



Diesel Coffee Works

Business Marketing Essentials

As a small business specializing in coffee roasting and supply you face unique challenges and opportunities in today's competitive market.

In the following slides we'll:

- ☐ Identify some social media marketing opportunities
- ☐ Outline some practical marketing strategies to expand your reach & potential revenue.
- ☐ Identify costs and investment required to achieve these goals.

This roadmap will help **re-start your online presence and start to grow it again** focusing on the 101 of social media -being active and present and having a unique offering.

AS by Andrew Sing

B. Strategic Marketing Goals & Approaches

Goals for Diesel Coffee:

1. Build Brand Awareness

Establish stronger visibility for Diesel Coffee within the Waikato service area (Facebook social media)

3. Target Growth Sectors

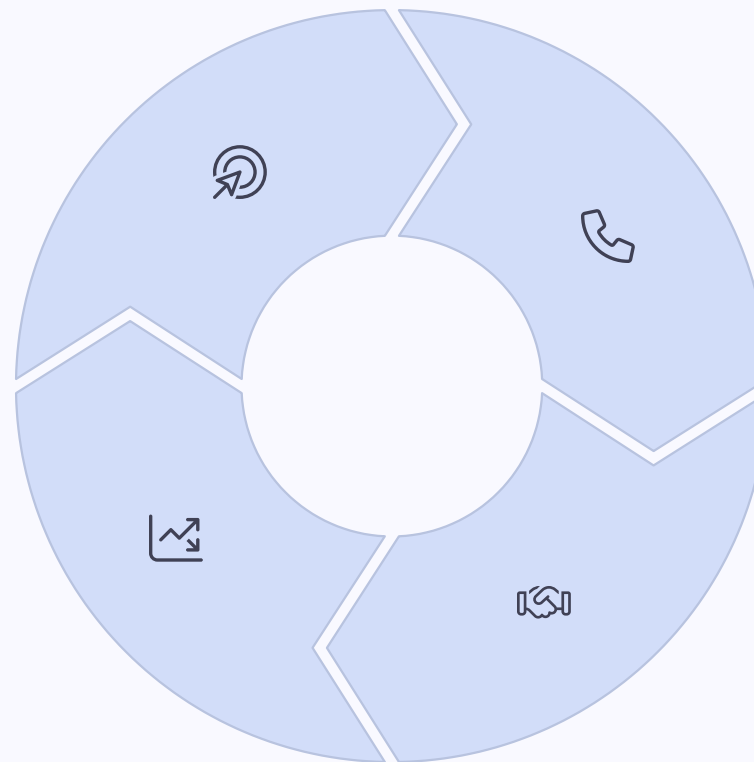
I note that Facebook and Instagram does not have many subscription services advertised (Havana has just started on google) There is an opportunity to reach this market from as little as \$10 per day in Meta advertising

2. Generate Inquiries

Increase incoming leads through the various multiple channels (Facebook, join community groups). Point them to a new LANDING PAGE and to then to your existing website contact page.

4. Secure Long-Term Customers

Convert inquiries into new recurring subscriptions.



Your basic marketing strategy should:

- ☐ Leverage digital platforms like Facebook and Instagram to connect with local communities with targeted paid campaigns.
- ☐ Offer a unique subscription promotion for trialing (with goal of 1. getting new signups and 2. converting customers into long-term recurring revenue streams).

C. Implementation Toolkit

1

Developing a Social Media Presence

- +Link Facebook and Instagram accounts to new scheduling software (Buffer)
- +Set up regular content posting - some free and some paid. Mix of static images and stories and reels (Blaze and Buffer).
- +Join local community groups to increase visibility & engagement (requires manual posting)

2

Creating the Digital Infrastructure

- +Develop a dedicated landing page optimized for lead capture (Buffer)
- + Have this alongside your existing website as have them linked
- +Set up Mailchimp to leverage your existing email contacts and email addresses

3

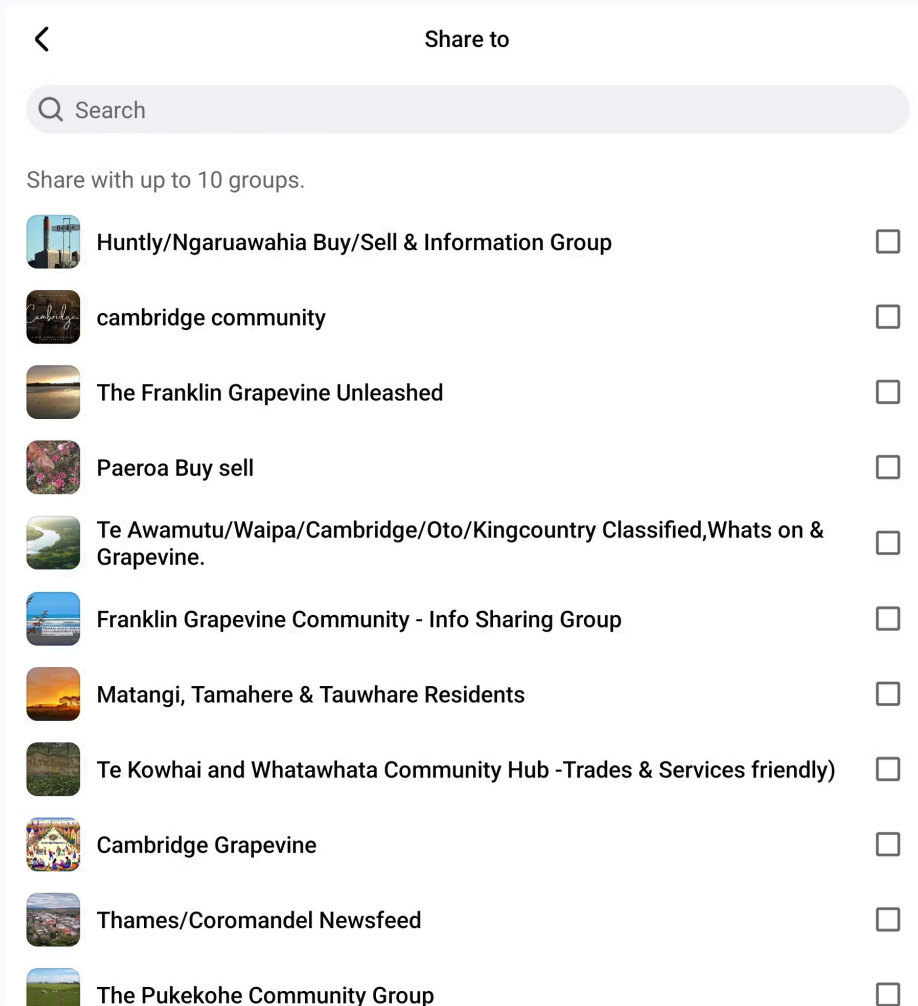
Content Strategy & Planning

- +Create a content calendar using scheduling tools
- +Maintain consistent posting without daily time investment.
- +Send out quarterly newsletters, with service reminders, and educational content.



Success in your marketing will depend on:

- Consistent implementation, the right content and correct targeting (hence use of scheduling tools)
- Start with the Facebook and Instagram page and landing page as your foundation, then build your email marketing capabilities with free version of Mailchimp.
- By systematically applying these tools while focusing on your target segments, you'll create multiple pathways for new customers to discover your services while strengthening relationships with existing clients.



The Strategy Explained:

1. FB Community Groups

There are literally hundreds of Hamilton, Waikato, South Auckland and BOP **community groups** that Diesel Coffee could join on Facebook. Some are easy to join, some require evidence of living or working in that area.

- Regular posting of social media content into these groups will highlight your brand and put your services in front of them.
- Posts are easily shared from Facebook but regular attention is needed (and an avoiding of over posting)
- Then point them to a new landing page (one page website for enquiry capture or pointing to existing contact / signup page) so you don't have lots of inbound phone calls to deal with.
- The use of Facebook community group targeting is a clever and free marketing and advertising strategy.

The Strategy Explained:

2. Simple Landing Page

Creating a simple 1 page landing page / new website that helps people understand who you are and to capture incoming enquiries.

- The page will be simple with just a few sections -mainly focused on the REQUEST A QUOTE / SEND AN ENQUIRY section.
- The website would also point to your existing website and would NOT require the purchase of a new domain name (a feature within Buffer).



Cut Above Hedges Gardens Lawns

Hamilton's 'Cut Above' people focused lawn mowing, hedge and garden service.

Phone / Text: Murray +64 22 128 6086



The Strategy Explained:

3. Paid content advertising

Here are a couple **of examples of paid Facebook or Google marketing**. One is from Havana -a google ad in my news feed and a Facebook ad in Marketplace feeds.

- Buy using targeted wording around key services and product offerings you can get in front of people and send them to your landing page for enquiry generation.
- I recommended Meta ads as an initial starting point promoting your website for lead enquiry (Google ads are the next step up from Meta ads).

The screenshot shows the Facebook Marketplace interface. At the top, there are navigation icons and a search bar. Below the header, there are several sponsored ads. One ad is for Farmgate Security Limited, featuring a blue background with a white cow and the text 'SECURE YOUR FARM WITH A RURAL SECURITY SOLUTION FROM FARMGATE'. Another ad is for Turners Cars, showing a red 2015 Subaru Outback. The ads are labeled 'Sponsored' and include a 'Get a quote' button.

Marketplace

\$120 \$200 · Vintage Cowboy Boots

\$80 · Samsung Front Load Washing Mac...

Farmgate Security Limited
Sponsored

Turners Cars
Sponsored

SECURE YOUR FARM WITH A RURAL SECURITY SOLUTION FROM FARMGATE

Sleep at Night Again with Farmgate

www.farmgate.co.nz

Get a quote

EVERY RURAL PROPERTY NEEDS THIS..... 2015 Subaru Outback

4. Examples of some social media content creation

WATER TANK NEED A CLEAN?

Get it done right with Pure Water Services.

Servicing the Waikato, BOP and Auckland areas.

Greg 0274 787 428



<https://purewaterservices.start.page/>

PUREWATERSERVICES

farmgate



**BOOST YOUR RURAL
SECURITY WITH SMART
SOLUTIONS BY
FARMGATE**

farmgate



**TRACK EVERY VEHICLE
COMING & GOING ON
YOUR ROAD OR
ENTRANCE**

SECURE YOUR FARM WITH A RURAL SECURITY SOLUTION FROM FARMGATE



Sleep at Night Again with Farmgate

www.farmgate.co.nz

Get a quote

farmgate

Join us in preventing rural crime in your area today

NEED A FLEXIBLE CAMERA SOLUTION?

Get a Quote

www.farmgate.co.nz



**Free
lawn
mow!**

Reach out today for a free mow*
Our service is professional and reliable.

*Free first mow with regular fortnightly service

Ph. Murray
022 128 6086

cut above
HEDGES | GARDENS | LAWNS



Looking for a lawn mowing specialist?

Murray 022 128 6086

cut above
HEDGES | GARDENS | LAWNS



Cut Above Hedges Gardens and Lawns are specialises in all things lawns and gardens. We know our stuff.

BARRIER ARMS BY FARMGATE



Secure your front entrance, runoff, remote site

farmgate



D. Benefits

If you aren't convinced yet here is a summary of the key benefits for your business:

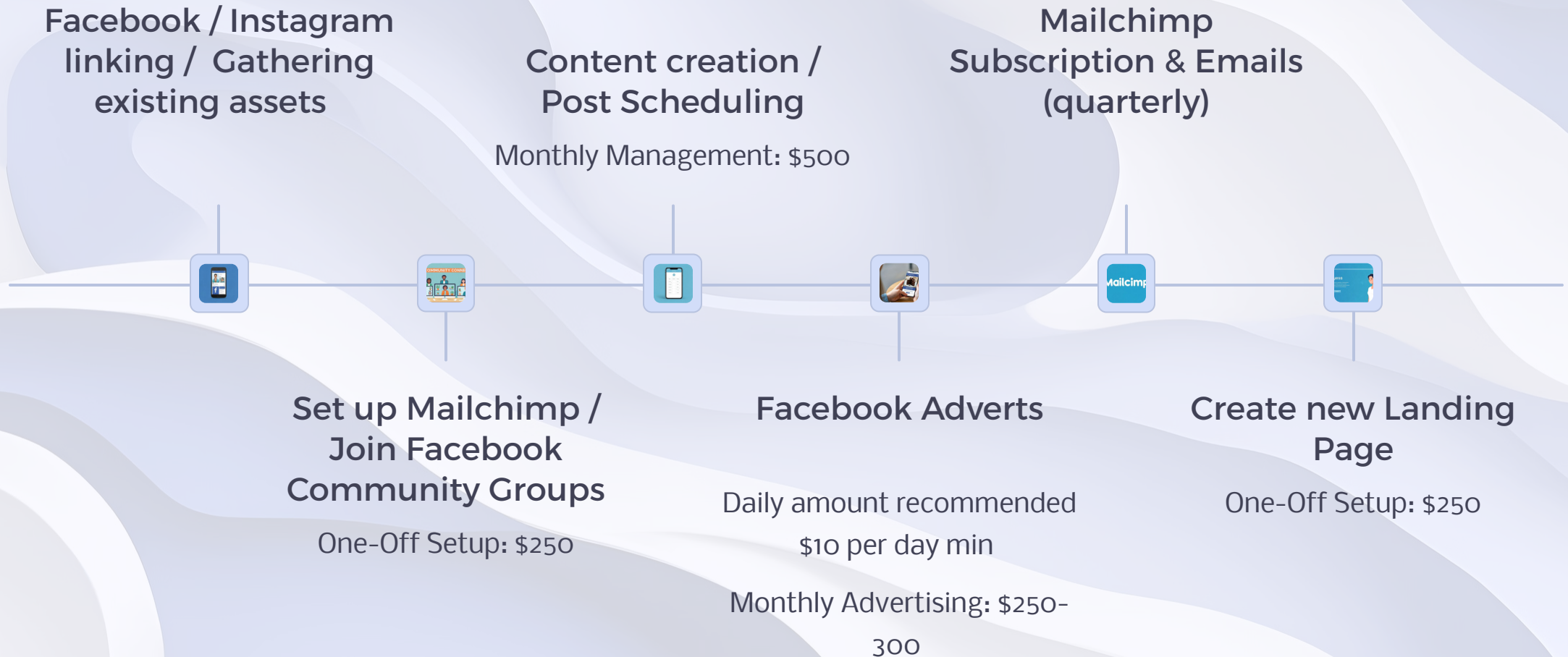
Renewed simple small business marketing and advertising will:

- ☐ Let potential new customers know who you are (**brand awareness**) otherwise how will they find you?
- ☐ Help you **grow your active customer database** and revenue potential -you need to grow!
- ☐ Enable you to **compete against the other businesses** in your market
- ☐ Turn current and potential customer into **loyal lifelong customers** through constant communication and engagement (social media, emails etc)

Without marketing and advertising your business will remain stagnant or slowly die. Marketing levels the playing field and gives you a fighting chance to grow and thrive.

E. Implementation Schedule & Costs

Below is your marketing implementation schedule with associated costs. This provides a clear roadmap for executing this renewed digital strategy.



Initial setup requires a one-time investment of \$500 with ongoing monthly costs of \$500 for content creation and scheduling and \$250-300 per month for paid adverting with Meta which the business would pay direct for paid advertising and Mailchimp subscription (initially free) (does not include Google Ads). Prioritizing Facebook and landing page implementation first to establish your digital foundation *+gst if applicable. **payable upfront on acceptance.

E. Now what?

Ready to implement these small business marketing essential for your business?

1. Facing Reality

Without marketing you simply will not grow. In fact you will decline over time.

You already have a declining database due to natural customer attrition, changes in the market and customers moving property to property.

2. The Good News

There is lots of opportunity to grow in both the residential and rural market.

Regular and consistent contact with existing customers is needed and potential new customers just need to know who you are and what you do.

3. Make a decision

The hardest part with doing small business marketing is getting started. That's why we do most of it for you as outlined in this plan. A small investment now will reap results in the next season. Just reply to this email / message and say YES and let's get started.

Don't let competitors capture your market share. Start your digital transformation today.



DIESEL
COFFEE WORKS