

BAROCCO

×

NINO

## **MARKETING AND SOCIAL MEDIA STRATEGY**

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# MEET THE TEAM



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# PRESENTATION

- Overall Goal
- Scope of Work
- Audience Analysis
  - Current audience for Barocco
  - Target B2B and B2C audiences for Barocco x Nino
- Competitor Analysis
- Social Media Plan
  - Social Media Goals
- Content Calendar
- Sample Content
  - Instagram photos
  - Videos
- Best Practices/ Conclusion





# OVERALL GOAL



Our goal is to forcefully position Barocco x Nino as an instant fixture within the Toronto food landscape: a one-stop destination that leverages the strengths of one of the region's finest roasters and one of its most beloved bakeries. This will be done through a social media strategy that can be maintained with a modest marketing budget.

# SCOPE OF WORK

We will create a unified social media strategy designed to generate awareness for the Barocco x Nino brand, increase business-to-consumer engagement and, as time allows, leverage business-to-business awareness of Barocco x Nino to assist with Barocco's business-to-business initiatives. For the purposes of replicability, we will prioritize initiatives and projects that can be repeated with a relatively small marketing team.



# AUDIENCE ANALYSIS FOR BAROCCO

Age/ Gender	25-34. Men and Women.
Family Status	Single/young families
Ethnicity	Caucasian, Black and Asian.
Country of Origin	Canada, specifically Toronto, Ontario.
Income/ Profession	\$42,500-\$43,500 CAD, Retail, web designer, IT experts, etc.
Likes	Coffee, delicious food, travel, spending time with friends, music/movie festivals, working out.
Dislikes	Anything too "mainstream," sugary coffee drinks.
Moral/ Political Values	Eco-conscious.Trend driven, spends money on experiences versus material goods. Supports LGBTQ+, socially liberal.

# B2C TARGET AUDIENCE FOR BAROCCO X NINO

Age/ Gender	25-34. Men and Women.
Family Status	Single/young families.
Ethnicity	Caucasian, Black and Asian
Country of Origin	Canada, specifically Toronto and Ontario
Income/ Profession	\$38,000-\$42,500 CAD, IT experts, retail, health care practitioners, marketing, small business owners etc.
Likes	Coffee, music/art festivals, museums, exercise classes, new foods, craft beer. Enjoy traveling to destinations that they see on Instagram.
Dislikes	Pushy, hard-sell advertising.
Moral/ Political Values	Supports environmentally conscious and ethical brands. Learns about new products from family/ friends/influencers. Socially liberal and supports LGBTQ+.





# B2B TARGET AUDIENCE FOR BAROCCO X NINO



Age/ Gender	25-34. Men and Women.
Family Status	Single/small-to-medium-size families
Ethnicity	Caucasian, Black and Asian
Country of Origin	Canada, specifically Toronto and Ontario
Income/ Profession	\$47,000-\$54,000 CAD, Cafe owners, baristas, suppliers, chefs, food and beverage managers, etc.
Likes	Coffee and roasting/brewing process, art, new music, hosting family and friends for brunch/ dinner, new foods and technology.
Dislikes	Similar to the consumer customer, with the added sense that their immersion in the industry insulates them even further from such tactics.
Moral/ Political Values	Like B2C but more financially conservative on issues like deregulation and taxation.



# COMPETITOR STRENGTHS/WEAKNESSES

## PROPELLERCOFFEE CO.



### Strengths

- Website/social media are defined.
- Energy-efficient roaster
- Believes in supporting a good environment



### Weaknesses

- Difficult to find information as to where products are sold.
- Similiar to other brands that do the same thing.

## PILOT COFFEE ROASTERS



### Strengths

- Loyalty program with app.
- Multiple locations.
- Coffees are specialty grade as established on Specialty Coffee Association of America scale.



### Weaknesses

- Posts a lot of the same content on each social media platform

## DETOUR COFFEE



### Strengths

- Has cafe with partnership with Dear Grain.
- Subscription services.
- Robust website.



### Weaknesses

- Social media posting is sporadic.

# COMPETITOR STRENGTHS/WEAKNESSES

## REUNION ISLAND



### Strengths

- Has relationships with other businesses for cafe food offerings.
- Rewards program.



### Weaknesses

- Social media posting schedule seems a little inconsistent.

## JJ BEAN



### Strengths

- Food baked in missionary bakeries.
- Some products such as meats are sourced from Toronto-area businesses.



### Weaknesses

- Instagram is less "pretty"/aesthetically pleasing compared with other competitors; uses more user-generated content.

# COMPETITOR SOCIAL MEDIA ANALYSIS

	Barocco	Propeller Coffee Co.	Pilot Coffee	Detour Coffee	Reunion Island	JJ Bean
Platforms	Facebook Twitter Instagram	Facebook Twitter Instagram	Facebook Twitter Instagram	Facebook Instagram	Facebook Twitter* Instagram	Facebook Twitter Instagram YouTube*
Number of IG Followers	1,318	8,280	26,692	8,484	6,712	6,268
Number of Facebook Followers	243	1,937	3,524	2,102	3,531	3,024
Number of Twitter Followers	294	1,748	3,079	N/A	*Has one, but not showing up	7,145
Total Number of Followers	1,855 *Excluding BxN	11,965	33,295	10,586	10,243	19,372 *YouTube included
Instagram Engagement Rates	43.10 (Over a total of 30 days)	13.88 (Over a total of 9 days)	14.50 (Over a total of 11 days)	16.44 (Only 7 posts in all of May)	11.38 (Over a total of 10 days)	23,67 (Over a total of 16 days)

# SOCIAL MEDIA PLAN

Given the Barocco team's resources, focusing on Instagram is an excellent way to build awareness and excitement about the new Barocco x Nino cafe space. Instagram is a highly visual platform that will help bolster the Barocco x Nino brand and entice people to come to the cafe. Furthermore, it is the best platform to tell the individual and combined stories of Barocco and Nino D'Aversa.

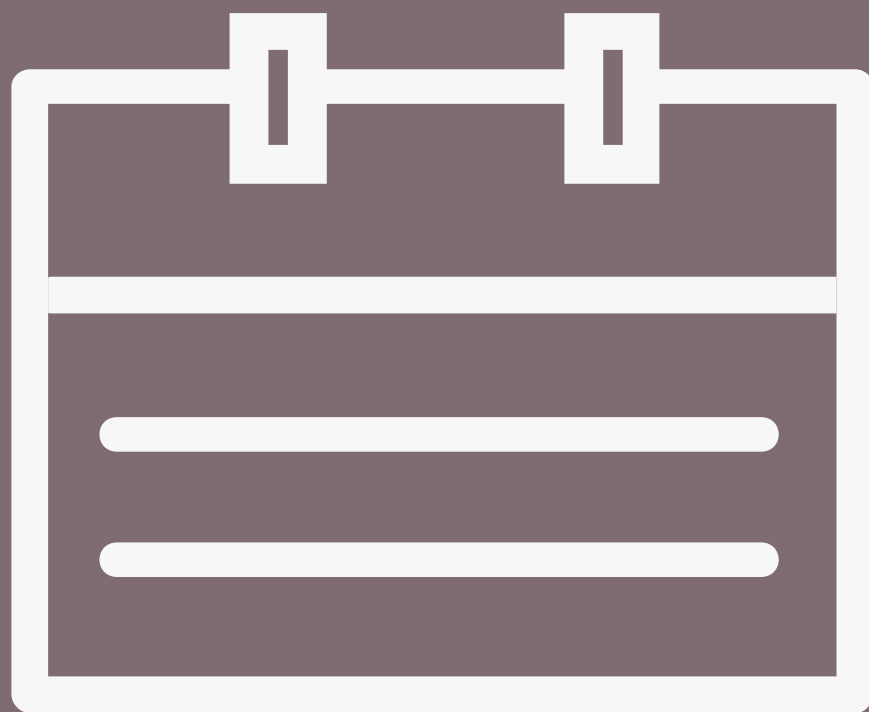
The Barocco x Nino team should continue to pursue these goals using the content calendar, sample posts and templates below.



# SOCIAL MEDIA GOALS

- 1 Increase the number of posts to one a day for the week leading up to the Barocco x Nino opening as well as for the week following.
- 2 Encourage cross-pollination among all three accounts (Barocco, Nino D'Aversa and Barocco x Nino), particularly during the block of time described in Goal #1.
- 3 Increase the number of Barocco impressions to 1,500 per week (up from 1,200) by August 31.

# CONTENT CALENDAR



The following slide showcases a sample four-week content calendar. Three posts a week seems attainable but ambitious (with one two-week exception), and we recommend timing these with our biggest following dates: Sundays, Mondays and Wednesdays.

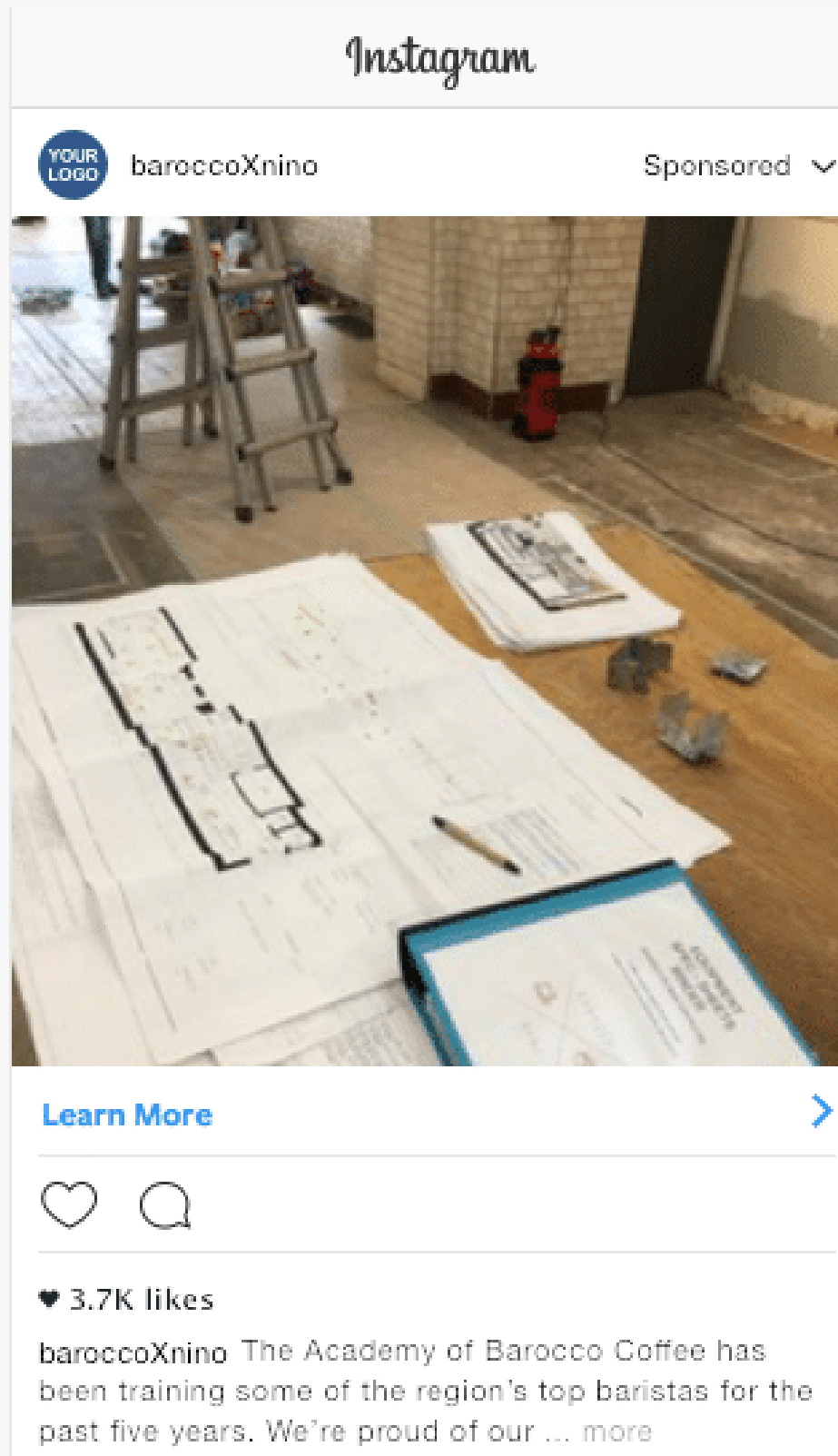
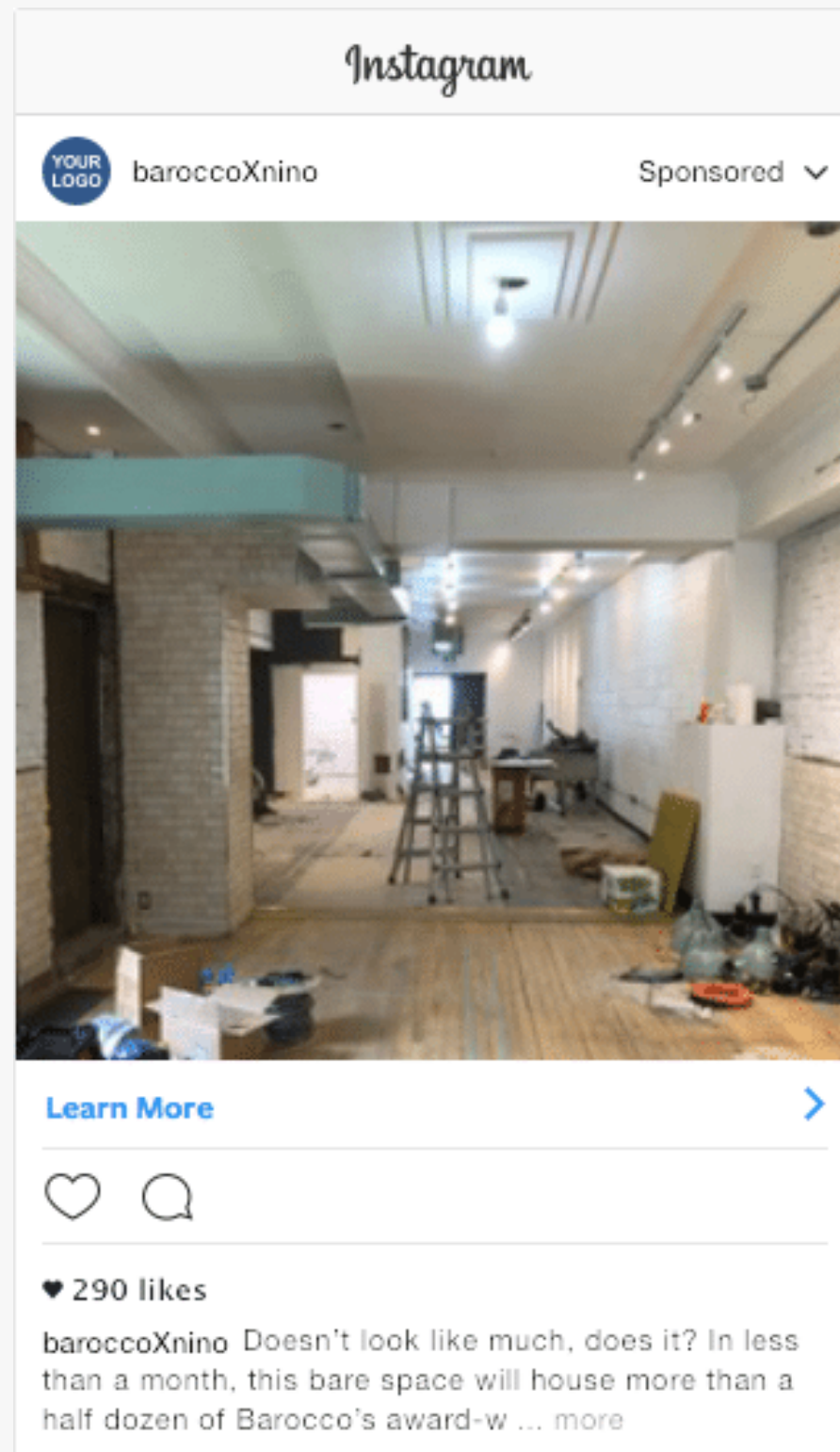
During the week before and the week after the Barocco x Nino opening, we recommend ramping up to daily posts, which could include several supplied posts (among them #UnderConstruction, #MenuUnveil, #CoffeeLab, #TestRoaster and #WorkInProgress).

# SAMPLE CONTENT CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
July 29 #RoastingUpFun video - ready	30 BONUS International Day of Friendship (w/BxN “friendship”)	31 Coffee Art Wednesday post - ready	Aug 1	2	3	4 Product Highlight Pairing post - ready
5 Product Highlight Coffee post - Ready	6	7 Hump Day coffee cocktail recipe	8	9	10 BONUS #Eid post - ready	11 National Panini Day (w/Nino photo)
12 Coffee Journey video - Ready	13	14 Coffee Art Wednesday post	15 BONUS National Relaxation Day (w/decaf photo)	16	17	18 Nino recipe (w/ Barocco pairing)
19 World Photo Day (w/favorite BxN photos)	20	21 Reference to ABC class at BxN	22	23	24	25 Barocco Wholesale post - ready

# SAMPLE INSTAGRAM POSTS

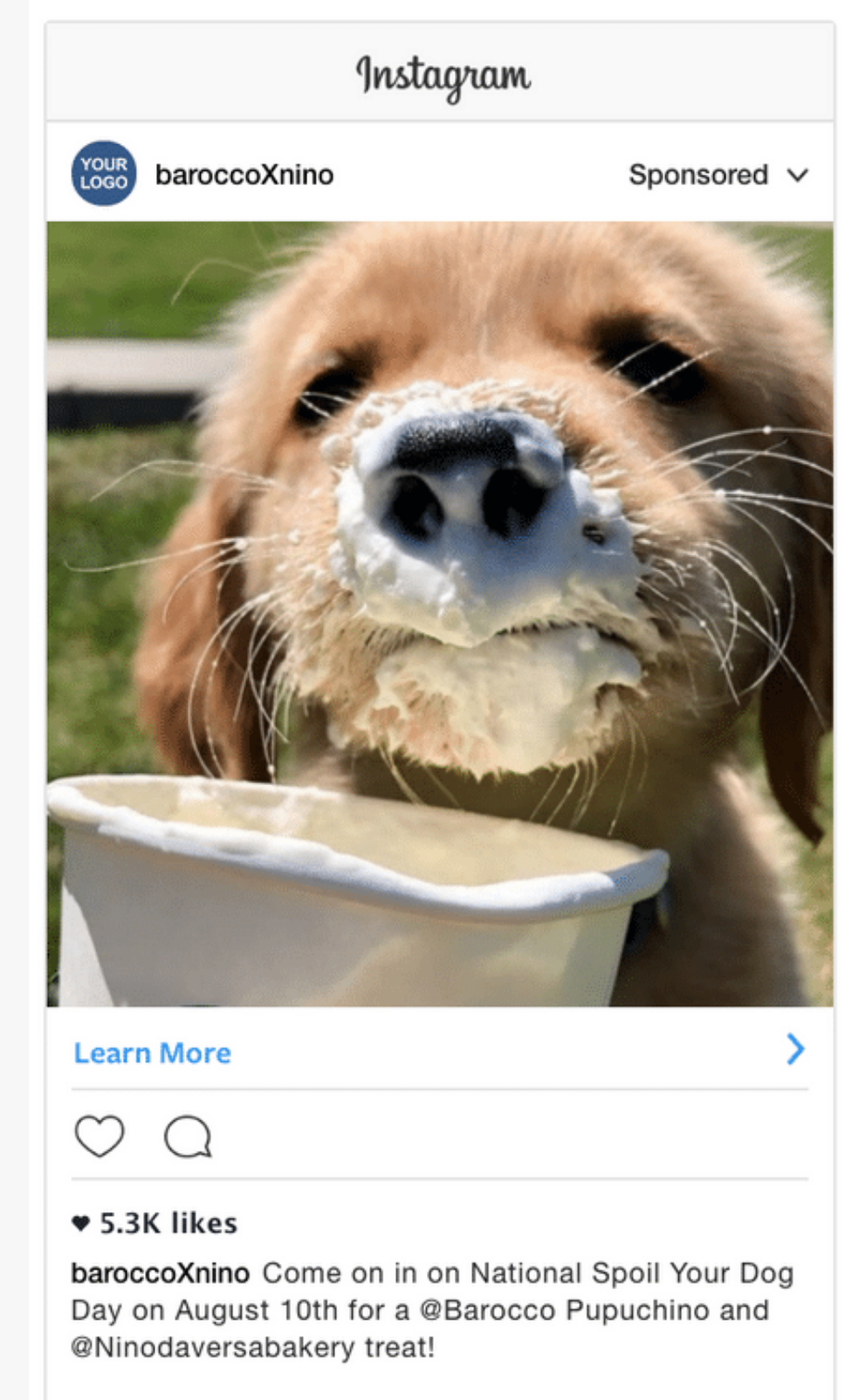
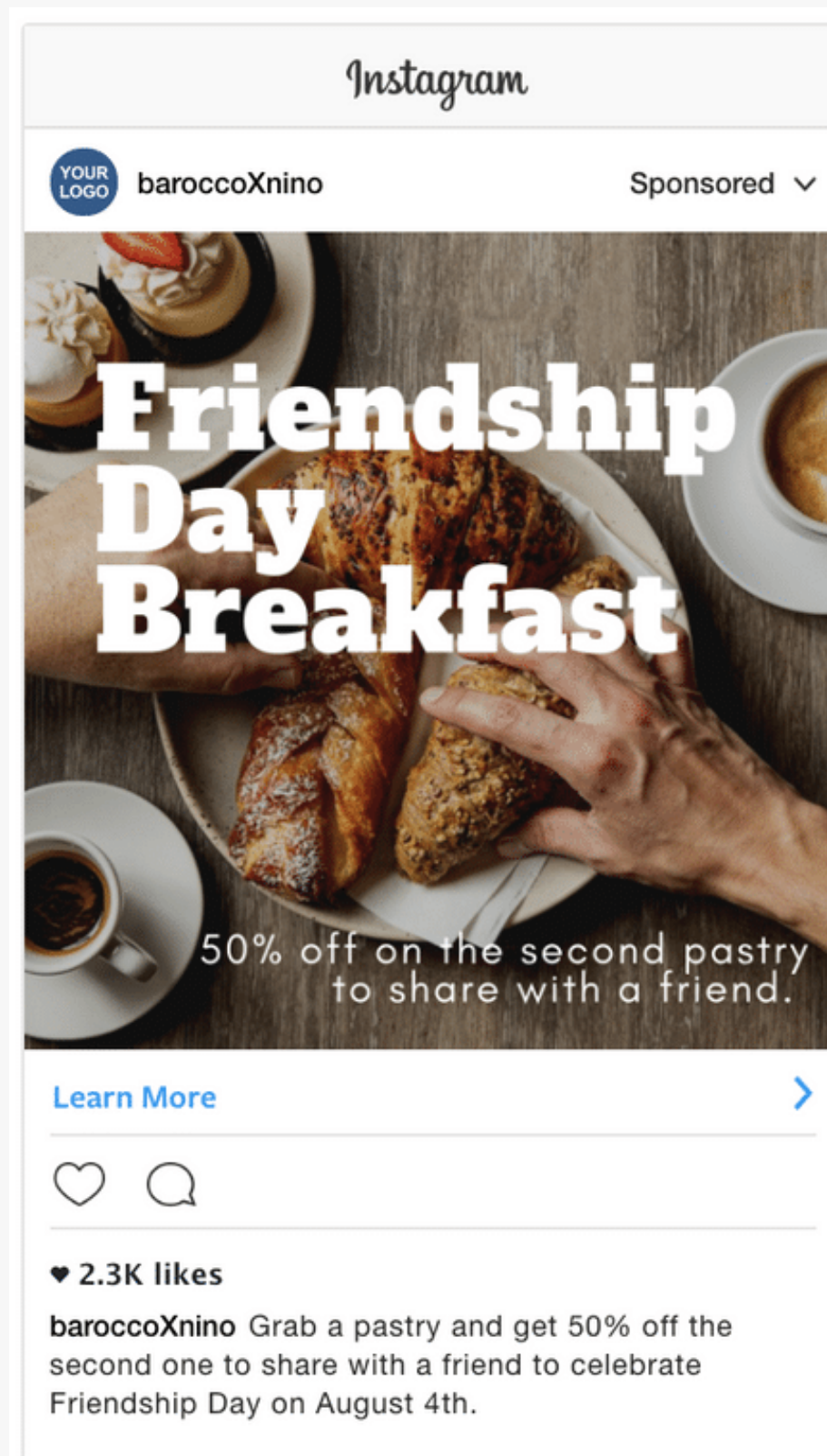
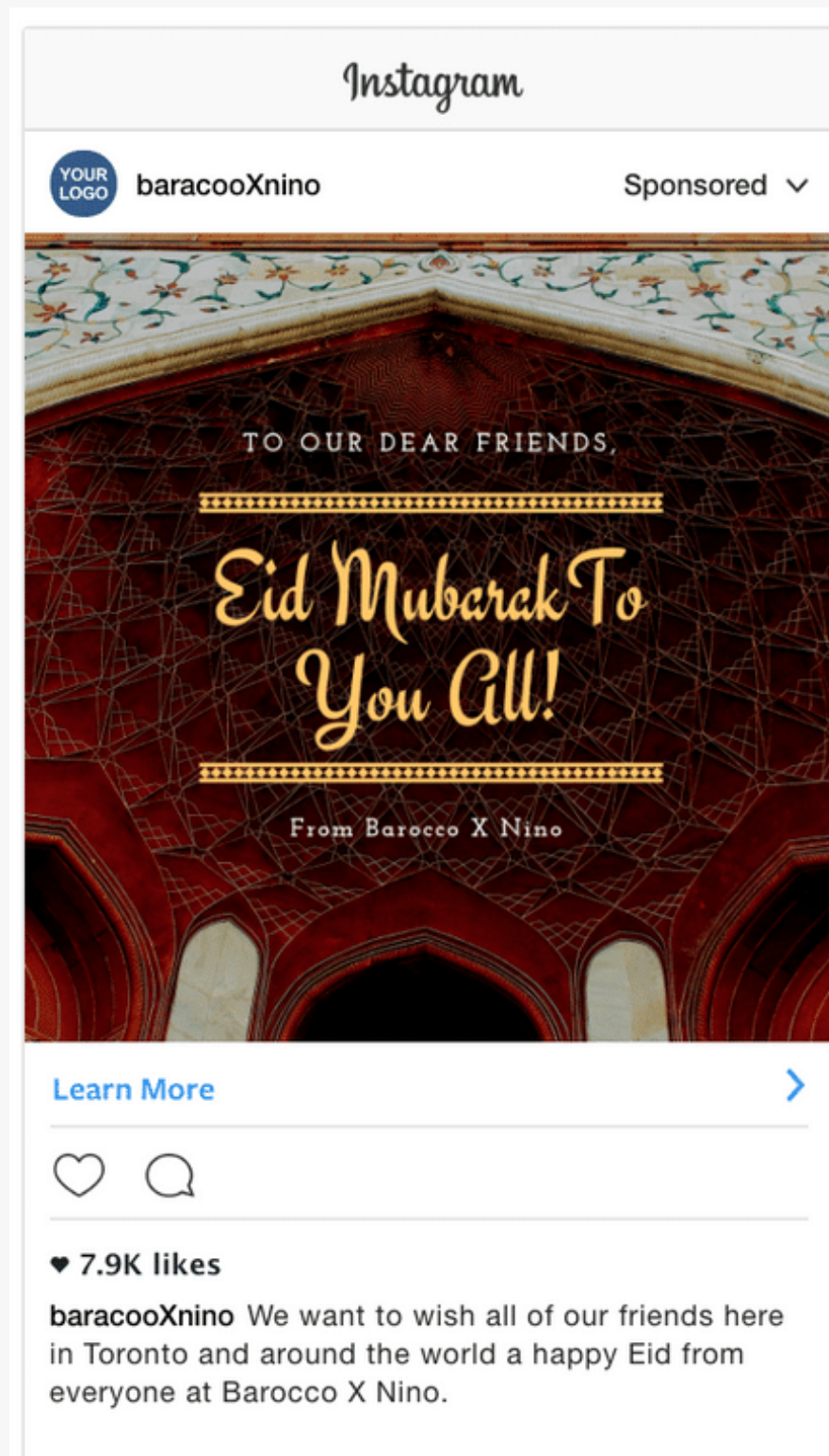
CONSTRUCTION





# SAMPLE INSTAGRAM POSTS

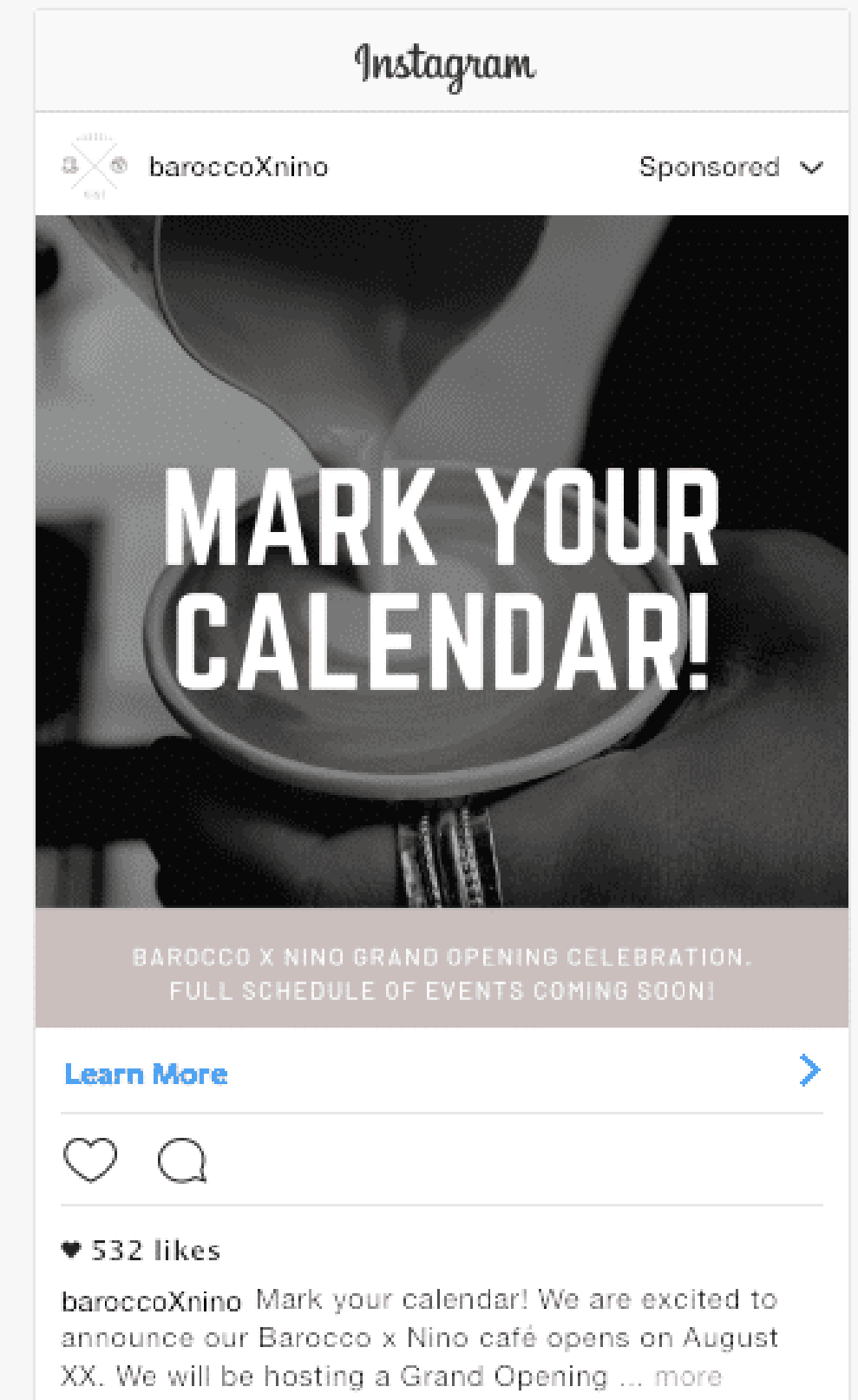
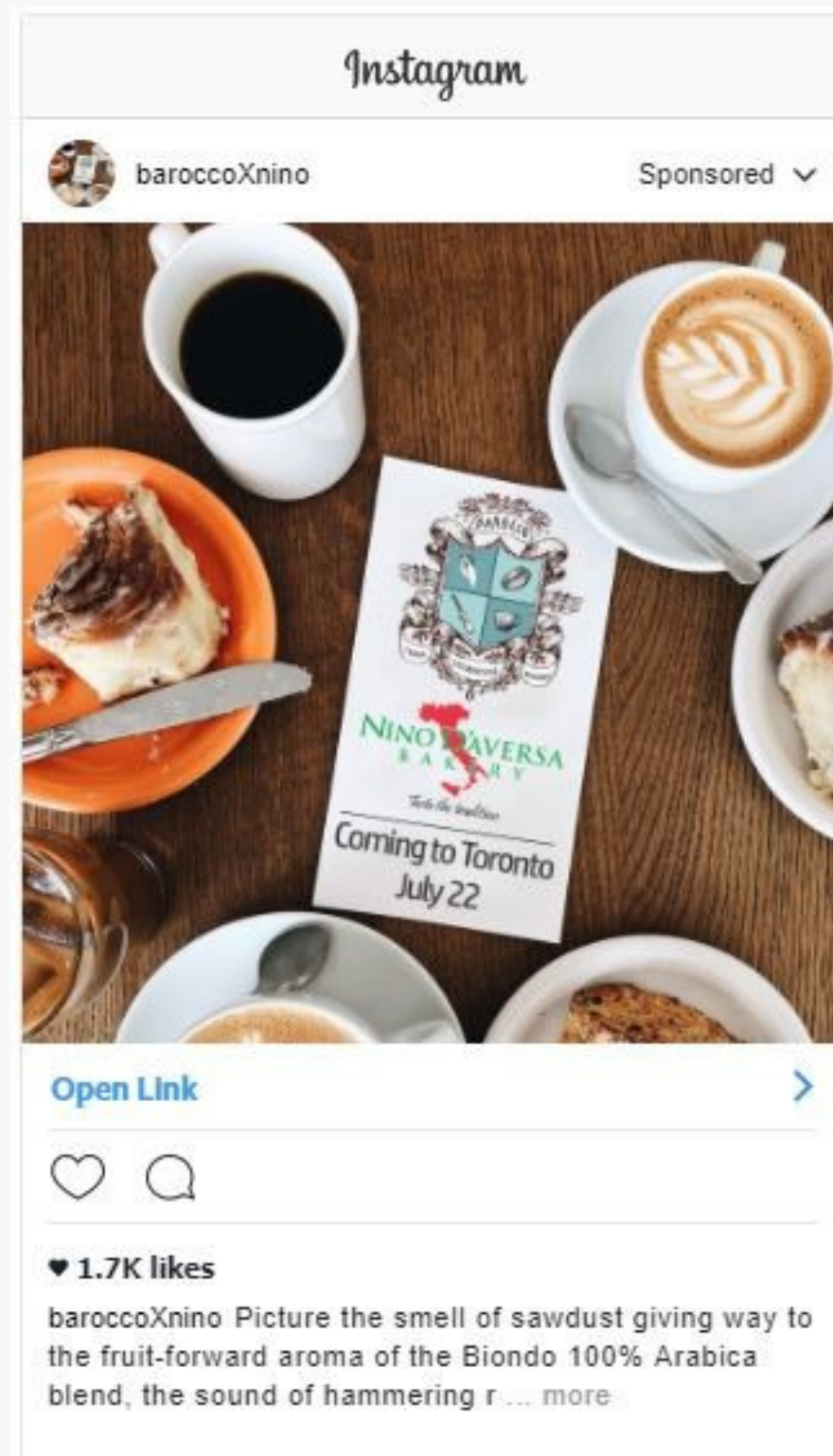
HOLIDAYS





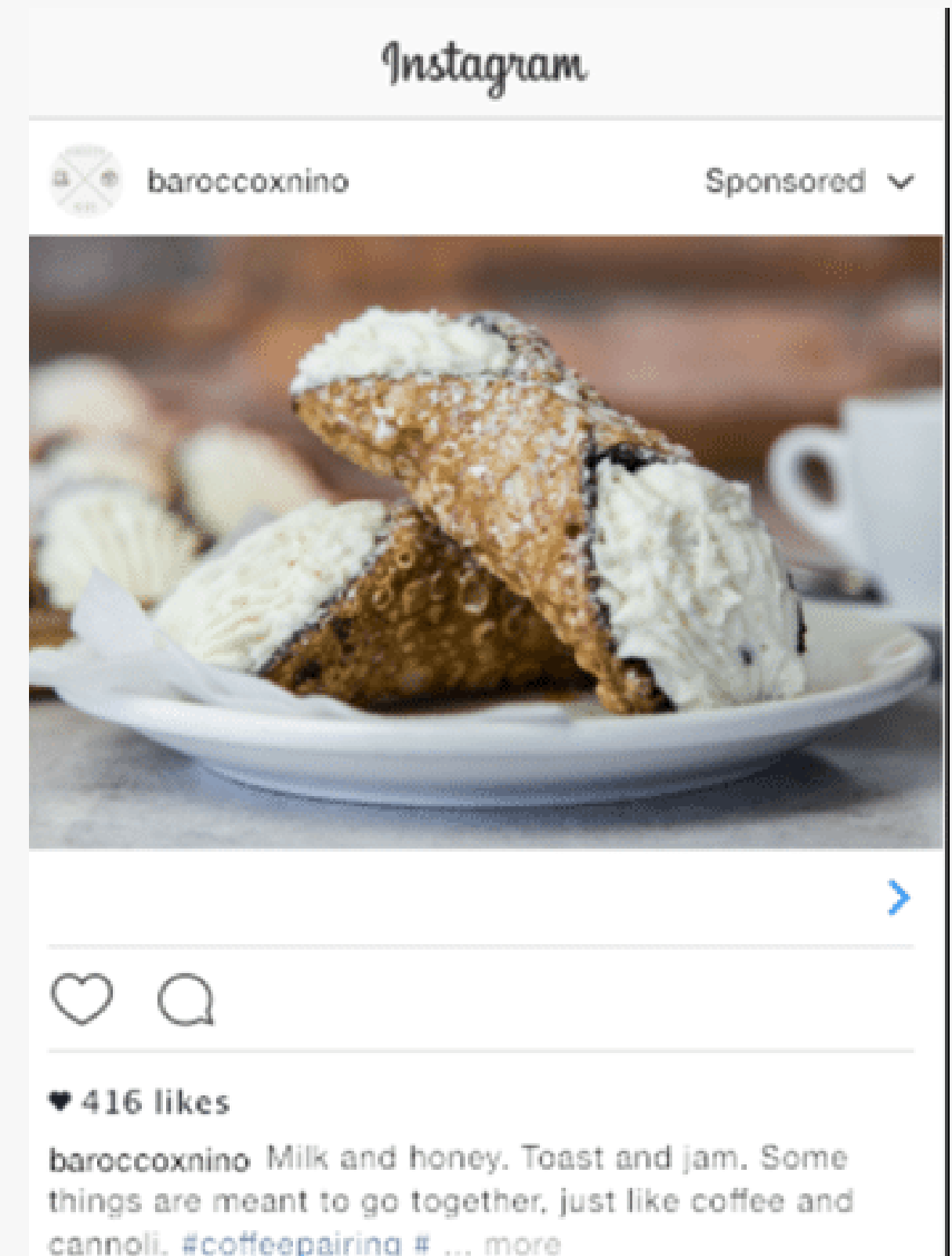
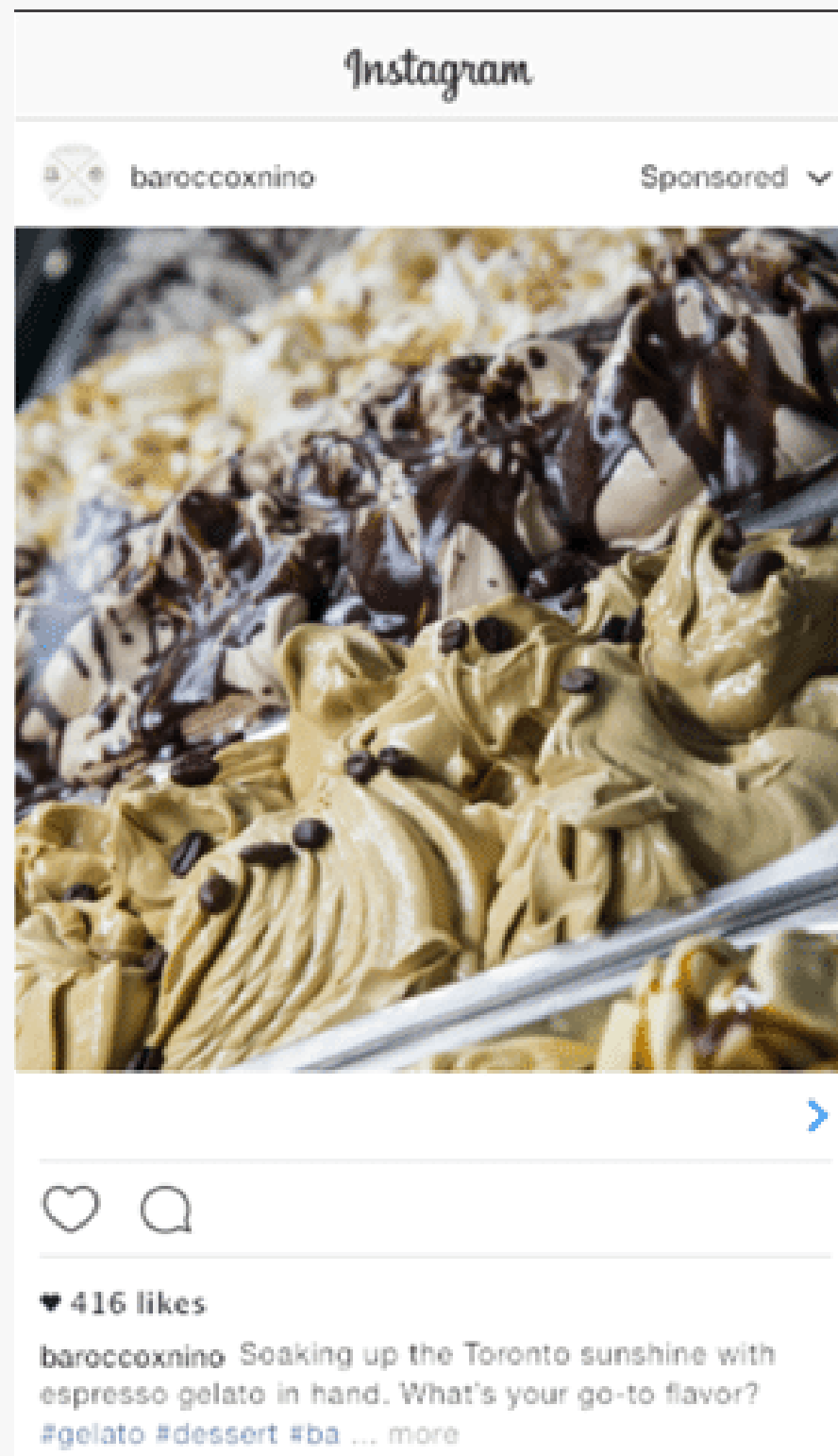
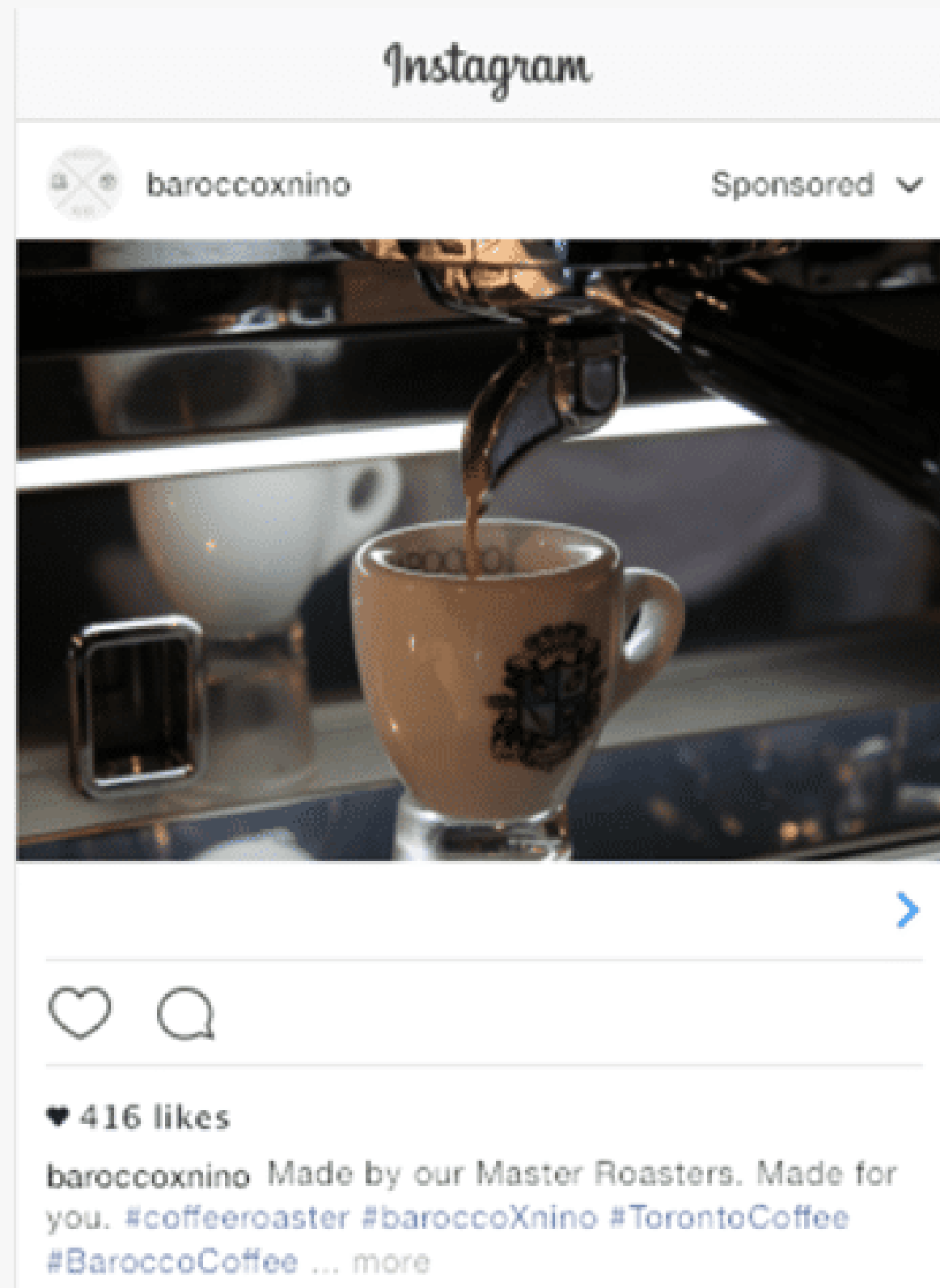
# SAMPLE INSTAGRAM POSTS

COMING SOON



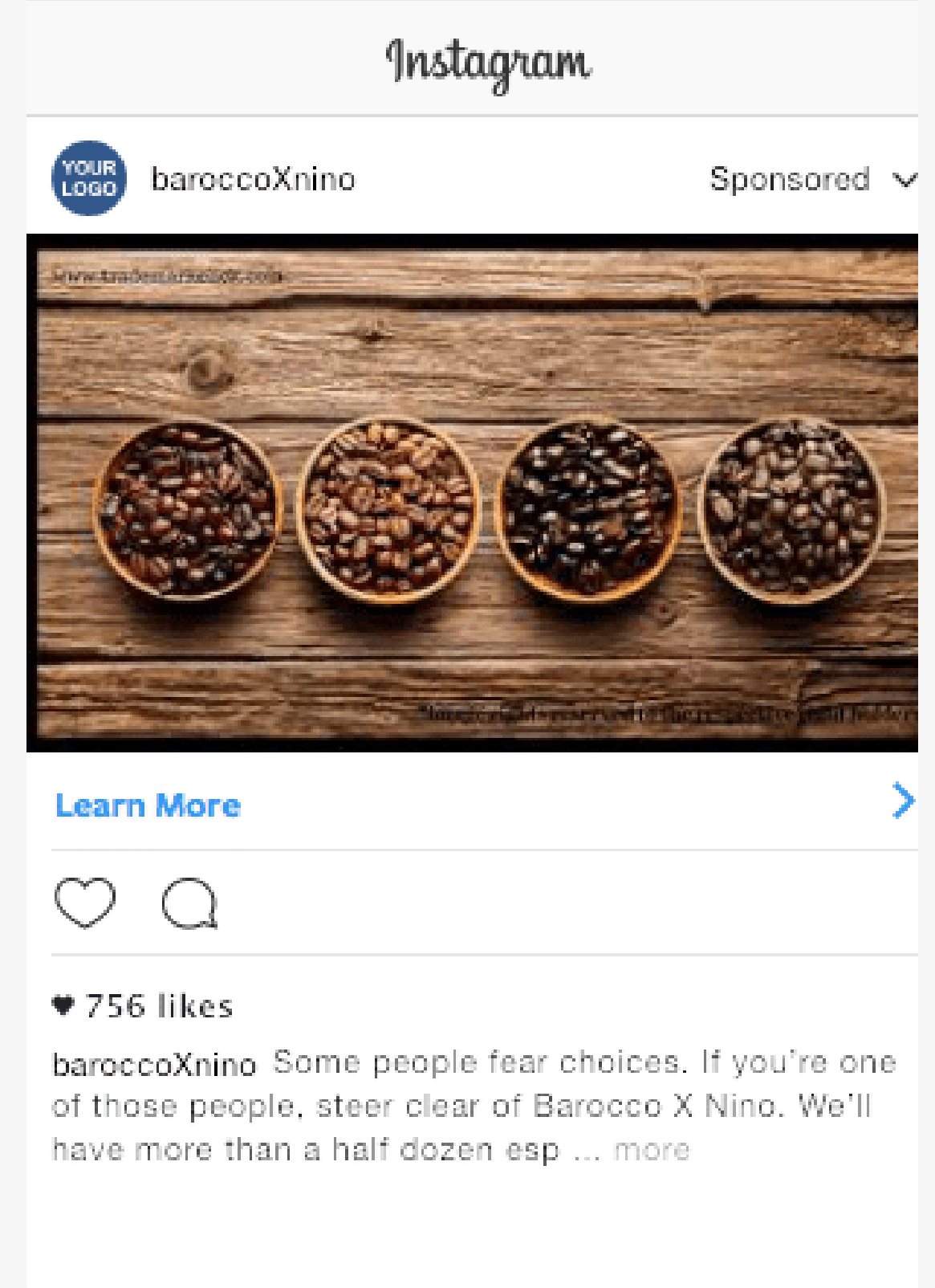
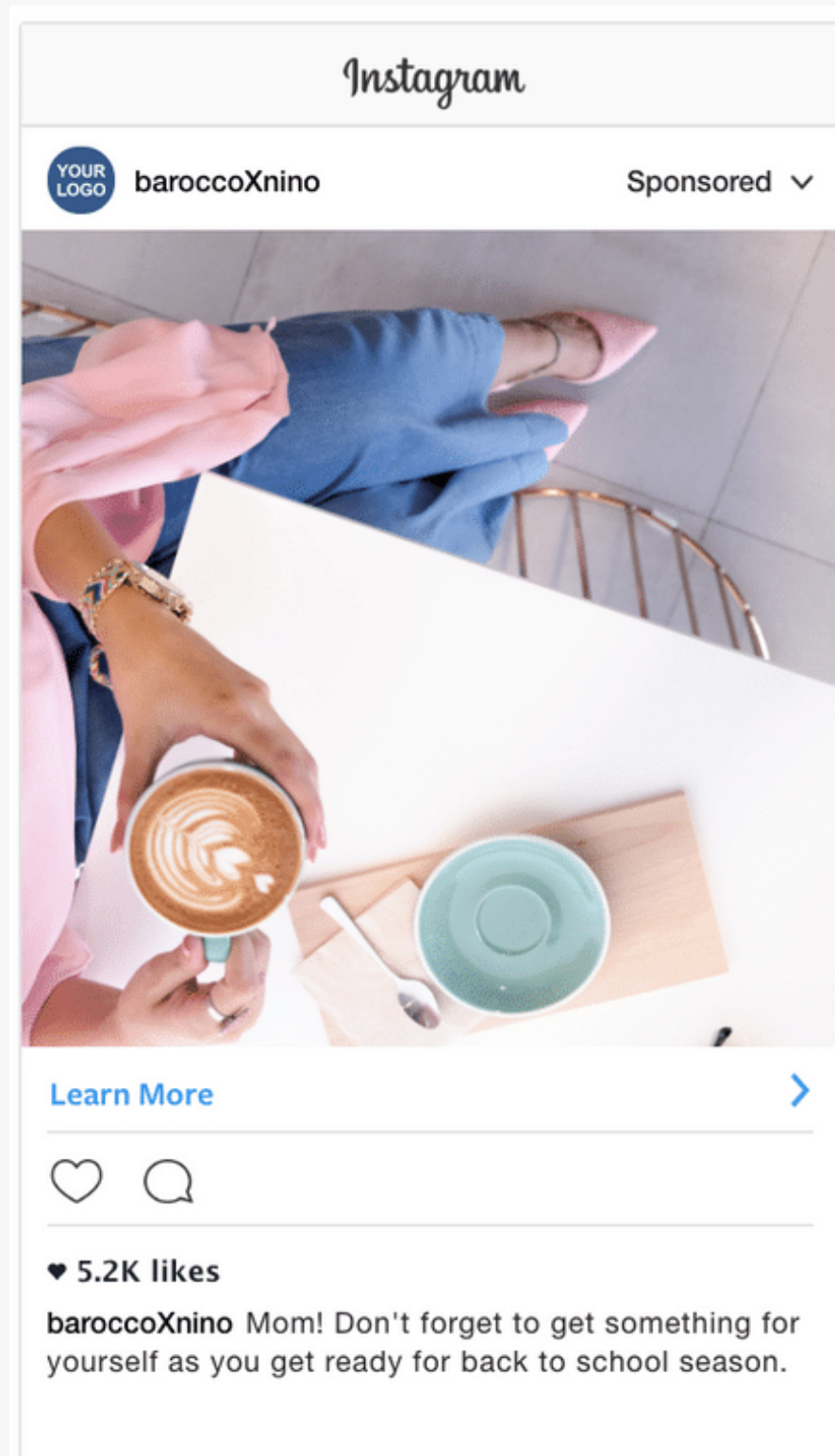
# SAMPLE INSTAGRAM POSTS

HIGHLIGHTS



# SAMPLE INSTAGRAM POSTS

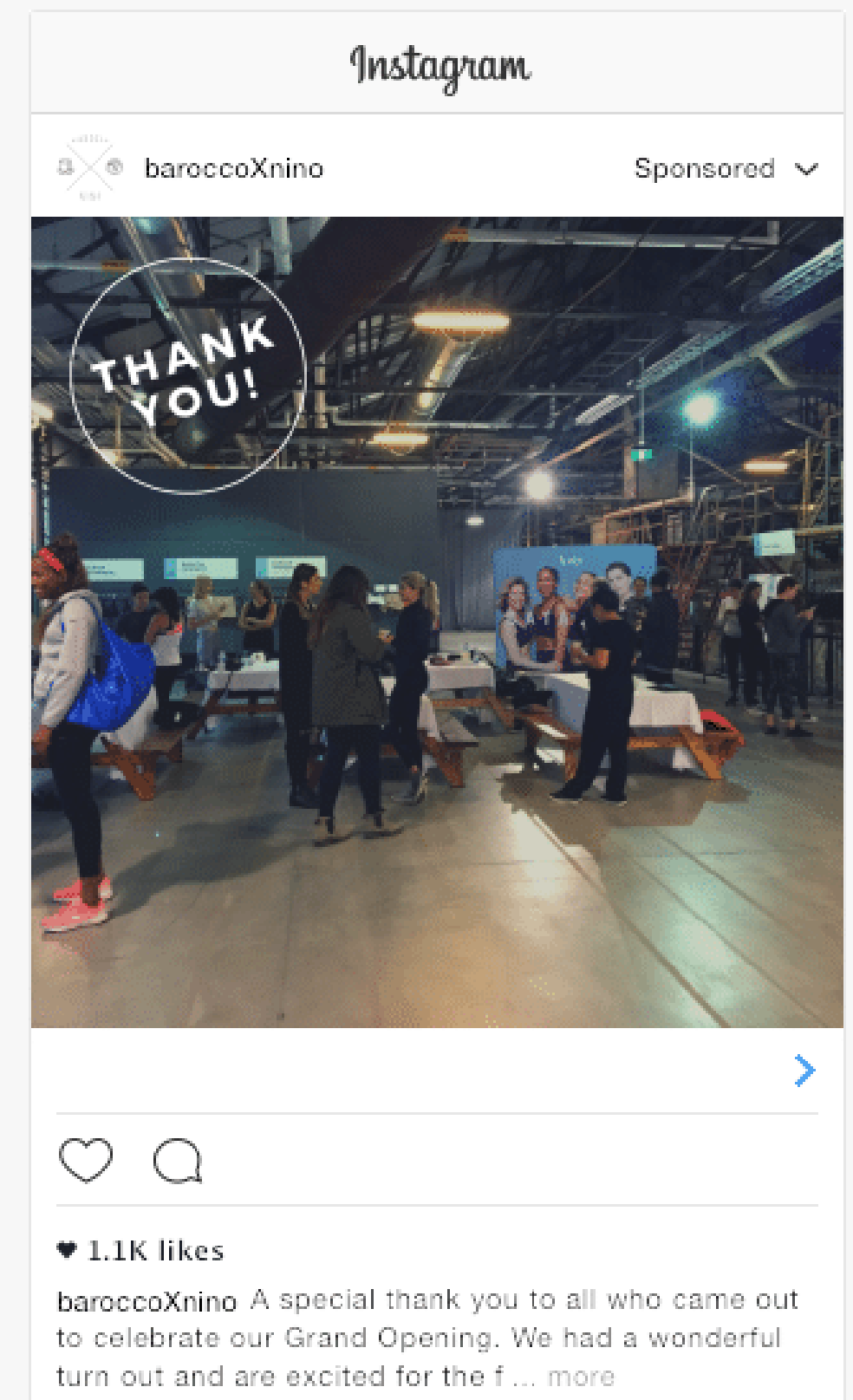
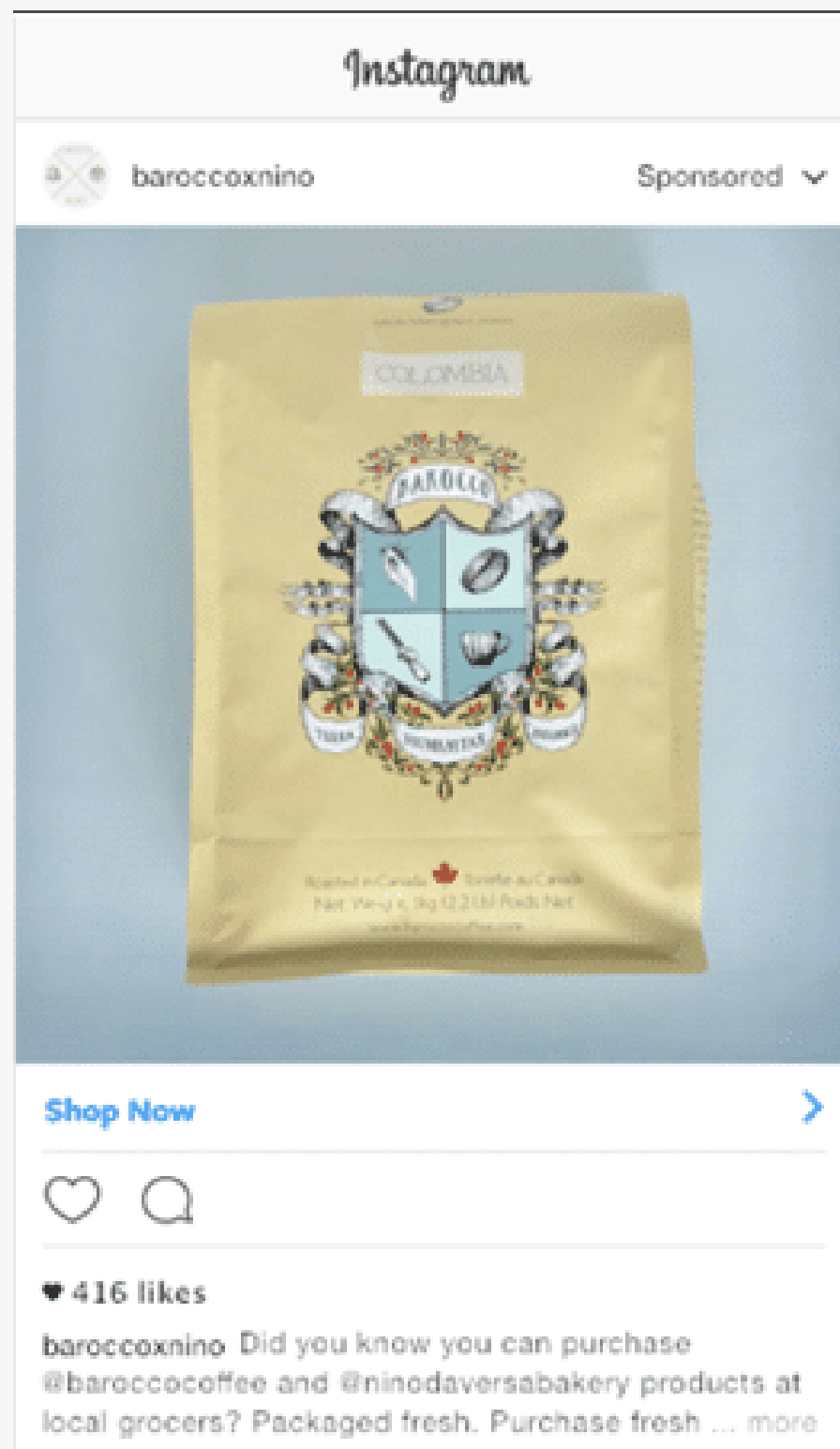
HYGIENE POSTS



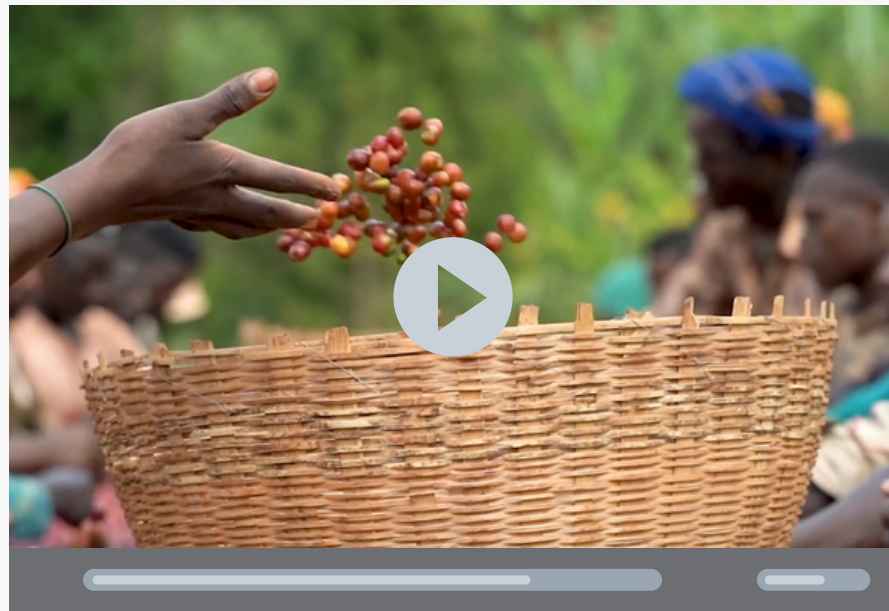


# SAMPLE INSTAGRAM POSTS

MISCELLANEOUS



# VIDEOS



## COFFEE JOURNEY

This 35-second trailer provides a brief glimpse into the journey that coffee beans make from harvest to roasting.



## BEHIND THE PERFECT CUP

This 59-second video highlights the hard-working people who help deliver a superior coffee product that results in the perfect cup of coffee.



## #ROASTINGUPFUN

This 20-second teaser trailer aims to excite future customers about what is to come with Barocco x Nino.

# BEST PRACTICES/CONCLUSION

- Continue to use the content calendar we've provided as a template. Dedicate time once a month to fill in the next month's calendar. You can even create drafts of the posts so they're ready to use.
  - To grow engagement, be consistent in posting on Instagram. The calendar will help you with this.
- Engage with other users and be involved: Repost customer content; reply to comments on your posts; follow customers, businesses and organizations that follow you. You want to continue to grow a following and then deepen relationships with those followers.
- We can't emphasize enough the importance of distinguishing Barocco x Nino from Barocco Coffee Roasters and Nino D'Aversa Bakery as a separate, unique brand.
  - Take advantage of the opportunity to leverage the partnership with Nino D'Aversa and having a physical café location.



A person wearing a black leather jacket with silver buckles and a coiled black cord around their wrist is holding a white cup of coffee. The coffee has a heart-shaped latte art on top. In the background, there is a white table with various items including small bags of beads, a box, and some papers. A coffee machine is visible on the left side of the frame.

# THANK YOU!

ANY QUESTIONS?



# REFERENCES

1. Barocco Competitor Analysis
2. Barocco Coffee. Instagram Insights Data. Instagram. Date retrieved, July 29th, 2019.
3. Statistics Canada. "Table 11-10-0239-01 Income of individuals by age group, sex and income source, Canada, provinces and selected census metropolitan areas."
4. Coffeeassoc.com. 2019. Web. 10 June 2019. <http://www.coffeeassoc.com/wp-content/uploads/2018/11/CAC-Coffee-Drinking-Trends-INFOGRAPHIC-2018.pdf>
5. Ferenzi, Katey. "How to Identify and Analyze Your Target Market in 2019." BigCommerce. <https://www.bigcommerce.com/blog/target-market-analysis/#undefined>