



Bagels & Brew Official Pitch Book

Published by: Stevie Koontz

Introduction



What is Bagels & Brew?

- Bagels & Brew is a localized coffee shop located in Sesser and Mt.Vernon IL. The purpose of B&B is to serve well-crafted, quality beverages. B&B also offers a wide variety of savory and sweet treats for consumers as well. B&B is also a place to feel at home and welcomed to with a goal to bring community members together within the space

Project Objectives

Our primary goal is to promote Bagels & Brew's expansion to new areas through a multi-tactic marketing campaign while generating excitement and anticipation among consumers for the upcoming openings.

Research

Part 1: The Media

- The tools used to conduct this research included: Instagram and the Bagels & Brew website, etc.
- Utilizing the social media platforms of B&B we evaluated the platforms based on the average of likes, comments, and shares the platforms had
 - **Instagram:** Average of 8.8 likes, 0 comments, and 1 share for every ten posts
 - **Website:** Hardly any visits and has no menu posted on the website for viewing
 - **Solutions:** The first solution suggestions is to create a Facebook the links directly with the Instagram of B&B in the potential to reach more consumers
 - Goal to improve content as well as interaction with content by 30% once various campaigns kickstart to gain more attention as well as loyal consumers

Part 2: Survey

- Next, a brief opinion based survey was conducted via phone call in order to obtain insight from current consumers of the area
- All participants willingly agreed to being recorded as well as the posting of results
- A total number of ten participants were gathered data from
- Questions asked included:
 - What word comes to mind when you think of B&B?
 - How often a month do you purchase B&B
 - Are you signed up for the loyalty program?
 - What could potentially make B&B better?
 - Will you visit the new location?
- **Results**
 - Most participants felt that they get B&B approximately twice a month
 - 7 participants said twice a month
 - 2 participants said 4 times a month
 - 1 participant said once a month
 - Most common words associated with B&B is quick, friendly, delicious or “satisfies the taste”
 - Only 2 of the participants were signed up for the loyalty program
 - About 7 out of 10 participants confirmed they would be interested in visiting the new location

SWOT Analysis

The SWOT analysis portion consists of the business's underlying strengths, weaknesses, opportunities, and threats

Strengths:

- Strong community support
- Various forms of media
- Multiple Locations
- Strong loyalty program
- Variety of products

Weaknesses:

- Lack of social media content
- Website needs to be updated
- Lack of advertising
- Difficulty in past to branch to new customers

Opportunities:

- Advertising/Media campaign
- Updated and more concise social media look
- Updated website
- Increase in number of consumers who are
 - Loyal
 - Signed up to loyalty program

Threats:

- Competing coffee shops such as Starbucks, Dunkin' and any other local venue
- Inconsistent restaurant options that vary between locations
- Financial/budgeting issues

Integrated Media Strategy

The integrated media strategy/plan of action to promote B&B will be conducted through the use of the PESO model that consists of Paid, Earned, Shared, and Owned media.

Paid:

Paid media efforts can include targeted social media advertising across platforms like Facebook and Instagram, showcasing their unique offerings and enticing potential customers in expansion areas. Additionally, placing ads in local newspapers and businesses can further boost brand visibility. Firstly, leveraging the power of social media advertising across platforms like Facebook, Instagram, and Twitter allows the brand to target specific demographics in the areas where they plan to expand. With visually captivating ads showcasing their specialty coffee blends and freshly baked goods, they can entice potential customers to visit the new locations. By utilizing a mix of ad formats like video ads, image ads, and more, Bagels & Brew can appeal to different preferences and maximize engagement. In addition to social media, placing advertisements in local newspapers and businesses can further increase brand visibility.

Earned:

Leveraging earned media involves harnessing the power of word-of-mouth marketing from satisfied customers, incentivizing referrals, and generating excitement through strategic announcements and engaging social media content. Word of mouth is a powerful tool, and Bagels & Brew can leverage satisfied customers to spread positive reviews and recommendations to their networks, both online and offline. Implementing a referral program where existing customers receive incentives for referring friends and family to visit the new locations. Relying on the local press to cover stories and events involved B&B can help further push towards the earned media goal.

Shared:

Bagels & Brew can enhance their shared media presence by forging partnerships with other local businesses, integrating them into their expansion campaign. Collaborating with these businesses not only expands their reach but also creates a sense of community. Another approach could involve featuring real-life consumers in their marketing materials, showcasing their experiences with Bagels & Brew. This user-generated content will not only engage the community but also add authenticity to their brand.

Owned:

In terms of owned media, Bagels & Brew can establish direct communication channels with their customers through text and email updates. These updates can provide exclusive information about their expansion progress, new menu offerings, and special promotions. Additionally, introducing a new loyalty program tailored to engage more with consumers can encourage repeat visits from customers and gain stronger connections with their customer base. By leveraging owned media effectively, Bagels & Brew can cultivate a loyal following and drive customer retention.

Brewed with Delight campaign

All of these PESO model efforts will ultimately surround this campaign that will take place throughout B&B's journey to opening a new storefront. This is the official title for what the campaign will be called

Success Rate

In order to assure that all of these tools and tactics are working efficiently there must be a success rate or measurement guide to conclude the results

The effectiveness of Bagels & Brew's paid media efforts will be assessed by measuring the growth of their social media presence, including increases in followers, likes, comments, and shares across platforms. By tracking these metrics over time, Bagels & Brew can determine the impact of their paid advertising campaigns and identify which platforms contain the highest engagement rates. Additionally, analyzing the return on investment (ROI) of each media platform will help utilize resources more efficiently and optimize future advertising strategies.

Bagels & Brew's earned media success will be quantified through mentions in press articles, blog posts, and social media discussions. By monitoring the volume and sentiment of these mentions, Bagels & Brew can gauge the overall impact of their earned media efforts. A significant increase in positive media mentions and referrals indicates successful earned media campaigns, demonstrating the brand's growing reputation and influence within the community.

Similar to the paid efforts, B&B's shared media efforts will be measured by tracking statistics such as the number of likes, shares, and comments on each post and campaign across social media platforms. By analyzing these engagement metrics, Bagels & Brew can assess the effectiveness of their shared media content in generating audience interaction and amplifying their brand message. Additionally, high levels of engagement, indicated by a significant increase in interactions with their content, will further validate the success of their shared media strategies in fostering community involvement and building brand affinity.

The success of Bagels & Brew's owned media initiatives will be evaluated by measuring the number of subscribers within their email and text chains. By tracking subscriber growth over time, Bagels & Brew can assess the effectiveness of their owned media channels in capturing and retaining audience interest. Furthermore, the amount of website clicks and viewing attributed to the loyalty program can serve as a key performance indicator, indicating the level of customer engagement and interest in the program.