



COFFEE CRAVING

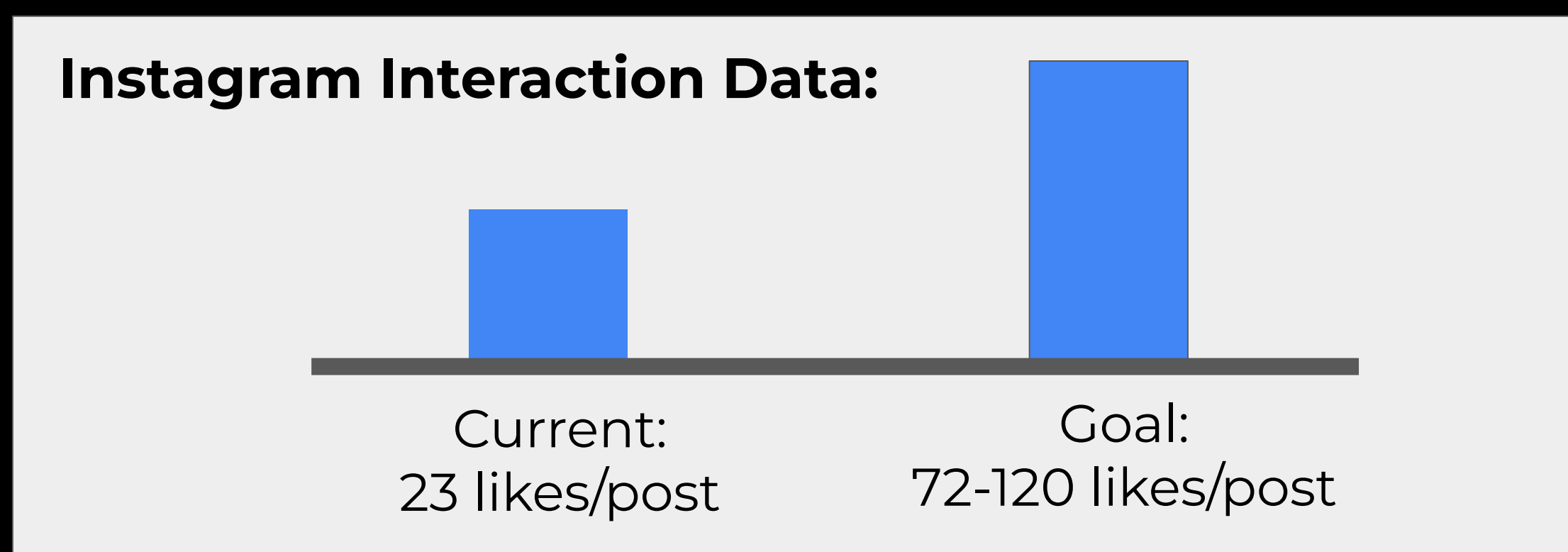


ABOUT:

Located in Lee, NH, COFFEE CRAVING provides fast, iced coffee brewed with changing fun flavors enjoyed all year round since 2014. The refreshing, convenient coffee shop's primary customers are UNH students. Founder Melissa Bouchard has demonstrated a passion for coffee making and serving her community.

ENGAGEMENT:

- **Social Media Management Platform** (i.e. Hootsuite)
 - Track follower engagement & posting analytics
 - Schedule consistent posts & giveaways in advance
- **Giveaways**
 - 1 follow & 3 tagged friends = 1 entry



CAMPUS PRESENCE:

- Increased pop-up events
- Collaboration with campus cafes (Cornerstone Cafe, Zekes Cafe)
- Fundraisers
 - Get in contact with FSL for fraternity/sorority fundraisers
 - Get in contact with the MUB for different UNH clubs

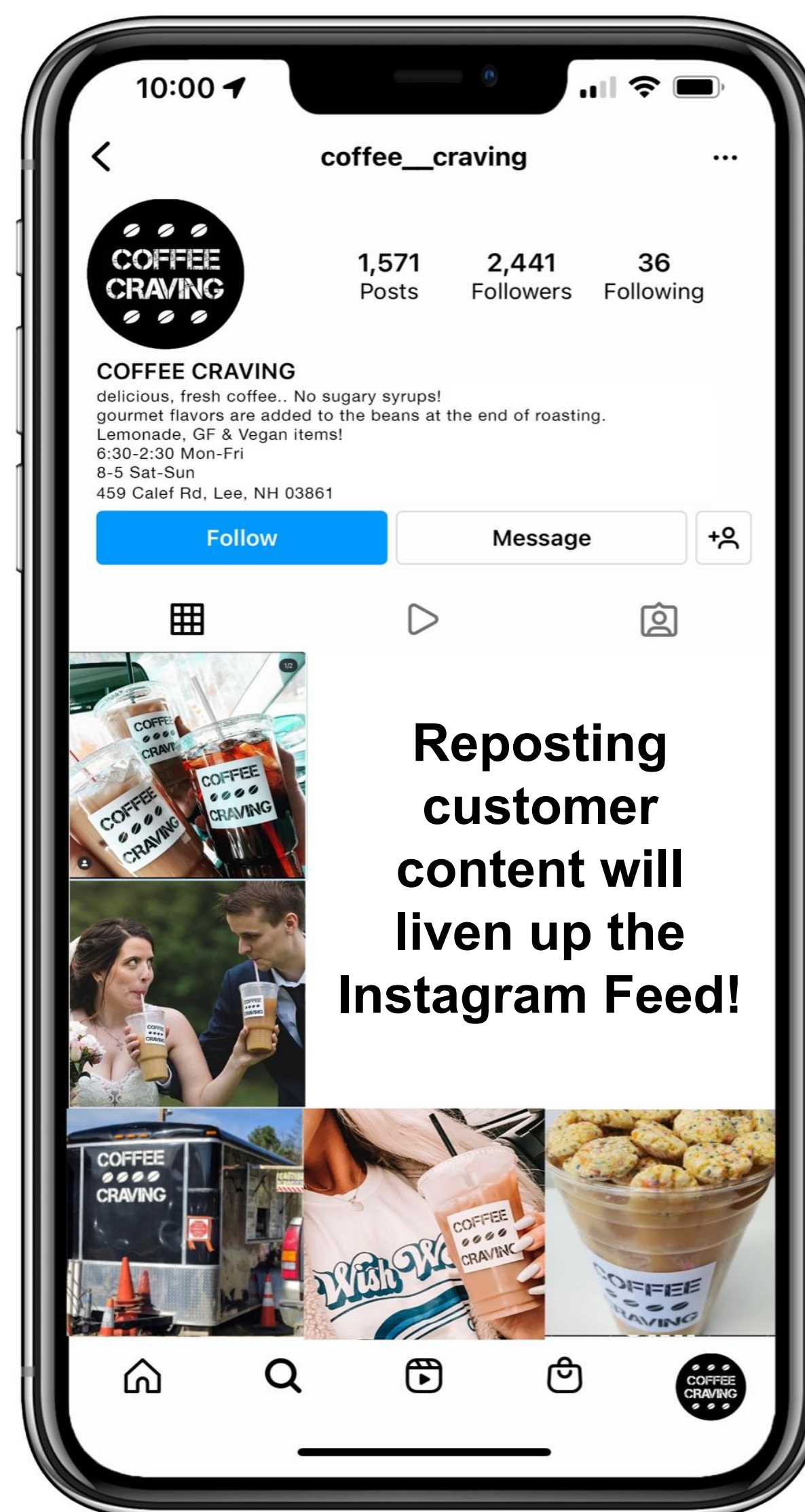


GOALS:

- Increase social media engagement
 - Promotions, giveaways, discounts
- Update Instagram bio and account
 - Hootsuite and a social calendar

SOCIALS:

- Create a Tik Tok account
- Create a text message service for customers to opt in
 - Text about new flavors
 - Offer deals/discounts for signing up



CAMERAS:

- Driveway camera
 - Live feed
 - Streamed on Youtube or Instagram

