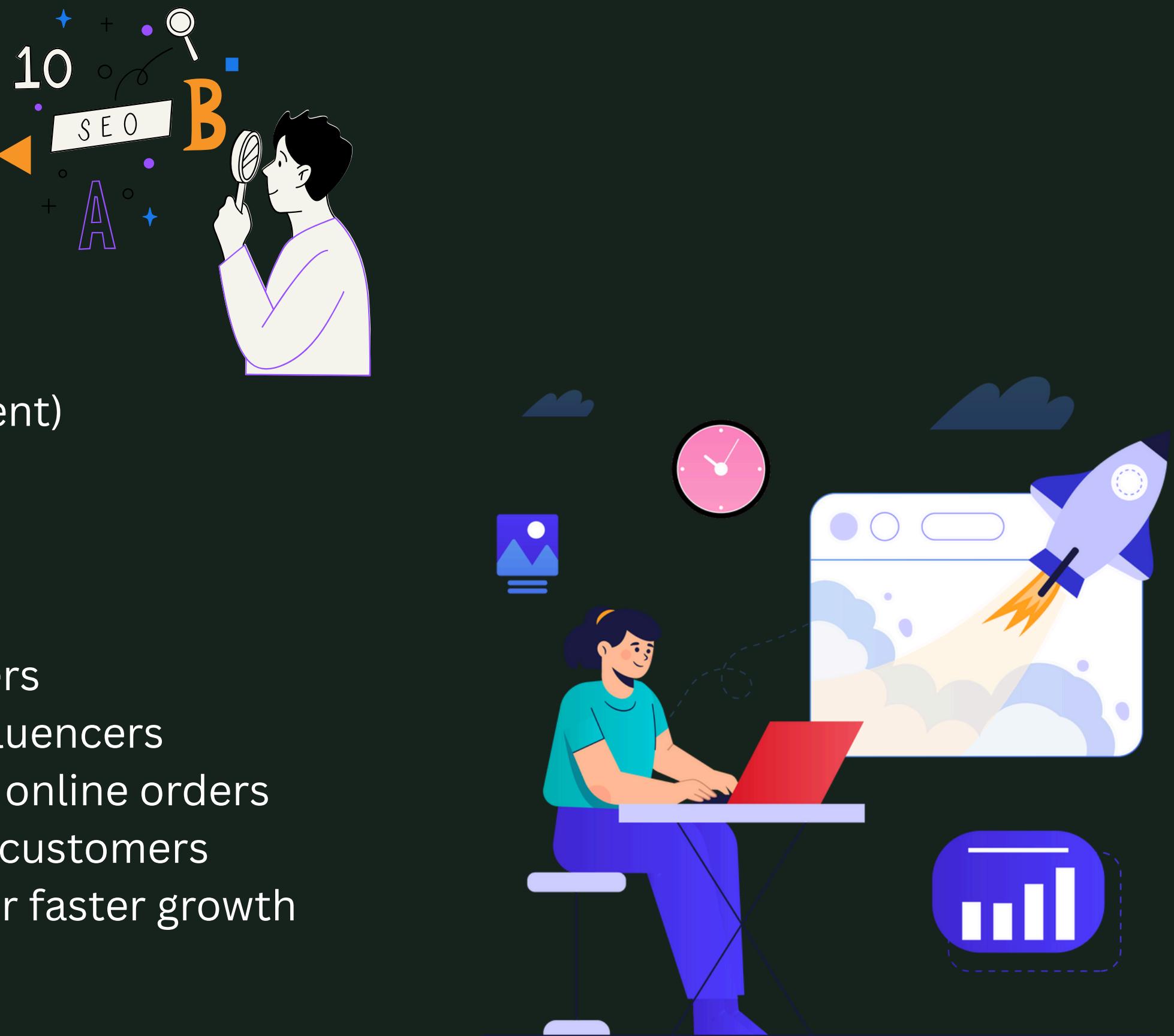
- ✓ Instagram Followers & Engagement 📈
- ✓ Google My Business Views & Calls ☎️
- ✓ Zomato/Swiggy Orders & Ratings ⭐
- ✓ Walk-in Customers from Local Ads 🚶

### 📌 Best Tools for Tracking:

- ✓ Google Analytics (for website visitors)
- ✓ Facebook Insights (for social media engagement)
- ✓ Zomato/Swiggy Dashboard (for online orders)

### 🚀 Final Summary & Action Plan

- ✓ Offline Marketing: Flyers, posters, events, offers
- ✓ Social Media Marketing: Daily posts, reels, influencers
- ✓ Google & Zomato Ads: Attract more footfall & online orders
- ✓ WhatsApp & Word-of-Mouth: Engage existing customers
- ✓ Paid Ads: Facebook, Instagram, and Google for faster growth



- Here are ready-made Instagram post templates and ad copy examples for your café's marketing! 🚀📢

## 📌 Instagram Post Templates

Use these for daily social media updates!

Product Showcase (Pizza 🍕, Burger 🍔, Cold Coffee ☕)

### 📍 Post Caption:

🔥 "Craving something delicious? Try our mouth-watering Cheese Burst Pizza! 🧀🍕 Tag a friend who owes you a treat! #FoodieGoals #BestPizzalnTown"

### 📌 Hashtags:

#CafeVibes #PizzaLove #Foodie #BestCafeIn[City]

Special Offer Post (Buy 1 Get 1 Free)

### 📍 Post Caption:

⭐ "BIG OFFER ALERT! Buy 1 Cold Coffee, Get 1 FREE! ☕️☕️ Bring a friend and double the fun. Today only! ⏳ #CafeLover #OfferOfTheDay"

### 📌 Hashtags:

#CoffeeTime #CafeAddict #BestDeals

## Customer Testimonial Post



Post Caption:  
😊 "Our happy customer [Customer Name] just said: 'Best burger I've ever had! Crispy, juicy, and full of flavor!' 🍔  
⭐ Try it yourself! #HappyCustomer #CafeExperience"

📌 Hashtags:  
#FoodieReview #BestBurgerEver #CafeMoments

## Interactive Post (Poll/Question)



Post Caption:  
🤔 "What's your all-time favorite café snack? 🍔 Burger or 🍕 Pizza? COMMENT BELOW! 👇 #FoodBattle  
#VoteNow"

📌 Hashtags:  
#FoodiePoll #CafeAddict #VoteYourFav

## Event Post (Live Music/Open Mic Night)



Post Caption:  
🎤 "This Saturday! Live Music Night at [Café Name] 🎵⭐ Come enjoy delicious food & soulful music! Entry  
FREE. Book your seat now! 🎫 [Café Address] #WeekendVibes"

📌 Hashtags:  
#LiveMusic #WeekendPlans #CafeEvents

# 📌 Instagram & Facebook Ad Copy Examples

💰 For Facebook & Instagram Paid Ads: Use these ready-made captions for promotions!

Ad for a Special Offer (Targeting Students & Young People)

📢 Caption:

🎉 STUDENTS SPECIAL! Show your College ID & Get 10% OFF on Your Entire Bill! 🍕☕ Hurry, offer valid for a limited time! 🎉 Visit [Café Name] today!

💰 Budget: ₹500 – ₹2,000/day

🎯 Target Audience: 18-25 years, within 5 km of your café

Ad for Coffee Lovers (Targeting Professionals & Regular Customers)

📢 Caption:

☕ Love Coffee? We have the Best Cold Coffee in Town! Try it today & Get Flat ₹50 OFF on your first visit. 😊

#CoffeeAddict

💰 Budget: ₹1,000 – ₹3,000/day

🎯 Target Audience: Age 22-40, people searching for "best café near me"

Ad for Home Delivery (Targeting Online Orders)

📢 Caption:

🚀 CRAVING FAST FOOD? Order your favorite 🍔 Pizza, 🍟 Fries & 🥤 Cold Coffee NOW on Zomato & Swiggy! Get 20% OFF – Limited Time Offer!

💰 Budget: ₹2,000 – ₹5,000/day

🎯 Target Audience: Food delivery app users, nearby residential areas

## 🚀 Next Steps!

- ✓ Start using these posts & ads today.
- ✓ Need customized social media designs? I can suggest free design tools.
- ✓ Want help with running ads on Facebook & Instagram? Let me know!

Let's grow your café together! 🚀🔥😊

