Liam’s Cat Cafe

coffee shop & cat rescue

Social Media Marketing Plan

Presented by
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Liam’s Cat Cafe
404 Town Center Plaza
Virginia Beach, VA 23452
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Executive Summary

Liam’s Cat Cafe combines a unique café with the positive impact on the local Virginia Beach animal shelter. The niche market segments of this café include millennials that are affluent, trendy coffee drinkers and cat lovers. While this market segment has become a primary audience for many unique businesses, it is important to continue to tap into this market. The company wants to create a plan to reach these patrons effectively.

The following social media marketing plan focuses on reaching the market segment to better grow the café audience. The company wants to attract, engage, and retain patrons through Facebook, Twitter, Instagram and a company website. Based on comprehensive research, the company examined the current presence on social media, the competition within the market, and primary personas of the audience.

Goals of this plan include brand awareness, word-of-mouth recommendations, promoting brand advocacy in the SPCA partnership, increase search engine optimization and increasing followers across all social media platforms. Tools like Google Adwords, analytical and monitoring programs, and the platforms themselves, a specialist can employ this plan to run successful campaigns and reach company goals.

Strategies to obtain these goals will include interacting, engaging, influence, and contributing to the social media platforms. Furthermore, the company will progress efforts by measuring and evaluating specific campaigns produced on social media. The evaluation of campaigns can adjust future campaigns as necessary in order to receive optimal results. This plan includes a budget breakdown for implementation costs, plus a brief overview of the return on investment once the marketing begins.

Brief Overview

In recent years, coffeehouses and cafes have become more of a staple in American culture, especially among the middle and upper classes. Starbucks, being the leading coffeehouse in the country, expects patrons to pay anywhere between $4-$6 dollars for a decent-sized coffee or related concoction. Local coffee shops have now competed with Starbucks by adding a special type of “hipster uniqueness” to retain customers.

Liam’s Cat Cafe goes above and beyond that uniqueness by adding companionship – that is, rescue cats for the local animal shelter. In the last two decades, social media sites like YouTube and Instagram have glorified cats in fun, silly, and cute ways. This niche audience consists of young, trendy singles in or approaching a professional career. A cat café can bring the unique feeling of a coffee shop combined with the fun experience of cat companions during a visit. The company wants to bring the first cat café to the Virginia Beach metro market, and become the leading local coffee shop.
Social Media Presence

With the recent start of this company, social media presence is non-existent. However, Liam’s Cat Cafe will create the following pages, with a suggested number of posts per site.

Recommended posts of 5–6 times a week, including new rescue cats, menu options, and special offers.

Recommended posts of 5 times a week, including new rescue cats and menu options

Recommended posts of 5–10 times a week, including retweets of Virginia Beach SPCA, new menu options, special offers, and new rescue cats.

Important aspects of social media presence include reach, feedback, average response times, and frequency of posts. It is useful to examine these aspects to ensure a strong performance from the company on every major platform. Auditing such aspects two to three times a year will help maintain the presence and continue the active approach on social media.

Competitive Analysis

Currently, the Norfolk/Virginia Beach metro market does not have a cat café similar to the company. However, it has come to light during the research process that a cat café will be opening up in Norfolk in the fall of 2017. While this company has yet to come to fruition, Starbucks and other local coffeehouses will pose as the primary competition while the cat café will become a future competitor. Table A consist of research based on competitive coffee shops currently working in the general market.
## Table A

<table>
<thead>
<tr>
<th><strong>Overview</strong></th>
<th>STARBUCKS</th>
<th>DAILY GRIND (VB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>With 10+ locations in Virginia Beach, Starbucks offers the same products year-round and has a solid reputation as the leading coffeehouse of America. The company created signature drinks, like Frappacinos and Shaken Teas to stand out in the coffee and café field. Their loose policies and edgy staff make them extremely popular among Generation X and Millennials.</td>
<td>Opened in 2012, the Daily Grind is a local coffeehouse and bakery shop. Located in Town Center, this company goes beyond a typical coffeehouse, providing sandwiches and salad options, as well as alcoholic drinks.</td>
<td></td>
</tr>
</tbody>
</table>

| **Additional Value** | Positive reputation, strong brand image, forward-thinking policies, inclusiveness, great products | Along with a custom menu, this shop promotes its local roots and great customer service. |

| **Details & Cost** | While some flavors are featured year-round, Starbucks is well known for their seasonal products and “secret menu” items. The cost of each product falls between $3-$10 depending on the size and customization. | Their food menu offers delightful and healthy options, while being made fresh. They also customize beverage items at the customer’s request. Drink costs fall between $2-$7, while food sits between $5-$10. |
S.W.O.T. Analysis

Along with a competitive analysis, the company creates a SWOT analysis of the café. Company research suggests the biggest weakness of a cat café is the limit to reach those with animal allergies. Furthermore, some patrons may find it distracting or unsettling to have animals wander through a company serving food and beverage. See Table B. For further research on Liam’s Cat Café, see Appendix A to review the survey taken on brand name and brand logo.

Table B

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Liam’s Cat Café</th>
<th>Weaknesses</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• First café of its kind</td>
<td>• Brand new type of coffee shop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Supports local shelter</td>
<td>• Ability to promote shelters in more creative ways</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• New type of coffeehouse experience</td>
<td>• Creative way to get more animals adopted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Local business rather than chain</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cheaper products</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Those allergic to cats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Those who hate cats</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Must have strong cleaning system</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Must hire someone to watch over animals</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Must have only friendly cats from shelters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Certain layout of building so cats don’t get</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>stolen or run away</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Starbucks</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Coffee shops with a strong reputation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• People who may have a misconception about this</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>café with the animals</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Other cat cafes (while there are NO cat cafés</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>in Virginia Beach, there have been talks of a</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>cat café opening in Norfolk, which is the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>neighboring city)</td>
<td></td>
</tr>
</tbody>
</table>
**Goals**

The goals of Liam’s Cat Cafe help to establish a strong awareness and fan base across various social media platforms. The café wants to drive awareness of the brand to the target audience. Within the social media platforms, the café will, then, engage with potential customers by answering questions, posting offers or specials, and giving up to date information daily. The ultimate goal is to convert these potential customers into loyal customers. To obtain loyal customers, the café must look to increase search engine optimization for a better Internet presence. In addition, the café wants to promote brand advocacy with its S.P.C.A. partnership to demonstrate the positive impact the café has on the local community. Marketing efforts will aim to hit these main goals with specific strategies noted in the next section.

**Strategies**

The marketing efforts will aim to drive awareness, engagement, and convert followers into customers. For the café, specific agendas were created to maximize these goals:

- Build awareness in the Norfolk/Virginia Beach metro market, including word-of-mouth and press opportunities, with advertising efforts in social media
- Promote the café through the partnership with the S.P.C.A. with on-site and online advertising.
- Create and implement a lead gen campaign to capture new patron emails and send regular updates on the company
- Create and post special offers to specific social media platforms to build overall followers and presence
- Monitor social media to continually engage with customers and potential customers to create a warm and friendly atmosphere
- Create a Google Adwords account to drive suggestions and recommendations of a coffee shop/adoption center

**Target Market**

The company researched various aspects of audience segments to create the best possible personas in which they should market and retain. The following personas express the overall personality and needs of each group. To review the full profile of each persona, see Appendix B.
**Cat Lover**, age 18-35

*Mild extrovert, moderate creativity, leans towards liberal viewpoints, tend to be more passive than active*

Cat Lovers will be in Generation Y/Millennial category. Mostly consisting of women, this group will tend to purchase cat related merchandise, regardless of whether they own a cat. This group will want to experience fun and trendy places. Most of this group will have purchased coffee at a coffee shop or bakery in the past. The idea of combining a trendy coffee shop with an animal rescue will give them incentive to visit and become a long-time customer.

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**Trendy Single**, age 24-42

*Moderate extrovert, extreme creativity, more liberal viewpoints, tend to be more active than passive*

The Trendy Single will be a Generation Y/Millennial with a professional work experience. This group is very social and appreciates helping the local community through projects and fundraisers. Trendy Singles want to find local places to eat and drink rather than spend money at chain-companies. This group will respond well with fun and creative messaging through social media.

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**Coffee Drinker**, age 25-50

*Mild extrovert, slightly analytical, leans towards conservative viewpoints, tend to be more active than passive*

Coffee Drinkers fall between the ages of 25 and 50 years old. This group will want a coffee shop they can visit regularly and build rapport with the staff. While this group would visit a Starbucks, it is more likely they are looking for a local shop to purchase coffee rather than a chain-company. Coffee Drinkers want a reasonably priced product and ability to customize as needed. This group takes referrals on new coffee shops rather than traditional ads or social media talk.
Tools & Implementation

To successfully reach the target audience, the plan will implement a website, Facebook, and Twitter. Each of these tools will distribute the content and information related to the company through the respective platforms.

Website: The company will create a website using the WIX platform. This website will include tabs that respect a locations page, a menu page, a rescue information page, and a contact page. This website will function as the primary content for the company and include all information necessary to portray a complete business. The locations page will include a Google map and hours of operation. A menu page will be created to show possible consumers the options available at the coffee shop. To display what cats are adoptable, the website will have a rescue page with information on the SPCA partnership and cat profiles. The company will also have a contact page available with email address of the owner, the bakery manager, and the adoption manager. The website will include all links to social media platforms and mailing list consumers can join. Appendix C contains the wireframe for the website prior to its development.

Facebook: A Facebook page is an essential part of any successful company. The café will focus on quality content, including new cat rescues, special offers, and information on the café. The page will advertise the company using Facebook business manager to generate traffic and increase awareness. Staff will share administration rights to the page, making sure to keep up frequency of posts to 5 times a week.

Twitter: The company will create a Twitter account for a quick update on cat staff, special offers, and change of hours. The account will engage and interact with key influencers. Liam’s Cat Café will “tweet” a minimum of 8 times a week to keep up frequency without overwhelming the audience. Hashtags will be employed, including #CatCrushWednesday and #CatStaffAlert to promote the current cats in the café. There will also be more hashtags created from certain drinks and food that are most popular with consumers.

Instagram: Using photos taken at the café, the company will promote the visual aspects of the company with Instagram. This will establish a presence and brand profile for audiences to follow. Advertisements will be created directly through Instagram to entice future consumers with photos of the cat-staff and menu options. The company can also begin promoting special offers for Instagram followers to build the company’s profile.
MONITORING & TUNING

Liam’s Cat Café will monitor the platforms and evaluate the campaigning to ensure a successful marketing plan. Monitoring and tuning the campaigns work as critical components to any marketing plan.

Website: Using Google Analytics, the company website will be monitored and tracked to review data. Key data points will include page visits, bounce rates, and average session durations. To perform well in the internet age, the website should have a 60% increase in page visit within six months of the marketing plan implementation with a decrease of 20% bounce rate.

Facebook: Facebook Insights display information on audience growth, post reaches, engagement, and actions on page. These key data points will inform the company of what campaigns work best with the audience. To reach goal, the company’s page should increase followers by 55% and increase engagement by 30% in six months. Organic and paid posts will assist in reaching these numbers.

Twitter: Twitter has similar tools called Twitter Analytics to measure followers, impressions, and visits. Key data points will inform the company of which tweets receives the most engagement and improves number of followers. For Twitter, the company should aim for a 40% increase in followers and a 40% increase in engagement, including re-tweets and use of company hashtags. Appendix D contains screenshots of the first ten “tweets” of the café.

Instagram: While Instagram is fairly new to analytical data, the company should monitor likes and comments of each post. When the company decides to create and track advertisements through Instagram, the platform will provide in-depth insights and track these paid posts. The company must first build its audience organically before beginning paid advertisements.

BUDGET & ROI

While Liam’s Cat Café beings to bring in revenue, the current funding for the company’s marketing strategies are limited. The majority of the budget will go towards a dedicated social media specialist. This role will create and implement the content for the company’s page. Another large section of the budget will go towards Google Adwords and the advertisements in Facebook and Instagram.

To ensure the budget is spent accordingly, one social media specialist will be hired while the owner of the café will become assist the social media specialist in tracking and monitoring. Table C consists of a budget breakdown.
### Table C

<table>
<thead>
<tr>
<th>Budget Breakdown</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Specialist</td>
<td>$32,000</td>
</tr>
<tr>
<td>Google Ad Words</td>
<td>$15,000/annual</td>
</tr>
<tr>
<td>Google Analytics/Monitoring Tools</td>
<td>$10,000</td>
</tr>
<tr>
<td>Facebook/Intagram Advertisements</td>
<td>$4,000</td>
</tr>
<tr>
<td>Content Creation (Photography and Graphic Designing)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Additional Expenses</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$65,000</strong></td>
</tr>
</tbody>
</table>

The return on investment (ROI) is difficult to measure due to the lack of sales data currently available. However, with estimated data, the café can have a return on investment within 2-3 months. This evaluation will occur by comparing campaigns with successful conversions collected by analytics. The analytics can show the efficiency of the plan and fine-tuning can ensure the best possible outcome of conversions. Furthermore, a proxy ROI, like brand awareness and customer relations, can demonstrate a long-term value of the social media plan. These responses include quantitative and qualitative properties and will provide an excellent analysis on investment rewards within the plan.
A. Survey results on brand logo research:

**Question 01**
Please enter your question here.

<table>
<thead>
<tr>
<th>Name</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Nigel Word</td>
<td>Monday, Feb 13th</td>
</tr>
<tr>
<td></td>
<td>12:15 PM</td>
</tr>
<tr>
<td>Mr. Nigel Word</td>
<td>Monday, Feb 13th</td>
</tr>
<tr>
<td></td>
<td>11:34 AM</td>
</tr>
<tr>
<td>Mr. Tom Gustafson</td>
<td>Sunday, Feb 12th</td>
</tr>
<tr>
<td></td>
<td>6:01 PM</td>
</tr>
<tr>
<td>Gwen Mauhinsney</td>
<td>Sunday, Feb 12th</td>
</tr>
<tr>
<td></td>
<td>5:16 PM</td>
</tr>
<tr>
<td>Gwen Mauhinsney</td>
<td>Sunday, Feb 12th</td>
</tr>
<tr>
<td></td>
<td>6:14 PM</td>
</tr>
<tr>
<td>Ms. Katherine Fenimore</td>
<td>Sunday, Feb 12th</td>
</tr>
<tr>
<td></td>
<td>11:41 AM</td>
</tr>
</tbody>
</table>

**Question 02**
Please rank the best possible brand name for a Virginia Beach Cat Cafe (Mandatory)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Choice</th>
<th>Weighted Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Liam's Cat Cafe</td>
<td>1.71</td>
</tr>
<tr>
<td>2</td>
<td>Liam's Cafe</td>
<td>1.75</td>
</tr>
<tr>
<td>3</td>
<td>Cat Cafe of Virginia Beach</td>
<td>2.38</td>
</tr>
</tbody>
</table>
Question 03
What do you associate with the brand name "Liam's Cat Cafe"? Please be specific.
(Mandatory)

- In hearing this establishment name, I think of a cafe (possibly small and local) owned/inspired by someone/something named Liam with an atmosphere that celebrates cats and/or is welcoming to cats.
  - 173,034,052
  - Monday, Feb 13th
    - 12:15PM

- In hearing this establishment name, I think of a cafe (possibly small and local) owned/inspired by someone/something named Liam with an atmosphere that celebrates cats and/or is welcoming to cats.
  - 173,003,450
  - Monday, Feb 13th
    - 11:34AM

- A guy named Liam owns a cat cafe, whatever that is.
  - 172,999,634
  - Sunday, Feb 12th
    - 6:01PM

- Hanging with cats and having a snack.
  - 172,998,347
  - Sunday, Feb 12th
    - 5:16PM

- My grandkitty...that.
  - 172,998,191
  - Sunday, Feb 12th
    - 5:14PM

- Liam is the name of the owner or their cat
  - 172,988,186
  - Sunday, Feb 12th
    - 11:41AM

Question 04
What do you associate with the brand name "Liam's Cafe"? Please be specific.

- In hearing this establishment name, I think of a small cafe (possibly a chain) owned/inspired by someone or something named Liam.
  - 173,034,262
  - Monday, Feb 13th
    - 12:15PM

- In hearing this establishment name, I think of a small cafe (possibly a chain) owned/inspired by someone or something named Liam.
  - 173,033,650
  - Monday, Feb 13th
    - 11:34AM

- Restaurant
  - 172,995,634
  - Sunday, Feb 12th
    - 6:01PM

- My grandkitty, that is his name.
  - 172,998,347
  - Sunday, Feb 12th
    - 5:14PM

- A man named Liam owns a coffee shop
  - 172,948,186
  - Sunday, Feb 12th
    - 11:41AM

- A coffee shop
  - 172,947,837
  - Sunday, Feb 12th
    - 11:30AM
### Question 05
What do you associate with the brand name Cat Cafe of Virginia Beach? Please be specific.

<table>
<thead>
<tr>
<th>Responses</th>
<th>Skips</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

- **In hearing this establishment name, I think of a larger local chain cafe that can be found around VA Beach in 2 or 3 places that celebrates and/or is welcoming to cats.**
  - 173,034,052
  - Monday, Feb 13th, 12:15PM
- **In hearing this establishment name, I think of a larger local chain cafe that can be found around VA Beach in 2 or 3 places that celebrates and/or is welcoming to cats.**
  - 173,033,450
  - Monday, Feb 13th, 11:34AM
- **First cafe in VB**
  - 172,999,624
  - Sunday, Feb 12th, 6:01PM
- **A place to have snack and relax by hanging out with kitties.**
  - 172,980,047
  - Sunday, Feb 12th, 5:16PM
- **It sounds like the original cat cafe in VB.**
  - 172,986,186
  - Sunday, Feb 12th, 11:14AM
- **A cafe where there will be cats in Virginia**
  - 172,987,887
  - Sunday, Feb 12th, 1:30AM

### Question 06
If you have a better idea for a cat cafe name, please state below.

<table>
<thead>
<tr>
<th>Responses</th>
<th>Skips</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

- **Coffee with Llam (insert cat logo).... I think your current ideas are promising!**
  - 173,034,052
  - Monday, Feb 13th, 12:15PM
- **Coffee with Llam (insert cat logo)**
  - 173,033,450
  - Monday, Feb 13th, 11:34AM
- **No.**
  - 172,999,434
  - Sunday, Feb 12th, 6:01PM
- **No**
  - 172,987,887
  - Sunday, Feb 12th, 1:30AM

### Question 07
Tell us your reaction of the following logo.

<table>
<thead>
<tr>
<th>Responses</th>
<th>Skips</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

- **Less personal seems somewhat generic in brand. Missing a touch of warmth. I might even use a warmer color scheme (oranges, browns, reds)**
  - 173,034,052
  - Monday, Feb 13th, 12:15PM
- **Like the logo. Coffee bistro.**
  - 172,999,434
  - Sunday, Feb 12th, 6:01PM
- **I think it would be cool to go have a snack and hang out with cats. They could be cats who need attention and love. This way they can interact with people to get the loving they need.**
  - 172,998,947
  - Sunday, Feb 12th, 5:16PM
- **I don't like it.**
  - 172,968,195
  - Sunday, Feb 12th, 11:41AM
- **Too much information for a cat cafe**
  - 172,967,887
  - Sunday, Feb 12th, 11:30AM
- **Professional, clean, but kind of generic**
  - 172,973,007
  - Saturday, Feb 11th, 9:19PM
### Question 08
Tell us your reaction of the following logo.

<table>
<thead>
<tr>
<th>Reaction</th>
<th>Answers</th>
<th>Skips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appears to be both pet and kid friendly in branding, less sophisticated.</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Non description.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If I just saw this, I would think it is a cafe with an animal theme.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It's ok</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cute coffee shop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative, didn't see cat's paw at first.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Question 09
Tell us your reaction of the following logo.

<table>
<thead>
<tr>
<th>Reaction</th>
<th>Answers</th>
<th>Skips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appears to be more of a hipster, laid back, easy-going spot. The posture of the cat adds in some classiness as a bonus.</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Cute. Emphasizes the cat part of the cafe.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This cafe would have a cat theme. Maybe have a few cats hanging around.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like this one the best.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I want to go to a cat cafe that would be so cool</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent cafe, features cats, personable and independent</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B. Full profiles of each persona.

**Cat Lovers**

- **Goals**
  - To experience new and exciting social events
  - To own a rescue or shelter cat in their lives
  - Looking for new trendy places to visit
  - Support local charities related to rescue animals

- **Frustrations**
  - Avoid pet stores or kill-shelters
  - Avoid over-priced products
  - Avoid chain-companies if possible

- **Motivations**
  - Incentive
  - Fear
  - Achievement
  - Growth
  - Power
  - Social

**Preferred Channels**

- Traditional Ads
- Online & Social Media
- Referral
- Guerilla Efforts & PR

**Bio**

Cat Lovers will be in Generation Y/Millennial category. Mostly consisting of women, this group will tend to purchase cat-related merchandise, regardless of whether they own a cat. This group will want to experience fun and trendy places. Most of this group will have purchased coffee at a coffee shop or bakery in the past. The idea of combining a trendy coffee shop with an animal rescue will give them incentive to visit and become a long-time customer.

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**Coffee Drinkers**

- **Goals**
  - Discover a coffee shop they can go to regularly and feel welcomed
  - Ability to find a calming and social atmosphere to drink coffee
  - Have incentives or rewards programs set up at their favorite coffee shop

- **Frustrations**
  - Avoid high-priced coffee
  - Looking for a place with varying products as well as simple products
  - Trying to avoid chain-coffee companies

- **Motivations**
  - Incentive
  - Fear
  - Achievement
  - Growth
  - Power
  - Social

**Preferred Channels**

- Traditional Ads
- Online & Social Media
- Referral
- Guerilla Efforts & PR

**Bio**

Coffee Drinkers fall between the ages of 25 and 50 years old. This group will want a coffee shop they can visit regularly and build rapport with the staff. While this group would visit a Starbucks, it is more likely they are looking for a local shop to purchase coffee rather than a chain company. Coffee Drinkers want a reasonably priced product and ability to customize as needed. This group takes referrals on new coffee shops rather than traditional ads or social media talk.
Goals
- To find new and trendy places to eat and drink
- To feel a sense of accomplishment within the community

Frustrations
- Avoiding chain-companies and look-a-like companies
- Avoiding places with over-priced products

Bio
The Trendy Single will be a Generation Y Millennial with a professional work experience. This group is very social and appreciates helping the local community through projects and fundraisers. Trendy Singles want to find local places to eat and drink rather than spend money at chain companies. This group will respond well with fun and creative messaging through social media.
C. Wireframes for Liam’s Cat Café website:

About the Cafe

About the Menu
About the Rescue

D. The following tweets were created as the first ten tweets when the company created it's Twitter:

- **Liam's Cat Cafe @liamscatcafe · Apr 11**
  Our first TWEET! I know our cat-staff will be ecstatic - although we think when they hear say "tweet", they think they are getting a bird...

- **Liam's Cat Cafe @liamscatcafe · Apr 16**
  Happy Easter from our staff to yours!

- **Liam's Cat Cafe @liamscatcafe · Apr 17**
  It's Monday - and we're offering any of our Twitter followers a FREE bagel with cream cheese - code word? "We follow you on Twitter"
Liam’s Cat Cafe @liamscatcafe · Apr 17
Welcome back to all students and teachers from Spring Break! Our cat-staff can’t wait to welcome you back as well! We’re open until 9pm!

Liam’s Cat Cafe @liamscatcafe · Apr 18
Welcome Maria! Come by and say hi to make sure she’s doing a good job (which by the way, she is). ow.ly/GxD30aTQb4

Liam’s Cat Cafe @liamscatcafe · Apr 19
ts #catcrushWednesday and we have our man of the hour, Roscoe! See his profile on our website!

Liam’s Cat Cafe, Virginia Beach
Welcome to Liam’s Cat Cafe! Enjoy a delicious cafe beverage and meet the sweetest cat-staff in town!
alexandracuringa.wixsite.com
Liam's Cat Cafe @liamscatcafe · Apr 20
This is our "it's only Thursday" face...

Liam's Cat Cafe @liamscatcafe · Apr 20
Check out our latest and greatest cat-staff with the link -->

Liam's Cat Cafe, Virginia Beach
Welcome to Liam's Cat Cafe! Enjoy a delicious cafe beverage and meet the sweetest cat-staff in town!
alexandracinga.wixsite.com
TGIF cat lovers! Make it a #HappyFriday with a delicious cup of coffee, latte, or cappuccino!
Liam's Cat Cafe @liamscatcafe · Apr 21
Look at this happy kitty! Jepson just came to us yesterday and already found a forever home with the Kane family - congrats!