

## **Café Sweet Street Strategic Plan**

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## **Campaign Goal**

To entice young adults to prefer Café Sweet Street as their leading social environment.

Having a successful café is really important for Café Sweet Street. It is important to reach its goals to cater to their target audience. Café Sweet Street does an amazing job catering to their target audience but they have not been catering to young adults, specifically college students. Our main goal for café Sweet Street is to tap into this target market. Having a café for young adults will be beneficial for sweet street and for the young adults. Café Sweet Sweet will be their go to place. The restaurant's modern, yet homey, vibe appeals to young adults, making it ideal as a “hangout” spot. Having a college within the area makes it easier to reach the target market.

This goal can be achieved by meeting specific objectives of rising awareness, creating a preferred space, and measuring the growth.

## **Campaign Theme**

Best Quality In the Industry

Café Sweet Street prides themselves in being the best within the industry in regards to quality of food, establishment, and employees. In order to reach their target audience of young adults, they must persuade them that they are the best. A way to show that to the market is to let them know that eating at the restaurant is a “treat” for them. Luxury appeals are a good way to reach audiences in today's society. Customers want to know that they are receiving the best and they want others to know that they are getting the best. This quality can also be seen as a reward for the customers for continuing to eat at the café. A slogan for this theme could be “Treat Your

Way to Sweet Street,” further highlighting that being a customer at the restaurant is a way for both customers and audiences to know that they are being rewarded by getting the best.

## **Target Audience**

### **Objectives**

- I. To establish a presence to 45% of young adults between the ages of 18 and 30 in the area by September 2020.
- II. To develop a social environment consisting of 50% of the café space for young adults between the ages of 18 and 30 in the area by September 2020.
- III. To measure 35% increase use in young adults between the ages of 18 and 30 in the area by December 2020.

In order to maintain the goal, one of the objectives must be to make sure the target audience is aware of the business. The age range of 18 to 30 is specific to the young adult target audience. The month of September was chosen because this is the time where most college students, who do not live in the area, will be back in the region for school. This objective is a continuing one; the 2020 timeline is more of a starting point. Café Sweet Street should still continue to measure increase in awareness and continue its advertising strategies. However, September 2020 gives the café enough time for young adults to be aware of it and get a feel of how the café is, especially for the college students returning. Having this age group will get Café Sweet Street a well known name around the area due to it being a great place for young adults to eat at and to hang out at.

The modern style of the café can appeal more to young adults, however, this target audience would prefer more of a social environment or “hangout” spot when it comes to a place

for brunch. Café Sweet Street has the potential to become that social environment. Not only will students be coming in for quality food, but also as an ideal spot for social interactions. These meetings can influence more customers to use the café in a similar manner, as well as impress word of mouth advertising as customers share with others about the café. Chef Brenden specified that the café did not have any plans of expanding, so it would be best to make use of the space already available. One could rework the setting of the furniture and include areas designated for the social environment.

The last objective is to measure an increase in the amount of customers that are a part of the target audience. As the holiday season comes about, those in the target audience that attend college will be heading home. Although this is another objective that will not just stop at the proposed deadline, it is a good start to understand how well the advertising methods are working at bringing in members of the target market. Also, because this is a small deadline, the percent increase will most likely not be more than 40 percent. However, ideally, depending on how well the advertising strategies and tactics do, this increase is possible during a time when students will be on campus and other young adults will be working before the holidays.

### **Campaign Messages**

- A. Café Sweet Street has the best quality food, establishment, and workers
- B. Eating at Café Sweet Street is a “treat” to young adults

The theme of this campaign is that Café Sweet Street has the best quality in the industry. The restaurant is proud of their green campaign and their locally sourced ingredients which makes their meals not only tasty, but environmentally-friendly and good for the health as well. Customers in the young adult target market have shown more of a concern for the environment

and what they put in their bodies, so letting them know that they can receive that at the café is one of the best advertising strategies out there. However, they should not just stop at food. The establishment, though already quite modern, can be improved to provide a more social environment. The workers should also appeal to the age range; the café should hire more young adults so the target market can relate to them. By doing this, the market will understand that the restaurant has the best quality in service, food, and establishment and will be more likely to frequent the café and bring in more customers. This “best quality” is also a reward for the market in the sense that, by frequently providing business for the café, they are receiving the best quality.

## **Strategies**

### **Mass Media Strategies**

- A. Form television and radio commercials
- B. Establish more of a presence on blog sites
- C. Produce advertisements intended for the target audience
- D. Produce advertisements for well known areas

Café Sweet Street has not been seen to do any form of television or radio advertising. The café is just a few miles from a few colleges with Albright College being the closest. Albright has a radio station, WXAC, so a good strategy would be to take advantage of that resource. The café can come and talk about the products they sell or even have commercials on the radio. Since Café Sweet Street doesn't have these types of commercials, they don't really reach out to anyone and no one really knows where or who they are.

Another mass media strategy is to establish more of a presence on blog sites. Café Sweet Street has a blog, but they don't post or update the site very often. Chef Brenden tries his best to update the café's Facebook with current meals that the restaurant has, but maybe focusing more attention on the blog and telling people what they have to offer will also bring more people to Café Sweet Street.

Producing more advertisements intended for the target audience would be one of the easiest ways to get more young adults to Café Sweet Street. Young adults spend a lot of their time on social media. If they see certain ads pop up, there is a high likelihood that they may want to see what the store is, what they sell, and what the establishment is all about. Café Sweet Street has ads but ones that reach out to people my age could be something to look into.

The last mass media strategy is to produce advertisements in well-known areas. Reading is not a very large area, so producing advertisements that are solely catered to the area or the colleges would be ideal to get more customers in the target audience. Focusing more on who rather than what is in Reading will surely improve the outcome of who walks into the doors of Café Sweet Street. Therefore, by putting advertisements in places that young adults might frequent — such as the Berkshire Mall, Pagoda, Santander Arena, and GoggleWorks — would be beneficial to increasing business.

### **Digital Strategies**

- A. Put social media on the menu; put menu on social media
- B. Develop an app specifically for ease of purchase — delivery, pick-up option, updated menu, news, rewards program

- C. Develop more of a presence on social media platforms through the use of Instagram, Facebook, YouTube and advertisements
- D. Integrate geofencing marketing approaches
- E. Conduct pixel marketing research
- F. Develop cellular message offers

In its current state, Café Sweet Street relies mainly on word-of-mouth methods to generate their business, on top of the brand loyalty that's already established with their regular customers. Despite having over 27,000 thousand likes on their Facebook page, Café Sweet Street's posts often fail to get over ten likes, which shows a large disconnect between the business and its followers. However, their Instagram has only 5,500 followers, yet they have a higher engagement rate with their followers. Implementing several digital tactics to increase the café's reach with its current audience, as well as reaching out to Reading's untapped market of young adults, is a way to increase business. Specifically, focusing on its social media like Facebook, Instagram, and YouTube would allow all of Café Sweet Street's new content and specials to be directly sent right into the palms of young adults between the ages of 18 and 30.

Over the last several years, Instagram has very quickly become the preferred social media platform for young adults. The app has become immensely popular and has begun introducing several options that allow people to interact with their followers more frequently, aside from posting. Features like Instagram TV (IGTV) and polls would allow Café Sweet Street to hear their customers' opinions and build a more modern relationship. Chef Brendan could use polls to have customers pick a meal of the week. Producing and posting IGTV videos is free and provides insight into how they make some of their most popular menu items. Chef Brendan could begin posting at least once a week with a picture of their meal, or specials, of the week on

both Instagram and Facebook. As he or the café's social media team becomes more familiar and comfortable with the platforms, he should upgrade his postings to at least two or three times a week to steadily build Café Sweet Street's online presence. In addition, it would be wise to advertise discounts to their followers, in order to encourage them to visit or place an order with Café Sweet Street. Many young adults, especially college students, find discounts to be extremely tempting and it's more likely that they'll then patron the establishment. Lastly, it's essential to mention Café Sweet Street's social media on the menu, while also putting a more concise menu on social media.

Another important endeavor that would help draw young adults to Café Sweet Street would be to produce a YouTube collaboration with the popular channel, Bon Appetit. The channel currently has almost six million subscribers and often gets almost two million views per video. Based in New York City, the test kitchen of Bon Appetit produces videos multiple times a week that feature gourmet food and other cooking videos. Many young adults relate to the quirky personalities of the staff members featured in the videos and enjoy the calm nature of the videos. Café Sweet Street could collaborate with them on their "Gourmet Makes" series to show how they make their most popular desserts and meals, in order to attract more potential customers to the café.

In an effort to become more modern, accessible, and to compete with their competition, Café Sweet Street should develop an app to increase the customer's ease of purchase. An option for both delivery and pick-up with an updated menu, newsletter, and a rewards program would allow Café Sweet Street to compete with popular companies like Domino's, Wawa, and Sheetz. Many college students and other young adults appreciate the convenience of delivery and being

rewarded for spending their hard-earned money at an establishment. Developing an app would show its customers that Café Sweet Street puts its customers' needs and desires first.

Another digital strategy to achieve the goals of Café Sweet Street is to integrate geofencing marketing approaches in their advertising methods. Today, many companies use geofencing in order to make use of the area they are located in. Geofencing is a marketing strategy that, in a sense, puts a fence around a specific target area, and markets in that area, whether or not one is from the area. If someone enters the area, they are subject to advertisements from the company. The café prides itself on being the best and most sought after restaurant in the area, however, there is a wide population who still do not know about its existence. By implementing this marketing strategy, Café Sweet Street will not only achieve a higher awareness of their business to their target audience, but also to those in Reading as well. Although the café may specifically want to keep to the Reading area, in later years they could increase the reach of the fence and spread out to nearby cities for more business and increase awareness of the restaurant.

In this plan, the last objective for Café Sweet Street is to measure an increase of business from the target audience. A great way to measure that growth on the digital side is to conduct pixel marketing research. This research method measures the use and responses of digital advertising techniques: how many times someone has been on the website, what they look at, what they order, etc. This strategy will help track whether or not the target market is using the restaurant in general and if they are coming to the café as a response to advertising.

Another way to engage with the target audience digitally is by text message. An email newsletter is a good way to reach some of the target audience, however text messages are more

likely to be seen than an email. The text messages can be used to share coupons, café news, and can be an addition to a rewards program.

### **Direct Strategies**

- A. Establish presence in places of interest in Reading
- B. Revise hiring practices to include target audience
- C. Develop special events and themes targeted at young adults
- D. Develop partnerships with local colleges
- E. Employ better communication techniques of products

In order to get the target audience at Café Sweet Street, they will need to establish a presence to the market. Reading is a small city, so getting their the café's name out into well populated areas is a great way to achieve its goals. Berkshire Mall would be a good place to have a kiosk. Although this mall is not the biggest or best, it is the closest and is the most likely to get those in the target audience if they need to make a quick stop to a store. Also, there is a small food court in the mall, which does not sell much desserts, and so reduces the level of competition. Having a kiosk with some of Sweet Street's desserts and giving out free samples will bring more awareness of not only Café Sweet Street's name, but Sweet Street Desserts' as well. After giving out samples and selling pastries people can get a taste of both the café and Sweet Street Desserts and may later want to actually eat in the café.

The Santander Arena has many events frequently and holds a large capacity of people. Advertising here will get more people to be aware of Café Sweet Street. Since Sweet Street Desserts has a successful food truck in Paris, it might be a good idea to add another one — specifically for the café — in the popular areas in Reading. A food truck outside of the arena

would be beneficial because so many people come to the Arena and they can grab a quick meal and/or dessert before or after an event. If the person likes it they can also stop at the café. The arena doesn't just have locals visiting but people all around the east coast for concerts, plays, etc.

The Pagoda is the most famous tourist site in Reading and locals frequent there as well. During the day, there is only one food truck which sells popcorn and cotton candy. The Pagoda also serves hot dogs inside when they are open. The site is usually only opened on weekends but gets visitors every day at different times of the day. If Café Sweet Street has a food truck here they would have little to no competition as well as save money because they can use the same food truck as the one was used for the Santander Arena. However, this is dependent on events the Santander is holding and whether the café wants to employ the idea.

Café Sweet Street should start hiring young adults to attract others in the target market and give the café a more social and young vibe. The young adult target market can focus specifically on college students since Albright is the closest college to the café, and can therefore bring in the most business from the target market. Café Sweet Street can make the atmosphere of the restaurant a little more social to employ a college vibe that can appeal to the audience. They can also develop a partnership with Albright and other local colleges that can bring them workers and customers. Having special deals for college students is a sure way to bring in more customers. For example, they could have a combo meal for a decent fair price for students that show their college IDs. With a partnership Café Sweet Street doesn't necessarily have to bring all of their future college customers to the café but can place a vending machine in local colleges. Vending machines are inexpensive and are used very often in colleges for students that need a midnight snack or something quick to take with them when they're running late for class.

Café Sweet Street could also use a more organized menu in the restaurant, as well as add specials. The menu in the café is very crowded and hard to read. People want to come in, be able to see what they want and order. The menu is so packed that it takes a while just to find an item. Chef Brendan also mentioned how he made a jalapeno pizza for the week of Halloween. A captivating way to catch a young adults attention is by gaining their attention and making them feel like that's what they want. Naming the pizza of the week the, "Jala-ween pizza served with jalapenos" could get a smirk and an order just because of the name.