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Document name: Social Media Management

Client: Peppermint Cafe

Document number: D0038

Issue No: I0038

Issue Date: 08.15.2024

Issued By: ForgeEra

Approved By

Name	Designation	Date	Signature
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Revision History

Issue Number	Issued Date	Issued By	Summary of Changes	Document Section

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Introduction

Welcome to the comprehensive content plan for Peppermint Café from August 16th to September 16th, 2024. Peppermint Cafe aims to captivate and engage its audience through a strategic and diverse social media presence. This plan outlines a well-balanced mix of image posts, reels, and stories, designed to highlight the shop's exquisite foods and services, showcase its ambiance, and connect with the clients. With a total of 16 image posts, 8 reels, and 5 stories per week, this content plan is crafted to maintain a consistent and appealing online presence, fostering customer engagement and driving sales.

Content Themes

The content theme for this period will focus on showcasing the diverse menu, the convenience of the Grab and Go service, and the delightful experiences of the customers at Peppermint Cafe. Posts will be a mix of visually appealing images and engaging reels, emphasizing the quality and variety of food, customer satisfaction, and the vibrant atmosphere of the cafe.

Content Plan Overview

- **Total Post:** 24
- **Reels:** 8
- **Image Posts:** 16
- **Period:** August 16th to September 16th, 2024

Content Breakdown

Content Count: 1

- Title: Summer Vibe Mojito Summer Sea Mojito
- Description: A vibrant and refreshing image showcasing the seasonal mojito.
- Content Type: **Image Post**
- Main Goal: Highlight the refreshing summer drink to attract customers looking for seasonal beverages. The post is designed to draw attention to the unique offering and drive both in-store and Uber Eats orders.

Content Count: 2

- Title: Scramble Egg Burger
- Description: A close-up shot of the Scramble Egg Burger, highlighting the ingredients.
- Content Type: **Image Post**
- Main Goal: Promote one of the cafe's breakfast items, emphasizing the quality and freshness of the ingredients to boost morning sales and showcase the variety available.

Content Count: 3

- Title: 15% off after 10 pm
- Description: Promotional image announcing the late-night discount.
- Content Type: **Image Post**
- Main Goal: Encourage late-night visits and boost sales during off-peak hours by promoting a special discount.

Content Count: 4

- Title: Ice Americano
- Description: A chilled, refreshing image of an Ice Americano, perfect for the summer heat.
- Content Type: **Image Post**
- Main Goal: Attract customers with a cool and refreshing drink option, ideal for beating the summer heat. The goal is to drive sales of cold beverages.

Content Count: 5

- Title: Customer Review from Google
- Description: An image featuring a positive customer review from Google, with a background of the cafe.
- Content Type: **Image Post**
- Main Goal: Build trust and social proof by showcasing positive customer feedback, and encouraging new customers to visit the cafe based on reviews.

Content Count: 6

- Title: Kids Menu
- Description: Fun and colorful image showcasing the kids' menu items.
- Content Type: **Image Post**
- Main Goal: Promote the kid-friendly aspect of the cafe, encouraging families to visit by highlighting the special menu designed for children.

Content Count: 7

- Title: Chicken Cheese Bomb
- Description: Mouth-watering image of the Chicken Cheese Bomb with a focus on the cheesy filling.
- Content Type: **Image Post**
- Main Goal: Showcase a popular menu item, driving cravings and encouraging both dine-in and takeout orders.

Content Count: 8

- Title: Breakfast Item The Ooh La La
- Description: A stylish image of the "Ooh La La" breakfast item to promote the morning menu.
- Content Type: **Image Post**
- Main Goal: Drive breakfast traffic by featuring an appealing and unique breakfast option, encouraging early visits.

Content Count: 9

- Title: Rice to Meet You Beef
- Description: A hearty, savory image of the beef rice dish, perfect for lunchtime.
- Content Type: **Image Post**
- Main Goal: Promote a substantial lunch option, targeting customers looking for a satisfying meal, whether dining in or ordering via delivery.

Content Count: 10

- Title: Customer Post 1
- Description: Repost or feature a customer's photo or post, showing their meal experience at Peppermint Cafe.
- Content Type: **Image Post**
- Main Goal: Increase community engagement by featuring user-generated content, encouraging more customers to share their experiences online.

Content Count: 11

- Title: Strawberry Monster Shake
- Description: An indulgent image of the Strawberry Monster Shake, highlighting its richness.
- Content Type: **Image Post**

- Main Goal: Promote a sweet and visually appealing treat, appealing to customers with a sweet tooth and driving in-store and delivery orders.

Content Count: 12

- Content Count: 12
- Title: The coffee shop near to me is open 24/7
- Description: Image promoting the 24/7 availability of Peppermint Cafe, possibly with a night-time ambiance.
- Content Type: **Image Post**
- Main Goal: Emphasize the cafe's round-the-clock availability, appealing to night owls and early birds, and reinforcing the convenience of visiting at any hour.

Content Count: 13

- Title: Customer Post 2
- Description: Another repost or feature of a customer's content, emphasizing customer satisfaction.
- Content Type: **Image Post**
- Main Goal: Continue to build social proof and community engagement by showcasing happy customer experiences, encouraging others to visit and share.

Content Count: 14

- Title: Wingin It
- Description: A spicy and flavorful image of wings, highlighting them as a snack or meal option.
- Content Type: **Image Post**
- Main Goal: Promote a popular finger food option, appealing to customers looking for a quick bite or a shared snack, driving both in-store and delivery sales.

Content Count: 15

- Title: Breakfast Item That's A Wrap Beef
- Description: Image showcasing the beef wrap, aimed at promoting the breakfast options.
- Content Type: **Image Post**
- Main Goal: Encourage breakfast orders by highlighting a convenient, portable, and delicious breakfast item, ideal for customers on the go.

Content Count: 16

- Title: Customer Post 3
- Description: Final customer post feature, focusing on the community aspect of the cafe.
- Content Type: **Image Post**
- Main Goal: Strengthen community ties by celebrating the cafe's loyal customers and encouraging others to engage by sharing their own experiences.

Reels

Content Count: 1

- Title: “Made with love”
- Description: A preparation of a coffee and serving it to the customer
- Content Type: Reel
- Main Goal: Showcase the welcoming environment of the cafe, attracting new customers to visit.

Content Count: 2

- **Title:** Food preparations
- **Description:** Show a preparation of variety of foods
- **Content Type:** Reel

Content Count: 3

- **Title:** Customers enjoying their food
- **Description:** Two people having dinner while having a discussion
- **Content Type:** Reel
- **Main Goal:** Including customers in the content and show the food options available

Content Count: 4

- **Title:** Nutella Triangle
- **Description:** Presenting Nutella triangle
- **Content Type:** Reel
- **Main Goal:** Build awareness for dessert items

Content Count: 5

- **Title:** Art workshop held by tinytots
- **Description:** A presenting the workshop
- **Content Type:** Reel
- **Main Goal:** Increase community engagement and promote workshops

Content Count: 6

- **Title:** Bean to coffee transition
- **Description:** <https://www.instagram.com/p/C4p9hUUorzK/>
- **Content Type:** Reel
- **Main Goal:** Follow Trends and gain new followers

Content Count: 7

- Title: Kitchen BTS

- Description: Show behind the scenes in the kitchen
- Content Type: **Reel**
- Main Goal: Build trust with the brand by presenting behind the scenes

Content Count: 8

- Title: “Us watching a customer try our chocolate croissant for the first time”
- Description: <https://www.instagram.com/p/C7E6rvoJsnv/>
- Content Type: **Reel**

Conclusion

Throughout August 16th to September 16th, 2024, Peppermint Cafe's social media content plan has aimed to captivate and engage its audience with vibrant imagery and compelling reels. By highlighting the cafe's diverse menu, the convenience of its Grab and Go service, and the authentic customer experiences, the content not only showcased the cafe's offerings but also fostered a deeper connection with its community. From tempting food showcases to behind-the-scenes glimpses, each post and reel was strategically crafted to reinforce Peppermint Cafe's reputation as a beloved dining destination in Colombo. This content plan not only aimed to attract new customers with enticing visuals but also aimed to retain and delight existing patrons, ensuring a successful and engaging social media campaign for the cafe.