



Social Media Plan

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Overview

Death Wish Coffee launched in 2012, and have been avid in its use of social media marketing. Since their free Super Bowl ad in 2016 the brand has continued its momentum. Death Wish Coffee's social media marketing could utilize some refreshing in regards to visual content and messaging. They often do not implement call-to-actions and are not adding product links to their Instagram posts. For Death Wish Coffee our social media strategy is focused on improving upon the strongest and lowest performing channels: Facebook and Instagram. Our reasoning behind this was based on where our persona's frequent, along with the data we had previously gathered. There is a large difference in Facebook's performance and Instagram's that we believe needs to be remedied.

Listening

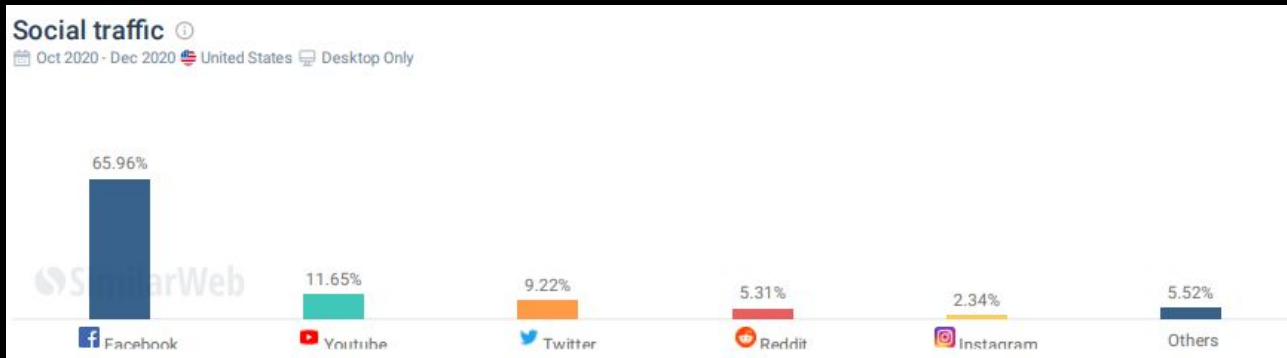
Audience highly engaged on Facebook & Reddit

High engagement & shares; positive brand sentiment

“I think what makes Death Wish stand out is that its one of the only widely marketed coffee brand in the higher end coffee realm.It's probably going to get a lot of people to start trying better coffee, and that's a good thing.” - _keen

- Facebook: 657,662 people like this; 664,180 people follow this
- YouTube: 13.3K subscribers
- Twitter: 5,502 followers
- Instagram: 266,496 Followers

Listening



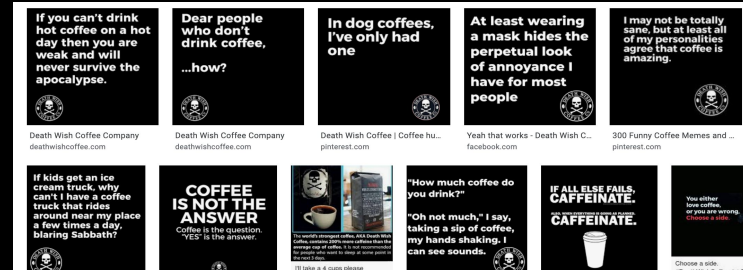
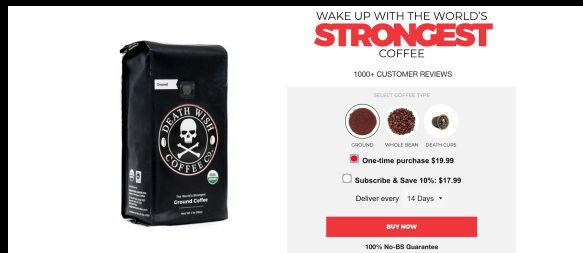
Competitive SWOT Analysis

● Strengths

- Recognition- Great brand recognition from the Super Bowl ad that launched rapid growth.
- Unique Product- High caffeinated coffee that isn't espresso beans are unique and in demand for coffee drinkers.
- Branding- Company branding, theme, and format have an edgy and fun style that portrays the brand not taking itself too seriously.

● Weaknesses

- Price- Bag of Death Wish Coffee is \$19.99 (or \$17.99 on subscribe and save) when a bag of whole bean coffee is \$10.99-14.99.
- Social Media Marketing Strategy- Primary uses only Facebook and Instagram. Uses too many memes, not enough ads or product displays.
- No International Reach- There is very little international interaction and international shipping is not offered.



Competitive SWOT Analysis

● Opportunities

- Increase followers across social channels
- Lead with engaging content
- Expand products (coffee and merchandise)

● Threats

- Similar competitor branding (Biohazard and Devil Mountain)
- Product quality affected by environment and weather
- Distrust in brand after 2017 recall



 **BIOHAZARD COFFEE**
THE WORLD'S STRONGEST COFFEE



Goals



- Expand Followers approximately 35%
 - Facebook to 900,000
 - Instagram to 365,000
- Increase Web Traffic by 25%
- Improve Conversion Rates by 10%

Strategies

Listen

- Brand mentions
- Who's talking
- What attracts consumers
- Competition discussions

Engage

- Contribute to conversations
- Improve brand awareness
- Enhance relationships

Adapt

- Review results
- Adjust based on findings and trends



Outdoor Olson

Interests: Hiking, Mountain Biking, Weight Lifting, Yoga, Meditation, Books, Slam Poetry

Education: Bachelors in Horticulture and Fitness

Age: 18-34

Personal characteristics: Adventurous, laid back personality

Goals and motivations: To run his own yoga studio in the heart of the city

Job: Yoga Instructor

Social media presence: Instagram, Facebook, and his blog. Dislikes Twitter.

Frequency of product use: has a daily timer coffeemaker across the room in his modern efficiency apartment



Relaxed Rachel

Interests: Video games, technology, travel, sightseeing, music, art

Education: Bachelor's in Mass Communication

Age: 25 - 34

Personal characteristics: Easygoing, reliable, progressive, friendly, independent

Goals and motivations: to work for a video game company where she can work within a "fun-loving" and diverse team

Job: Social Media Manager

Social media presence: Frequent Instagram, Twitter, Snapchat, TikTok, and YouTube

Frequency of product use: Isn't a person at the office until she's had her coffee



Tech-Savvy Tanner

Interests: discovering new technology, gaming, coding, visiting coffee shops

Education: Bachelor's in Computer Science

Age: 18-28

Personal characteristics: go-getter with upbeat personality

Goals and motivations: open his own software development company

Job: Software Developer

Social media presence: Facebook, Twitter, spends most of his time on Reddit

Frequency of product use: can't go a day without it - every morning prepares a cup of coffee

Implementation

- New approach to Death Wish's current meme strategy
 - Keep memes that customers love to drive engagement and shares
 - Adapt memes with higher quality images, direct association with products such as coffee, mugs, etc.
 - Blog posts with customer experience stories, how company was founded, Death Wish Barista Guide, what to do with coffee grounds, where our beans are grown
- Drive conversions with product links, strong CTAs, branded content
 - Facebook/Instagram posts and stories, organic and promoted posts
 - Large portion of budget allocated to paid advertising
- Implement organic micro-influencer strategy
 - Case study: 44 influencers, 375K+ impressions, \$6.5K earned media value
 - Invitation to most engaged customers to be brand advocates
 - Earned media opportunities

Monitoring & Measuring

- Sprout Social for multi-channel management & monitoring
- Three Quantitative KPIs
 - Traffic: increase web traffic by 25%
 - Conversions: higher conversion rates of 10%
 - Follower count: 35% increase on Facebook & Instagram

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

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

Budget

| 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 |
| Total expenses for the year | \$628,800 |

Time Frame

| Death Wish Coffee Social Media Calendar | | | |
|---|----------------|--|--|
| Quarter | KPIs | Topics | Posts |
| January - March | Traffic | Informational blogs, quality memes | Death Wish Barista Guide/recipes, coffee grounds, founder |
| | Conversions | New flavors/products to start the new year | Paid advertising with new products, new developed memes |
| | Follower Count | New hashtag #DeathWishMornings | Invite customers to post with their morning coffee and # |
| Analyze and Adjust | | | |
| April - June | Traffic | Memes | Strategic memes that invite comments, likes, shares |
| | Conversions | Instagram and Facebook Stories | Posts on stories, product links, sales team takeovers |
| | Follower Count | Polls | Interactive polls that bring customers to our social platforms |
| Analyze and Adjust | | | |
| July - September | Traffic | Micro-influencer strategy | 30 paid influencers to facilitate impressions, shares, memes |
| | Conversions | Branded content and brand advocates | Influencer content with direct links to products page |
| | Follower Count | Branded memes | Influencers direct new customers directly to social platforms |
| Analyze and Adjust | | | |
| October - December | Traffic | Holiday memes | Creative holiday memes that drive traffic to our site |
| | Conversions | Holiday discounts and special flavors | Coupon codes on special posts, links to website for deals |
| | Follower Count | Death Wish a Perfect Gift Strategy | Coffee Christmas gifts, special posts to engaged customers |
| Analyze and Adjust | | | |



Thank You!