

KARMA CREAM CONTENT PITCH



"Don't worry, it's vegan!"

Overview

Karma Cream is a cherished Gainesville local cafe that focuses on delivering vegan drinks, baked goods, and ice cream to the community. The cafe has great seating with large windows and Wifi, making it a great study spot for a college town. Content marketing is a valuable way to not only target vegans in the community but expand to a non-vegan audience. Quality reliability, organic goods, and ethical sourcing are all signature Karma Cream features that can be emphasized through this content marketing strategy.

SWOT Analysis

Strengths:

- Provides reliable goods to the vegan niche.
- Strong visual branding.
- Loyal customer base.
- Located in a college town.

Weaknesses:

- Can be limited to the niche.
- Socials are not capitalizing on their followers.
- Social media strategy is unclear.

Opportunities:

- Not many local competitors.
- Already has social media followers on Instagram.
- Spreading information about ethical sourcing.
- Establishing a study spot.

Threats:

- Becoming too "niche".
- Location being too far from campus.
- There are many cafes in Gainesville.

Target Audience

The campaign shall engage a specified target audience, placing a focus on customers who align with the values and lifestyle promises of the brand and also target adjacent demographic segments that have similar interests or nutritional needs.

Primary Audience:

Target audience are those who have a vegan lifestyle, 18-35 years of age. The majority of this target audience are young adults and college students who are health-driven and environmentally conscious. They are more likely to find plant-based, ethically sourced products and tend to be super active on social networks where they discover and share new lifestyle alternatives.

Secondary Audience (Group 1):

This segment includes people who have gluten-free diets, as well as those aged 18 to 35. Either due to health issues such as celiac disease or personal wellness choices, this segment deserve to enjoy gluten-free food that is not lacking in taste or quality. They are probably well-educated consumers who care about ingredient disclosure and manufacturing processes, which Karma Cream is very focused on through the company ethos

Secondary Audience (Group 2):

The broader cultural community of 18- to 35-year-olds who do not necessarily identify as vegan or gluten-free but are present in the college town. This may be working professionals or students who are likely to have busy lives, looking for convenient locations to eat, study, or socialize. They may be drawn to Karma Cream because of its open seating, sociable setting, and free Wifi, they just need the extra push to choose Karma Cream.

ROI and KPI

Return on Investment (ROI) and Key Performance Indicators (KPIs):

The core objective of the campaign is to drive more traffic to Karma Cream's store, in addition to developing a broader, more engaged community on all social media platforms that the brand uses. Through the promotion of digital engagement, the campaign aims to realize a better integration of online experience and in-store visit.

Key Performance Indicators (KPIs):

Achieve a measurable 20% reduction in the gap between total number of followers versus number of followers actively engaged in interacting with content, thus building an engaged and committed online community.

Reduce the gap between reach and engagement (specifically likes) by 15%, indicating increased relevance and resonance of the content to the target market.

Run the whole campaign within a specific 6-week time period, posting at least one top-level, strategically crafted post per week to maintain consistency and build momentum.

Generate a 5% increase in traffic to the Karma Cream store as a direct consequence of digital activity and brand awareness efforts by the campaign.

Content Schedule

Content will be released twice a week, alternating between informative knowledge pieces and gripping signature story pieces. A trial period of three weeks will assess how successful that publishing schedule is. Afterwards, the marketing team can continue with a rigorous posting schedule or shift it to suit needs, especially based on the stores busiest traffic days.

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	4/7 Knowledge Content			4/10 Signature Story		
	4/14 Knowledge Content			4/17 Signature Story		
	4/21 Knowledge Content			4/24 Signature Story		

Signature Story

This signature story focuses on the strategy of customer-as-hero, it centers a customer Kate and her friend Natalie who were able to enjoy Natalie's birthday because of the vegan desserts offered by Karma Cream. This narrative creates an image of reliability for Karma Cream, framing the business as a place customers can go and know they have the vegan treats they need. It also establishes a Karma Cream as a vessel of connection, which associates the establishment with feelings surrounding friendship and joy.

Mock Up Script

Signature Story: Kate and Natalie

Video Concept:

An interview with Kate and Natalie, featuring "home video" clips of a birthday gathering and clips of them consuming Karma Cream goods.

The following script is generally transcribed from an interview with KATE and NATALIE:

KATE: When Natalie's birthday was coming up I was on the hunt for some good dessert for her. The thing is, she is vegan so it's usually hard to find a good treat, but no one should go without a birthday sweet.

NATALIE: *Laughs* Yeah it's been an issue so many times before, growing up even my family didn't know what to get me.

[Insert video footage of them eating cookies at Karma Cream] |

KATE: But ever since we moved to Gainesville we have been in love with all of Karma Creams pastries and sweets. I swear I'm addicted. So I stopped by and checked out their stuff. They had the perfect pink cupcake for the perfect birthday girl! I brought it to Natalie's birthday dinner, put a candle in it and it was ready.

[Insert video footage from singing happy birthday with the cupcake]

NATALIE: As soon as I saw the Karma Cream box I was so happy, I finally had a delicious cake, well cupcake, on my birthday. I never have to worry about the food being fully vegan and I could just enjoy it!

[Insert video footage of Kate and Natalie laughing and taking a sip of Karma Cream coffee]

Knowledge Content

This knowledge content piece is an infographic that emphasizes the health benefits surrounding vegan and gluten free options. It is easily digestible for the viewer and could fit simply on a social media platform such as instagram. This piece allows Karma Cream to potentially branch outside of their niche, pushing people who are not usually vegan or gluten-free to still see the unique benefit of picking Karma Cream as their go to cafe.

HEALTH BENEFITS ANYONE CAN ENJOY FROM VEGAN TREATS!

INCREASED SOURCES
OF FIBER FROM
ALTERNATIVE
FLOURS



RICH IN WHOLE
FOODS, OUR
GOODIES ARE
HEALTH
CONSCIOUS

PERFECT FOR SENSITIVE
STOMACHS, BONUS
POINTS FOR OUR GLUTEN
FREE OPTIONS



ENJOYING QUALITY
SWEET TREATS CAN
TASTE GOOD AND
HELP YOUR BODY
FEEL GOOD!

Alternative knowledge content pieces:

- How vegan foods are sustainable for the environment.
- The benefits of vegan foods on health (skin, bowels, etc).
- The necessity of having vegan/gluten free options within the food industry.

Mock Up Infographic