

The Living Room Coffeehouse

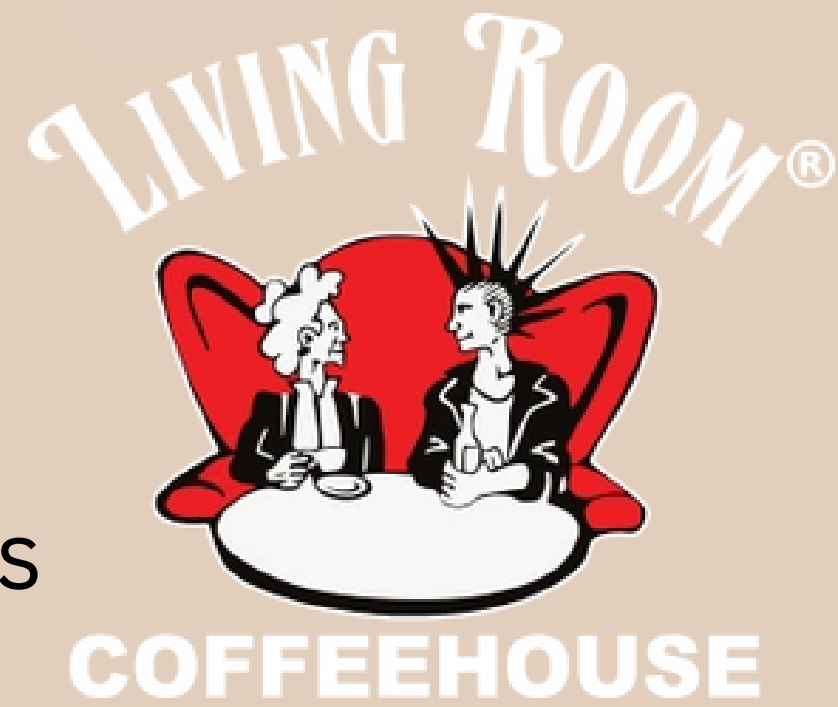
Coffee Shop

Kali'a Alexiou, Paulo Hernandez, Mauro
Figueroa, Alejandro Garcia, Andrea Hill,
Ayden Garcia



Agenda

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



About the Living Room Coffeehouse

Family-owned &
Operated
Since 1991



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

Breakfast
Lunch
Dinner



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)

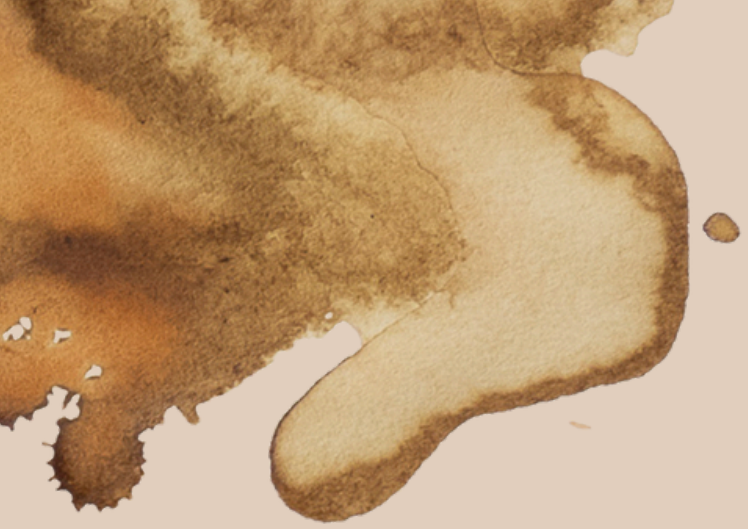
Marketing Goals & Objectives

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

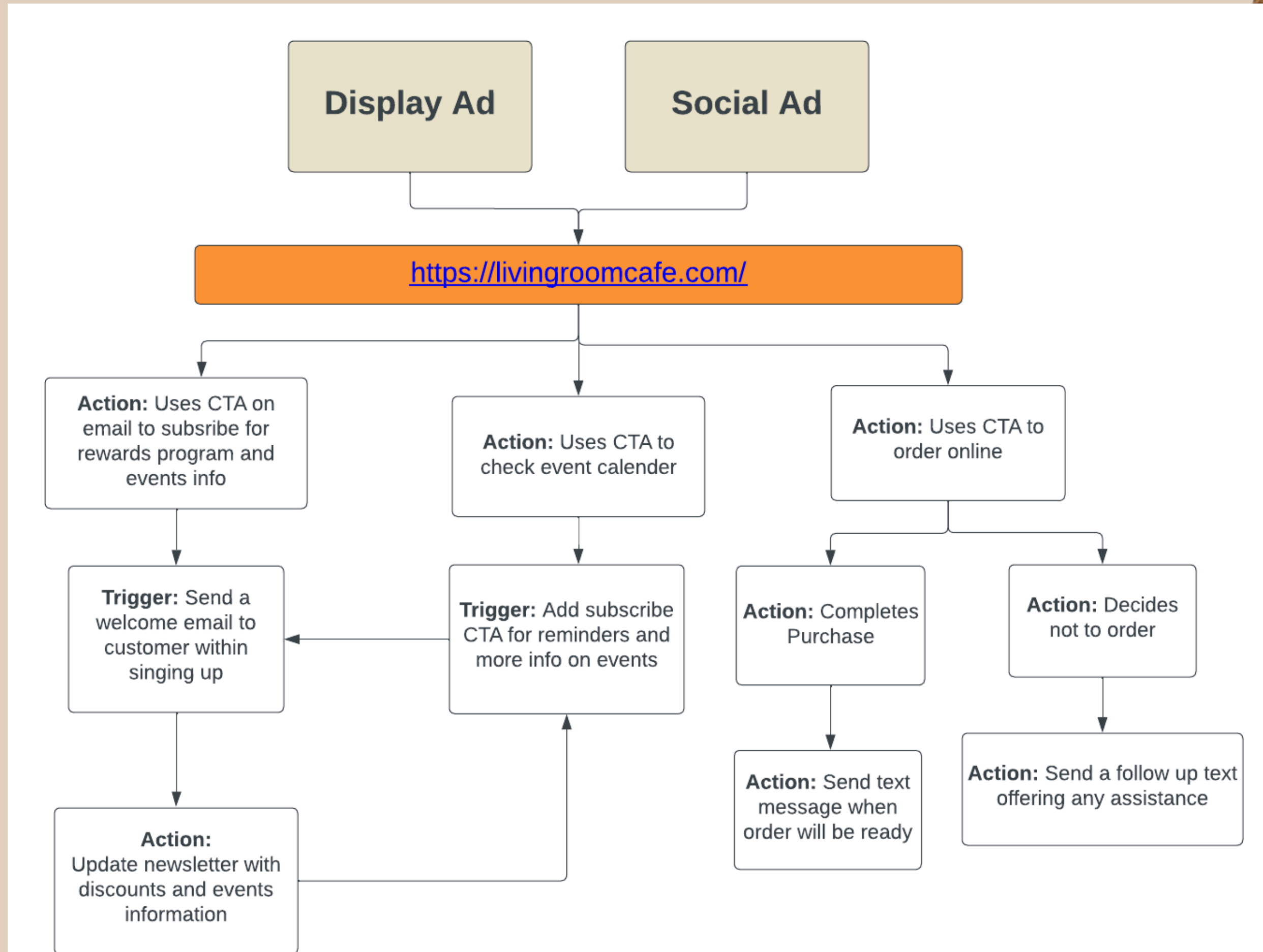
Consideration

- 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

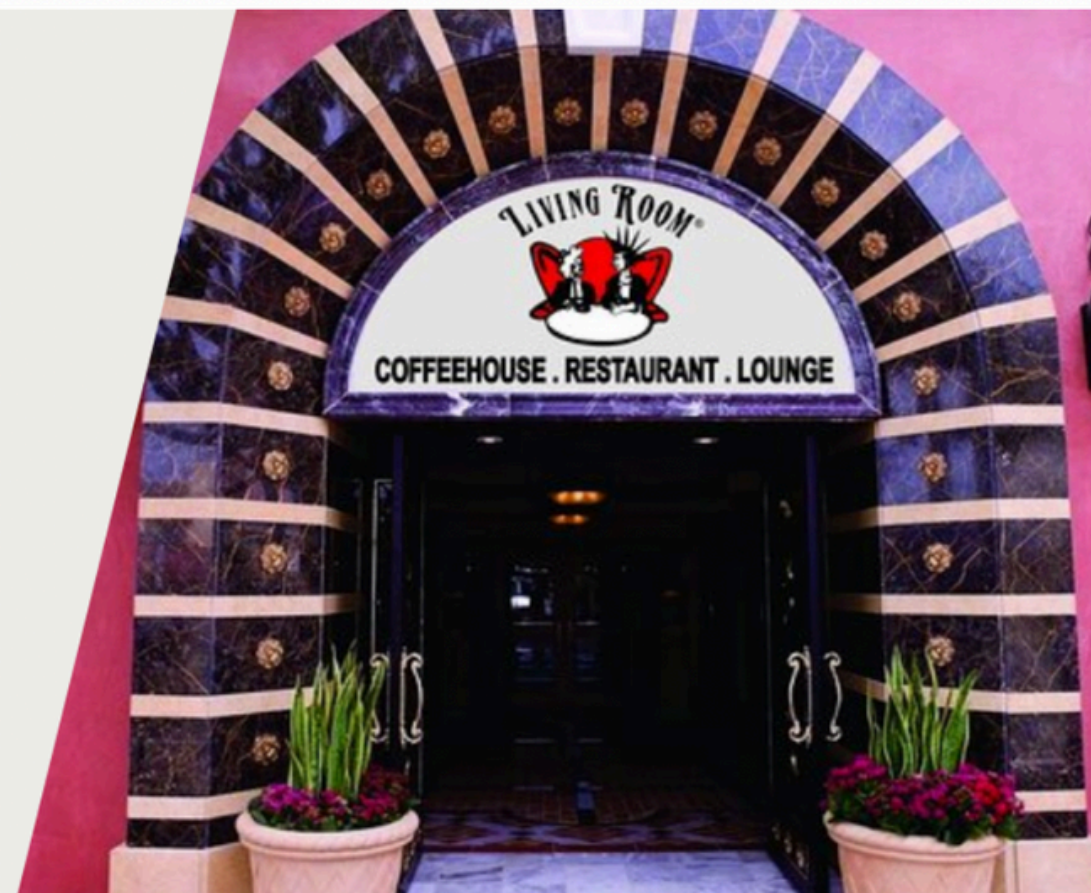


LIVING ROOM
COFFEEHOUSE

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



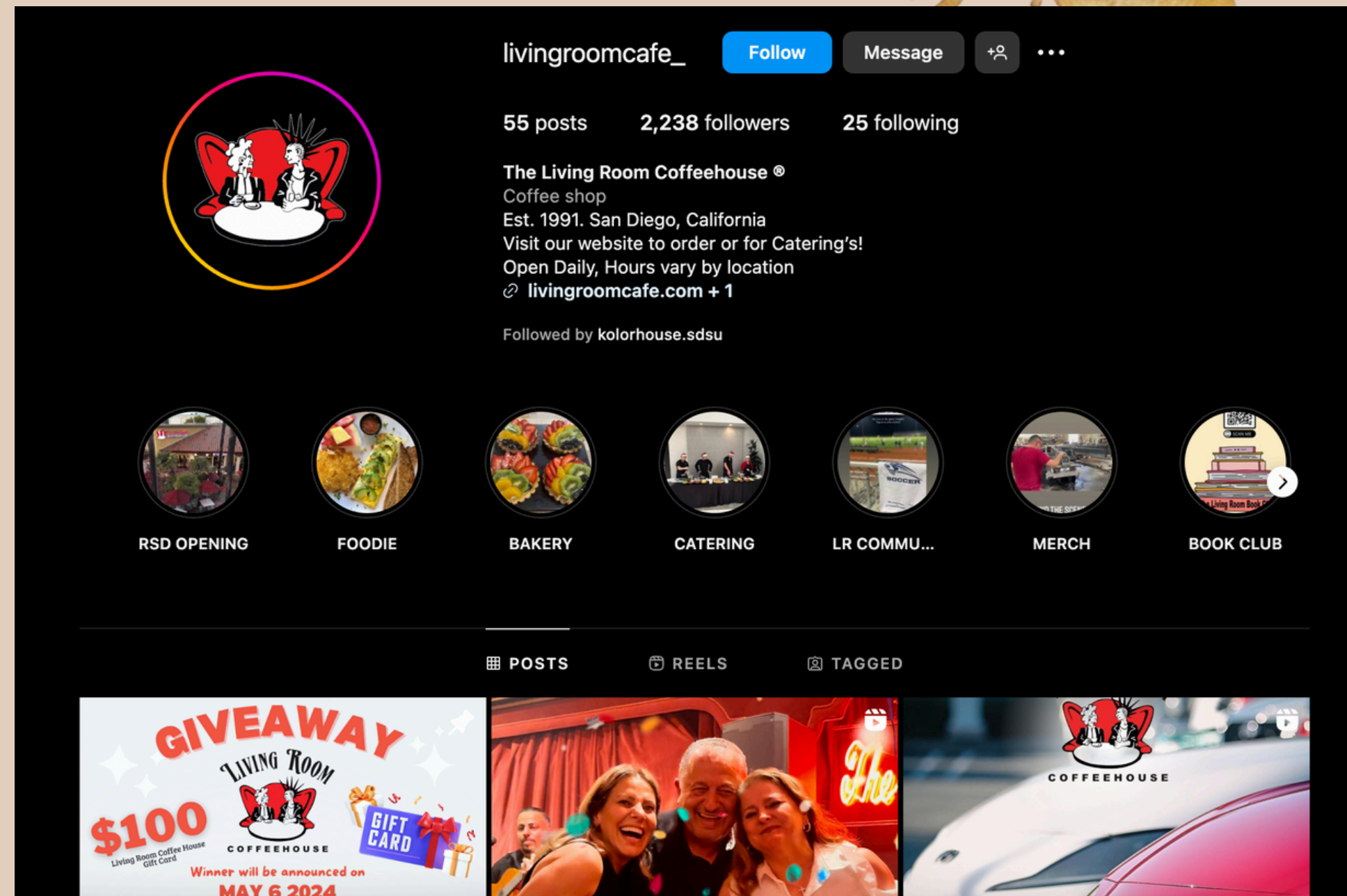
Instagram

Strengths:

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

Weaknesses:

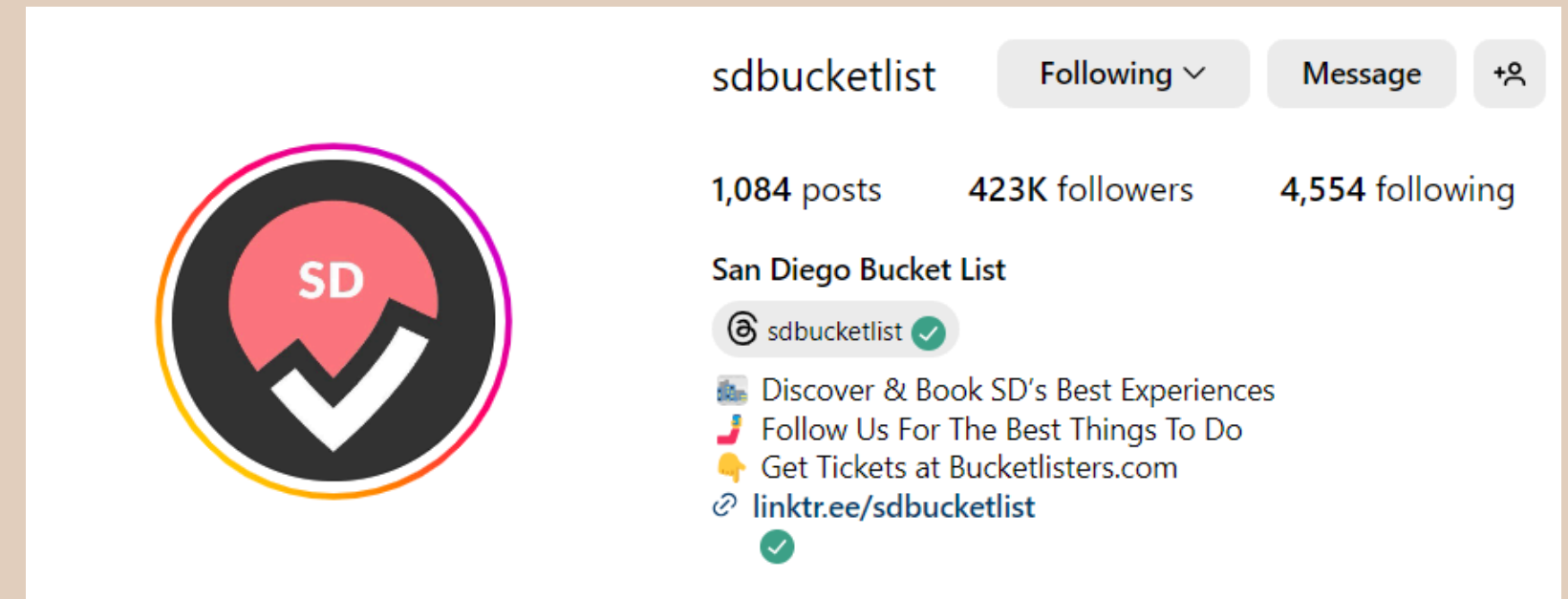
- Only have 2,200 followers
- Feed is not cohesive
- 3 different Instagram accounts (by location)



Instagram Improvement Plan

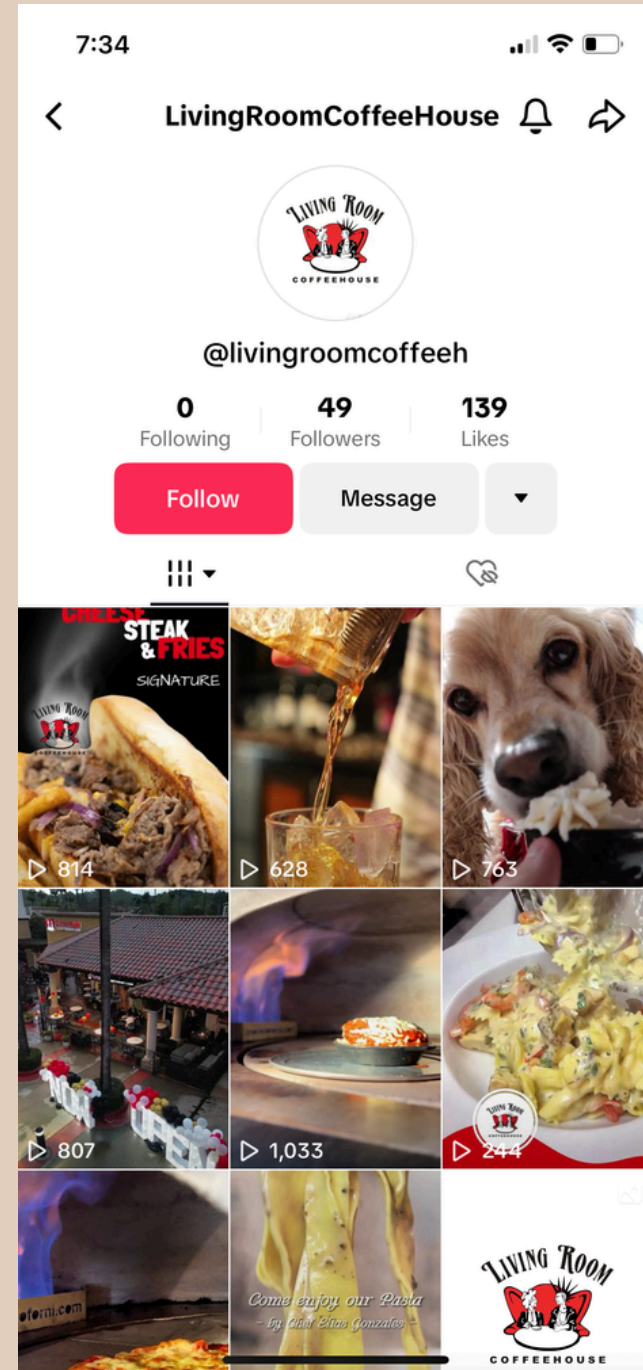
Implementations:

- 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 consistent postings

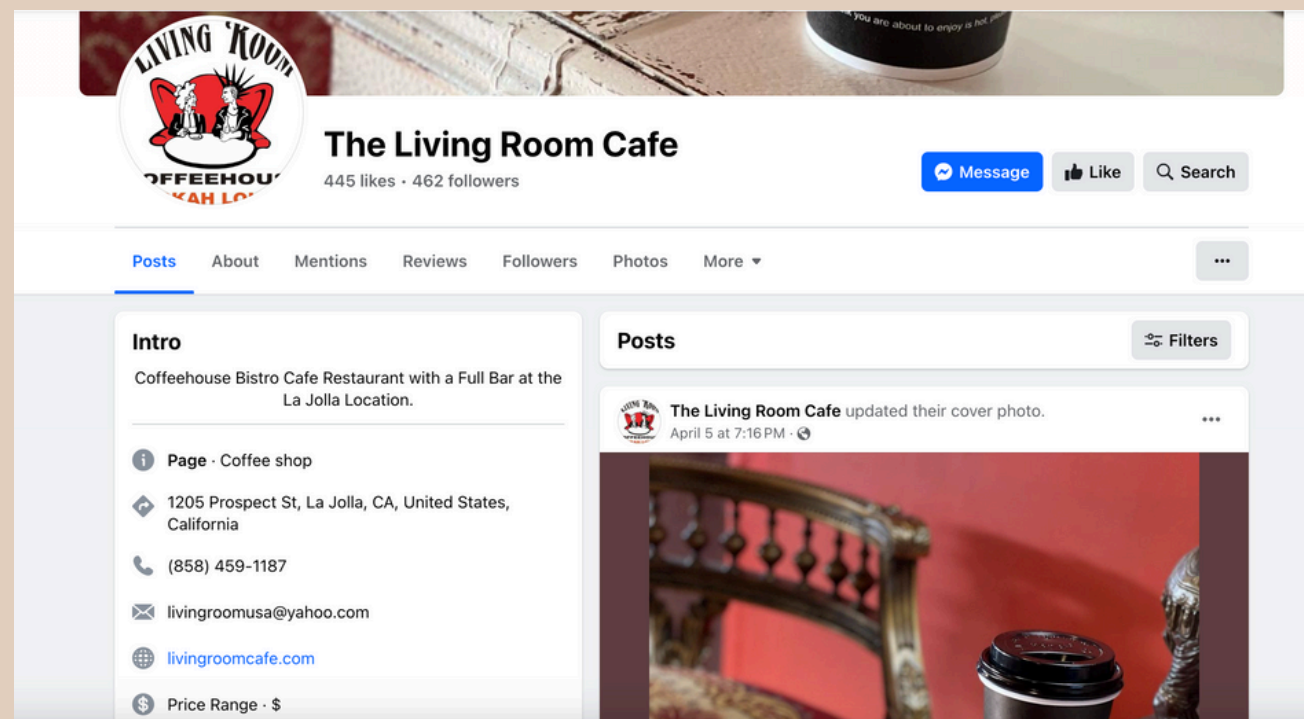
Implementations

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



Facebook

Current page:

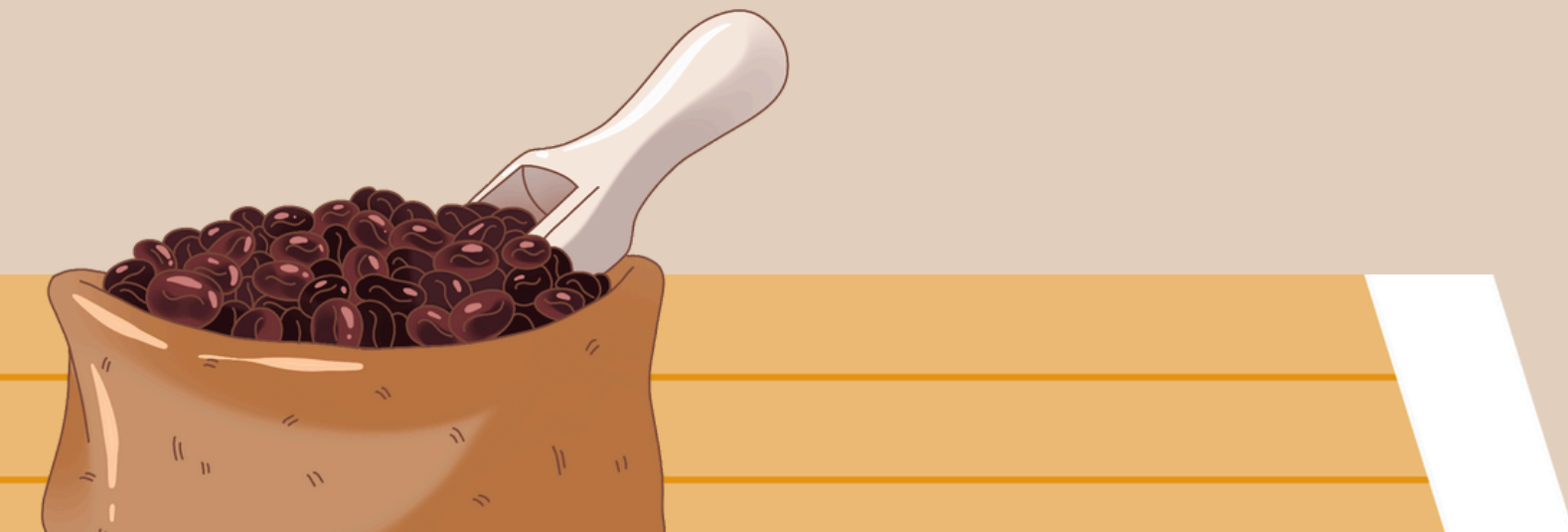


Weaknesses:

- 2 Facebook accounts
- Inconsistent
- Low engagement
- No consistent 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

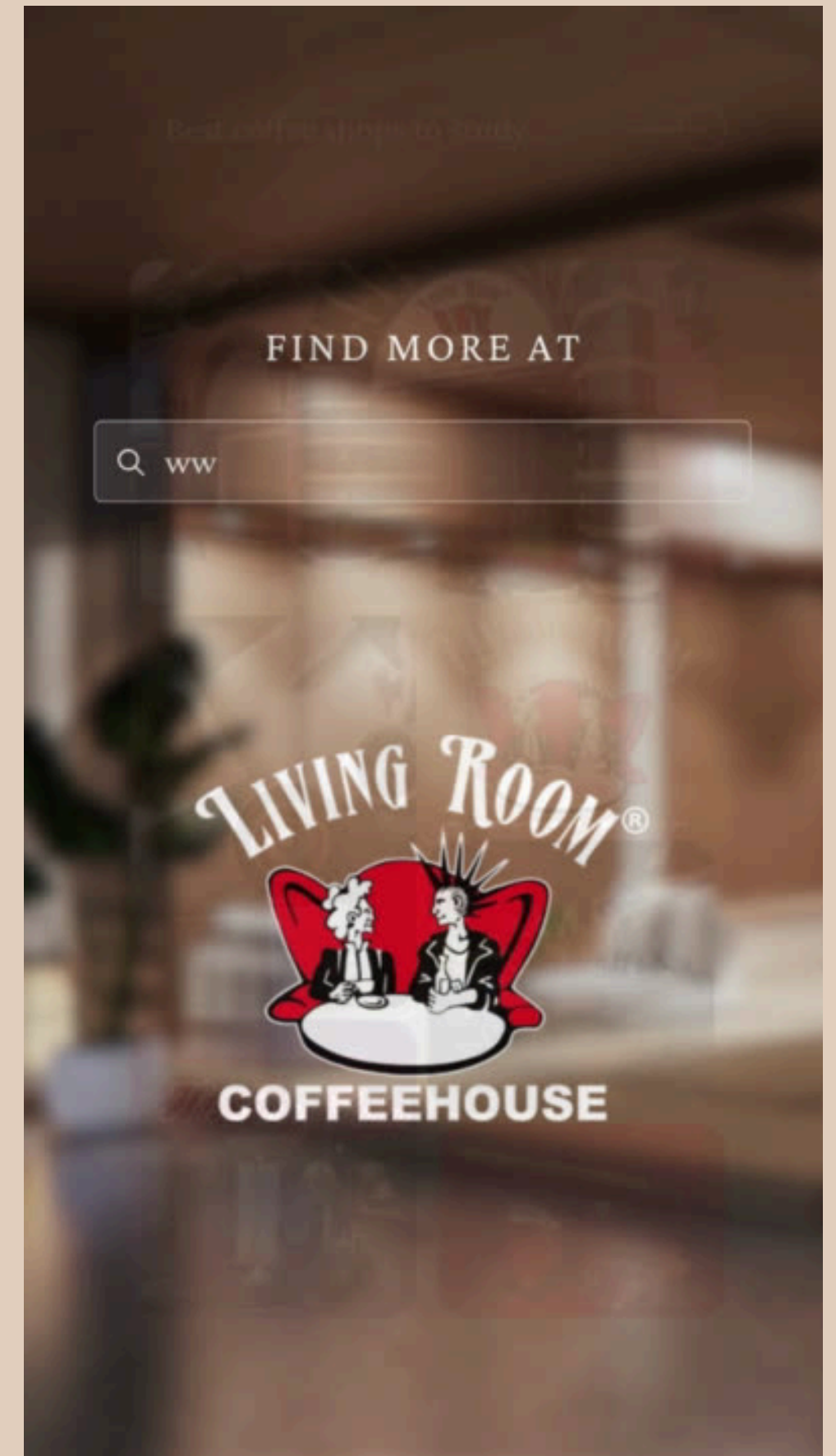


Awareness


- 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

 **The Living Room Cafe**
Feb 25, 2023 · 🌐

💕 Happy Saturday everyone 💕



👍 Kevin W Smith - Realtor Southern California

👍 1 💬 ➦

 **The Living Room Cafe**
Sep 9, 2022 · 🌐

Living Room Coffeehouse in La Jolla ❤️ Stop by for a nice and warm cup of coffee, good fall vibes, great conversation, and even better service! Ou... See more



👍 Maliwan Orsanthia Soutar

👍 1 💬 ➦ 1

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



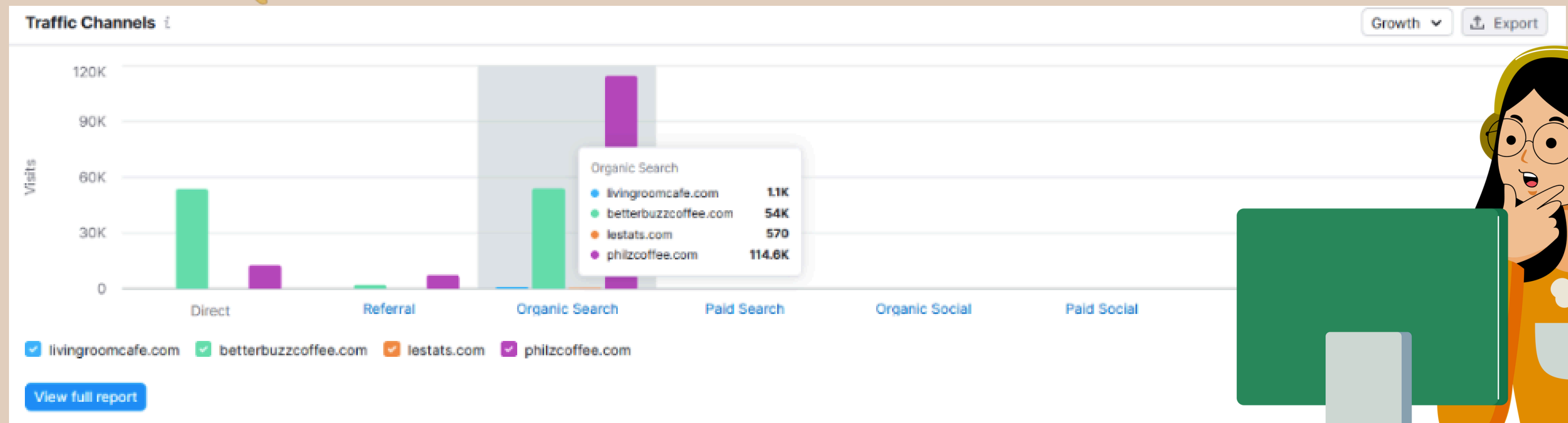
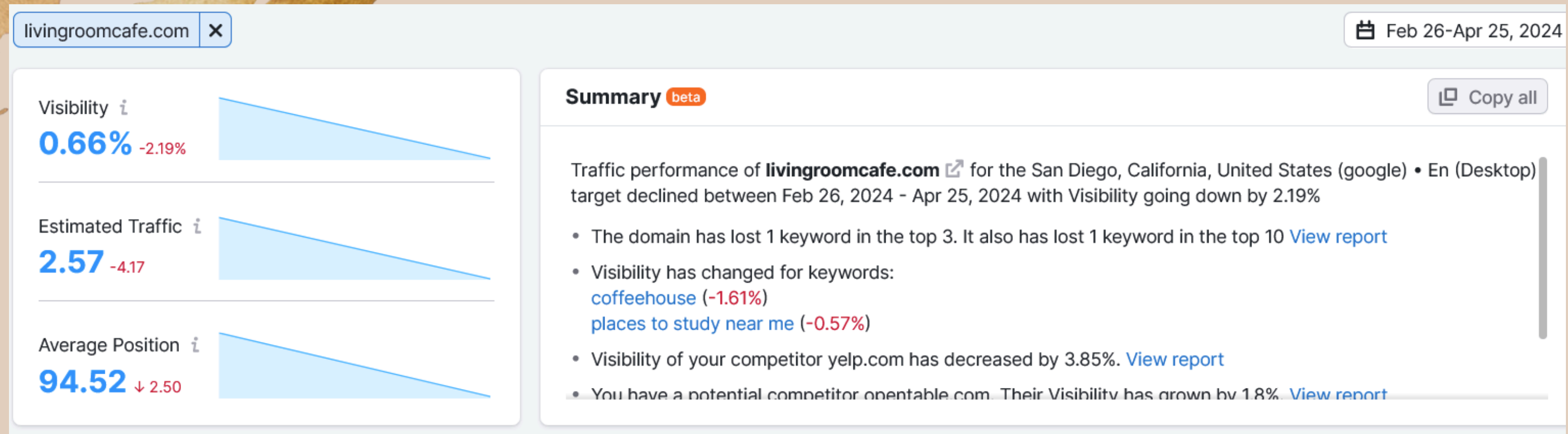
Measuring Social Media Success

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



And Here's Why...



[HOME](#) [LA JOLLA](#) [COLLEGE](#) [RSD](#) [GIFT CARDS](#)

[EVENTS](#) [CATERING](#) [WHOLESALE](#) [MORE](#) ▾



A EUROPEAN CAFE WITH A CALIFORNIAN FLAIR

Since Thanksgiving Day, 1991

[— ABOUT US —](#)

LIVING ROOM COFFEEHOUSE LOCATIONS

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



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.

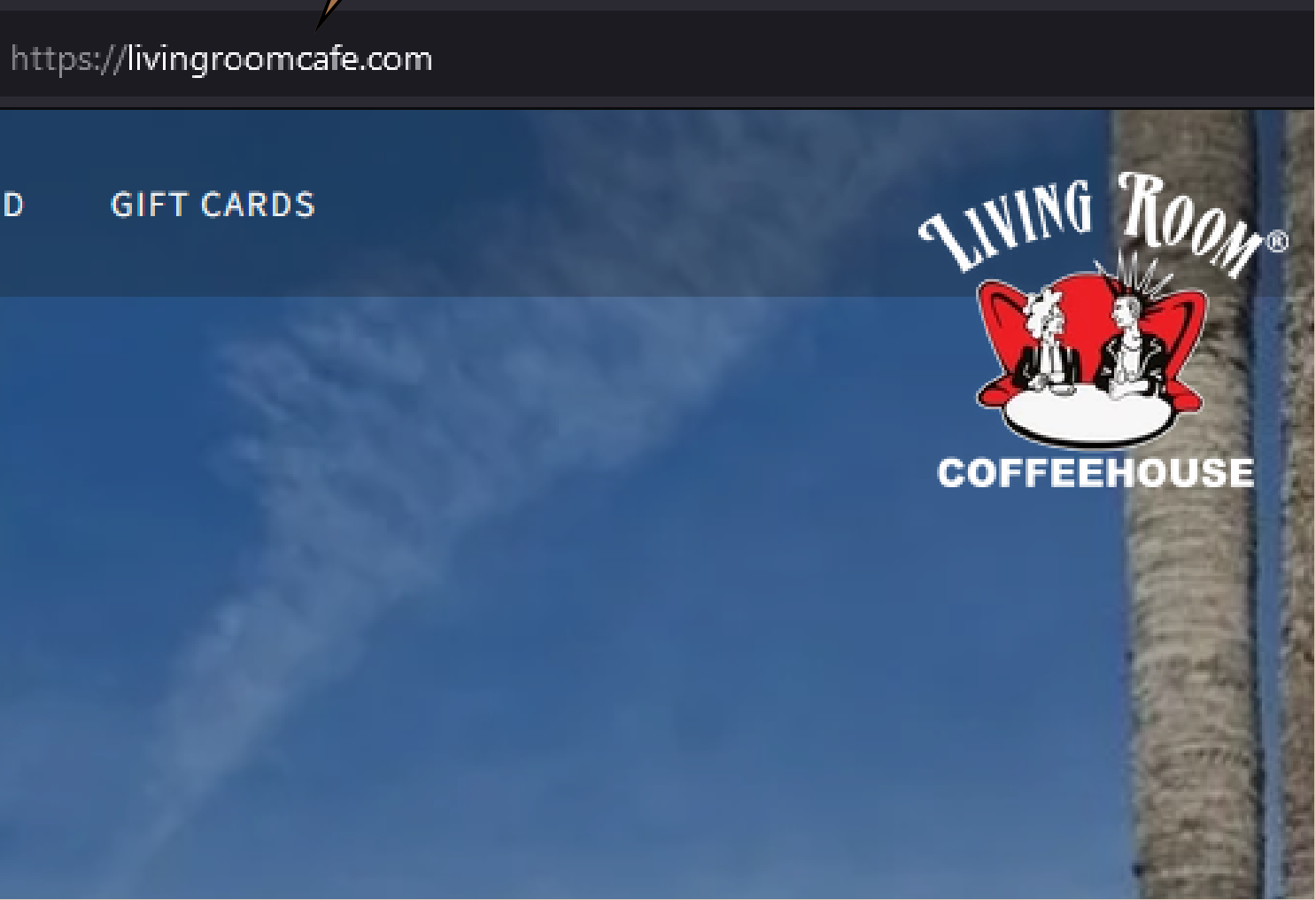
Local SEO

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.

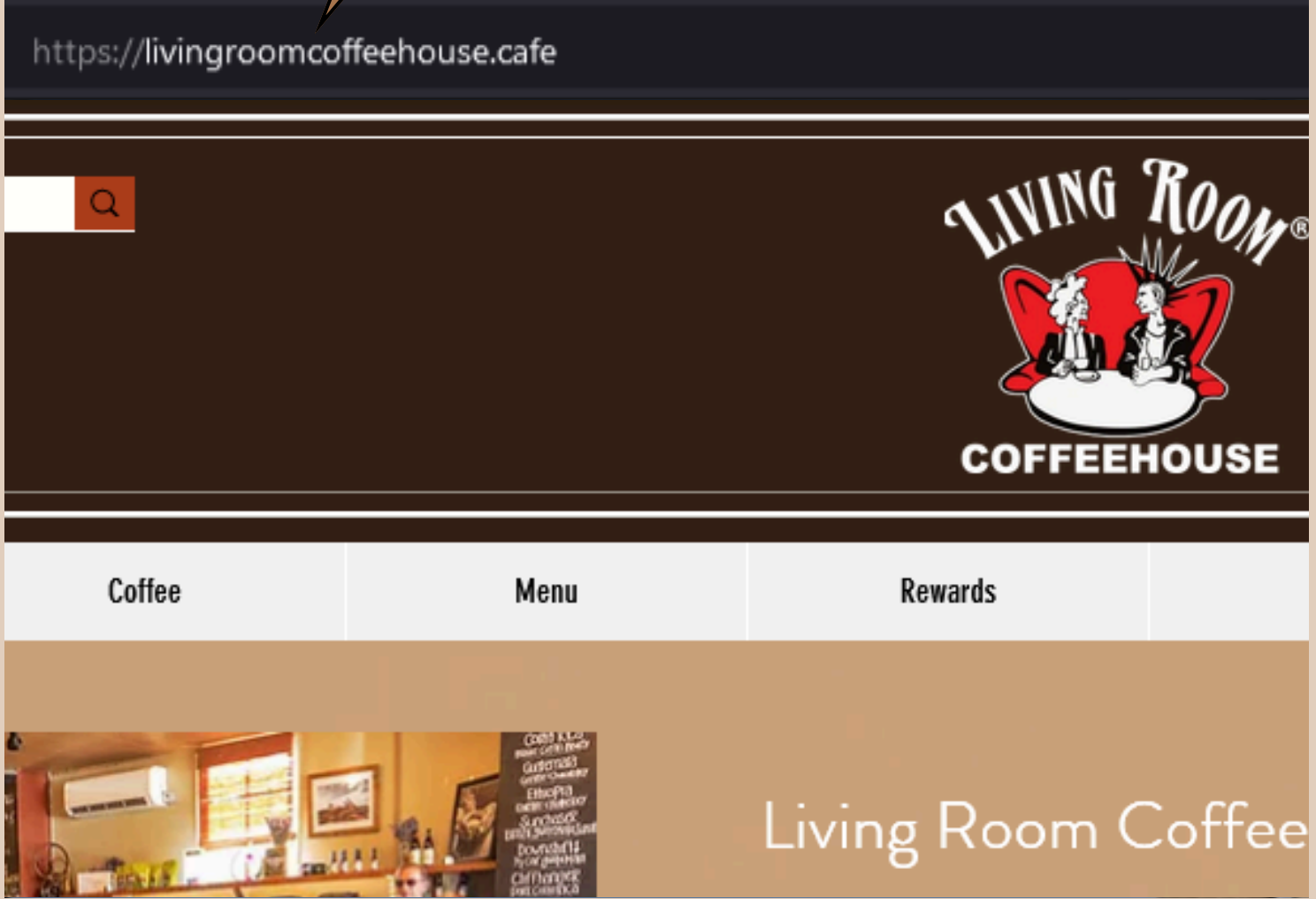


Keeping It Consistent

<https://livingroomcafe.com>



<https://livingroomcoffeehouse.cafe>



Our Elevator Pitch



The screenshot shows the homepage of the Living Room Coffeehouse website. At the top, there is a dark navigation bar with the Living Room Coffeehouse logo on the left, a search bar, and social media icons for Instagram, Facebook, TikTok, and a fourth icon. Below this is a secondary navigation bar with links for Order Online, Coffee, Menu, Rewards, Events, Community Blog, About, and Contact. The main content area features a large image of a woman performing at a piano in a cafe setting. To the right of the image is the text: "Living Room Coffeehouse where our coffee crafts your story; fuels friendships, and awakens the community's spirit." Below this text is a "Learn More" button. To the right of the piano image is another image of a group of people smiling and posing for a photo in a cafe setting.

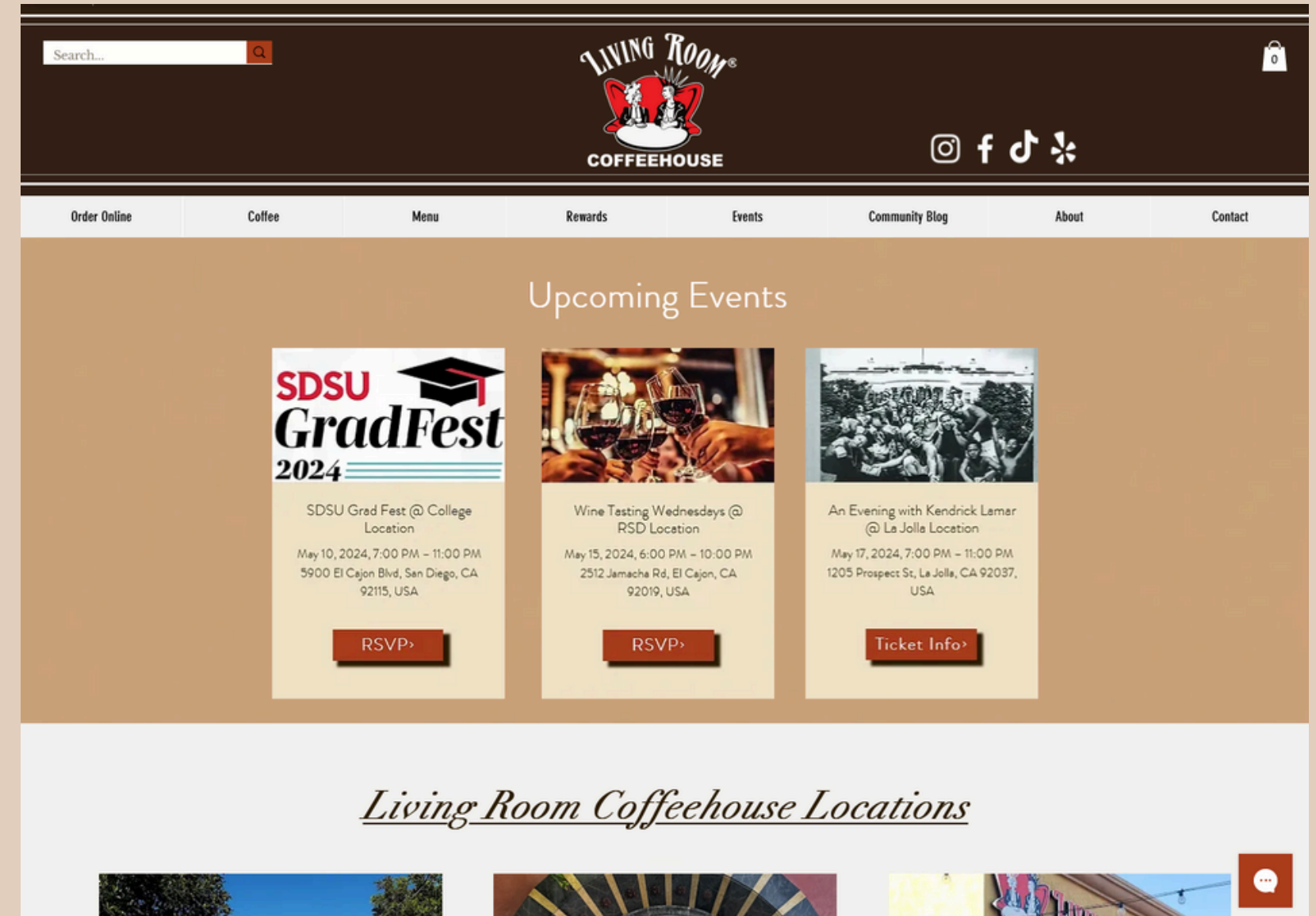
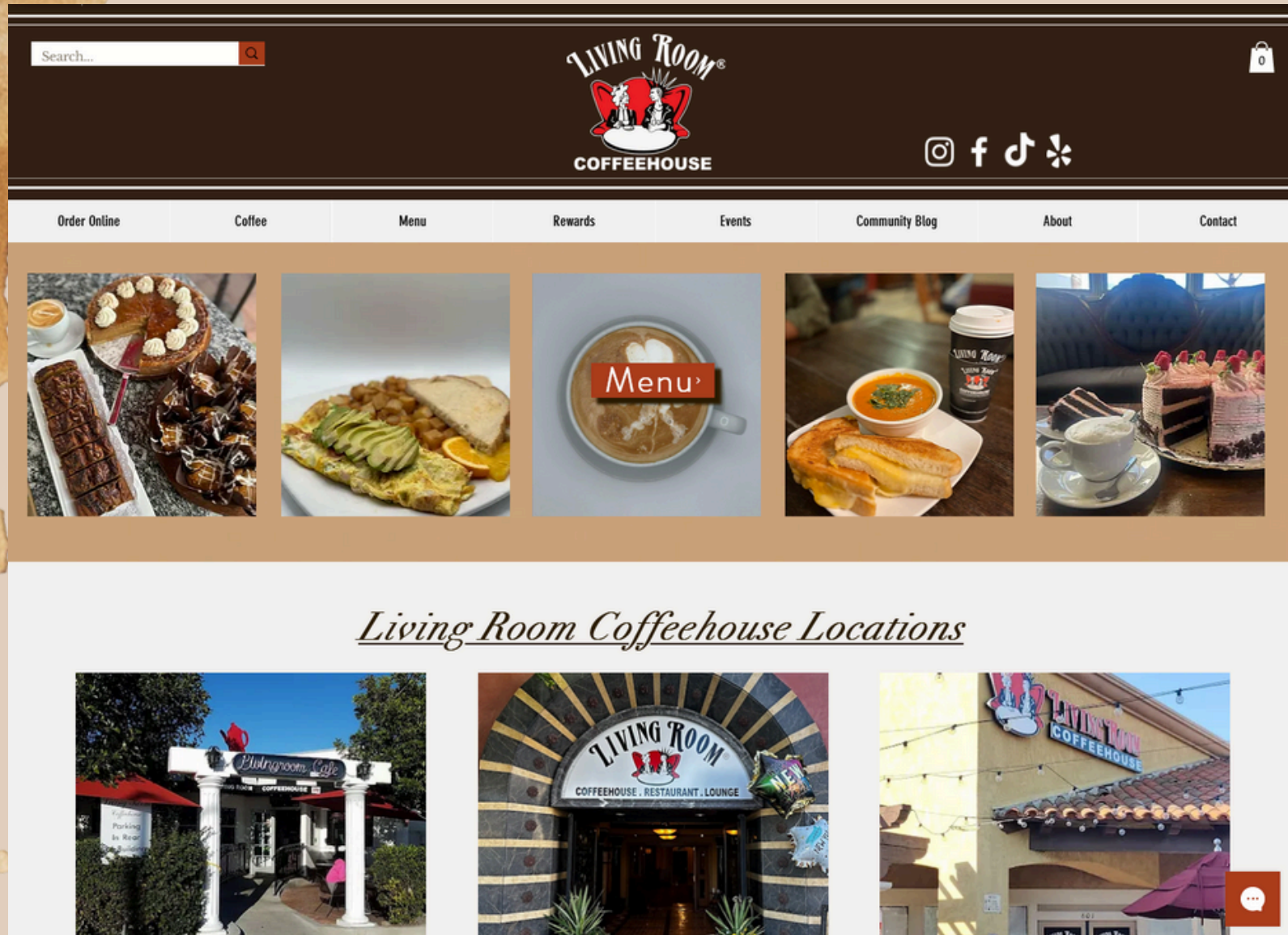
Living Room Coffeehouse Locations



The screenshot shows the content area of the Living Room Coffeehouse website. At the top, there is a dark navigation bar with the Living Room Coffeehouse logo on the left and social media icons for Instagram, Facebook, TikTok, and a fourth icon on the right. Below this is a secondary navigation bar with links for Coffee, Menu, Rewards, Events, Community Blog, and About. The main content area features a large heading: "Awakening Community's Spirit since 1991". Below the heading is a paragraph of text: "We pride ourselves to be San Diego's living room, a place where guests don't just pass through, but pause, relax, and connect. Living Room Coffeehouse's commitment is to enrich lives through exceptional coffee, comforting food, and an atmosphere that encourages you to savor the moment." Below this paragraph is another paragraph of text: "In 1991, 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've been privileged to witness countless moments of inspiration over steaming mugs of our handcrafted brews."



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

April 23, 2024 at 19:27 [Change Schedule](#) coffee shop [Change Keywords](#) [Run a scan](#)

Average Rank: **13.31**

Share of Voice: **5.22%**

Rank distribution:

Good (1-3):	17%
Average (4-10):	20%
Poor (11-20):	17%
Out of Top 20:	46%

Map showing rank distribution for coffee shops in La Jolla, San Diego, CA. The map uses color-coded pins (green for good, yellow for average, red for poor) to represent the performance of various coffee shops in the area.

April 23, 2024 at 19:22 [Change Schedule](#) coffee shop [Change Keywords](#) [Run a scan](#)

Average Rank: **4.90**

Share of Voice: **13.21%**

Rank distribution:

Good (1-3):	62%
Average (4-10):	23%
Poor (11-20):	7%
Out of Top 20:	7%

Map showing rank distribution for coffee shops in San Diego, CA. The map uses color-coded pins to represent the performance of various coffee shops in the area.

April 23, 2024 at 19:30 [Change Schedule](#) coffee shop [Change Keywords](#) [Run a scan](#)

Average Rank: **2.10**

Share of Voice: **16.10%**

Rank distribution:

Good (1-3):	100%
Average (4-10):	0%
Poor (11-20):	0%
Out of Top 20:	0%

Map showing rank distribution for coffee shops in El Cajon, CA. The map uses color-coded pins to represent the performance of various coffee shops in the area.

Results for **La Jolla, San Diego, CA** - Choose area

Places: Rating Price Hours

- Bird Rock Coffee Roasters - La Jolla**
4.6 ★★★★★ (1.2K) - \$1-10 - Coffee shop
12.0 mi - 5627 La Jolla Blvd
Airy cafe with farm-to-cup coffee
- Philz Coffee**
4.4 ★★★★★ (657) - \$1-10 - Coffee shop
11.5 mi - 8849 Villa La Jolla Dr
Custom coffee in a casual setting
- Java Earth Coffee La Jolla**
4.6 ★★★★★ (43) - \$10-20 - Coffee shop
12.7 mi - 1030 Torrey Pines Rd # D
Dine-in - Takeout - No-contact delivery

Map showing coffee shop locations in La Jolla, San Diego, CA.

Results for **San Diego, CA 92182** - Choose area

Places: Rating Price Hours Sort by

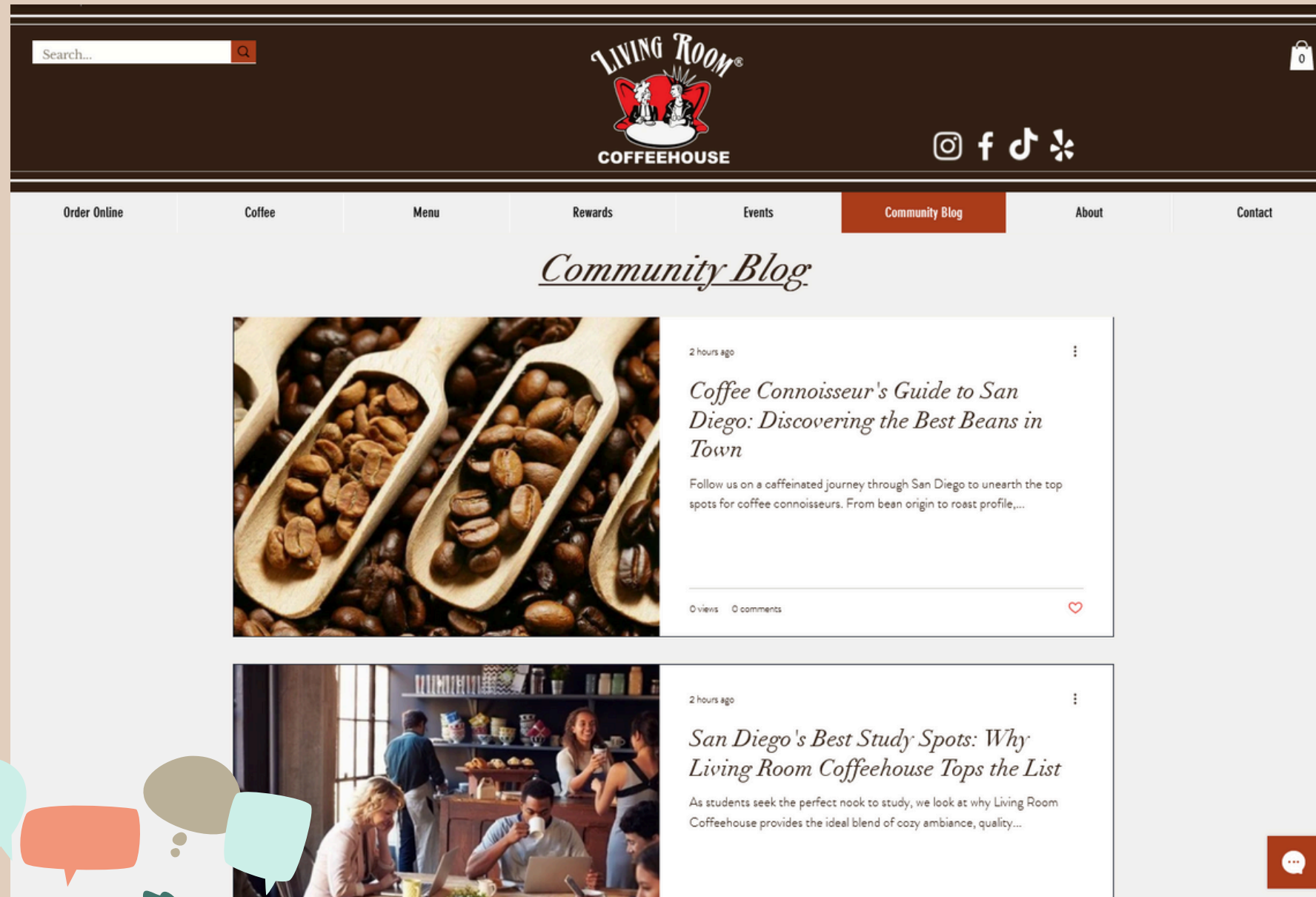
- BCB Coffee**
3.8 ★★★★★ (13) - Coffee shop
0.2 mi - 1 Aztec Walk
Dine-in - Takeout - No delivery
- Starbucks**
4.0 ★★★★★ (157) - \$1-10 - Coffee shop
0.3 mi - 5131 College Ave
Iconic Seattle-based coffeehouse chain
- Chiefy Cafe SDSU**
4.8 ★★★★★ (48) - \$10-20 - Coffee shop
0.4 mi - 5665 Lindo Paseo Suite 103
Dine-in - Curbside pickup - No-contact delivery

Map showing coffee shop locations near SDSU in San Diego, CA.



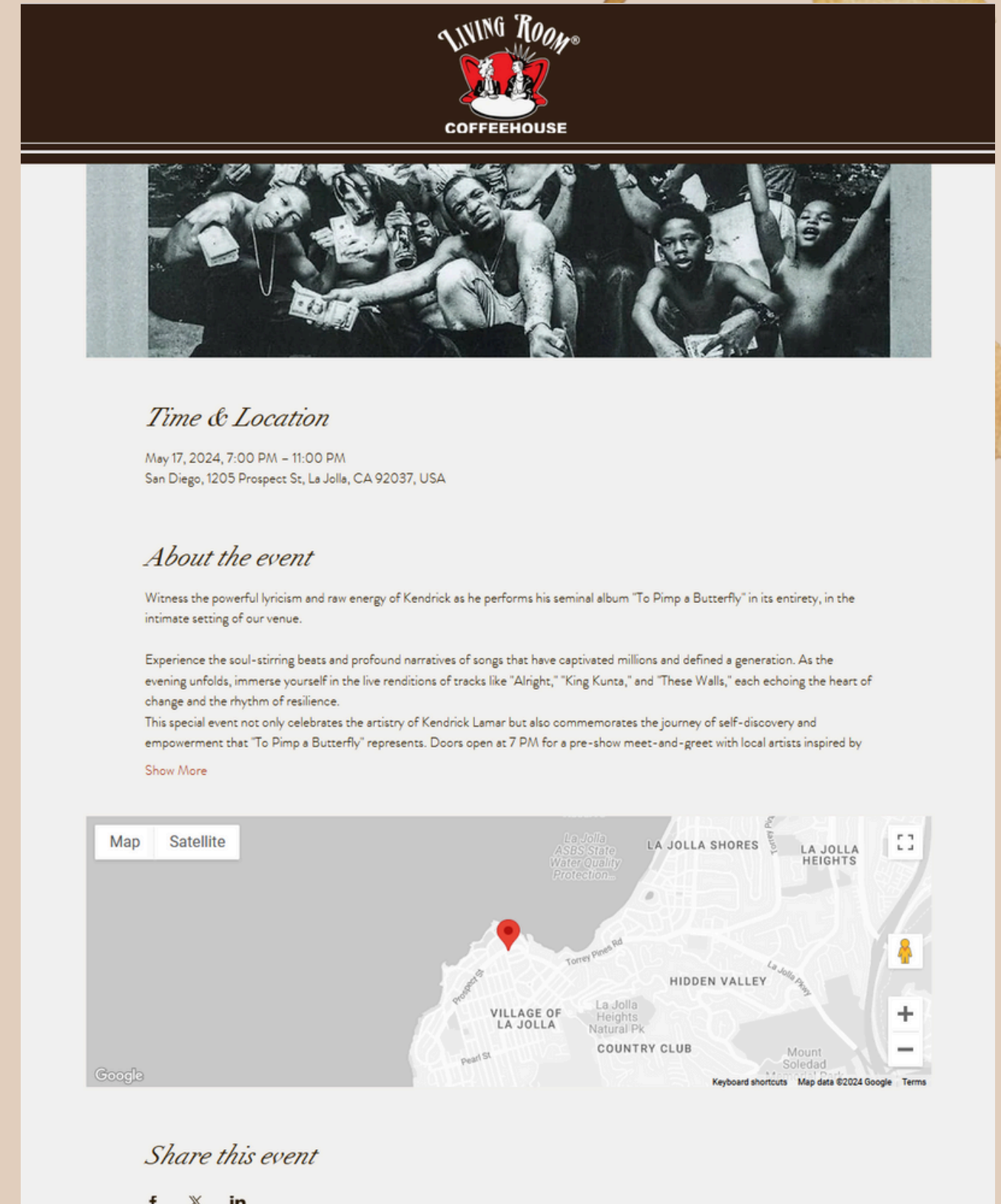
Community Engagement

Relevance, Distance, and Prominence



The screenshot shows the Living Room Coffeehouse website's Community Blog page. The header includes a search bar, the Living Room Coffeehouse logo, and social media icons for Instagram, Facebook, TikTok, and YouTube. The navigation menu includes Order Online, Coffee, Menu, Rewards, Events, Community Blog (highlighted), About, and Contact. The main content area features two blog posts:

- Coffee Connoisseur's Guide to San Diego: Discovering the Best Beans in Town**
2 hours ago
Follow us on a caffeinated journey through San Diego to unearth the top spots for coffee connoisseurs. From bean origin to roast profile,...
- San Diego's Best Study Spots: Why Living Room Coffeehouse Tops the List**
2 hours ago
As students seek the perfect nook to study, we look at why Living Room Coffeehouse provides the ideal blend of cozy ambiance, quality,...






The screenshot shows the Living Room Coffeehouse website's event page. The header includes the Living Room Coffeehouse logo. The main content area features a large image of a crowd of people at a concert. Below the image, the event details are listed:

- Time & Location**
May 17, 2024, 7:00 PM – 11:00 PM
San Diego, 1205 Prospect St, La Jolla, CA 92037, USA
- About the event**
Witness the powerful lyricism and raw energy of Kendrick as he performs his seminal album "To Pimp a Butterfly" in its entirety, in the intimate setting of our venue.
Experience the soul-stirring beats and profound narratives of songs that have captivated millions and defined a generation. As the evening unfolds, immerse yourself in the live renditions of tracks like "Alright," "King Kunta," and "These Walls," each echoing the heart of change and the rhythm of resilience.
This special event not only celebrates the artistry of Kendrick Lamar but also commemorates the journey of self-discovery and empowerment that "To Pimp a Butterfly" represents. Doors open at 7 PM for a pre-show meet-and-greet with local artists inspired by


Below the text is a map showing the location of the event in La Jolla, CA, with a red pin marking the venue. The map includes labels for various neighborhoods like Village of La Jolla, Hidden Valley, and Country Club. At the bottom, there is a "Share this event" section with social media icons for Facebook, X, and LinkedIn.

⌵ Bellow The Scroll ⌵

Search... 


Living Room Coffeehouse Locations



5900 El Cajon Blvd
San Diego, CA 92115
[United States](#)
College/SDSU

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.


[Order Now](#)



1205 Prospect St
La Jolla, CA 92037
[United States](#)
La Jolla

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.


[Order Now](#)



2512 Jamacha Rd
El Cajon, CA 92019
[United States](#)
Rancho San Diego

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.

[Order Now](#)



College/SDSU

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.

[Order Now](#)

La Jolla

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.

[Order Now](#)

Rancho San Diego

Open daily 7 am - 11 pm. Indoor & Patio Seating Available. We are also offering Pickup & Delivery Orders.

[Order Now](#)

Get to Know Us Better

- [Blog](#)
- [Events](#)
- [About](#)
- [Contact](#)

[Visit Our Stores](#)
Customer service: (619) 286-8434
Email: info@livingroomcafe.com

Help

- [FAQ](#)
- [Store Policy](#)
- [Payment Methods](#)

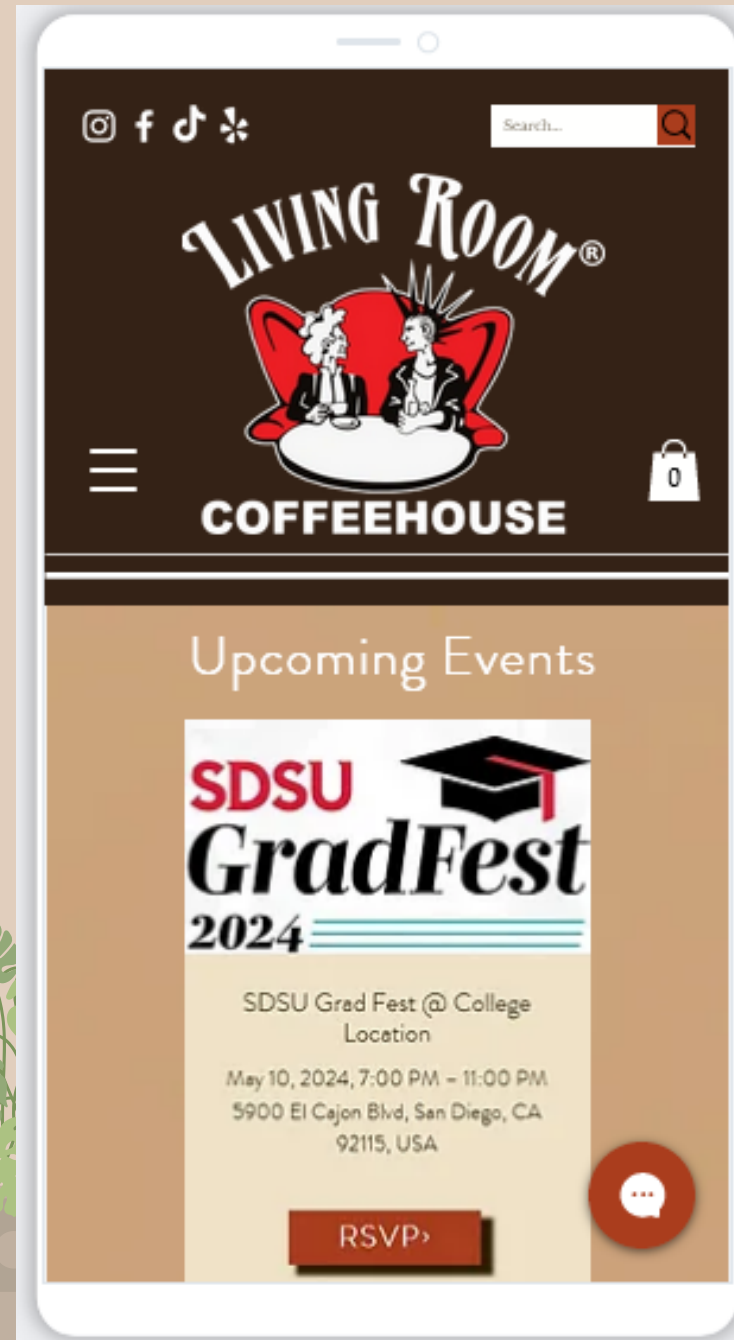
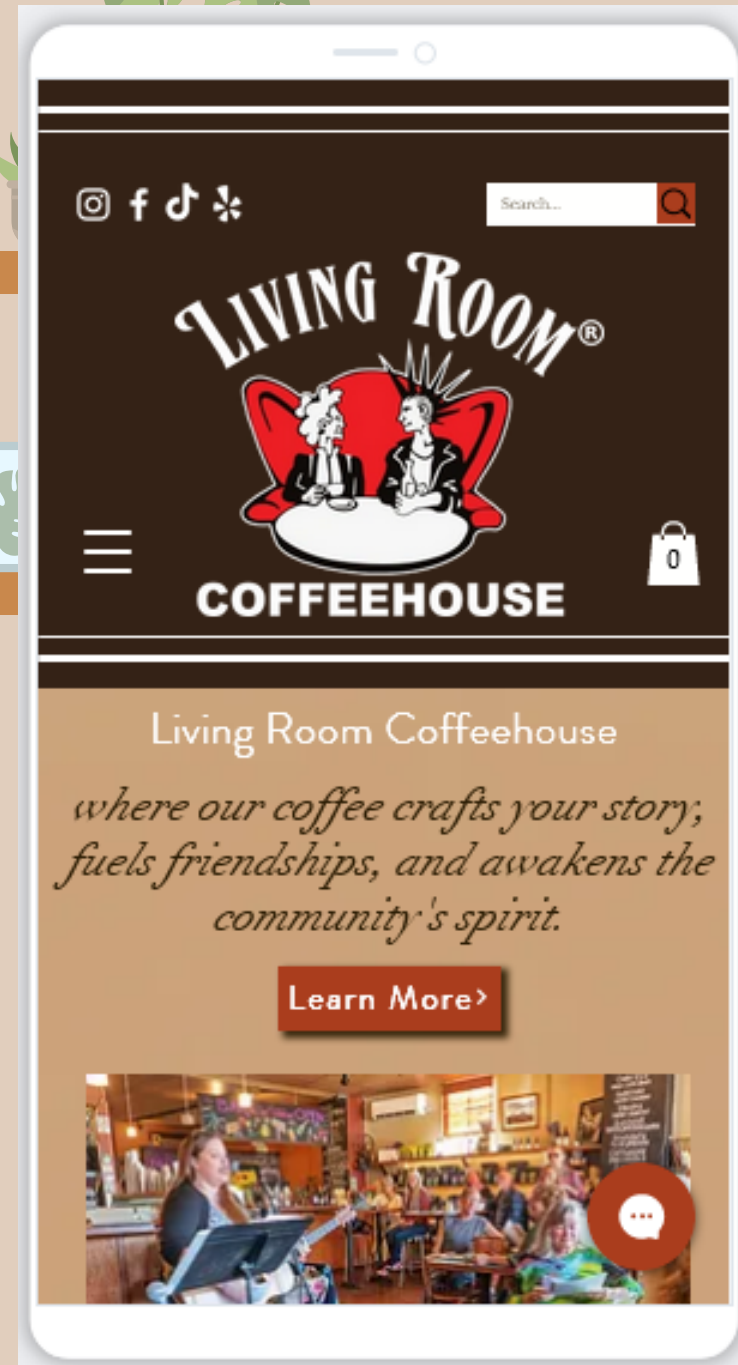
Follow Us

- [Instagram](#)
- [Facebook](#)
- [TikTok](#)
- [Yelp](#)

Enter your email here* [Subscribe Now](#)

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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 ✓ coffee best dining san diego
- best coffee shop near me open mic night near me ✓ best coffee shop san diego
- dining near me order coffee live events near me
- best places to study near me ✓ best coffee shop san diego g near me
- ✓ 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	Cost / Impression	Weekly cost
26,035	\$0.00	\$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](#)

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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.

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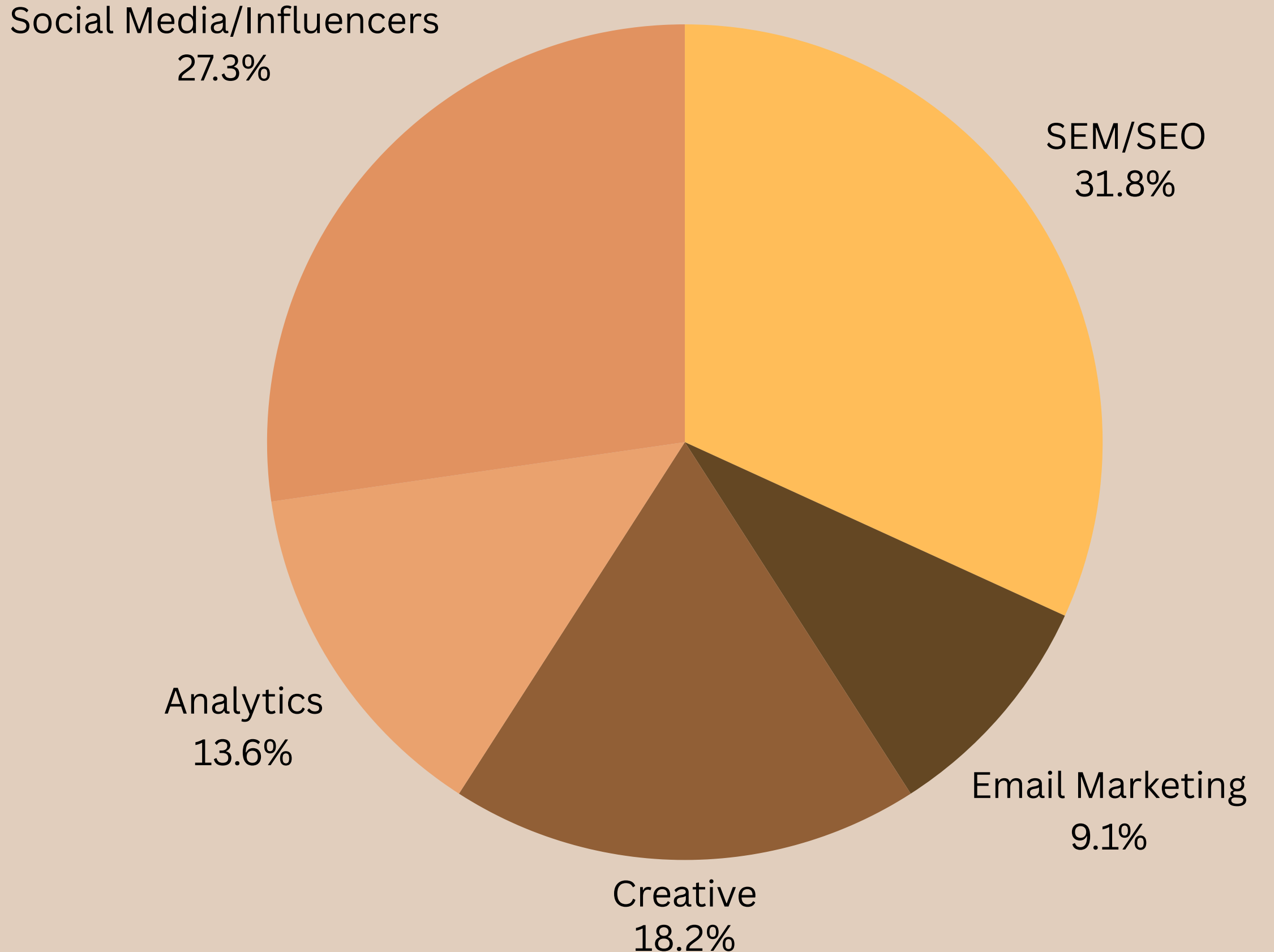
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Measuring SEM Success

- **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
- We suggest appointing someone specifically for:
 - 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?

