

Web Marketing Plan
foggybottomcoffee.com

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Executive Summary

A web marketing plan has been developed for the Foggy Bottom Coffee House (<http://foggybottomcoffee.com>), with the intent on developing initiatives that would increase sales, strengthen branding, and improve customer service. The plan involves using social media, search engine marketing, and other marketing techniques.

Social media features on Foggy Bottom's current site have been analyzed, and it has been determined that these features should either be improved and expanded or removed from the site. Foggy Bottom does not currently advertise on other sites or on search engines, although it is recommended that they begin using Google AdWords and advertising on local news and community sites.

The major components for the web marketing plan for the Foggy Bottom Coffee House are:

- Add an owner or staff blog on foggybottom.com. The blog would be a means for staff to reach out to customers while allowing customers to comment on the blog.
- Create a presence on Facebook and Twitter. Staff and customers can interact on a Facebook page and Twitter can be used to communicate time-sensitive information.
- Transform the "Cool Videos" section to a place where staff and customers can share videos. These could include original videos created in the store, local community events, and staff-approved videos submitted by customers.
- Create search engine advertising campaigns using Google AdWords. Campaigns would involve creating text ads to be displayed in relevant search queries and linking them to relevant destination pages.
- Create an active e-mail list. Allow customers to sign up to receive coupons and make news from Foggy Bottom.
- Place banner ads on local news and community sites.

In addition to these, the report also makes other recommendations that would help the company achieve its marketing goals.

Social Media

Social media refers to features and applications that allow users to interact with the site and with other users. Type of social media can be on-site such as blogs, chat rooms, and customer reviews, or can use third-party sites such as Facebook, Twitter, and YouTube.

To be successful, a social media campaign must be appropriate to an organization and must be frequently updated and evaluated for effectiveness. As a result, staff must be able to commit an adequate amount of time and resources to ensure the campaign is successful. Additionally, every social media project should start with a pilot program that can expand as needed.

Current Social Media Used By Foggy Bottom

The Foggy Bottom site already uses the following social media functions:

- **RSS:** The home page includes five RSS links in the lower right. However, each links to a page which only generates an error message.
- **News & Stories:** This section, which is a top-level navigation item, features short articles written by the Foggy Bottom owner about various items of interest. This section is similar to a blog although the site does not allow user comments.
- **E-mail Links:** Some pages such as the News & Stories articles and product descriptions have e-mail buttons so that users can easily e-mail links to others.
- **YouTube Videos:** The “Our Venue” page states that Foggy Bottom staff will provide equipment to film a video of musicians which perform on its stage to be posted on YouTube. A search for “Foggy Bottom Coffee” on the YouTube site will find videos filmed at Foggy Bottom; however, none of these videos are linked to from the Foggy Bottom site.

Recommendations for these functions include:

- **Add blogging functionality to the “News & Stories” section and relabel it as a blog.** The label “News & Stories” implies that its content is news and announcements about the store. However, it covers a variety of topics that are not directly related to the store or to coffee (most are about the coffee house’s mountain-climbing theme).

Readers can comment on blog entries, which will provide a new source of customer feedback. Customers can comment on products and experiences they have had at the store, both positively and negatively. Comments should only be removed from the site if they contain inappropriate content or spam, personally attack individuals, or are extremely off-topic. Valid customer complaints should be responded to promptly so that users will know Foggy Bottom values its customers and will address any issues they have.

- **Expand the “Cool Videos” page to include videos created by the staff, submitted by users, and embedded from other sites.** Quality, original videos have the potential to “go viral” as site visitors tell others to visit the site specifically to see the video, which increases site traffic and generates brand awareness. Possible types of videos to include are:
 - **Business-specific videos of how coffee and products are made.** For example, the owner could take customers on a virtual tour showing how coffee beans are roasted. Videos should be entertaining and informative without directly advertising. If a video could be of interest to coffee drinkers in general and not just local customers, it has a greater potential to go viral.
 - **Music performances on Foggy Bottom’s stage.** Any videos filmed at Foggy Bottom and posted on YouTube should also be posted on Foggy Bottom’s own site.
 - **Staff and customer narratives.** To contribute to Foggy Bottom’s mountain climbing atmosphere, staff and customers could describe their own adventures.
 - **Videos submitted by users.** Allow users to submit videos to be posted on the site (possibly in exchange for a coupon or a special offer). This provides users with a place to share videos, and they may direct family and friends to Foggy Bottom’s site.

Policies regarding any videos submitted must be carefully developed and communicated. Clearly state that videos must be appropriate and not offensive (be specific about what types of content cannot be included). All submitted videos should be carefully reviewed for appropriateness and quality by staff before they are posted on the site.

- **Videos of local events such as school performances and local festivals.** These may attract traffic from potential local customers and increase brand awareness of Foggy Bottom as a supporter of the local community.

The videos could be divided into categories such as “About Coffee”, “Music”, “Staff Favorites”, and “Customer Favorites” to distinguish between the topics and sources of the videos.

Videos generated by staff should be stored on Foggy Bottom’s server and posted on YouTube so that they reach the widest possible audience. Videos submitted by users can be embedded into the site while being store on another server.

- **Expand product pages for coffees and food to promote user interactivity.**
 - **Improve product descriptions so users will e-mail them.** Although these pages have buttons that allow them to be easily e-mailed, many of these pages say nothing about the product other than the name and its flavor rating. If the product pages have descriptive, informative text and photos, users may be more likely to engage with them when they have more and better information.
 - **Allow customers to post reviews of the products.** Not only does this allow customers to communicate with each other, but it is another source of feedback for the source.
- **Allow users to create a Coffee Wish List.** Users can create a wish list that can be viewed by friends and family detailing coffees they would like to receive as gifts.
- **Address RSS Functionality.** The RSS functionality should be fixed or removed.

Off-site Social Media

- **Create a Facebook page.** Facebook users can become “fans” of Foggy Bottom’s Facebook page and discuss products and experiences with each other and share photos and videos. Foggy Bottom staff could also add polls and other applications to the site to engage the users and learn more about them.

Staff can post status updates about new products, promotions, and music shows. For example, they could announce dates on which the stage is free and encourage its fans to find a band for those dates. However, staff should be sure to provide updates frequently enough to be current and relevant to fans without overloading them with updates.
- **Use Twitter.** Like Facebook, Twitter can be used to announce products, promotions, and events. However, the nature of Twitter postings (called “tweets”, which are limited to 140 characters) provides an opportunity to interact with users on an even more immediate basis. For example, Twitter can be used to:
 - Communicate with customers with time-sensitive questions, comments, or complaints.
 - Announce opening and closing times (as these vary, according to the site’s home page).
 - Offer special promotions to its followers, such as “come in to our store within the next hour and ask for the Twitter 20% off”.
 - Live-tweet music shows and other notable occurrences at the shop

Each of these social media endeavors could have profitable results for Foggy Bottom. However, as previously stated, before implementing any of these suggestions, Foggy

Bottom staff should carefully consider how much time and money are available to spend. If time and money to ensure a recommended social media campaign is successful may not be available, then a recommendation should not be implemented until such resources are available.

Search Engine Marketing

To advertise effectively, the Foggy Bottom Coffee House should strongly consider using Google AdWords, the definite market leader in search engine marketing.

How Google AdWords Displays Ads

When an internet user enters keywords into a Google search engine query, Google AdWords locates text ads that are associated with those same keywords and (depending on other factors such as how many other ads match those keywords) displays them alongside the search results (usually appearing above or to the right). The text ads link to the advertiser's site, and the advertiser is usually charged each time the ad is clicked (known as "pay per click").

As a result, an effective search engine marketing campaign will:

- identify keywords that will most likely match keywords used in queries entered by users who may purchase their products.
- create text ads that include those keywords and contain a clear call to action that will motivate the user to click them
- link to pages on the site (known as "landing pages") that are clearly relevant to the clicked ads

Structure of AdWords Text Ads

All Google text ads are four lines of text, which include:

- **Title:** 25 characters maximum
- **Text line #1:** 35 characters maximum
- **Text line #2:** 35 characters maximum
- **URL line:** no maximum, since only the URL that the ad links to is displayed here

Selecting Keywords to Trigger Ads

To determine which keywords should trigger its ads, a business should consider which words users would search for when trying to locate its products or services. For example, Foggy Bottom Coffee would determine which words would be used in a search query that would be relevant to coffee house, coffee beverages, live music, or catering.

After keywords are selected, they should be placed into ad groups, which are groups of keywords that would trigger the same ads and link to the same landing page.

Keyword Matching Options

Advertisers can select from four keyword matching options to determine whether or not certain keyword phrases can trigger the ad. Options are:

- **Broad:** The ad can be triggered when a user enters one or more of its keywords in the search query. This is the default option.
- **Phrase:** The ad can be triggered when a user enters the exact words in the keywords, even if they enter words before or after the keywords.
- **Exact:** The ad can be only be triggered when a user enters the specific keywords, with no other words before or after the words.
- **Negative:** The ad will not be triggered if a user has entered certain words in combination with the keywords.

Using a Designated Marketing Area

Google AdWords allows advertisers to only have their ads shown within a restricted geographic area, known as a Designated Marketing Area (DMA). This area can either be a defined region or an area included within a radius of a certain distance from a certain point. The geographic location of the search engine user is determined by the Google domain used (such as “google.com” as opposed to a specific country’s Google domain), any words in the search query that indicate location (such as “Dexter coffee”), and the location indicated by the user’s IP address.

Because Foggy Bottom Coffee is a local, independent coffee house whose target customer base is the local area, it is highly recommended that its ads only be shown within a designated marketing area.

Dynamic Keyword Insertion

Dynamic Keyword Insertion allows certain words used in a search query to be inserted within the text of an ad. For example, one of the suggested ads (see [Appendix A](#)) is titled “Try Dexter’s Best [Coffee]”. If a user enters “latte” in their search query, the displayed ad will be titled “Try Dexter’s Best Latte”. If a user enters “espresso” in their search query, the displayed ad will be titled “Try Dexter’s Best Espresso”. If they use any other words besides latte or espresso, the ad will be titled “Try Dexter’s Best Coffee”.

For more details on Google Adwords, please visit www.adwords.google.com.

Recommended Keywords for Foggy Bottom AdWords Advertising

For Foggy Bottom, 28 recommended keywords were selected. These keywords were divided into six ad groups, and a text ad was created for each ad group. Each ad links to its own unique landing page. These ad groups and their keywords are listed in the following table. Text ads and landing pages assigned to each ad group are found in [Appendix A](#).

Ad Group	Keyword(s)	Keyword Matching	Explanation
Coffee	Coffee Latte Espresso	Exact	An Internet user searching for “coffee” or a specific coffee drink would probably be looking specifically for a coffee product and would be most interested in the types and quality of the coffee offered.
Café	Café Coffee shop Coffee house Coffee bar	Phrase	A user searching for “café” or “coffee shop/house/bar” could be searching not just for actual coffee but also for the type of atmosphere found in a café. For example, someone looking for a place to study or meet someone might search using one of these terms.
Hot beverages	Hot drinks Espresso Latte Tea Hot cider Hot chocolate Hot cocoa Steamers	Phrase	Hot beverages go by a variety of names (such as hot chocolate vs. hot cocoa) and there are a variety of hot drinks commonly available (including at Foggy Bottom). Dynamic keyword insertion can be used so that the specific words searched for can be inserted into the ad. A search for hot drinks could also imply that the user is looking for warmth (both physical warmth and in atmosphere), so this could be incorporated into the ad.
Free wifi	Internet café, Wifi Wireless internet Free internet Internet access Internet café	Phrase	Many customers go to coffee houses specifically for their Internet access, so internet-based advertising could be effective. Location would be important for these ads.
Live music	Live Music Local musicians	Phrase	Foggy Bottom is distinguished from other coffee houses because of its music performances, especially since a Google search of music and Dexter retrieves no other places for live music in Dexter.
Catering	Catering	Broad	Foggy Bottom provides a variety of catering services.

Additional Marketing Options

In addition to using social media and search engine marketing, Foggy Bottom Coffee could use banner ads and e-mail marketing to help reach its sales and branding goals.

Banner Ads

Banner ads appear next to, above, below, or within the content of web sites. They are frequently highly graphical and are often ignored due to “banner blindness”.

These ads must be targeted to the proper audience in order to be effective. Since Foggy Bottom’s target audience is the local area, its ads should be placed on other web sites targeted to the local area. Types of sites that could be effectively advertised on include:

- Local news sites, such as MLive (<http://www.mlive.com/>) and The Dexter Leader (http://www.heritage.com/dexter_leader/).
- Regional informational sites, such as Washtenaw Guide (<http://washtenawguide.com/>) and the Dexter Area Chamber of Commerce (<http://www.dexterchamber.org/>).
- Sites of other local businesses, especially those whose products and services complement that of a coffee house, such as theaters and book stores.

Banner ads should also be no more than 7 words long, include a clear call to action, and clearly communicate what the ad is for. Ads should also be tailored to each site they will appear on.

Examples of possible banner ad texts are located in [Appendix B](#).

E-mail lists

The Foggy Bottom Coffee House could implement an active e-mail list, to which customers could subscribe so that they would receive e-mails containing coupons, product announcements, promotions, and event announcements.

Foggy Bottom currently has an e-mail list to which users can subscribe to at <http://foggybottomcoffee.com/content/view/1/62/>. However, this link is not prominently featured in the site and can only be accessed by navigating through the “News & Stories” section. This e-mail list also appears to not be active, as four days prior to the completion of this report, the e-mail list was subscribed to as a test. Other than an e-mail requiring activation, no additional e-mails were received.

To implement a successful e-mail list, the following is recommended:

- **Display an e-mail sign-up form prominently on the site.** Briefly describe why users should sign up for the e-mail list.

- **Immediately after a user signs up, send them an e-mail with a link to verify that they want to be on the list.** This will prevent anyone from being signed up by someone else. It is extremely important that no one be on this e-mail list who does not want to be or else the e-mails may be considered spam.
- **After a person has clicked on the verification link, they should be e-mailed a coupon.**
- **Send a follow-up e-mail the next day with a different coupon.**
- **Include a link in each e-mail that that will allow the user to open the email in a browser.** This is especially important for users of mobile devices since they may not be at home (and therefore possibly more likely to get coffee).
- **Comply with all applicable legal requirements.** To prevent users from receiving spam, marketing e-mails must comply with regulations such as the CAN-SPAM Act (for e-mails sent within the United States). CAN-SPAM requires that all marketing e-mails:
 - Clearly identify who the sender is.
 - Truthfully state what the e-mail is about in the subject.
 - State that the e-mail is an advertisement.
 - Include an “unsubscribe” link that users can click on to be removed from the list.
 - Include a physical address for the sender.

See [Appendix C](#) for prototypes of an e-mail signup button on Foggy Bottom’s home page, the form for entering user information, and the confirmation message.

Appendix A: Text Ads and Landing Pages for Ad Groups

Following are the text ads triggered by each ad group and the landing page that each text ad links to.

In text ads, words between [] indicate that Dynamic Keyword Insertion should be used to insert the user's search term into the ad text.

Like all pages on the Foggy Bottom site, each landing page will have the Foggy Bottom Coffee House logo and global navigation at the top. These items have been omitted from the screen shots due to space considerations.

Ad Group: Coffee

Try Dexter's Best [Coffee]

Organic, fair-trade, full-flavored
Coffee roasted right in our cafe

www.FoggyBottomCoffee.com



Visit Foggy Bottom

7065 Dexter-Ann Arbor Rd.

Dexter, MI, 48130

(734) 424-9630

E-mail us

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Fair Trade Coffee

Many of our coffees are made with fair-trade and organic beans. Not only does this benefit coffee farmers and the environment, it also makes a better cup of coffee. Learn more about Fair Trade



Try our Fresh-Roasted Coffee

At Foggy Bottom, we have one goal: to brew an outstanding cup of coffee. That's why we create our own signature blends--roasted and blended right here in our shop--and serve classic and specialty coffee beverages.

Signature Blends

▪ Colombian Royal Select - DECAF

▪ Organic Peru La Florida

- FAIR TRADE

▪ Organic Colombian

Mesa de Los Santos

▪ Organic Colombian

Don Telmo Reserva

Bourbon

▪ Brazil Cerrado

▪ Organic Sumatra Mandheling - FAIR TRADE

▪ Ethiopian Longberry Harrar M.A.O.

▪ Organic Mexican Fair Trade Royal Select



Classic Beverages

▪ Cafe Latte

▪ Espresso

▪ Cappucino

▪ Other specialty drinks

We buy the beans green and then roast and blend them right in the shop. Whether it's a light, medium, or dark roast, we brew it strong and chock full of flavor.

Enjoy!

Ad Group: Café

Escape With Great Coffee

Enjoy food, friends, internet, or time to think in our [coffee house]

www.FoggyBottomCoffee.com



Visit Foggy Bottom

7065 Dexter-Ann Arbor Rd.

Dexter, MI, 48130

(734) 424-9630

E-mail us

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Have Your Moment

Foggy Bottom is a place for coffee, food, music, and—depending on your mood—either your friends or your inner dialogue. At our coffee house you can enjoy:

- Our signature blends of coffee (all roasted on site) and your favorite coffee beverages
- Our menu of sandwiches, bagels, pastries, salads, and other food, most of which we make here at the shop
- Free Wi-Fi
- Music and entertainment from local artists (check out our schedule)
- A peaceful place to study, read, and hang out with friends

Ad Group: Hot Beverages

Warm up with [hot drinks]

Coffee, cocoa, tea, cider, & more
In our cozy downtown Dexter cafe

www.FoggyBottomCoffee.com



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Dexter, MI, 48130
(734) 424-9630
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Warm Up With A Hot Drink

Winter's coming and you need a place to get warm-- physically and emotionally. At Foggy Bottom Coffee, you can do both. Visit our coffee house for:

- **Fresh hot coffee:**

Signature flavors roasted and blended on-site for the richest flavor.

- **Specialty Drinks:**

Espresso, lattes, cappuccino, tea, cider, hot chocolate, steamers, and more.

- **Free Wireless Internet**

- **Live Music** from local amateur artists (see the schedule to find out about shows)

- **Great Food:** Sandwiches, pastries, salads, and other fresh food prepared right on site.

As great as our coffee is, Foggy Bottom is also about community. That means we try to be a comfortable place to meet and talk with friends or get some quiet time alone.

Whatever you want to do to get away from the winter chill, Foggy Bottom is the place to be.



Ad Group: Free Wifi

Downtown Dexter WiFi Cafe

Fast, free wireless internet access

Fresh coffee, good food, too

www.FoggyBottomCoffee.com



Visit Foggy Bottom

7065 Dexter-Ann Arbor Rd.

Dexter, MI, 48130

(734) 424-9630

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Have Some WiFi With Coffee

Foggy Bottom Coffee is the perfect place to have some one-on-one quality time with your laptop computer.

We usually have some quiet space (as long as we are not having a show, so check our schedule if you plan on coming in the evening). We also have:

- Free wireless access
- Signature blends of coffee and classic hot and cold beverages
- A menu of great breakfast foods, sandwiches, salads, and snacks

About our WiFi

Because of our building configuration, we have gone with what's called an EVDO router which is the same technology your cell phone uses. And just like your cell phone, you may, once every so often, drop a call. Our WiFi is 90% reliable and a pretty decent speed, however it's EVDO so this would not be the ideal place to host a VOIP conference call.

How Fast Are We? Sprint is clever enough to use upload compression so that by the time you click and have a sip, the page you requested is waiting for you. But forget what we have to say about it... come on in, bring your laptop and you tell us what you think.



AdGroup: Live Music

Dexter's Live Music Scene

Discover local musicians

Book a gig or come for the show

www.FoggyBottomCoffee.com



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7065 Dexter-Ann Arbor Rd.

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Discover Our Local Music

Tonight

Local Band

Wed. Nov. 11

7:30 pm



A lot of great music goes unheard. That's why, as a local, independent coffee house, we want to be the place that gives local artists a place to share their craft with the community.

Bring a few friends, sit down with some of our great coffee and food, and see what kind of talent is around. It's pretty cool really. You're sitting there listening to an "amateur", and you think to yourself, "Hey, this dude (or dudette) is pretty good." You kind of smile to yourself and wonder why you haven't heard of them before.

Coming Soon

Fri., Nov. 13
8:00 p.m.
Musician Name

Fri., Nov. 20
8:00 p.m.
Musician Name

Event Calendar

November 2009						
Su	Mo	Tu	We	Th	Fr	Sa
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					

Ad Group: Catering

Cater with Food & Coffee

Let us provide coffee, breakfast, or sandwiches at your next event

www.FoggyBottomCoffee.com



Visit Foggy Bottom

7065 Dexter-Ann Arbor Rd.
Dexter, MI, 48130
(734) 424-9630
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Let us cater your next event

You've got a meeting or an event with people to feed and of course you want to look great doing it. That's cool. We can take care of that. Here's what we can do:

Coffee and Beverages

- Coffee and Tea Selection (\$3.50/person)
- Specialty Hot Drinks Selection \$4.50/person)
- Cold Beverages, including iced coffee (\$4.00/person)
- Cold beverages NOT including iced coffee (\$2.50/person)

Breakfast, Lunch, and Snacks

- Specialty Sandwich Tray (\$5.99/person)
- Assorted Lawash Wraps Tray (\$5.49/person)
- Traditional Lunch Box (\$8.99/person)
- Sweet Treats Tray (\$24.99/10 persons)
- Fresh Fruit Tray (\$34.99/10 persons)
- Veggie Tray (\$24.99/10 persons)
- Bagels and Muffins Tray (\$24.99/10 persons)

Prices do not include tax, gratuity, or delivery charge.
Payment methods: Cash, Credit Card or Company Check.
\$35 charge for missing or damaged silver trays.
Everything on this menu is subject to change.

Appendix B: Banner Ad Text for Local Sites

Banner Ads for Local News Sites and Local Informational Sites

Readers of local sites are often looking for a sense of community and have a desire to support their local economy, particularly in difficult economic times. Therefore, banner ads that emphasize Foggy Bottom Coffee House as being a local, independent business with its own character (rather than a national chain) may resonate with many local residents.

Possible banner ad text:

- Find Community at Dexter's Local Coffee House
- Brew it Strong and Full of Flavor
- Discover Dexter's Live Music Scene
- Try Coffee Blends Found Nowhere Else
- Warm Up Michigan Winters with Michigan Coffee

Appendix C: E-mail Signup Process

Signing up for the Foggy Bottom e-mail list could be a 3-step process:

1. The user clicks on the “Sign up for e-news” button which is prominently featured on each page (pictured here on the home page).



2. The user enters first name and e-mail, re-enters e-mail (to ensure accuracy), and clicks the “Subscribe” button.

Sign up for our e-newsletter

Receive e-mail updates about Foggy Bottom products, events, and promotions.

Your information is safe with us. We will not sell your e-mail to anyone else. [Read our privacy policy.](#)

All fields are required.

First Name

E-mail

Confirm E-mail

Subscribe

To stop receiving e-mail from us at any time, visit our [Unsubscribe](#) page.

3. A confirmation screen appears informing the user they will next have to wait for a verification e-mail before they are added to the e-mail list.

Thank You for Signing Up For Our E-News

You're almost done, but just to make sure you do not get any unwanted e-mails, we will send you a confirmation e-mail within the next hour.

Click on the "Activation" link in the e-mail and you will start getting E-News from Foggy Bottom.

Continue Browsing