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November 2024



# Littlefoot Coffee Roasters Campaign

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**Meet the team**



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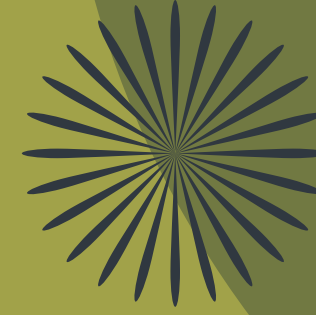
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# Situational Analysis



Littlefoot Coffee Roasters is a specialty coffee roaster with a mission to make specialty coffee approachable to all.

## Challenge given:

- When the business was first launched the primary goal was to build wholesale partnerships.
- Now Littlefoot Coffee Roasters wants to focus more on driving people to visit the roastery.
- How can Littlefoot Coffee Roasters appeal to consumers in a competitive market and in a city known for its coffee and experience?

## The Goal:

- Identify opportunities to drive overall awareness of the brand.
- Promote visiting the roastery.
- Find ways to get the word out without using paid media.
- Find ways to use social media and influencer marketing.

Marketing Budget:  
Under \$1,000



# Primary Research



## Primary Research Methods:

### Research Survey:

- 13 Questions
- 53 Respondents
- Multiple Choice Questions

### Sit-down Interviews:

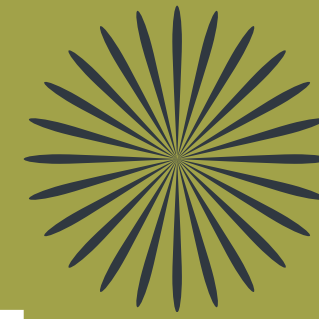
- 16 Questions
- 15 Participants
- 30-45 Minute Discussion





# Primary Research Findings

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## Survey Findings:

- Target Demographic
- Purchase Preferences
- Emphasis on Community Involvement

## Interview Findings:

- Importance of Experience
- Visual Appeal
- Consistency







# Secondary Research

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## Secondary Research Sources:

- Business Journals and Case Studies
- Local News Outlets & Business Directories
- SWOT Analysis

## Collection Procedure:

- Keyword Searches (Grand Rapids, Digital Marketing Trends in Michigan, Etc.)
- Utilization of Specialized Search Engines (Google Scholar / Proquest)
- Compilation of Local Business Information







# Secondary Research Findings



## Key Research Findings:

- Opportunities for Partnership
- Influencer Marketing Benefits
- Non-profit Partnership Availability
- Consumer Behavior Development
- Strategic Planning Goals





# S.W.O.T

## Strengths

- Creative Branding & Aesthetic
- User-Friendly Website
- Strong Instagram Presence
- Engaging Facebook
- Previous Community Engagement

## Weaknesses

- Website Challenges
- Social Media Limitations
- Partnership Storytelling
- Missed Platform Opportunities

## Opportunities

- Expand TikTok Presence
- Highlight Sustainability Efforts
- Promote Community Contributions
- Enhance Online Presence

## Threats

- Competitor Presence on Key Platforms
- Strong Competitor Branding
- Ineffective Promotion
- Risk of Falling Behind





# Objective 1

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Establish a recognizable digital and local presence in Grand Rapids by achieving a 25% increase in brand awareness among target customers and securing partnerships with at least five local businesses by September 2025



# Strategies & Tactics

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**Strategy 1:** Amplify brand awareness through word-of-mouth marketing

- Encourage customer reviews and referrals
- Collaborate with local influencers
- Distribute flyers, QR codes, and business cards

Evaluation: Track the increase in reviews on Google, measure the number of customers participating in referral programs, track sales attributed to influencer campaigns using unique promo codes.

**Strategy 2:** Implement unique ways of letting people sample Littlefoot Coffee

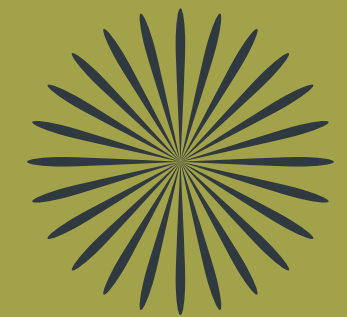
- Subscription box services
- Sell mini sample bags at local markets
- Launch seasonal products

Evaluation: Collect reviews or testimonials from subscription box recipients about their experience with Littlefoot Coffee, number of mini sample bags/seasonal products sold

**Strategy 3:** Establish strong digital footprint targeting Grand Rapids

- “Grand Rapids Coffee Trail” social media campaign
- Local search engine optimization
- “Discover Grand Rapids” email campaign

Evaluation: Evaluate how many campaign participants redeem promotional offers, sign up for newsletters, or make purchases, measure the increase in visits to Littlefoot’s website from local searches







Receipt

Date: 11/04/24

ITEM	PRICE
Marigold	\$23.00
Harvest Moon	\$20.00
TOTAL: \$43.00	

We'd love your feedback! Leave us a review on Google and get 10% off your next visit. Scan the QR code to get started!



(616) 265-5961  
3049 Broadway SW  
Grandville, MI 49418  
littlefootcoffee.com



we roast the  
**BEST COFFEE**  
and leave only  
**LITTLE FOOTPRINTS**

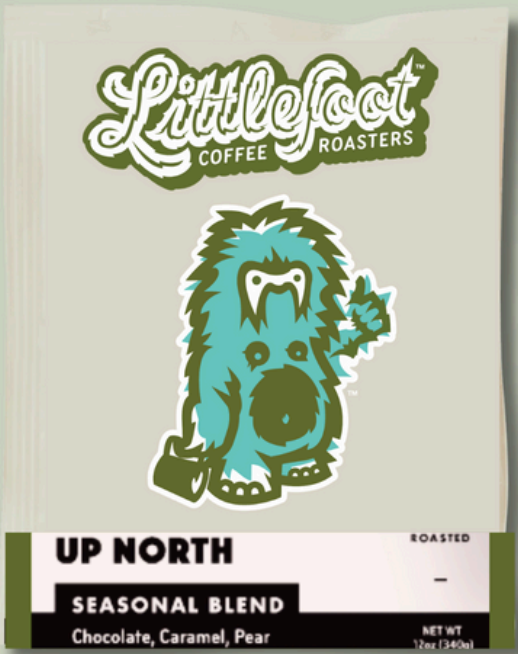
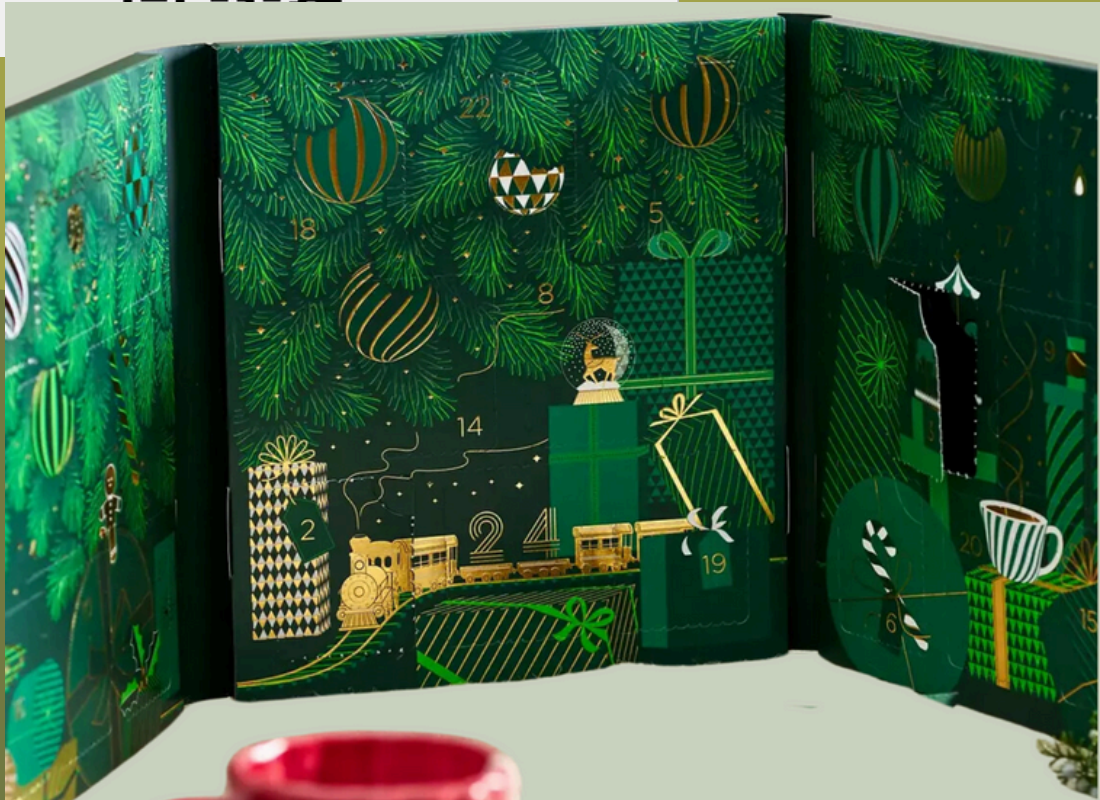


Examples of  
Tactics



Our **MISSION** -IS- TO  
**ROAST THE BEST COFFEE.**  
*And* LEAVE ONLY LITTLE FOOTPRINTS.

**open mon-sat 9AM - 3PM**  
3049 Broadway SW, Grandville, MI 49418







## Objective 2

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**Host and/or participate in at least six promotional events in Grand Rapids by December 2025, with a target of achieving a 20% increase in brand engagement metrics within a month after each event.**

# Strategies & Tactics

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## Strategy 1 - Create and host signature events both on and off site

- Bible studies/book clubs to establish a group of regulars
- Roasting classes/tours
- GVSU Pop up, hand out free cups of coffee with QR code(?) or just littlefoot name/sticker

**Evaluation:** Tracking attendance, repeat participation, social media engagement, and post-event surveys to measure community interest and regular engagement



## Strategy 2 - Participate in exterior events taking place in the Grand Rapids area

- GR Coffee Festival
- Attending/Pop ups at different GR events (Christmas Market, Mitten Vintage, etc)
- Pop up at pride

**Evaluation:** Measure effectiveness through booth foot traffic, sample distribution, social media engagement, QR code scans, and website traffic to gauge brand exposure.

## Strategy 3 - Facilitate cross-promotional events with existing restaurants, bars, and cafes

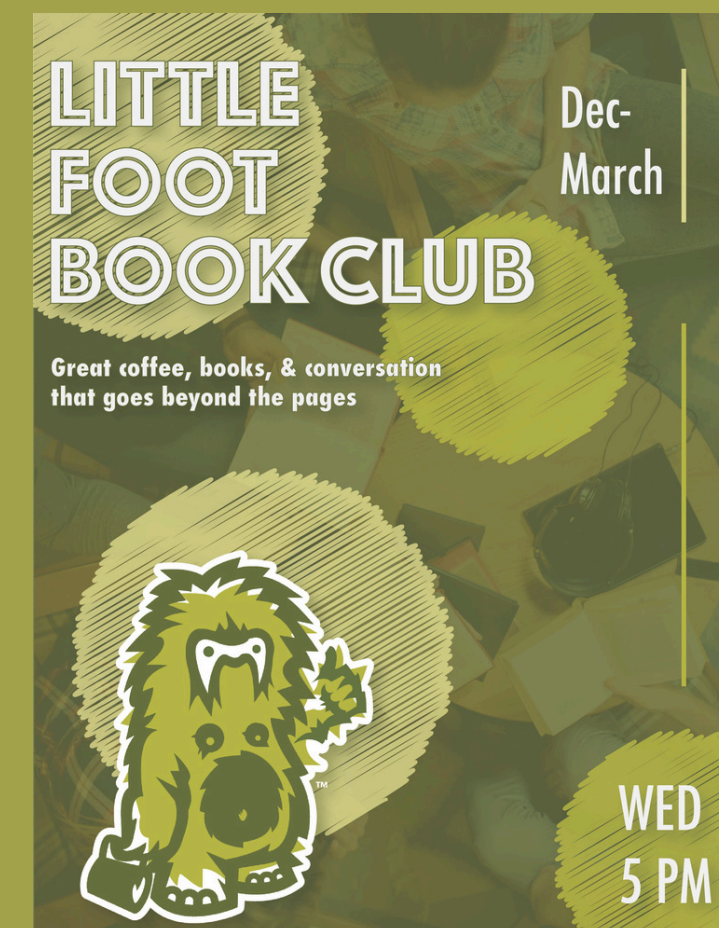
- Espresso Martini special at a brewery or popular bar in the Grand Rapids area.
- Partnerships with distilleries such as New Holland, or popular bars like Dublin Hall, and seasonal partnerships.
- Become a feature roast for different coffee shops (ex. Brew of the week with Lantern or Happy Cat).

**Evaluation:** Assess success by tracking special drink or feature sales, customer feedback, social media metrics, QR code engagement, and resulting website traffic to evaluate reach and conversion.





# Examples of Tactics Pt.1







# Examples of Tactics Pt.2

Grand Rapids  
**Coffee Festival**

**Come See Us!**

Littlefoot will be attending the 2025 Grand Rapids Coffee Festival! Come enjoy a great cup of coffee and choose from your favorite blends.



@littlefootcoffee <https://www.littlefootcoffee.com/>

MITTEN VINTAGE MARKET

**LITTLEFOOT  
GOES  
THRIFTING**



Need fuel for your day of thrifting? We got you covered! Join us at The Mitten Vintage Market for great pieces, great people, and great coffee.

JULY 16TH	12:00 PM TO 6:00 PM	320 OTTAWA AVE NW, GRAND RAPIDS, MI 49503
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Follow us for more: @littlefootcoffee



MAMMOTH

THE OFFICIAL ROASTERS  
FOR MAMMOTH'S

**ESPRESSO  
MARTINI**



Welcome Littlefoot Coffee Roasters!

*Come See Us!*

**FULTON ST. WINTER MARKET**

**Our Holiday Specials:**

Stop by and say hi at the Winter Market and stock up on our special holiday blends, the perfect present for your coffee loving friends and family.

**Get it While it's Hot!**

Trying to stay warm looking through the market? We got you covered! Try our holiday blends for yourself for just \$5 a cup.

**ROAST OF  
THE MONTH**

Littlefoot Coffee Roasters now at  
Lantern.  
Limited time only!



**SHOP NOW**

[littlefootcoffeeroasters.com](https://www.littlefootcoffeeroasters.com)







## Objective 3



Increase in-cafe visits by 30% by September 2025 through strategic marketing initiatives, community engagement, enhanced digital visibility, and unique customer experiences.

# Strategies & Tactics

## Strategy 1: Create enticing opportunities for visitors

### Tactics -

- Workshops
- Tasting flight experience with customer
- In-store coffee promotions
- Reward system
- Student discount for nearby colleges

**Evaluation - KPIs** Attendance, revenue, customer retention

## Strategy 2: Create an inviting storefront / indoor ambiance

### Tactics -

- Acquire eye-catching window displays
- Add comfortable seating for guests
- Customer-friendly technology features
- Social media moments

**Evaluation-** Customer feedback, customer retention, social media analytics

## Strategy 3: Create a stronger digital presence

- Maintain an active Google My Business Profile
  - Track the number of views, searches, and clicks received
  - Measure actions like clicks to call, clicks for directions, and website visits
  - Monitor the number and quality of views
- Digital menu on all social media platforms
  - Google Analytics to see if traffic to Littlefoot increases due to digital menu promotions
  - Track likes, shares, and comments on posts featuring the digital menu
  - Customer feedback on social platforms





LITTLEFOOT COFFEE ROASTERS

LEARN THE BASICS OF COFFEE ROASTING

SUPPORT A LOCAL BUSINESS

UNDERSTAND DIFFERENT ROAST LEVELS

LIGHT HANDS-ON EXPERIENCE

TASTING NOTES AND FLAVOR PROFILING

BUY YOUR ROAST

\$30 FEE

SEE YOU THERE!

SATURDAY | 12.14.2024

10:00 am – 12:00 pm

3049 BROADWAY SW, GRANDVILLE, MI 49418

MORE INFORMATION

(616) 265-5961 | @littlefootcoffee | www.littlefootcoffee.com

LITTLEFOOT COFFEE ROASTERS

COFFEE TIME

20% OFF

WITH VALID STUDENT ID

STUDENT DISCOUNT

IN-STORE ONLY | 12 OZ BAGS

DECEMBER - MARCH

Littlefoot COFFEE ROASTERS

CHOOSE TO REUSE  
BRING YOUR OWN CUP

GET 15% OFF

LAST DAY OF EACH MONTH

GET A FREE COFFEE

Get your 9th coffee for free!

01

02

03


04

05

06

07

08



Littlefoot Coffee Roasters

loyalty card

Littlefoot COFFEE ROASTERS

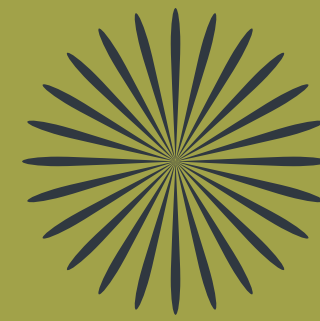
@littlefootcoffee



# Examples of Tactics



# Target Audience & Insights



## Demographic Overview

- Men and Women ages 18-24, primarily students and young professionals in Grand Rapids/West Michigan
- Seeks community, convenience, and experiences that align with their social and professional routines
- Coffee as a lifestyle choice: used for social gatherings, study sessions, and relaxation

## Values & Preferences

- Prioritizes authenticity, sustainability, and local business support
- Engages with visually appealing, interactive content and shareable “moments”
- Attracted to brands that reflect transparency and local culture

## Brand Alignment Opportunities

- Likely to respond positively to pop-up events, tasting sessions, and community collaborations
- Values immersive in-store experiences that offer a sense of belonging
- Receptive to brands that create connections through digital and local presence







# Campaign Analysis

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**Objective 1:** Increase brand awareness by 25% and establish partnerships with five local businesses in Grand Rapids by September 2025

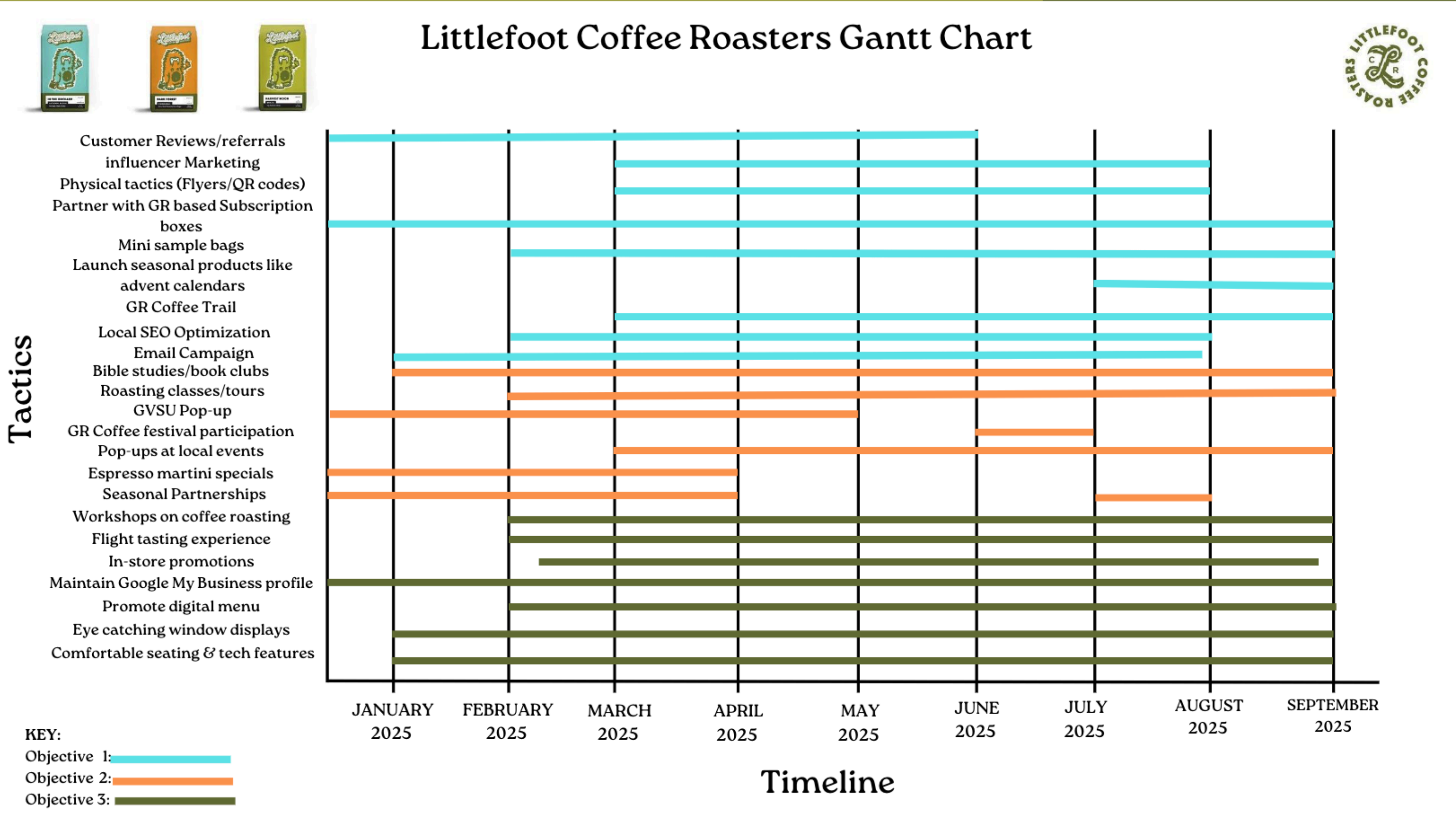
- This objective serves as the foundation for building Littlefoot Coffee's visibility and reputation in Grand Rapids. This ensures that Littlefoot becomes a well-known, trusted presence within the community, paving the way for sustainable growth and deeper community integration.

**Objective 2:** Host and/or participate in at least six promotional events in Grand Rapids by December 2025, targeting a 20% engagement boost per event.

- This objective is key to strengthening Littlefoot's local presence and brand recognition in Grand Rapids by engaging directly with the community through signature events, local festivals, and partnerships. These interactions help foster brand loyalty and spread awareness, building a strong connection with the local audience, making Littlefoot a local favorite.

**Objective 3:** Boost in-cafe visits by 30% by September 2024 through marketing, community engagement, and improved digital visibility.

- By increasing in-cafe visits, Littlefoot can foster stronger customer relationships through unique experiences and personal interactions. Leveraging marketing, community engagement, and digital visibility not only attracts new customers but also encourages repeat visits, enhancing customer loyalty. Fulfilling this objective will contribute to long-term profitability and brand growth.





# Budget



Objective	Cost
<b>Objective 1: Establish a Recognizable Digital and Local Presence</b>	\$400
<b>Strategy 1 - Amplify Brand Awareness through Word-of-Mouth Marketing</b>	
Mock-up Receipt with Review/Referral Incentive	\$0
Flyers, QR Codes, Business Cards	\$50
Influencer Marketing (Local Micro-Influencers)	\$100
Total for Strategy 1	\$150
<b>Strategy 2 - Leverage Local Community Connections</b>	
Subscription box services	\$75
Launch seasonal products like advent calendars	\$75
Sample Bags for Subscription Boxes	\$50
Total for Strategy 2	\$200
<b>Strategy 3 - Sell Product at Local Shops/Restaurants/Bars</b>	
GR Coffee Trail	\$50
Total for Strategy 3	\$50
<b>Objective 2: Host and/or Participate in at least Six Promotional Events</b>	\$300
<b>Strategy 1 - Create and Host Signature Events</b>	
Materials for Bible Studies/Book Club (coffee + setup)	\$25
Roasting Class Supplies	\$50
GVSU Pop-up (Coffee Samples)	\$75
Total for Strategy 1	\$150
<b>Strategy 2 - Participate in External Grand Rapids Events</b>	
GR Coffee Festival Registration Fee	\$100
Christmas Market/Mitten Vintage Pop-up Fees	\$50
Total for Strategy 2	\$150
<b>Strategy 3 - Cross-Promotional Events with Existing Bars/Cafes</b>	
QR Code Creation & Promo Materials for Partnerships	\$0
Total for Strategy 3	\$0

<b>Objective 3: Boost In-Cafe Visits by 30%</b>	\$250
<b>Strategy 1 - Creating Enticing Opportunities for Visitors</b>	
Punch Cards and Reward System Setup	\$25
Student Discount Promotion	\$0
In-store Promotions (Coffee Happy Hour)	\$50
Total for Strategy 1	\$75
<b>Strategy 2 - Creating a Stronger Digital Presence</b>	
Google My Business Profile Optimization	\$0
Digital Menu Creation for Social Media	\$25
Paid Social Media Ad Campaigns	\$50
Total for Strategy 2	\$75
<b>Strategy 3 - Create an Inviting Storefront/Indoor Ambiance</b>	
Window Display Materials	\$50
Social Media Moments Wall	\$50
Total for Strategy 3	\$100
<b>Budget Summary</b>	
Objective 1	\$400
Objective 2	\$300
Objective 3	\$250
<b>Total Project Budget</b>	<b>\$950</b>



Please feel free  
to contact us  
with any  
questions!



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# References

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