

Midpoint Deliverable

Microfinance at Berkeley
Spring 2022





MEET THE TEAM



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Project Overview



Agenda

Project Overview

Objectives: Reach more customers through social media presence and marketing techniques.

1

Social Media and Food Delivery Platforms:

- Cafe Gabriela's competitors
- Social media content ideas and templates
- Comparing food delivery services

2

Marketing Strategies:

- Enhancing Cafe Gabriela's presence
- How to appeal to Cafe Gabriela's target audience

3

Website Design and SEO:

- Site optimization
- Appearance of website
- Building community

4

Conclusion:

- Summarizing progress
- Discussing next steps
- Questions

Social Media and Food Delivery



Analysis of Cafe 15

Cafe 15 - Locally-Sourced and Healthy Brunch Spot in

land

Strengths

All Instagram posts have **similar color scheme** representative of the logo design

Multiple labeled Instagram highlights that **shows food-prepping process**

Website contains section with **positive customer feedback** about the business



Weaknesses

Website is **difficult to navigate** (very scrolling-intensive)

The **order** of first few website subsections **is confusing** [motto → dinner boxes → lunch boxes]

Website says business is “women and family owned” but **no other information on owners**

provided

Introduction

Media & Delivery

Marketing Strategies

Website Design

Conclusion

Analysis of Oaklandia Cafe

Oaklandia Cafe - Fresh Food and Locally Roasted Coffee Based in

Oakland

Strengths

Instagram highlights **showcase different products** they serve

Menu includes **foods and drinks that complement one another**
[coffees & pastries]

Available on multiple **food delivery apps**
[Grubhub, Postmates, Uber Eats]



Weaknesses

Website is **faulty**
[stuck on loading screen]

Food posts **do not include the names** of corresponding food items

Limited information about the owners on Instagram page

Recommendations

Suggestions for Cafe



Menu Alterations: Incorporate pastries that go well with coffee



Social Media: Ensure that posts accentuate the uniqueness of Cafe Gabriela and follow color schemes similar to that of the logo



Delivery Options: Utilize delivery service platforms to make food-ordering process more efficient and convenient for target consumer population

Social Media Content Ideas

Increasing Bandwidth of Social Media Ideas & Posts

Part 1)

Drippy Drinks



- Post a picture of fresh coffee or video of coffee drip
- Include name of coffee and its flavor/notes
- The purpose is to advertise coffee line and new coffee releases

Sandwich of the Month



- Post a picture of sandwich highlights
- Include the name of the sandwich + ingredients
- The aim is to show customers different types of sandwiches

Inspirational Quotes

- Post a quote that is encouraging, alongside an image of Cafe Gabriela team
- Ensure that quotes are easily comprehensible to get message across accurately
- The motive is to strengthen relationship between cafe & customers



Throwback Posts

- Post a picture of the cafe's background/story
 - Gabriela Silang
- Include a short description about the picture
- The objective is to exhibit the history and story behind cafe gabriela



Social Media Content Ideas

Increasing Bandwidth of Social Media Ideas & Posts

rt 2)

Saucy Salads



- Post a picture of new vinaigrettes + salads
- Describe the taste and freshness of vinaigrette and salads
- The intent is to show off fresh salads that are offered

Shoutouts

- Post a picture of social causes, events, or regular customers
- Include a description of the cause/person and why they are important
- The goal is to immerse Cafe Gabriela into the community at large



Behind the Scenes



- Post a video or photo of how food is made and what goes on behind the scenes
- If it is a video, make sure to include music to make the post more professional
- The aim is to establish a more intimate relationship with customers

End of Month Recap

- Post a photo of achievements made by Cafe Gabriela in the past month
- Detail the unique efforts/perseverance that were channeled this month
- The hope is to give customers insight into the impact they've made by dining at Cafe Gabriela



Post Templates

Example of Potential Posts



Color Palette



Canva Link to Templates:

https://www.canva.com/design/DAE6bTih_tM/GUTEfvZWMP-uUkZhxcboAw/view?utm_content=DAE6bTih_tM&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Posting Calendar

Best Time to Post is 11 AM - 1 PM on Tuesdays &

VS

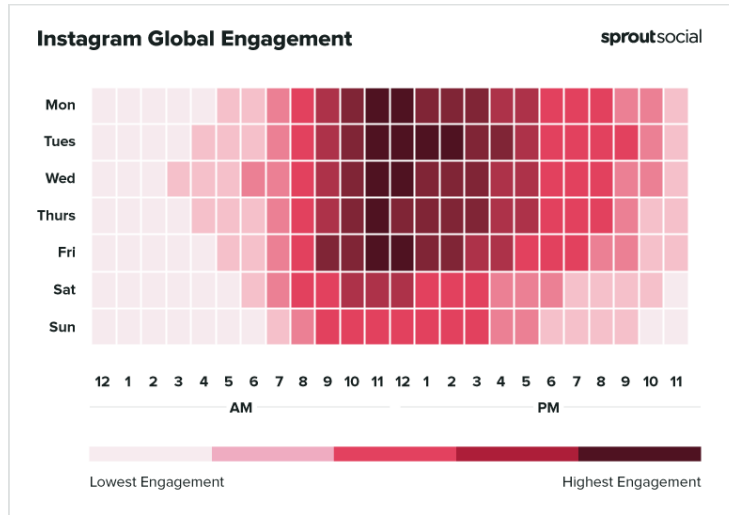


Figure 1. Chart of Instagram Global Engagement. Adapted from "Sprout Social," by E. Arens, August 21, 2021, *Sprout Social*. Retrieved March 14, 2022, from <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

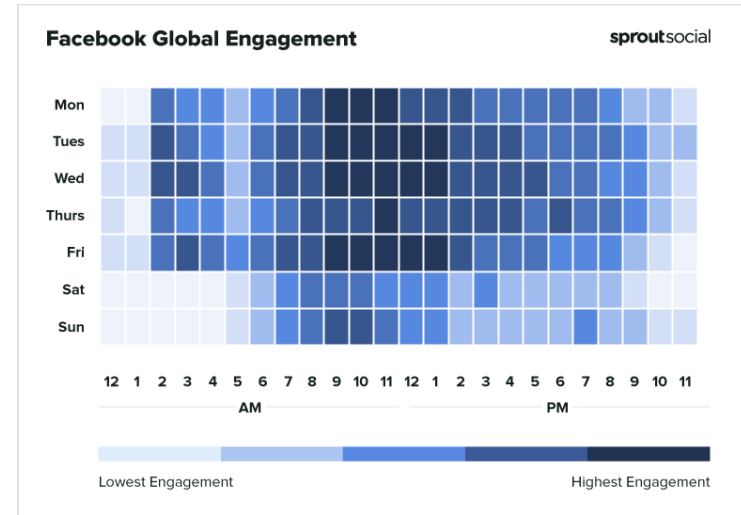


Figure 2. Chart of Facebook Global Engagement. Adapted from "Sprout Social," by E. Arens, August 21, 2021, *Sprout Social*. Retrieved March 14, 2022, from <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Posting Calendar

Example of Posting

dar

April 2022						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 2022					
WK	DAY OF WEEK		Post	Stories	Facebook
1	MONDAY				
	TUESDAY				
	WEDNESDAY				
	THURSDAY				
	FRIDAY	1	Sandwich of the Week		repost
	SATURDAY	2		repost	
	SUNDAY	3			
2	MONDAY	4			
	TUESDAY	5	Drippy Drink Feature		repost
	WEDNESDAY	6		repost	
	THURSDAY	7			
	FRIDAY	8	Shoutouts		repost
	SATURDAY	9		repost	
	SUNDAY	10			

Food Delivery Apps

Directions to Sign Up for Food Delivery Apps

Uber Eats

1. Fill out the following [form](#)
2. If approved, a representative will contact you to discuss options
3. The company offers professional photography and technology services to assist in setting up
 - a. Costs \$350

Total Cost: 6% + 15% or 25% or 30%,

*Approximate time period: 4-7 days



1. Fill out the following [form](#)
2. Once DoorDash approves the application, you will be notified to activate your account
3. Then you will be taken through several steps to confirm menu, pricing, etc.
 - a. You could get an activation agent to complete step 3

Total Cost: 15% or \$2.40 flat fee

*Approximate time period: 3-5 days



1. Fill out the following [form](#)
2. Then a company representative will reach out to complete the signup process
3. A contract must be signed, and systems must be set up

Total Cost: 10% delivery, 5%-20% marketing

*Approximate time period: 1 day



Food Delivery Apps

74% of Delivery App Market Share in SF Owned by DoorDash

Percent of Each Age Group that Have Used a Multi-Restaurant Delivery App/Website in the Past 90 Days

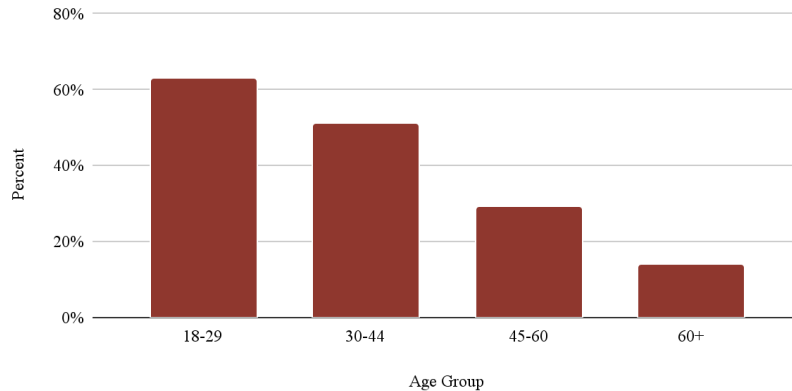
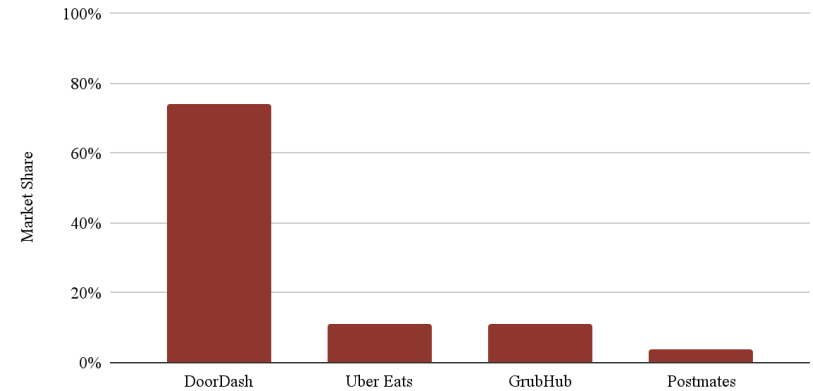


Figure 4. Graph of percent of each age group that have used a multi-restaurant delivery website/app in the past 90 days. Adapted from "Zion & Zion," by A. Zion, and T. Hollman, 2019, Zion & Zion. Retrieved March 14, 2022, from <https://www.zionandzion.com/research/food-delivery-apps-usage-and-demographics-winners-losers-and-laggards/>.

Takeout Food Delivery Service Market Share in San Francisco, United States, as of April 2021



Second Measure. (May 14, 2021). Takeout food delivery service market share in San Francisco, United States, as of April 2021 [Graph]. In Statista. Retrieved March 14, 2022, from <https://www.statista.com/statistics/916944/takeout-food-delivery-market-share-in-san-francisco-us/>

Marketing Strategies

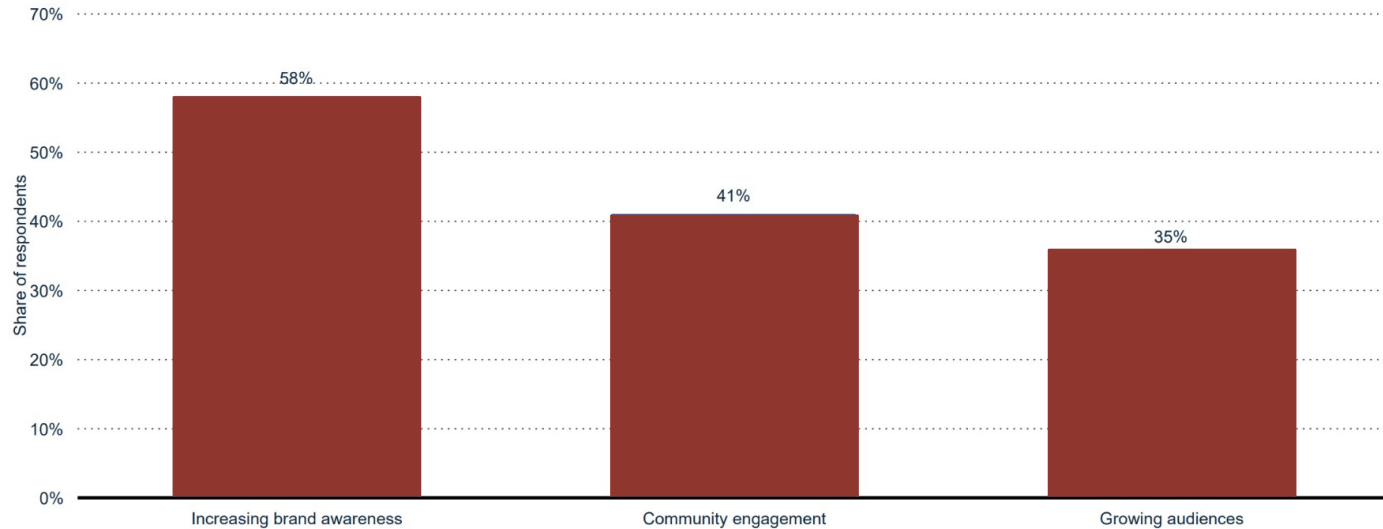




Goals of Social Media Marketing

Increasing Brand Awareness has the Highest Priority among Marketing Goals

Social Media Marketing Goals



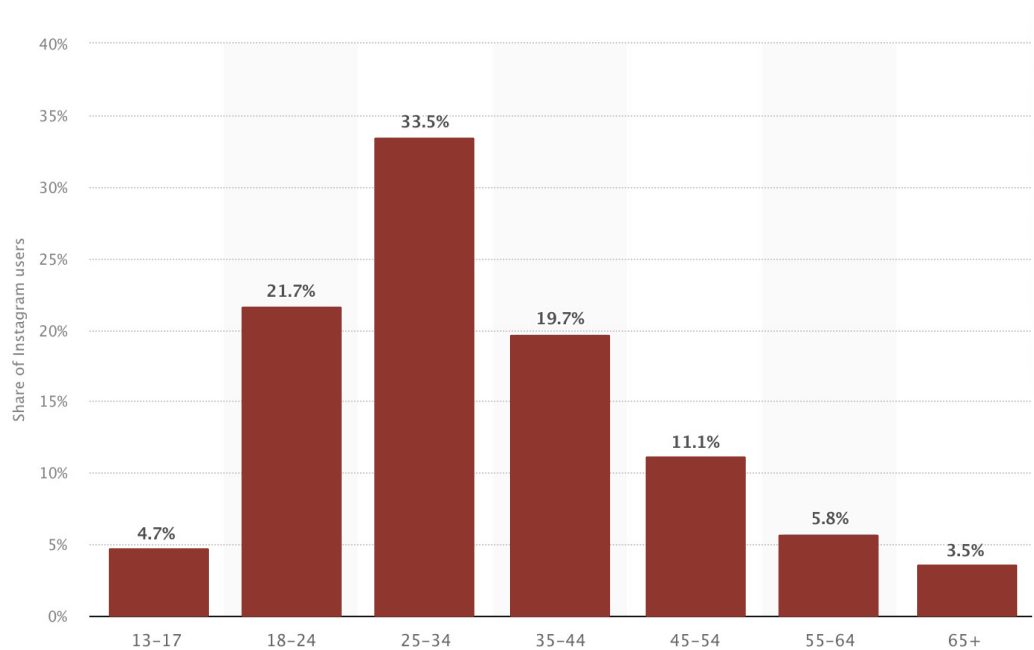


Instagram Users

Instagram is Most Used by the Age Range

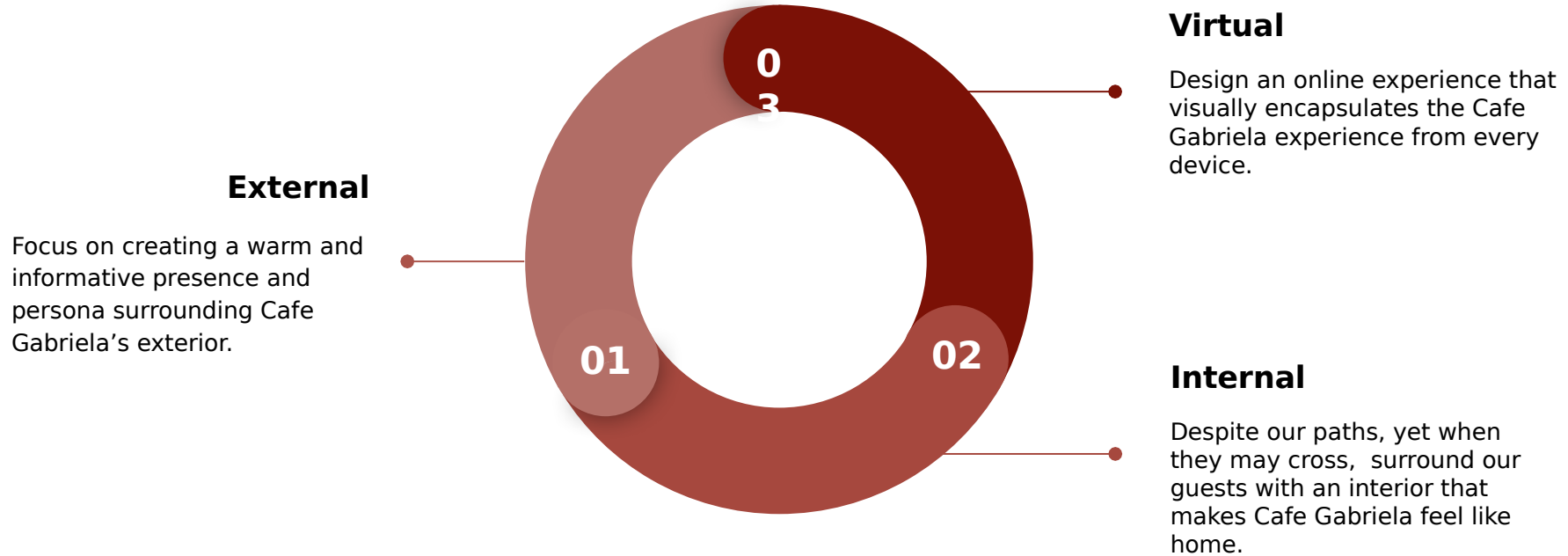
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Distribution of Instagram users in the United States, by age group



High-Level Marketing Plan

Refinement in a Three-Step Process





Improving Storefront Design

How soon can our guests feel at home?

01

Credibility

- Advertise Cafe Gabriela's 12 years in the business.
- Post picture as the Indie Rewards recipient.
- Share top reviews from Yelp reviews on store glass.

02

Community

- Post a collage with staff and guests.
- Add electronic photo album to loop through videos Cafe Gabriela and its history.
- Build game day specials around Warriors/49'ers games.

03

Informational

- Print and hang cardstock menu on glass.
- Advertise current use of organic coffee beans.
- Print and feature 4.5 star Yelp/Google rating on window.

Introduction

Media & Delivery

**Marketing
Strategies**

Website Design

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Internal Marketing Strategy

Why guests choose us?



Improve as an Eco-Friendly Brand

- **80% Percent** of North Americans want to know **where** the products they buy come from.
- Introduce **Eco-Friendly** packaging and takeout boxes.



Right Music in the Right Way

- Sales **increased** by an average of 37% when **brand-fit music** was played instead of random music.
- **Curate** an appropriate playlist, while considering an **additional outdoor speaker** to draw in new guests.



Periodic Specials

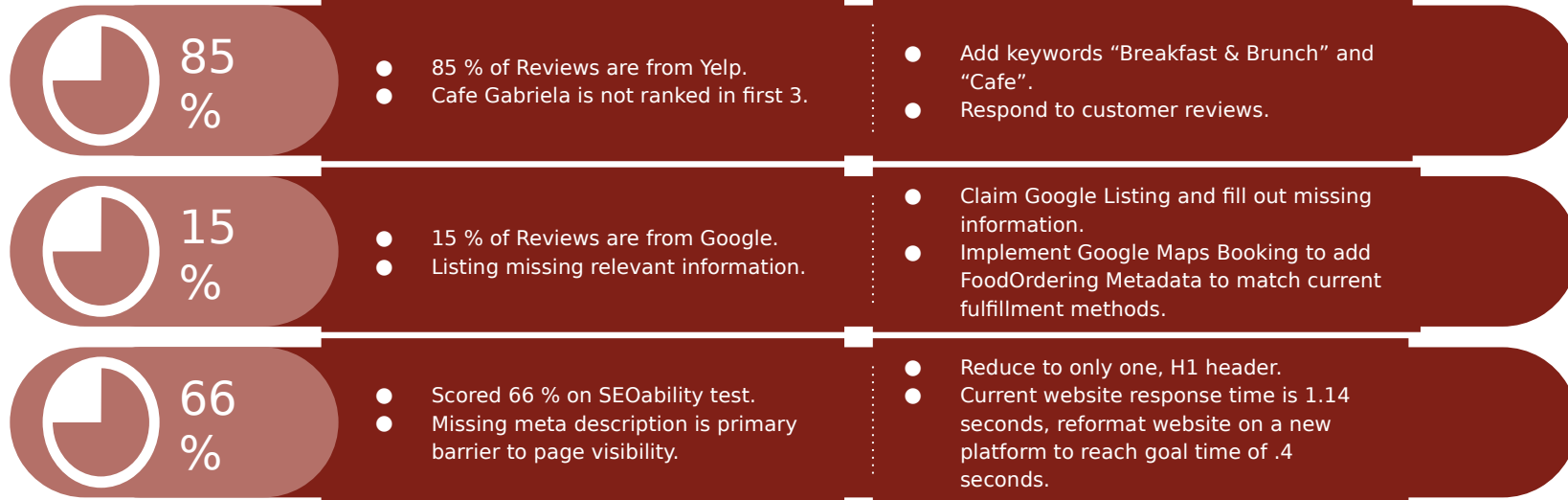
- The New York State Small Business Development Center, studies show **sidewalks signs** increase **sales** and **profitability**.
- Organize and advertise specials on sidewalk signs.

Website Design and SEO



Enhancing Virtual Presence

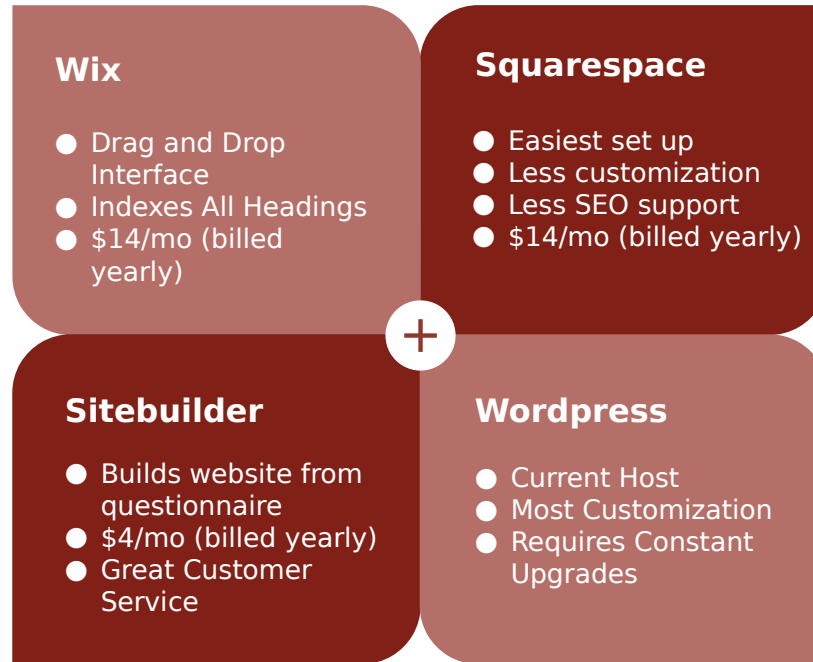
The Importance of a Virtual Presence



New Website Platforms

Which platform works best

u?





Switching Website Platforms

Website Presence

Benefits of a New Platform

- Optimize headers for exclusive communication between Yelp and Google Listing
- Develop new content for the website
- Align formatting for mobile, and desktop display

Website Optimization w/o Switching

- Update the firmware of the webs
- Update heading for google listing and yelp.
- Adjust content on current platform



Search Engine Optimization

Company Profiling

Yelp

- Contrast Yelp Activity with website activity
- What keywords led a customer here.
 - Document and contrast with competitors via Google Trends.

Google Pages

- Website is not currently linked
- More comprehensive online branding
- Link Yelp Directly in Google Listing
- Tag Listing for Queer/Filipino Brand Ownership



Appearance of Website

Helpful additions to the website

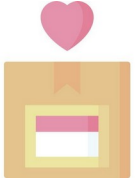


Home Page

- Clear menu button
- Photos of food
- Customer reviews and feedback

About Cafe Gabriela

- Who is Gabriela Silang
- Share personal story
- Include mission statement
- Add unique points of this business



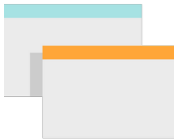
Appearance and Continuity

- Consistent design format throughout all pages
 - Checking grammar and spelling
 - Change font to something bigger or more appealing



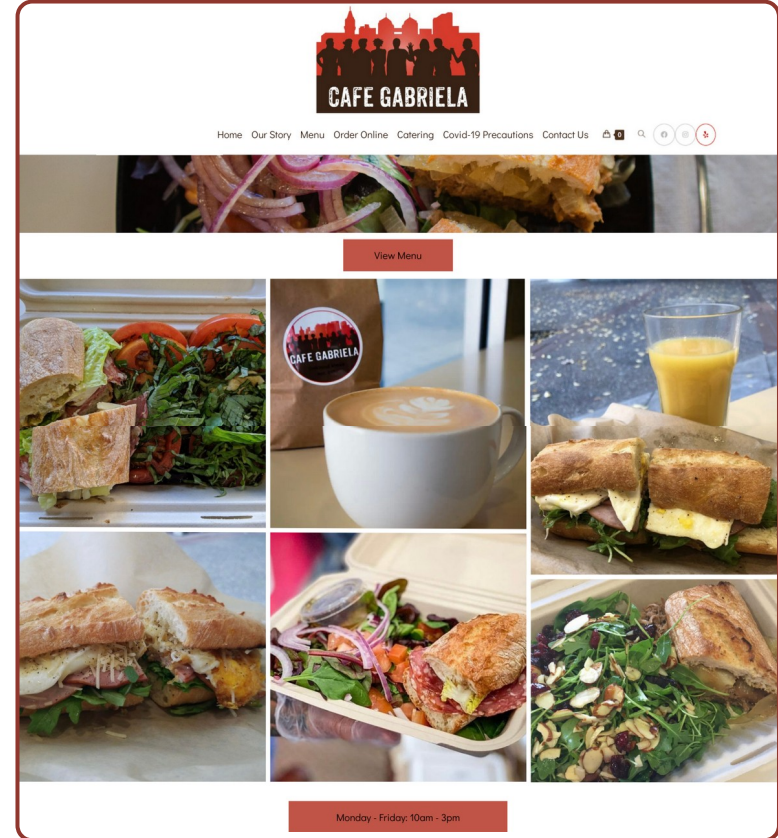
Additional Pages

- Catering
- Coffee Beans
- Vinaigrette



Additional Pages

*Subtle changes to the
te visually*

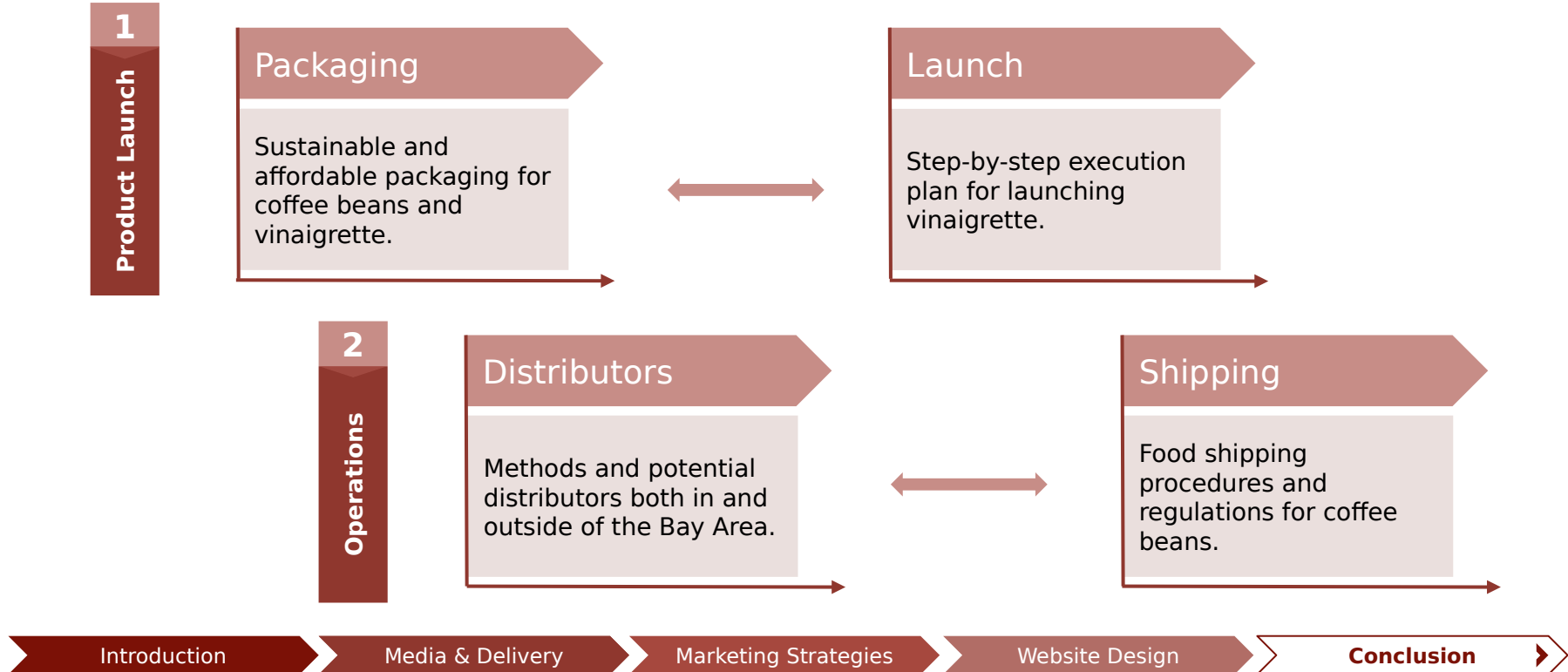


Conclusion



Next Steps

Looking ahead to the objectives for the rest of the project





Appendix

Resources and reference materials used during

search

- <https://www.canva.com/design/DAE6hRdOzJI/u4v9SMmml2gWH9GxdTJj2A/view?website#2>

Thank you!

Questions?

