The Living Room Coffeehouse

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Agenda

1. About Us & Overview
2. Marketing Goals & Objectives
3. MAP’s, Email Marketing
4. Social & Display Ads
5. SEO/SEM & Analytics

LIVING ROOM®
COFFEEHOUSE

About the Living Room Coffehouse

Family-owned & Operated Since 1991

Breakfast
Lunch
Dinner

La Jolla

- Restaurant, Bar, Wine Tastings, Lounge
- Live Music and Special Events
- Karaoke, Open Mic Night, Live Music

College/SDSU

- Original Coffeehouse Location founded in 1991
- Late Night Hours, Popular with College Students

Rancho San Diego

- Newest Location, opened in 2023
- First Saturday Cars and Coffee
- Italian Dinner Menu

"European cafe with a California Flair"

Telling the Living Room's Story

Current Issues

1. Doesn't Have a Strong Story/Brand One-liner
2. Needs a more detailed message about how they serve their customers/enhance their lives

One-liner

"Living Room Coffeehouse—where our coffee crafts your story, fuels friendships, and awakens the community's spirit."

Strengthened "About Us" & Story

Awakening Community Spirit since 1991

We pride ourselves to be San Diego's living room, a place where guests don't just pass through, **but pause, relax, and connect.** The Living Room Coffeehouse's **commitment to enrich lives through exceptional coffee**, comforting food, and an atmosphere that encourages you to savor the moment.

In 1991, the Living Room Coffeehouse opened its doors with a dream: to serve more than just a cup of coffee. **We wanted to serve stories, create friendships, and become a cherished chapter in San Diego's rich narrative.** Nestled in the vibrant neighborhoods that make our city unique, we have been **privileged** to witness **countless moments of inspiration** over streaming mugs of our handcrafted brews.

Overview

Social Media

Main Instagram: 2,244 followers & 55 posts
La Jolla Account: 1,001 followers & 196 posts

Unique Visitors

570 (-87.85%)

Demo.’s

Age range: 25-34
57.58% are females

Visits

1.1K visits (-79.68)
Avg. duration 00:09 (-78.57)

Marketing Goals & Objectives

Goal: Increase brand awareness by establishing a greater online presence

Objectives:

1. Grow social media presence through consistent and engaging content
2. Implement a MAPs campaign through all channels based on Personas, Pain Points and ways to Alleviate them
3. Create a cohesive SEM & SEO campaign
4. Measure performance using analytical platforms to continuously improve and refine our strategy

MAP’s

Goal: Implement a MAPs campaign through all channels based on Personas, Pain Points and ways to Alleviate them

Buyer Persona #1

College Carl

Age: 18-23 years
Occupation: College Student (SDSU/UCSD)
Digital Channels: TikTok, Instagram, Snapchat
Location Preference: College/SDSU and La Jolla Living Room

Personal Behavior:

- Likes to study in a relaxed and productive environment rather than a home/apartment
- Wants to try new coffee drinks

Personal Goals:

- Takes school seriously and wants to pass with good grades
- Finish Bachelor’s Degree

Buyer Persona #2

Lena Martinez

Age: 24-35 years
Occupation: Business Systems Analyst
Digital Channels: LinkedIn, Instagram, Twitter
Location Preference: All three Living Rooms

Personal Behavior:

- Self-motivated
- Coffee addiction, morning and afternoon
- Enjoys relaxed/ friendly environment to get work done

Personal Goals:

- Likes to keep in touch with a small group of friends/ colleagues
- Career Focused, Promotion

Buyer Persona #3

Edward Jenkins

Age: 45-65 years
Occupation: Business owner
Digital Channels: Facebook
Location Preference: Rancho San Diego, Living room

Personal Behavior:

- Family Oriented, San Diego Local
- Seeks out luxurious ambiance

Personal Goals:

- Enjoys meeting with old friends to catch up
- Wants to create community engagement

Pain Points and Alleviations

Awareness

- Pain Point: Customer has not heard of the Living Room even though they live in San Diego
- Alleviation: Target customers through social and display ads (Instagram, TikTok and Facebook)
- Impact: Expose customers to one of the three Living Room Location based on preference

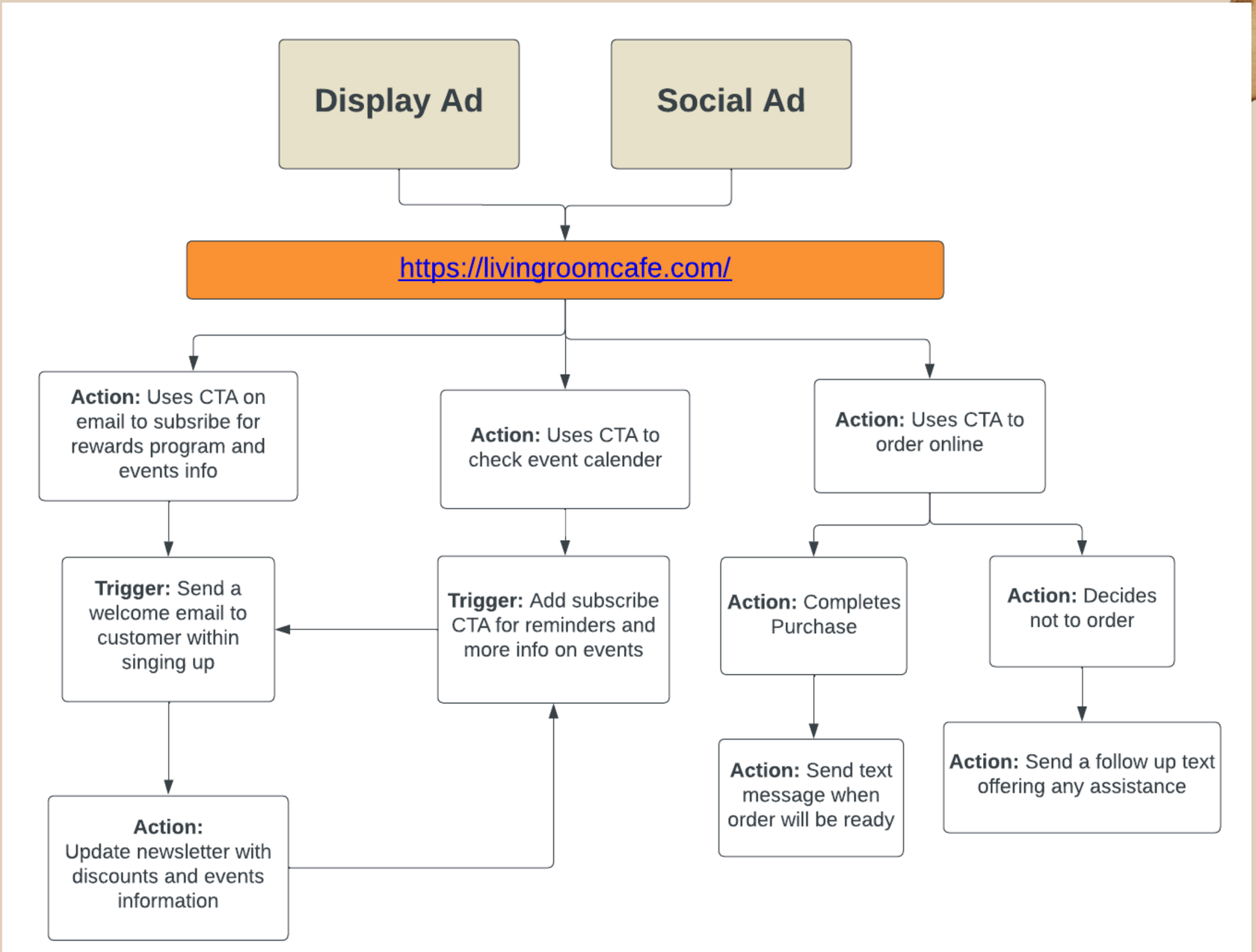
Consideration

- Pain Point: Customers have a hard time choosing coffee shops to visit when searching Google or social media
- Alleviation: Improve websites CTA's, story and email subscription to engage customers
- Impact: Customers can easily find relevant information on the website, Instagram, liemail subscription and events like the menu and business hours

Conversion:

- Pain Point: Customers have many other alternatives to consider (Ex: On-campus Starbucks)
- Alleviation: Highlight the Living Room Story of strong community and relaxed environment on the landing page of the website.
- Impact: Customer likes the proximity to school, friendly environment and sense of community, makes the decision to subscribe for a 20% off first purchase

MAPs Trigger Points & Actions Flowchart



Subscription Welcome Email

LIVING ROOM
COFFEEHOUSE

Welcome! Thank you for joining the Living Room Community

Join us for 20% off your first purchase!

Where our coffee crafts your story, fuels friendships, and awakens the community's spirit

PROMO CODE: ONE-TIME-20-OFF

Measuring Email Success

- **Click-to-open rate (CTOR)**
  - Segment audience
  - Focus on relevance
  - Provide incentives or offers
- **Conversion**
  - Persuade customers to call of action
  - providing content that resonates with audience
  - landing page
  - follow up
- **Bounce rates**
  - focus on maximizing conversions
- **Impressions**
  - send emails at the right time
  - sharable content
  - monitor and analyze performance using sales force

Social Media

Goal:

- Increase brand awareness, engagement and improve user experience (UX)

Objectives:

- Increase follower count
- Increase impressions on Instagram, Tiktok, Facebook
- Make social media pages more user friendly
- Promote community events

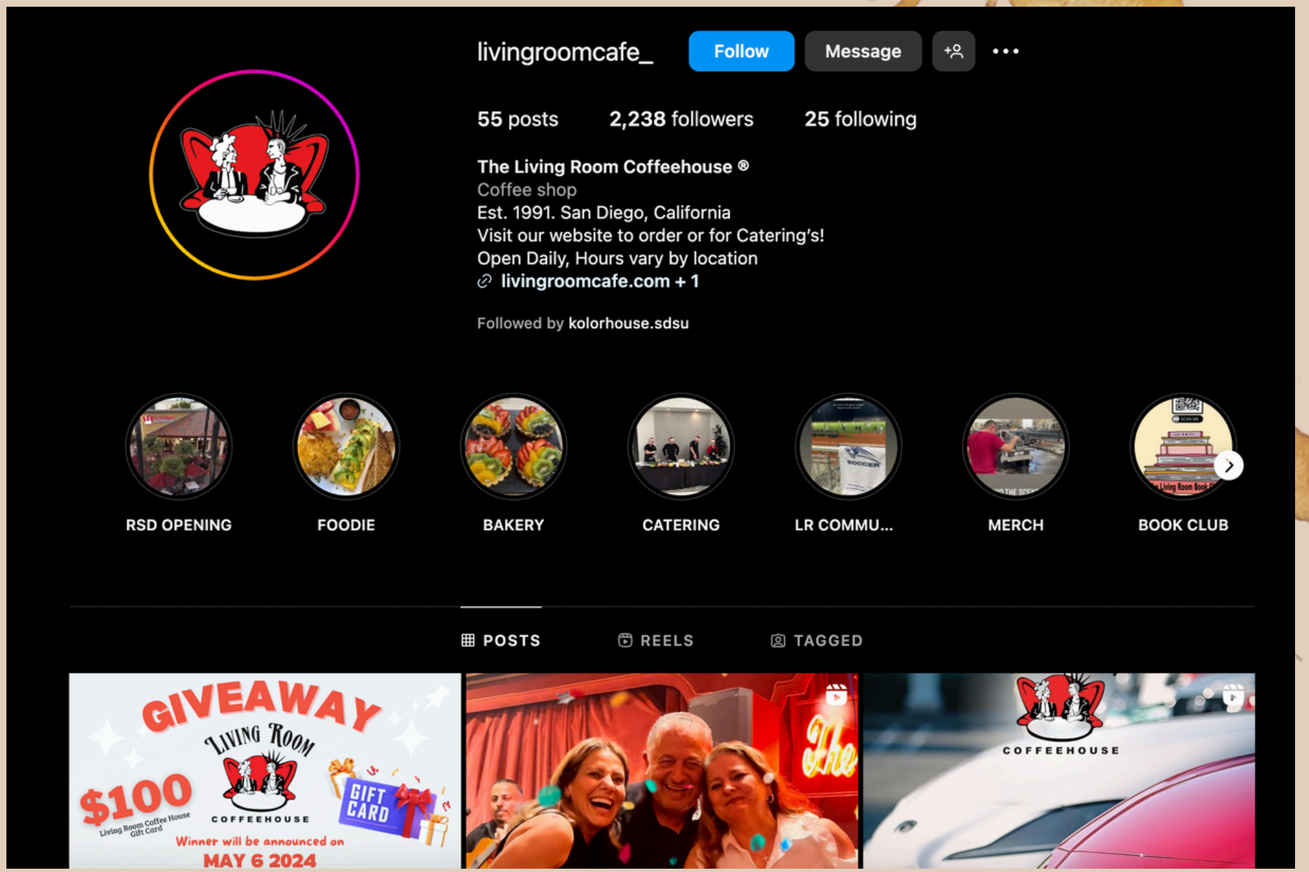
Instagram

Strengths:

- Daily story promotions
- Feed shows content that they have shown interest in
- Highlights featuring aspects of business
- Giveaways
- Engaging video content

Weaknesses:

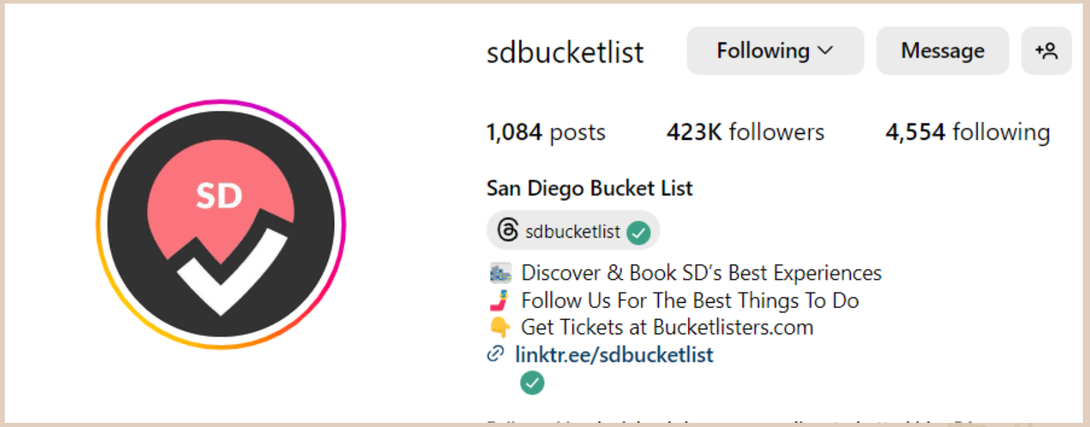
- Only have 2,200 followers
- Feed is not cohesive
- 3 different Instagram accounts (by location)



Instagram Improvement Plan

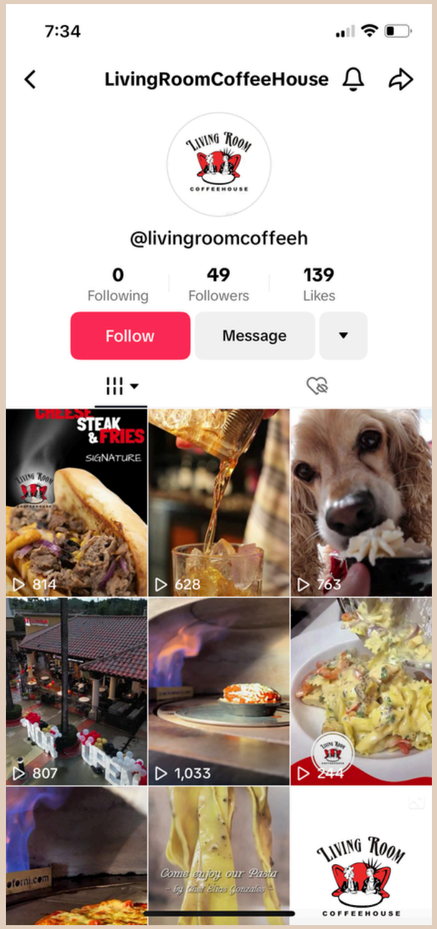
Implementations:

- Focus on one Instagram account
- More cohesive look for feed
    - Consistent red/black color theme
- Implement Link Trees (user friendly)
- Revamp highlights for consistency
- Higher quality images
- Partner with local influencers



TikTok

Current TikTok:



Weaknesses:

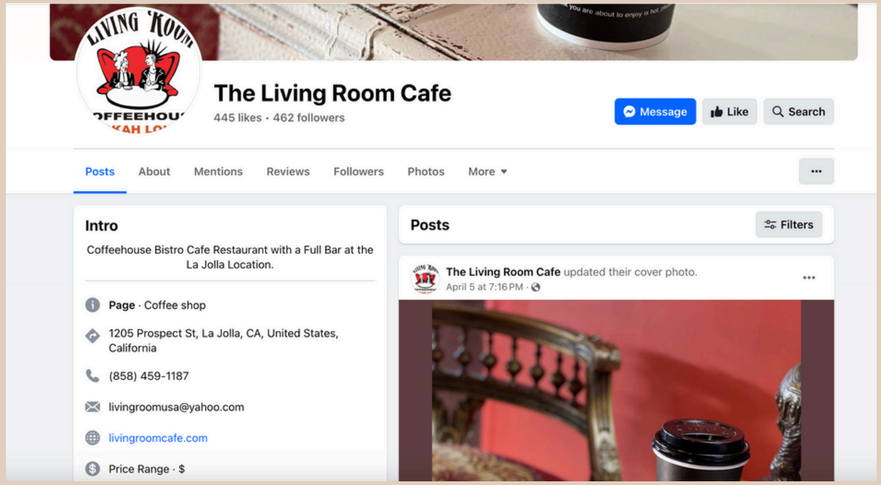
- Only 49 followers
- Only 9 posts
- Low engagement
- No consistant postings

Implementations

- Consistent postings
- Create trending Tiktok content
  - trending sounds
- Create content of community events
- Create promotional content
- Add Linktree to bio

Facebook

Current page:



Weaknesses:

- 2 Facebook accounts
- Inconsistant
- Low engagement
- No consistant postings

Implementations

- Post family oriented content
- Cohesive branding on page
- Consistent postings
- Create promotional content
- Add Linktree to bio

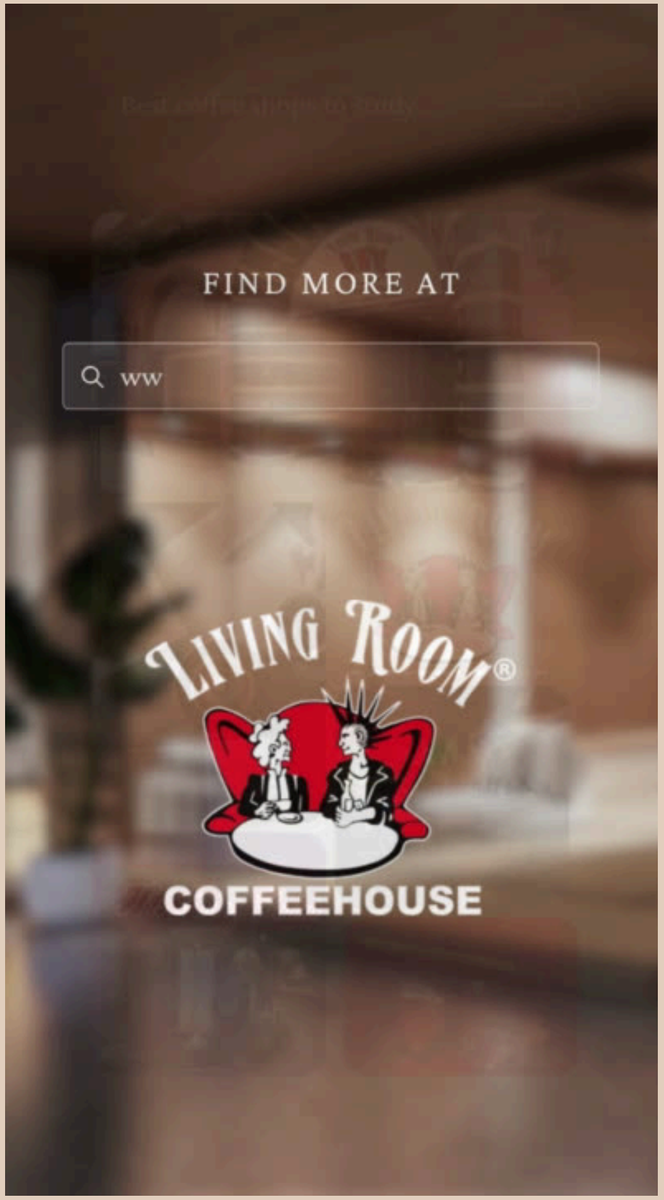
Social Ads for College Carl and Lena Martinez

Awareness

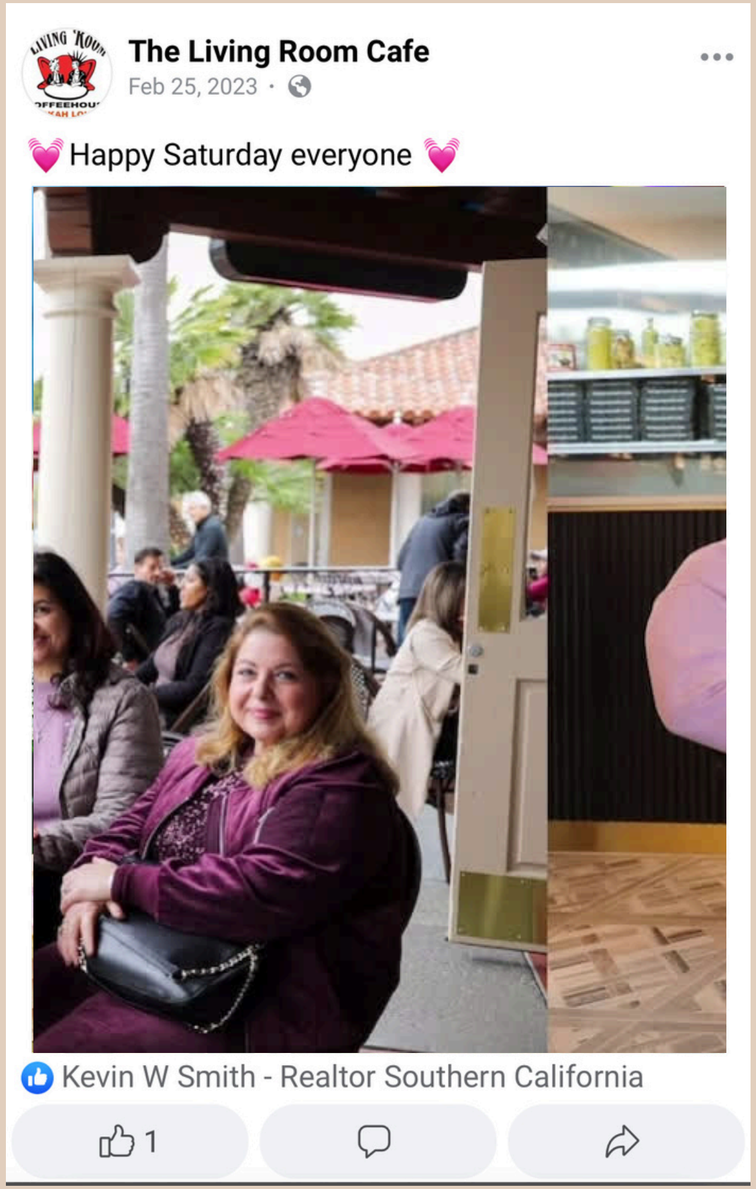
- Ad shows when “study spots” are searched on TikTok. When users like or view related content, the video will come up

Goal

- Increase engagement with social media page. Fulfill personas needs of a good work environment with quality coffee and food



Facebook Ad for Edward Jenkins



Community

- Promote a family and community focused environment. Showing their story through these ads

Goal

- Give a strong impression of what the coffee shop offers. Drive engagement and awareness.

ACHIEVING GREATER STUDENT ENGAGEMENT

Events on college campuses

Student Discount Day

More Features on SDSU Socials

April 24th Feature “Fav off-campus hangout spot of the 90s!”

Retargeting

- Retarget customers through data
- Email receipt
- “Sign up for SMS (text message) alerts”
- Through Paid social ads

Measuring Social Media Success

KPIs

- **Engagements**
  - Compelling visuals that resonate with our audience
- **Impressions**
  - Schedule ads
  - Promote high engagement content
- **Conversions**
  - Clear objectives
  - Clear call to action
  - Landing page
- **Follower count**

Our Current Online Presence

livingroomcafe.com

Feb 26-Apr 25, 2024

Visibility
0.66% -2.19%

Estimated Traffic
2.57 -4.17

Average Position
94.52 ↓ 2.50

Summary beta

Copy all

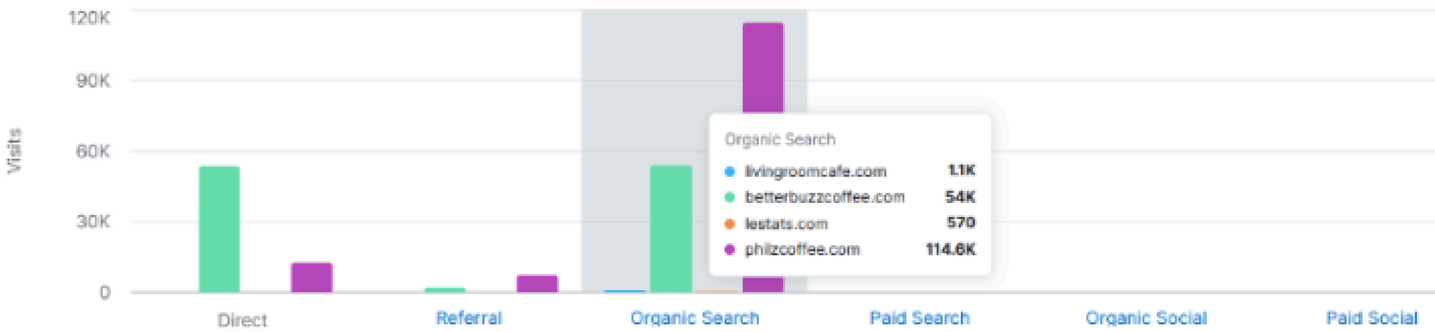
Traffic performance of **livingroomcafe.com** for the San Diego, California, United States (google) • En (Desktop) target declined between Feb 26, 2024 - Apr 25, 2024 with Visibility going down by 2.19%

- The domain has lost 1 keyword in the top 3. It also has lost 1 keyword in the top 10 View report
- Visibility has changed for keywords:
  coffeehouse (-1.61%)
  places to study near me (-0.57%)
- Visibility of your competitor yelp.com has decreased by 3.85%. View report
- You have a potential competitor opentable.com. Their Visibility has grown by 1.8%. View report

Traffic Channels

Growth

Export



View full report

And Here's Why...

Goal: Increase organic visibility and drive targeted traffic to our website

SEO

Core Story Integration

Weave the core story into all aspects of the website's content, making it the central theme. This will establish brand consistency and communicate the value proposition clearly.

Content Optimization and On-Page SEO

Featuring content that reflects our community engagement and narrative including relevant keywords. While optimizing headlines, meta descriptions, and tags.

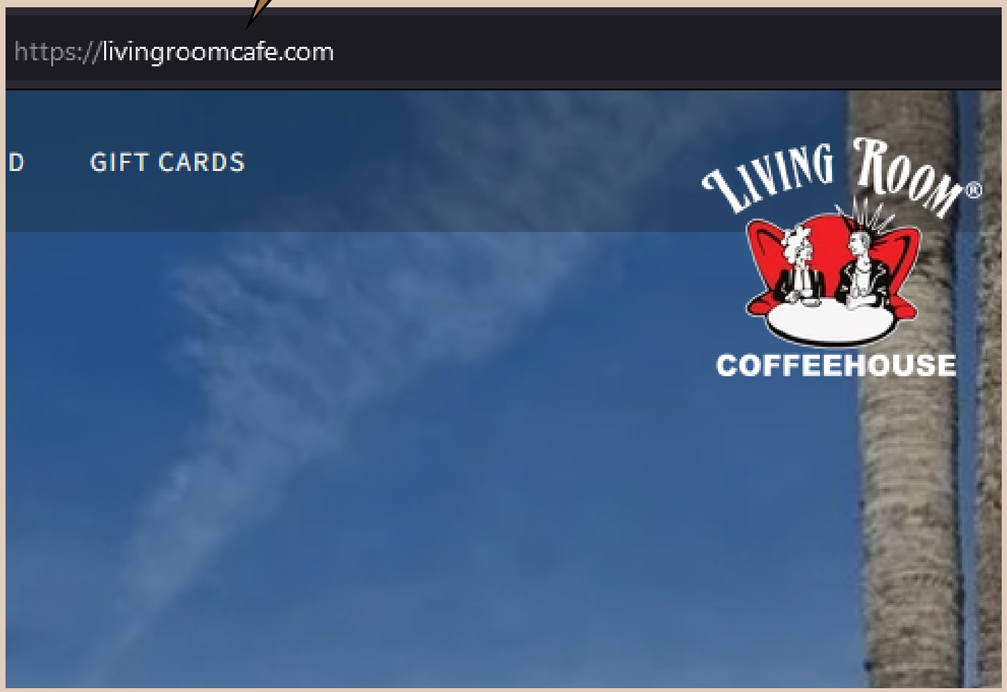
Local SEO

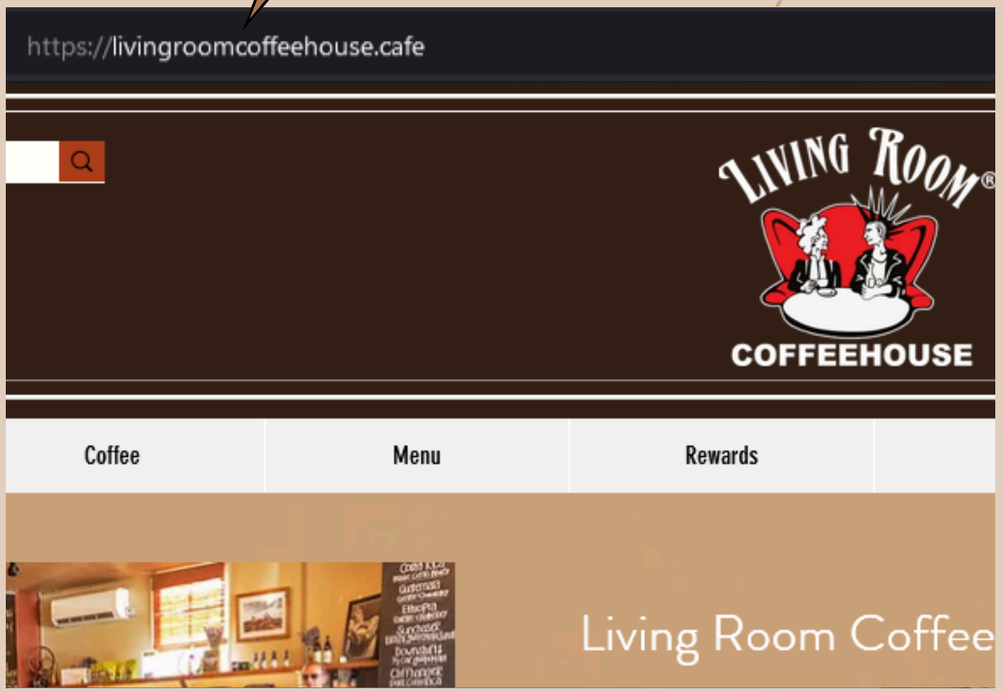
Attract more visitors from the local area who are actively seeking similar products and services we offer by including location-specific keywords, optimizing Google Business Profile, and Local (NAP) Citations.

Keeping It Consistent

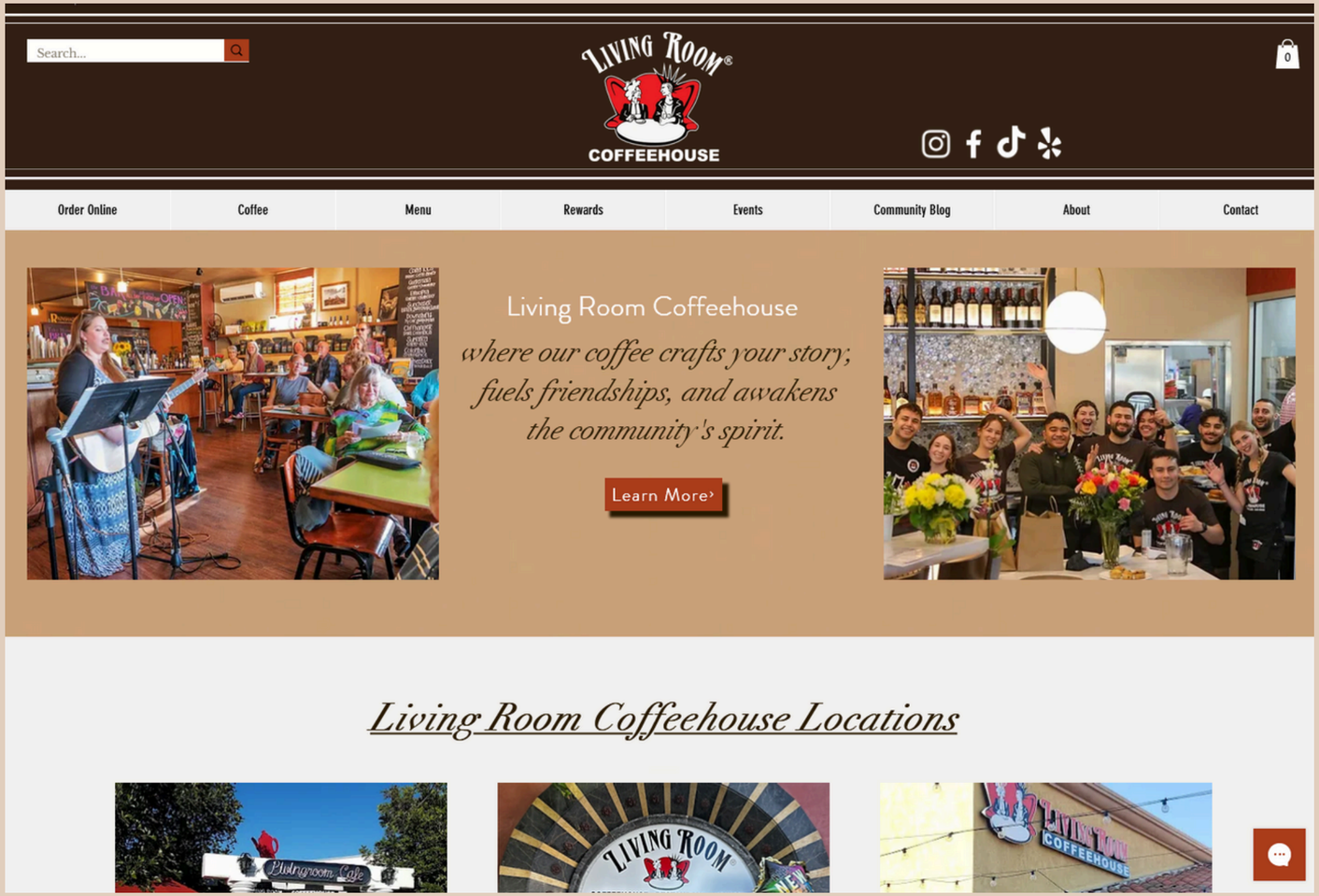
https://livingroomcafe.com

https://livingroomcoffeehouse.cafe

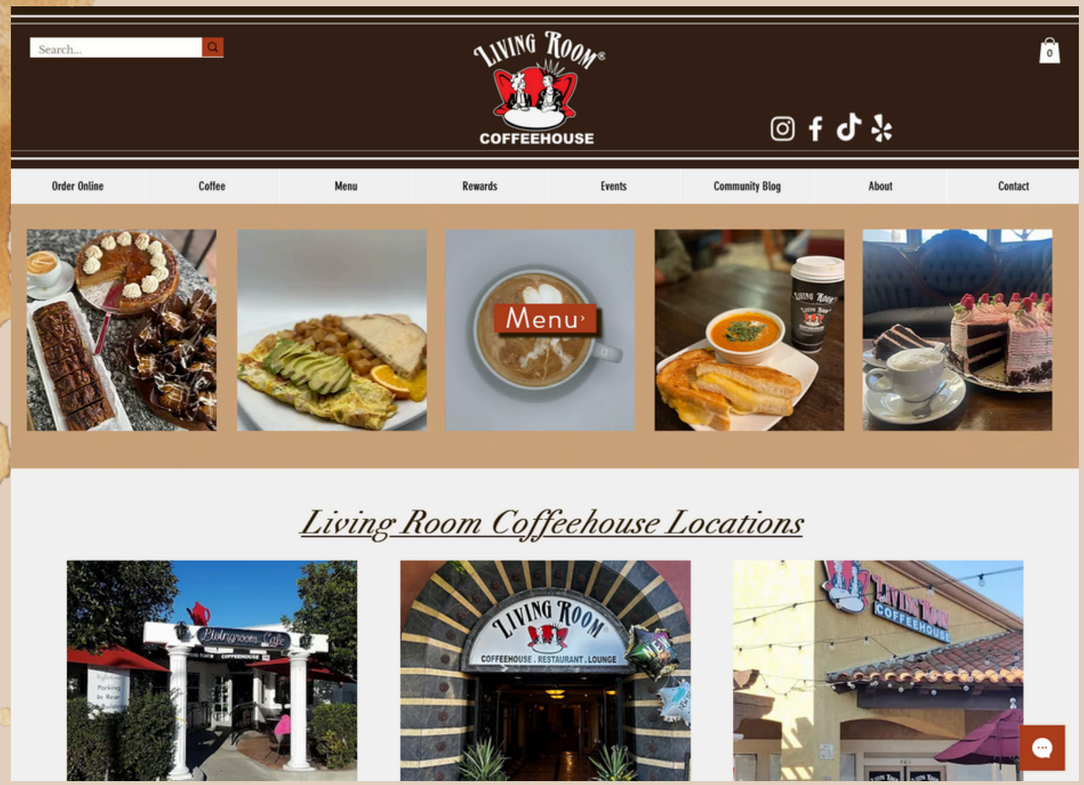


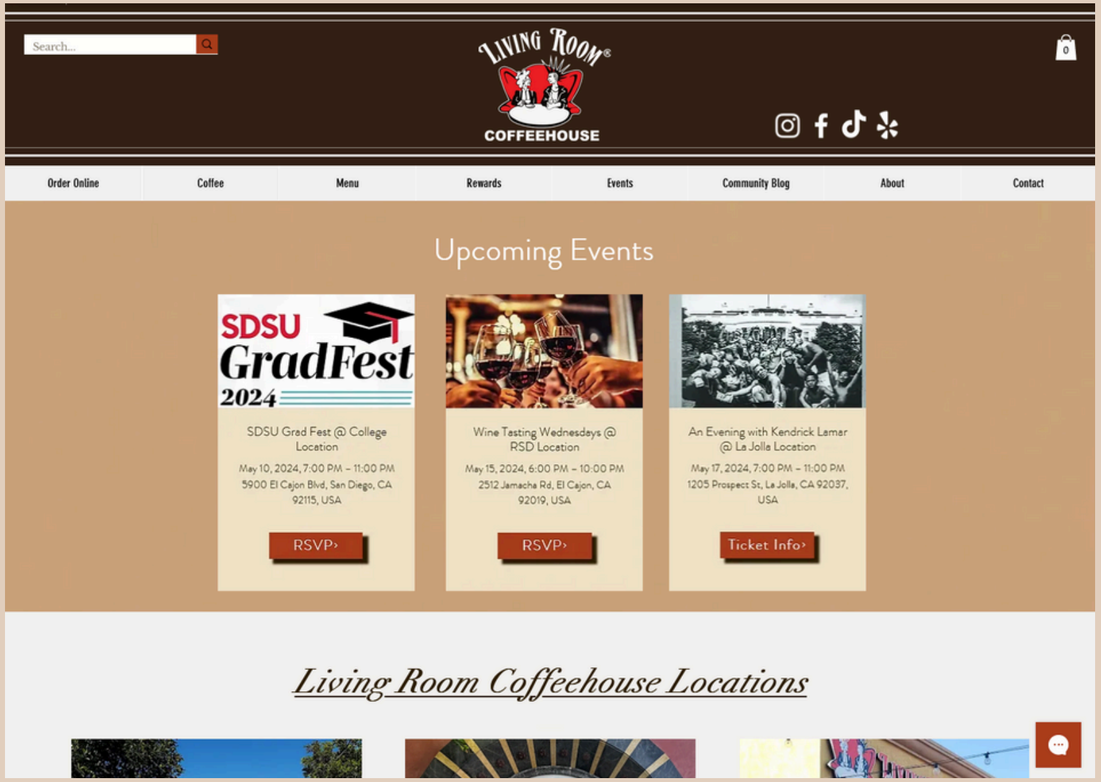


Our Elevator Pitch



Revolving Banners





Map Rank Tracker

Review Management

Grow your business with listings, data, and reviews. All in one platform

Real time data ✓ 100% | Copy link | Find another business | Export to PDF

Living Room Coffeehouse La Jolla
1205 Prospect St, San Diego, CA, 92037, US,+1 858 459 1187, ZIP: 92037

Online presence	Listings to fix	Average star rating	Total reviews
Overall assessment	Upon subscription	Customers love high ratings	Reviews build trust
Bad	34 / 46	4.1 / 5.0	1.4K

Real time data ✓ 100% | Copy link | Find another business | Export to PDF

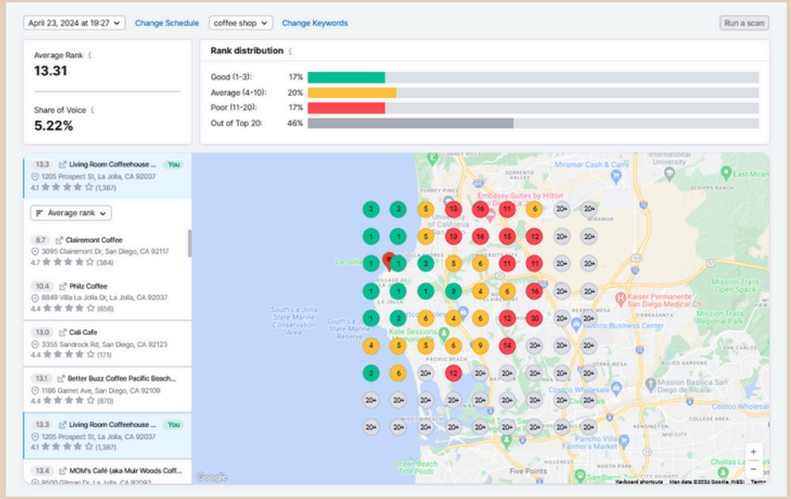
5900 El Cajon Blvd
5900 El Cajon Blvd, San Diego, CA, 92115, US,+1 619 286 8434, ZIP: 92115

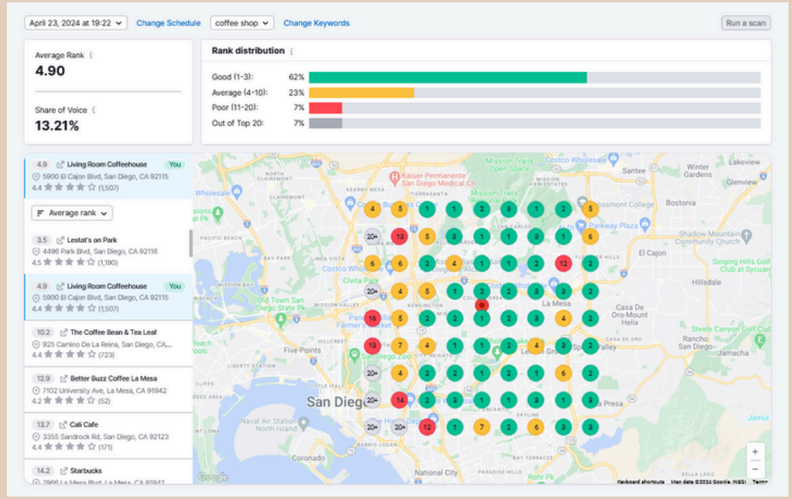
Online presence	Listings to fix	Average star rating	Total reviews
Overall assessment	Upon subscription	Customers love high ratings	Reviews build trust
Bad	42 / 46	4.4 / 5.0	1.5K

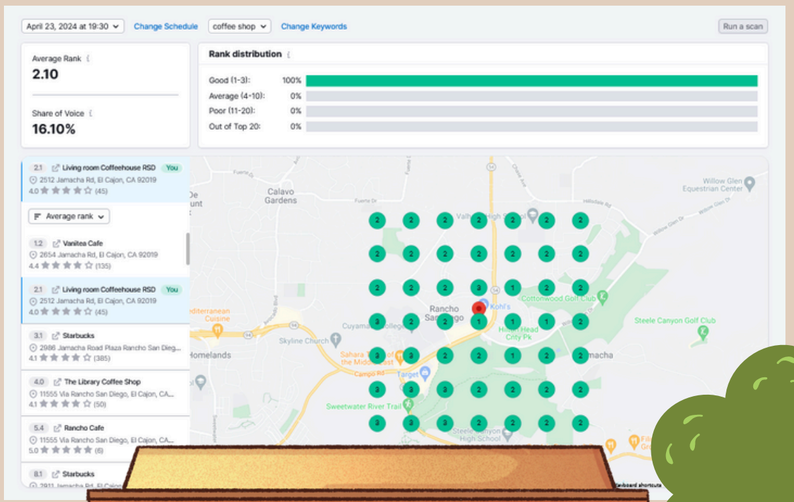
Real time data ✓ 100% | Copy link | Find another business | Export to PDF

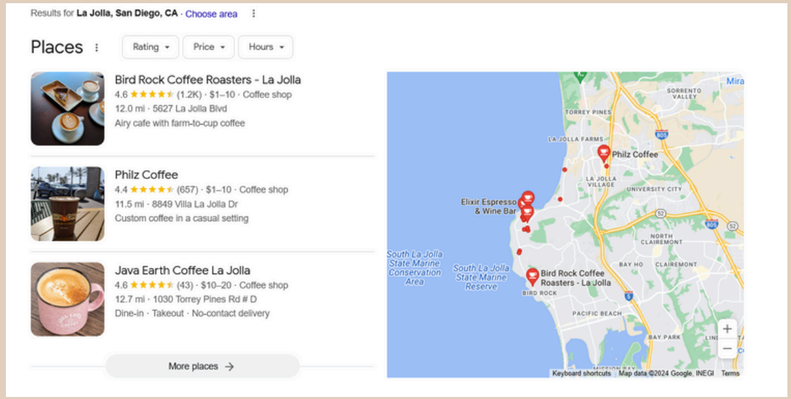
Living room Coffeehouse RSD
2512 Jamacha Rd, El Cajon, CA, 92019, US,+1 619 749 7788, ZIP: 92019

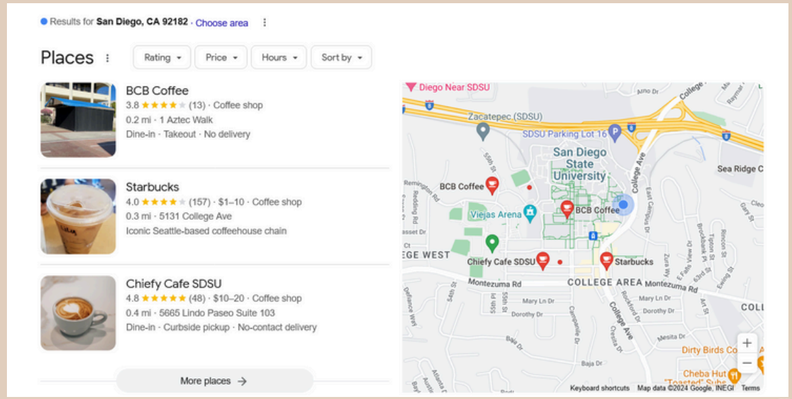
Online presence	Listings to fix	Average star rating	Total reviews
Overall assessment	Upon subscription	Customers love high ratings	Reviews build trust
Bad	38 / 46	4 / 5.0	45

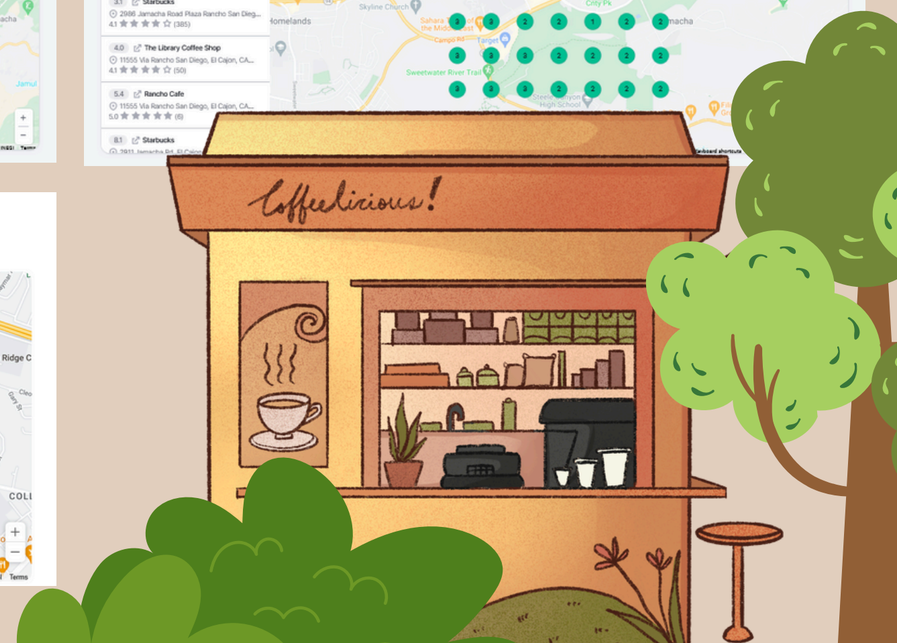






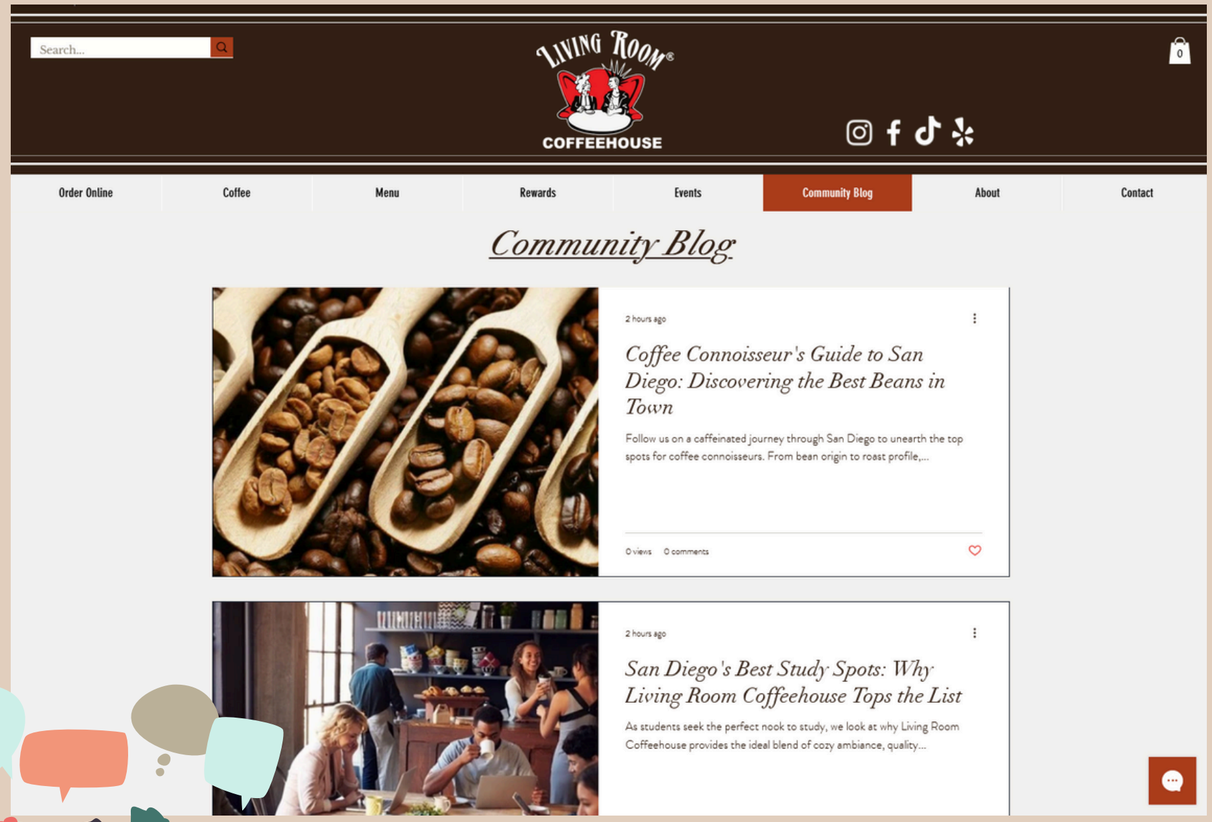


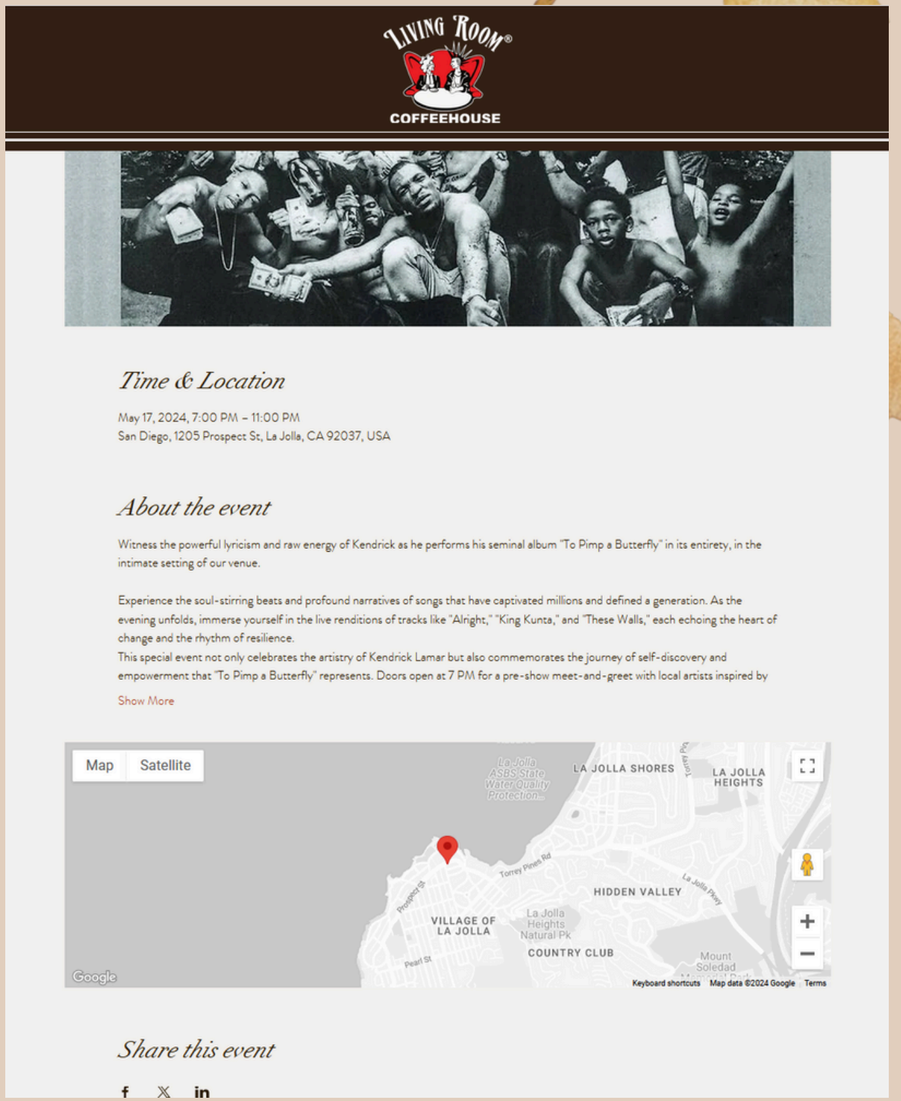




Community Engagement

Relevance, Distance, and Prominence





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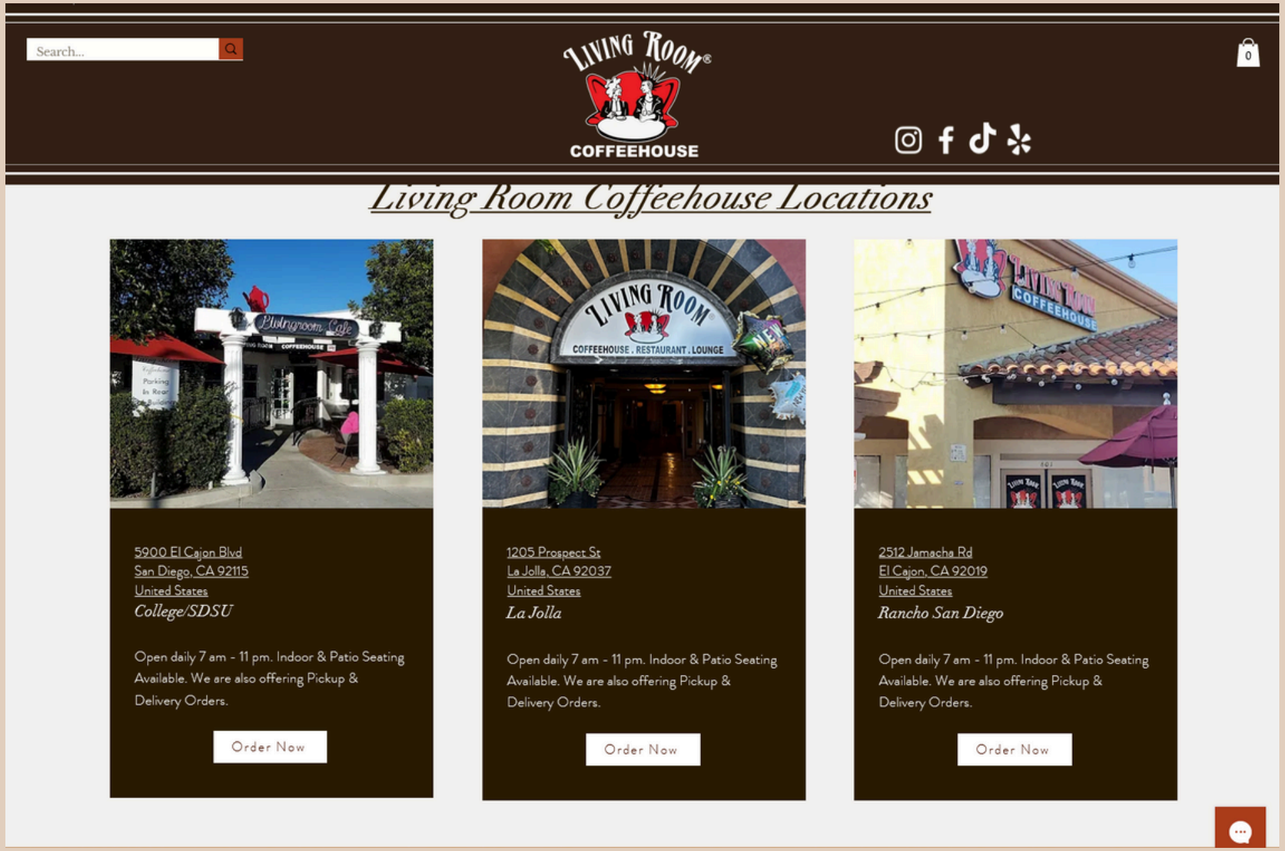
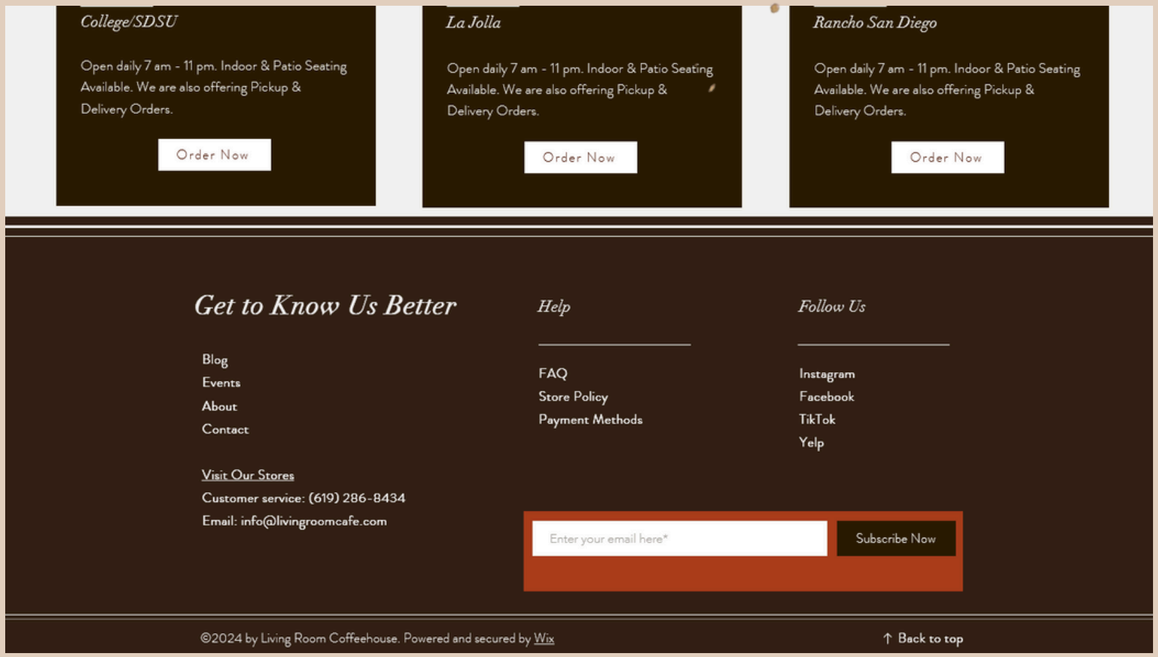




Mobile-Friendly

Measuring SEO Success

- **Direct:** Indicates visits where users navigated directly to the URL or the source of the visit is unknown.
- **Organic Search:** Indicates visits from organic (unpaid) search results
- **Social:** Indicates visits from social networks (Facebook, Tiktok, etc.)
- **Email:** Indicates traffic from links clicked in email messages, whether mass email marketing or individual messages
- **Referral:** Indicates traffic where users clicked a link from another site, excluding major search engines
- **Paid Search:** Indicates traffic from PPC campaigns run in search results
- **Display:** Indicates traffic from display advertising, such as Google AdWords remarketing campaigns

Goal: Create a cohesive SEM campaign that complements and enhances SEO, leading to a stronger overall online presence

SEM

Keyword

Include keywords related to our core story and content

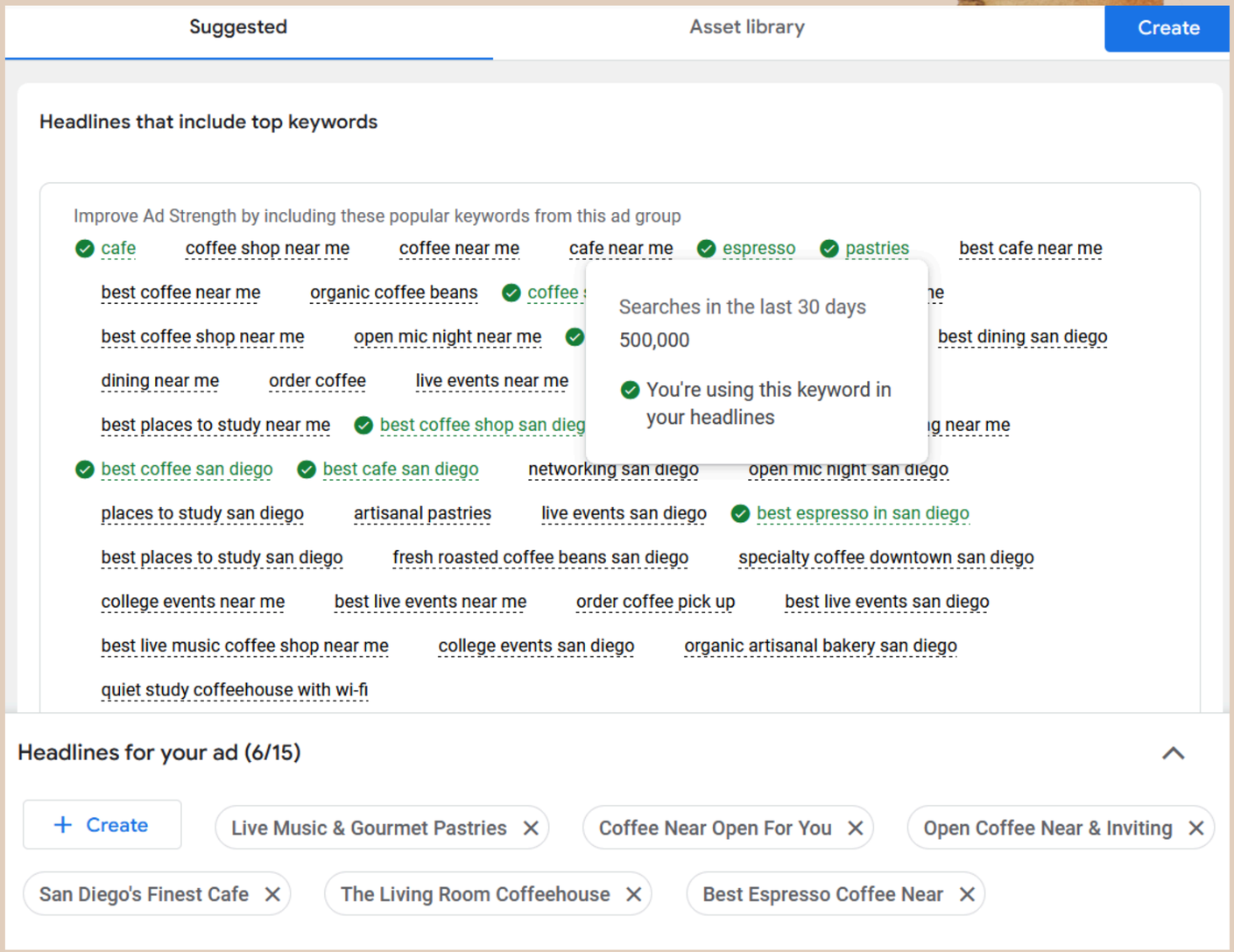
Retargeting

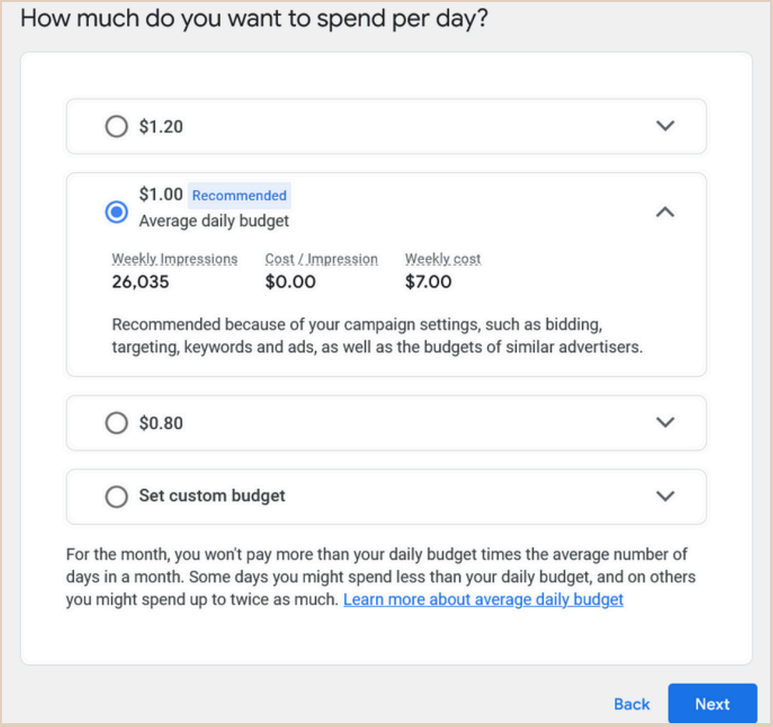
Set up campaigns to retarget users who have visited specific pages like the blog or events but did not convert

Local Targeting

Geo-targeting to display dynamic ads to users within the San Diego area or those searching for San Diego-related terms.

Keywords


Suggested
Asset library
Create
Headlines that include top keywords
Improve Ad Strength by including these popular keywords from this ad group
cafe
coffee shop near me
coffee near me
cafe near me
espresso
pastries
best cafe near me
best coffee near me
organic coffee beans
best coffee shop near me
open mic night near me
best dining san diego
dining near me
order coffee
live events near me
best places to study near me
best coffee shop san dieg
best coffee san diego
best cafe san diego
networking san diego
open mic night san diego
places to study san diego
artisanal pastries
live events san diego
best espresso in san diego
best places to study san diego
fresh roasted coffee beans san diego
specialty coffee downtown san diego
college events near me
best live events near me
order coffee pick up
best live events san diego
best live music coffee shop near me
college events san diego
organic artisanal bakery san diego
quiet study coffeehouse with wi-fi
Searches in the last 30 days
500,000
You're using this keyword in your headlines
Headlines for your ad (6/15)
Create
Live Music & Gourmet Pastries
Coffee Near Open For You
Open Coffee Near & Inviting
San Diego's Finest Cafe
The Living Room Coffeehouse
Best Espresso Coffee Near


How much do you want to spend per day?
$1.20
$1.00 Recommended
Average daily budget
Weekly Impressions
26,035
Cost / Impression
$0.00
Weekly cost
$7.00
Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.
$0.80
Set custom budget
For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. Learn more about average daily budget
Back
Next

Ad Copy

Sponsored

www.livingroomcoffeehouse.cafe/

Live Music & Gourmet Pastries - Open Coffee Near & Inviting

Drop by for the best espresso, fresh pastries, and live music in the heart of San Diego. We're here with the best coffee, snacks, live music, and a warm community vibe.

Locations | Events | Our Story

Sponsored

www.livingroomcoffeehouse.cafe/

San Diego's Finest Cafe - Coffee Near Open For You

We're here with the best coffee, snacks, live music, and a warm community vibe. A retreat for students and professionals alike. Come for coffee, stay for the community.

Our Story | Locations | Events

Sponsored

www.livingroomcoffeehouse.cafe/

Best Espresso Coffee Near - Coffee Near Open For You

A retreat for students and professionals alike. Come for coffee, stay for the community. Our Living Room Coffeehouse serves up top-quality brews with a side of cozy study spaces.

Menu | Our Story | Events

Sponsored

www.livingroomcoffeehouse.cafe/

The Living Room Coffeehouse - Coffee Near Open For You

We're here with the best coffee, snacks, live music, and a warm community vibe. Our Living Room Coffeehouse serves up top-quality brews with a side of cozy study spaces.

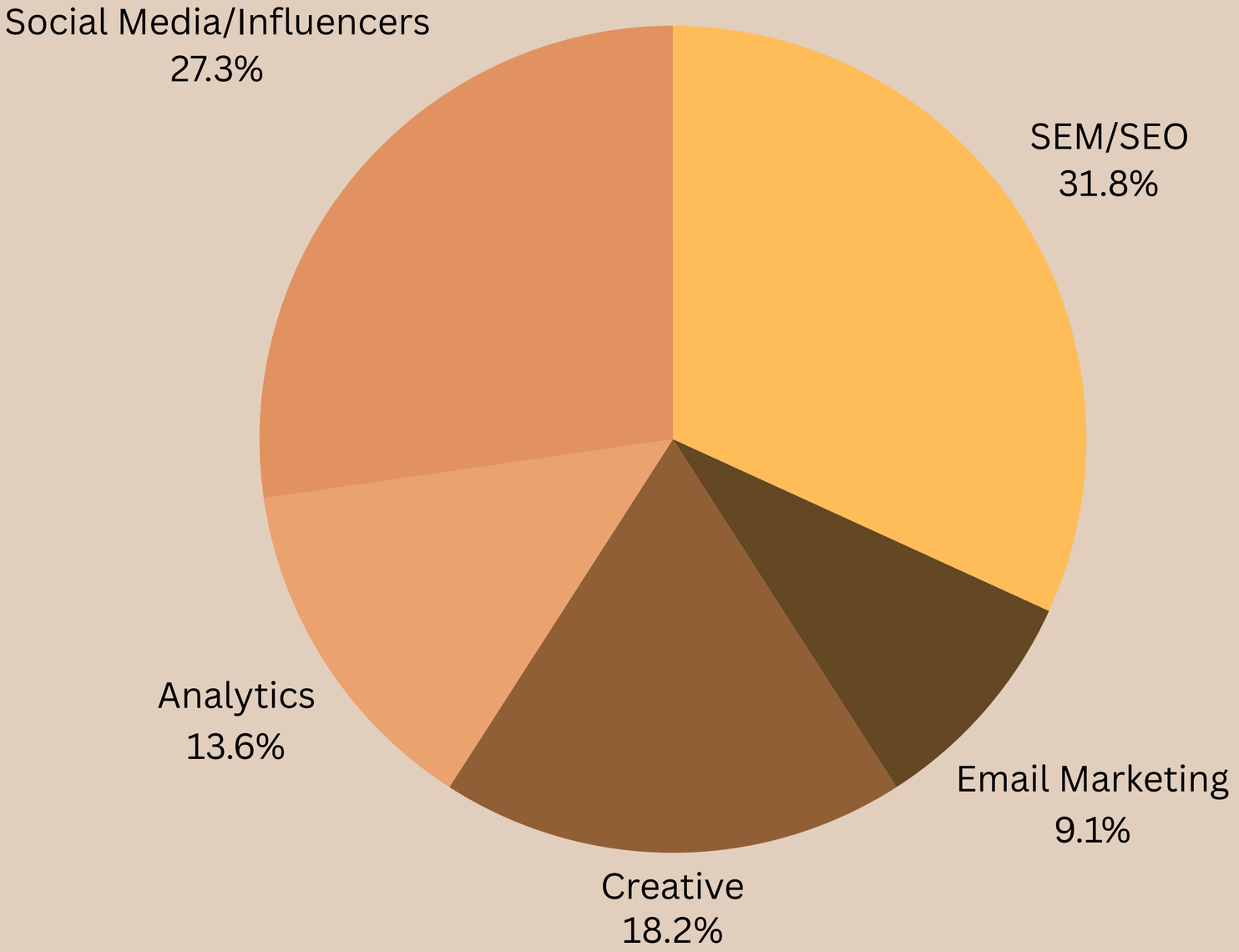
Events | Menu | Our Story

Measuring SEM Success

- **Cost per Conversion**: Shows the average cost of a conversion. It’s your cost divided by your conversions.
- **Impressions:** Is counted each time an ad is served. Impressions show how often your ad is being seen.
- **Clickthrough Rate**: Measures how often people click the ad after it's shown to them, which can show the effectiveness of your ad. CTR is calculated by dividing the number of clicks an ad receives by the number of times the ad is shown.
- **Average Cost per Click**: Is the amount paid for an ad divided by its total clicks.

Budget Breakdown

- **This is an estimate for a Small Business with limited resources**
- We believe investing incrementally in each of these over time will help them build their marketing strategy
- <u>We suggest appointing someone specifically for:</u>
  - SEO/SEM including Analytics
  - Content Creator for each location (video, photo) that works with Creative
  - Owner Writing Blog Posts and Reaching out to Influencers
  - Email Marketing



Thank you for listening!

QUESTIONS?