THE REACH CAMPAIGN
Business Overview

**What:** Merchandise and Beverage Shop

**The Market:** Carmel High School Students and Faculty

**When:** Open All Mornings and During 90 Minute Student Resource Time Every Other Day
The Problem

- Geographic Location
- Poor Loyalty Within Student Market
- Lack of Incentives to Become Regular Customers
Current Market Reach

THE NUMBERS

$769
Daily Average Sales

$3.05
Average Drink Price Sold

252
Students per Day

5%
of student population
SWOT Analysis

**Strengths**
- Good Access to Resources
- Motivated Workforce
- Expanding Product Line

**Weaknesses**
- Poor Customer Location
- Lack of Market Loyalty
- Not a “Go-To” Place for Students

**Opportunities**
- Social Media Expansion
- Club Sponsorships
- Increased Mobile Technology Use

**Threats**
- School Policy
- Competitive Industry Dominated by Starbuck’s
- Rising Ingredient Prices

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THE REACH CAMPAIGN
The **Reach** Campaign

01. Focus on the 95% Untapped Market
02. Develop Social Media and Mobile Presence
03. Expand the Overall Business Brand
Objectives of the **Reach** Campaign

1st Objective: Increase Sales from January to May 2017 by 10% in Comparison to Sales from January to May 2016.

2nd Objective: Increase Monthly Out-Of-Store Purchases Through Delivery and Mobile App Purchases by an Average of $2500/Month by the End of May 2017.


4th Objective: Increase Social Media Account Followers by 20% by the End of May 2017.

THE REACH CAMPAIGN
Campaign Target Market

Primary Market

Secondary Market

Reach

SRT Students with Large Distances From Café
Three Floor A+B Departments of School.

School Clubs and Activities
Sponsorships and Partnerships

THE REACH CAMPAIGN
SRT Students Residing in CHS Three Floor A+B Departments

- 10 Minutes to Science Department: 225 Students
- 11 Minutes to World Language Department: 220 Students
- 12 Minutes to Math Department: 270 Students
Campaign Secondary Market

School Club and Activity Sponsorships

- 4 Average Sports Practices Per Day
- 8 Average Club Meetings Per Day
- 158 Total Number of Clubs at CHS
Develop a Mobile Application

01. Extends Reach of Accessibility
02. Generates Method of Notification Communication
03. Creates a Personalized Customer Profile
04. Increases Frequency of Brand Interaction
Specific App Features

**Location Services**
Geo-Notifications

**Personalized User Accounts**
Allows Direct Marketing/Notifications
Memory of Past Orders and Payment Options

**Searchable Menu**
Allows for App-Only Menu

**Will Bring the Business Straight to Customers’ Mobile Devices**
Social Media Promotion

01 Snapchat Geofilters
02 Instagram and Twitter Contests
03 Incentivize Market to Become Followers
Loyalty Rewards Program

How
Create Loyalty Rewards Program that Provides Incentives for Returning Customers

Benefit 1
Incentivizes New Customers to Return

Benefit 2
Satisfies Returning Customers with Additional Benefits

Benefit 3
Creates Personalized Target Marketing

Creating A Loyal Returning Market.

Through What Means
Design a Business Personalized Program Through *Square* Loyalty

THE REACH CAMPAIGN
School Club and Team Promotion

- Establishes Future Partnership Opportunities
  Expanding the Brand with Other Student-Run Organizations

- Creates a New Avenue for Revenue Potential
  Offering of Catering Menu

- Connects with Other Student-Run Organizations
  Over 8 Clubs Meet Per Day

THE REACH CAMPAIGN
FCCLA Baked Goods Promotion

Partnership with FCCLA

Carmel Bake Shop

Traditional Advertising

New Product Line

THE REACH CAMPAIGN
School Broadcast Announcements

- Mobile Application
- Snapchat Geofilters
- Instagram and Twitter Contests
- Loyalty Rewards Program
- School Club And Team Promotion
- FCCLA Baked Goods Promotion

The Reach Campaign
Mobile App Launches will be used for operational and marketing strategies for years to come.

Social Media Expansion: Instagram and Twitter contests, Snapchat geofilters spread throughout the year.

FCCLA Carmel Bake Shop Initialization: Introduces Bake Shop every other Friday.

Loyalty Rewards Program: Launches in second semester.

School Broadcast Announcements: Advertising all other promotion techniques.

Timeline of Reach Campaign:
- Nov. 2016
- Jan. 2017
- Feb. 2017
- Mar. 2017
- Apr. 2017
- May 2017
Schedule Of All Other **Reach** Strategies

- **Dec. 2016**
  - “12 Days of Specials” Holiday Sales Promotion
- **Dec. 2016**
  - School Clubs Partnerships and Sponsorships Begin
- **Feb. 2017**
  - “Love in My Coffee” Valentine’s Day Promotion
- **April 2017**
  - Spring Break Awareness Sales Promotion
- **May 2017**
  - Prom and Finals Week Promotion

**THE REACH CAMPAIGN**
**Budget**

- **Estimated Revenue**: $23,700
- **Campaign Cost**: $1,648
- **Return On Investment**: 1,346%

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**THE REACH CAMPAIGN**
Questions

The Carmel Cafe & Market
EST 2014

THE REACH CAMPAIGN