

# Marketing Plan

Greenleaf Coffee Co. – Q1 2027

Owner: Maria Lopez | Budget: \$18,000 | Period: January 1 – March 31, 2027

## 1. SITUATION SUMMARY

Greenleaf's East Austin shop averages 310 customers a day, but online bean sales are only 8% of revenue. Q1 is our slowest season for foot traffic, so this plan focuses on growing online subscriptions and weekday mornings.

## 2. GOALS (SMART)

- Grow coffee subscriptions from 120 to 300 by March 31.
- Increase weekday morning visits (7–10 am) by 15% vs Q4.
- Reach 6,000 Instagram followers, up from 4,200.

## 3. TARGET AUDIENCE

**Primary:** remote workers and young professionals aged 25–40 within 2 miles. **Secondary:** home coffee enthusiasts across Texas who buy specialty beans online.

## 4. KEY MESSAGE

"Fresh-roasted in Austin, delivered to your door – the same coffee you love in the shop, every two weeks."

## 5. CHANNELS, TACTICS AND BUDGET

| Channel     | Tactic                                                     | Budget  |
|-------------|------------------------------------------------------------|---------|
| Instagram   | 3 posts + 5 stories a week, 2 local creator partnerships   | \$5,000 |
| Email       | Bi-weekly newsletter, first-month subscription discount    | \$1,500 |
| Paid social | Meta ads for subscriptions, targeted to Texas              | \$7,000 |
| In-store    | Early-bird loyalty bonus 7–9 am, QR code for subscriptions | \$2,000 |
| Events      | Monthly cupping night and remote-worker breakfast          | \$2,500 |

## 6. TIMELINE

**January:** launch subscription offer and ads. **February:** creator partnerships and first breakfast event. **March:** review results, double down on the best channel.

## 7. KPIs AND MEASUREMENT

Track weekly: new subscriptions, cost per subscription (target under \$25), morning transactions in Square, Instagram followers and email open rate. Review results every two weeks.

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