

Kayle Campbell, Dalton Klare, and Hannah Livergood  
Social Media Marketing 63301-01  
Dr. Hernandez  
Feb. 14, 2021

### Monitoring and Metrics Group Assignment

The goals and objectives set for Death Wish Coffee's social media strategy are: drive awareness to boost traffic and increase conversions.

Leone (2020) finds, "in 2021, the average firm is expected to allocate half of their total marketing budget to online and for B2C firms, marketing budgets as a % of firm revenue were around 5-12%." To that aim, the annual social media budget has been set at \$628,800. Our client's overall marketing budget was derived from Death Wish Coffee's annual revenue of \$10.48 million (D&B Hoovers, n.d.) with an allocated 12% to the total marketing budget of \$1,257,600. Thus, half of the total marketing budget will be allocated to our clients' annual social media marketing strategy.

Death Wish Coffee Annual Social Media Marketing Budget	
Social Media Specialist	\$52,726
Social Media Manager	\$61,258
Copywriter	\$52,833
Multimedia Specialist	\$67,407
Content management and platform monitoring services (Sprout)	\$3,576
Paid advertising	\$241,000
Outsourced media	\$50,000
Freelance/Emergency/Crisis Management funds	\$100,000
<b>Total expenses for the year</b>	<b>\$628,800</b>

For our return on investment, we calculated an aggressive goal of 150% (\$943,200).

**ROI = \$1,572,000** (estimated 15% revenue earned from social) – **\$628,800** (SMM budget)

---

**\$628,800** (SMM budget) x 100%

This decision is based on the company's trust in social media. As owner and founder, Mike Brown stated when asked about becoming Amazon's "most wished for" brand,

“We leveraged social media — like Twitter, Facebook, Instagram, and recently Twitch — to connect with our fan base and grow the Death Wish community (Glasheen, 2018).”

We plan to use Sprout Social to monitor important trends over a selected date range, including frequently mentioned topics, hashtags, people, and brands that discuss Death Wish Coffee online (Baker et al., 2017). Using tools to understand what customers are saying and being able to quickly respond, as illustrated in Kramer (2014) and just being human. This is something that Death Wish Coffee also believes in as the Social Media Marketing Manager, Abbasi states:

“Our memes are a reflection of ourselves and our community...It’s amazing to see that this meme that was inspired by our community is being used to raise funds for those struggling without work in our own hometown” (Social Media Marketing Solutions, 2020).

Sprout Social also allows for multi-channel management, and reporting, which will be especially useful as we monitor our follower growth and engagement through quantitative and qualitative KPIs listed below:

#### **Quantitative**

- a. Traffic - Increase web traffic by 25%.
- b. Conversions - Achieve higher conversion rates of 10% for first time visitors by driving sales for first time shoppers.
- c. Follower Count - Gain more followers through brand exposure on their largest platforms Facebook and Instagram. Facebook is currently at 669,460 followers, our goal is 900,000. Instagram currently has 269,720 to 365,000

This is approximately a 35% increase in followers for both of the primary social media platforms.

#### **Qualitative**

- a. Sentiment Ratio - Conduct a sentiment analysis survey by sending emails to everyone who purchases an online product quarterly to gauge their satisfaction, customer service experience, and product expectation fulfillment.
- b. Audience Engagement - Increase engagement on Instagram and Twitter- currently Facebook is the most popular and engaged platform. Increase Instagram engagement by 11.5%. Engagement increase would be on all platforms, but focused most intensely on Instagram as it is one of the most profitable platforms and its image-based structure is good for exposure.

## References

Barker, M. S., Barker, D. I., Bormann, N. F., Roberts, M. L., & Zahay, D. (2017). *Social media marketing: A strategic approach* (2<sup>nd</sup> ed.). Cengage Learning.

D&B Hoovers (n.d.). D&B Business Directory: Death Wish Coffee Company LLC Company Profile. Retrieved from [https://www.dnb.com/business-directory/company-profiles/death\\_wish\\_coffee\\_company\\_llc.d09a08024470a29d3c44b0bcfc8d72b8.html](https://www.dnb.com/business-directory/company-profiles/death_wish_coffee_company_llc.d09a08024470a29d3c44b0bcfc8d72b8.html)

Glasheen, J. (2018, April 11). Death wish coffee goes from small roastery to Amazon's most wished for brand. Retail Wire. Retrieved <https://www.retailwire.com/discussion/death-wish-coffee-goes-from-small-roastery-to-amazons-most-wished-for-brand/>

Kramer, B. (2014). There is no B2B and B2C. Human to human: H2H. PureMatter, Inc.

Leone, C. (2020, November 18). How much should you budget for marketing in 2021? WebStrategies, Inbound Marketing & Sales Development Inspiration. Retrieved from <https://www.webstrategiesinc.com/blog/how-much-budget-for-online-marketing-in-2014>

Social Media Marketing Solutions (2020, May 14). Death wish coffee shares the secrets behind their widely popular memes on social media. Influencive. Retrieved from <https://www.influencive.com/death-wish-coffee-shares-the-secrets-behind-their-widely-popular-memes-on-social-media/>