

MORNING FUEL

Group Project Team 1





EXECUTIVE SUMMARY

- ◆ **Meet The Team**
- ◆ **Brand Description/Positioning**
- ◆ **Sales Objective & Strategy**
- ◆ **Digital Marketing Strategy,
Plan, and Tactics**
- ◆ **Measurement and
Optimization**

Meet The Team



Zaina Abbas

Junior, Marketing



Jacky Ren

Junior, Marketing



Romi Chiprut

Junior, Marketing



Daniel Hwang

Junior, Marketing



Anthony Mania

Senior, Marketing



Daniel Collins

Senior, Marketing



Anna Rupple

Senior, Marketing

Brand Description/Positioning



Description

- ◆ Protein-infused coffee blend with flavors like vanilla cappuccino, caramel macchiato, and hazelnut
- ◆ Convenient, Ready-to-Go Canned Format
- ◆ Smooth and robust flavor profile with caffeine and protein to add a punch to your morning ritual

Positioning

- ◆ Transparency and Quality - Clearly defined and visible supply chain to ensure a sustainable process
- ◆ Versatility in lifestyle - perfect for a morning beverage or post-gym fuel
- ◆ Protein-packed performance - Morning Fuel becomes a Morning Ritual

More Costly



Better Quality



Less Costly



Worse Quality

Overall Sales/Market Share Goals



2025

- Launch 3 Flavor Product Line
- \$500,000 in Revenue
- Establish 10,000 followers on Facebook
- Distribute to 100+ Speciality Stores
- Invest 15% of Revenue into Marketing

2026

- Expand Product Line to Include Single-Serve Dissolvable Packets
- \$1,000,000 in Revenue
- Establish 50,000 followers on Facebook
- Distribute to 500+ Speciality Stores
- Speciality Influencer Sports-Marketing Events

2027

- Create Vegan/Paleo Product Lines
- \$3,000,000 in Revenue
- Mainstream TV advertisements and Macro-Influencer Collaborations
- Reach 100k followers on Facebook

Sales Strategy



- **Establish Clear and Compelling Brand Messaging:**

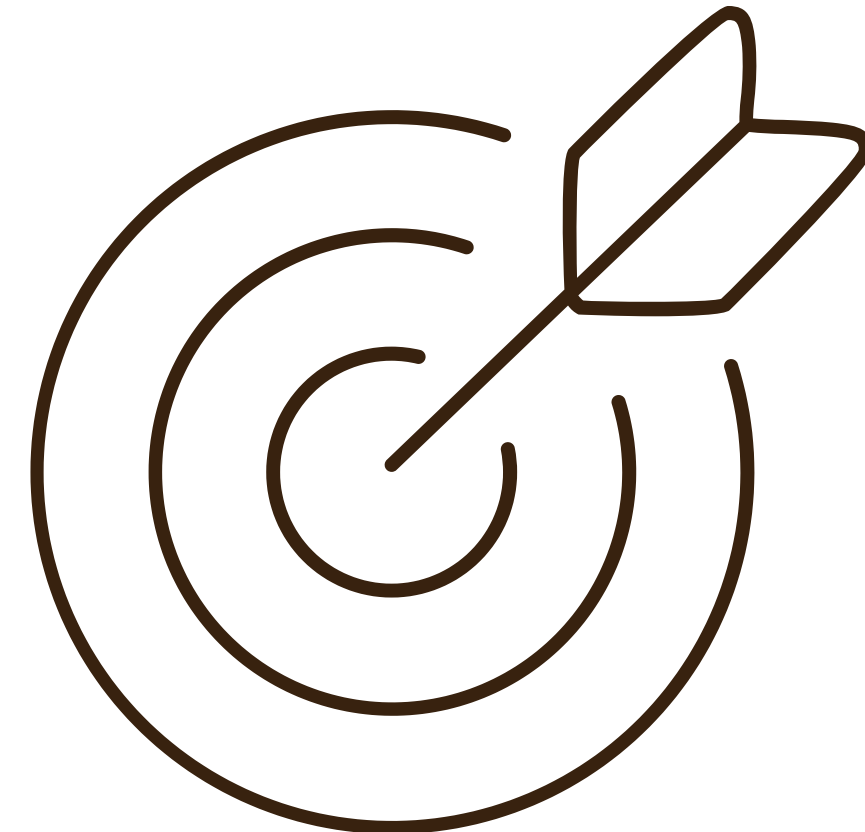
- Communicate unique selling points, emphasizing smooth and robust flavor profile combined with protein and caffeine.
- Highlight the product's versatility, positioning it as both a morning ritual and post-gym fuel, appealing to consumers seeking convenience and functionality in their beverages.

- **Targeted Marketing Campaigns:**

- Utilize targeted digital marketing campaigns to reach health-conscious consumers interested in fitness, wellness, and sustainable products.
- Collaborate with influencers and fitness professionals to promote Morning Fuel's protein-packed performance and its role in supporting an active lifestyle.

- **In-Store Promotions and Sampling:**

- Implement in-store promotions and sampling events to allow consumers to experience Morning Fuel's flavors firsthand.
- Leverage eye-catching displays and signage to attract attention and educate consumers about the product's transparency in sourcing and quality.



Target Audience



◆ **Fitness Enthusiasts**

- Incorporates protein into coffee to benefit daily muscle growth

◆ **Busy Professionals**

- Our drink works as an efficient and convenient breakfast drink or snack

◆ **Students**

- College Students In Need of a Quick Study Pick Me Up Can Benefit From Our Protein Drink

◆ **Overall, General Demographic**

- Ages 18-25
 - A proven efficient market for Energy Drinks due to this age demographic's late night studying and fitness structures

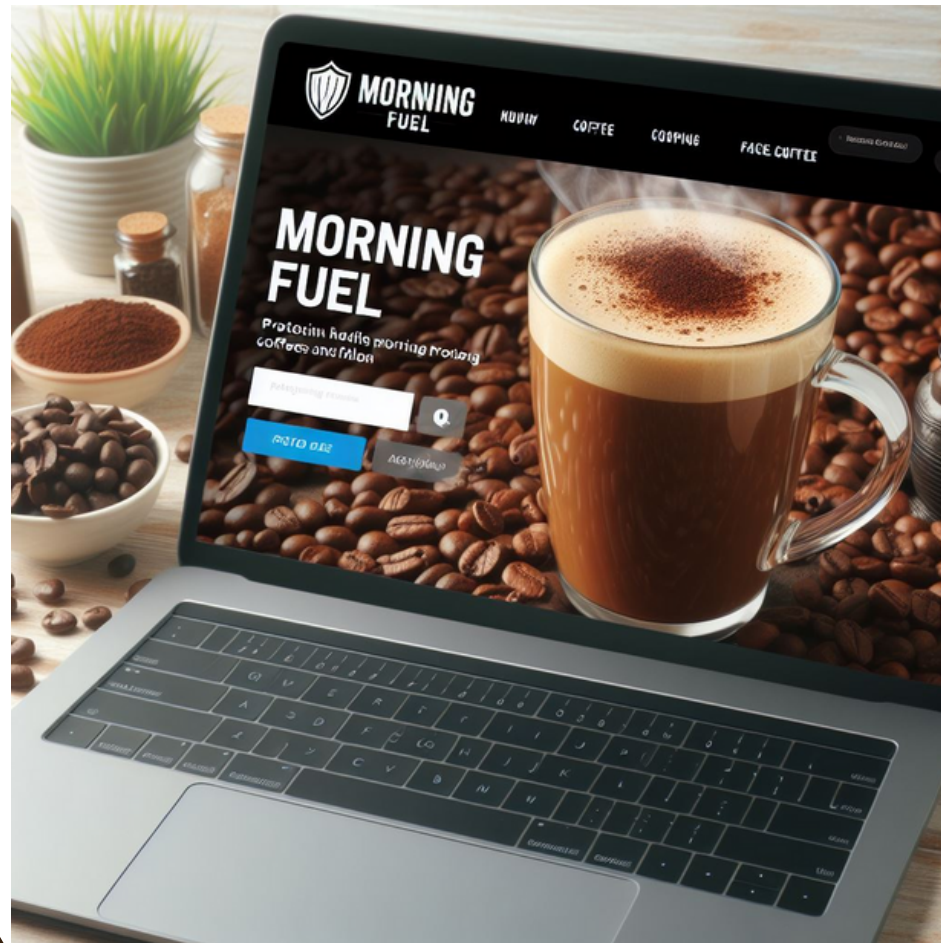




DIGITAL MARKETING STRATEGY

**Leverage Search Advertising and
TikTok; Increasing Engagement on
Website and Social Media
Platforms to Increase Sales**

Websites/Apps



◆ Website/App Approach

- On both the website and app, customers will have the option to create an account to unlock perks and rewards and have the ability to track order shipments.
- They will also be able to purchase the product directly from the platform and/or set up a recurring subscription at a discounted price.
- Customers will also be offered an affiliate link to send to friends and family so that new users will get a discount along with the existing customer when a purchase is made through the link.
- On the app, users will get push notifications in the morning to get their day started on a positive note (if they allow push notifications)

Website/Apps Goals



- ◆ **Increase the Number of Website and App Accounts created to 2000 within the first quarter**
 - Enables the company to better Understand Consumer Behaviors
- ◆ **Convert 20% of Purchasers to Subscribers Within First Quarter**
 - Boosts Sales Through Subscription Model
- ◆ **Generate 30% Increase in New Customer Acquisitions. Through Customer Acquisitions in First Quarter**
 - College Students In Need of a Quick Study Pick Me Up Can Benefit From Our Protein Drink
- ◆ **Establish an active online community with 10,000 social media followers and engagement rate of 5% within one year**
 - Build loyal, engaging following by building relationship between brand and consumers



Search



◆ **SEO/SEM**

By optimizing the Morning Fuel Website and its content, we will show up better for our audience. We will focus on organic results here (SEO) rather than paid results (SEM) since we are spending more in other areas.

◆ **What we focus on...**

In order to cover as much of the SERP as we can we focus on having quality content on our site that viewers like to engage with, the effectiveness of our site speed, our links within the site and outside it, keywords, and Meta Tags.

◆ **Keywords, Descriptions and Meta-tags**

Protein coffee, Healthy, Fitness, High-protein, Energy drink, Workout, High-Performance, Protein-infused, Pre-workout, Post-workout, Muscle recovery, supplement, Lean muscle, athlete

Search Goals



- ◆ **Increase Search Engine Ranking**
 - Achieve top-three ranking on Search Engine Results Page for target keywords like "protein coffee," "fitness drinks," within 6 months.
- ◆ **Enhance Organic Website Traffic**
 - Increase website traffic by 40% in the 1st quarter through enhancements in keyword optimization
- ◆ **Maximize On-Page Optimization**
 - Optimize all website pages with relevant keywords, meta tags, and descriptions to enhance visibility and click-through rates on search engine results pages within three months.



Morning Fuel



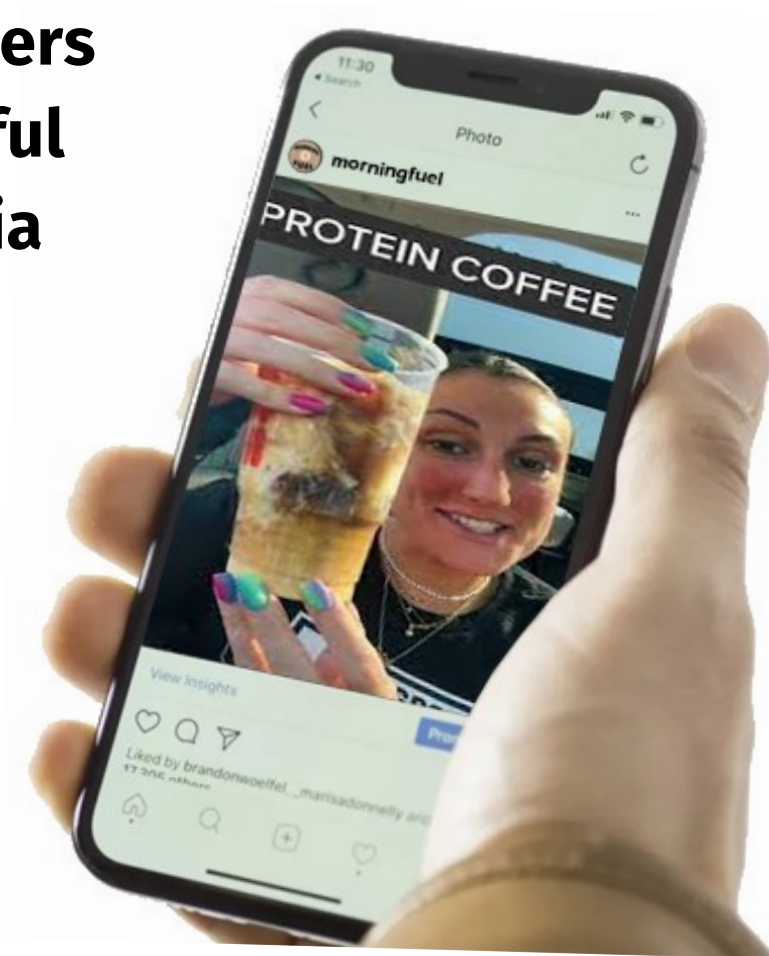
Google Search

I'm Feeling Lucky

[Search On: How one student used Search to break ground into STEM](#)

Social Media

We want to target a young demographic that likes to workout while also targeting coffee lovers who love a smooth and tasteful drink. Staying on social media trends is our goal



◆ Recommended Platforms

- Instagram
- Tik Tok
- YouTube
- Facebook
- X-Twitter

◆ Content Purpose

We want to focus our content on showing the process of how we make our coffee, and showing the health benefits to it

◆ Goals

Our goal is to get a lot of engagement (focus on short term videos like Tik Tok or Instagram Reels), promote sustainability and healthiness, and to essentially put us in the same conversation as the big coffee brands

Social Media Goals



◆ **Drive Traffic to Website and Increase Sales**

- Achieve a 25% increase in website traffic originating from social media platforms within six months by strategically placing content and implementing effective call-to-action tactics.

◆ **Maximize Outreach by Capitalizing on Trending Content**

- Utilize Instagram Reels and YouTube Shorts to capitalize on short-form video trends, aiming for 50,000 combined views per month within three months.

◆ **Enhance Customer Relationships and Loyalty:**

- Implement a user-generated content strategy, encouraging customers to share their own experiences with the product using branded hashtags, aiming for 500 user-generated posts within three months.



Content Marketing

➤ Focus on Instagram and Website Blogs

We will post content that will focus on inbound marketing. By posting lots of content including healthy recipes, health benefits, and how everyday individuals use Morning Fuel to help them reach their goals, we will be able to connect with our audience on a deeper level and build trust. By following Morning Fuel content, our audience will feel empowered to reach their desired fitness goals while having a supportive community of like-minded individuals every step of the way.

➤ Behind the Content- “Always on” Approach

Providing value is crucial, but growth does not occur without a plan. With a content calendar, and publishing content regularly (at least 4 times a week), we will build customer relationships quickly, which leads to increased sharing and community growth. Sticking to the plan consistently is key!



In order to best reach our target audience, we will use a strategic content marketing approach that focuses on **providing value** for our audience.

Content Marketing Goals



◆ **Increase Audience Trust**

- Achieve a 20% increase in average engagement rate on Instagram posts within three months by delivering informative and inspirational content centered around healthy recipes, health benefits, and customer success stories.

◆ **Implement Content Calendar and Consistency:**

- Develop and adhere to a content calendar outlining specific themes, topics, and posting schedules for Instagram and website blogs, ensuring consistent content delivery at least four times a week.

◆ **Establish Thought Leadership and Authority:**

- Publish at least two high-quality blog posts per week on the website covering topics related to health, fitness, and the benefits of Morning Fuel, positioning the brand as a credible and trusted resource in the industry



Influencer Marketing

To go along with our push for younger demographics we would like to use influencer marketing. This would include signing/paying famous influencers that we think fit our brand and audience and guiding them in marketing our product.

This would consist of two different approaches, a hands on and hands off approach depending on who the influencer is and how good they are at marketing products themselves



◆ Hands ON Approach

In this approach we will pay the influencer hourly or weekly and give them specific tasks/ ideas on how to market the product through their own social medias and our own social media and advertisements

◆ Hands OFF Approach

In this approach we will let the influencer take full control of content and ideas to market Morning Fuel. We will pay the influencer with commission for each post/ad based on what kinds of posts/ads and how much engagement they get. Only big and well know influencers will get offered this approach. We need to be sure that they could handle being hands off

Influencer Marketing Goals



◆ **Maximize ROI and Performance:**

- Achieve a return on investment (ROI) of at least 3x within the first year through influencer marketing campaigns, tracking key performance indicators such as cost per engagement, cost per acquisition, and customer lifetime value.

◆ **Drive Engagement and Conversions:**

- Generate a 25% increase in engagement on influencer-generated content through strategic collaboration and compelling storytelling, leading to higher conversion rates and product sales within three months.

◆ **Increase Brand Visibility and Reach:**

- Expand brand awareness among the younger demographic by partnering with influencers who resonate with our target audience, aiming to increase brand mentions and reach on social media platforms by 30% within six months.



Paid Advertising

This would play a role in increasing engagement, generating brand awareness, driving traffic to our social media/website, and helping to target specific audiences.

With the way algorithms work on social media and websites, it's a great opportunity to try to reach and connect with consumers while trying to create as much brand awareness as possible.



◆ Ad Formats

We would primarily use video and digital formats for our ads (although wouldn't rule out displays or print).

◆ Platforms

With our video ads we would like to appear on all types platforms such as social media, google/internet browsers, food delivery apps (Ex: DoorDash, Uber Eats, Grubhub, etc.), and email marketing.

Overall we want to stay with our theme and be digital to cater to our target demographic. We want to have video ads show up on social media or google, while have digital promotional ads show up on food delivery apps or email marketing. We want to increase engagement as much as we can and generate awareness of what our brand is

Paid Advertising Goals



◆ Increase Brand Awareness:

- Achieve an increased brand awareness that is doubled by the year end. We would measure how aware consumers are of our brand by making survey's and looking at analytics from our other marketing tactics such as website and social media. If we are paying for advertising it has to be affective.

◆ Increase Video Ads with time:

- Every 6 months we plan to evaluate how affective our paid advertising is. We will look at engagement, awareness, and ROI. If we deem our paid advertising has been successful we will look to increase our output. This increase will vary on the success of the ads. If negative we may have to decrease output.



Physical Retail

As the company develops growth strategies and market expansion, the prospect of venturing into physical retail has its potential benefits along with challenges.

Through expanding to retail stores can increase brand visibility and direct customer engagement. However, this transition does have its challenges which requires careful consideration and strategic planning.

The best course if taken this step would be entering the physical market through **distribution into existing retailers.**

Pros:

Brand Exposure- increase its visibility in the brand/product and increase customer base

Cost Efficiency-reduce the financial burden on managing its own stores.

Logistical Ease- Simplifies logistics and inventory management

Credibility- stocked in reputable retail stores lends credibility as it perceived as meeting standard of quality set by the store (Starbucks)

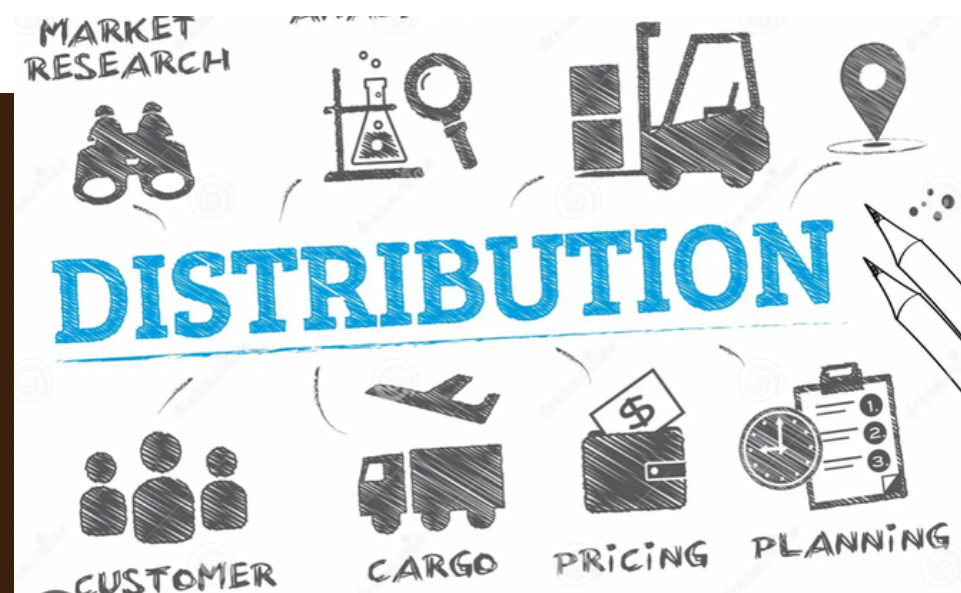
Cons:

Limited control-relinquish control over product placement, pricing, and marketing strategies, potential misalignment with company's objective

Margin Compression- relinquish massive amount of margin as much as 40-50% with retail partners, reducing profitability per unit sold

Competition- face competition from other brands with similar offerings making it challenging to stand out and perceived differently from the rest

Brand Dilution- potential dilution if placed along with unpopular items



Physical Retail Goals

- ◆ **Be Available For Purchase In a Wide Variety of Stores:**
 - We would like to expand our reach to a wide variety of commonly shopped at grocery stores such as ShopRite, Whole Foods, Target, and Trader Joe's.
- ◆ **Open Pop-Up Shops**
 - Opening pop-up shops in high traffic areas such as inside of a store/mall or even outside in a park will help promote our new product and allow potential consumers to taste a sample and test the quality of the coffee. This can further entice them to purchase a can or two and become recurring customers.



Measurement/Optimization

Monitor on a Monthly Basis to Check if we are Achieving our Goals:

- Website/Apps:
 - Measure the percent of purchasers that converted to subscribers within the first quarter
 - Generate 30% increase in new customer acquisitions, through customer acquisitions in first 2 quarters
 - Establish an active online community with 10,000 social media followers and engagement rate of 5% within one year
- Search:
 - See if the search engine ranking increased
 - Determine if there has been an increase in organic website traffic
 - Maximize on-page optimization
- Social Media:
 - Make sure that there is a reasonable amount of traffic being driven to the website and determine if it is leading to sales
 - Check if sales have increased, decreased, or the same
 - See if our content is trending and if we are receiving views
- Content Marketing
 - Measure the trust of the audience
 - Implement content calendar and consistency
 - Establish thought leadership and authority
- Influencer Marketing
 - Make sure we are maximizing ROI and performance
 - Measure the effectiveness of the influencer by seeing if we have successfully increased brand visibility and reach, as well as engagement and sales
- Paid Advertising
 - Check if we have successfully Increased brand awareness
 - See if the video ads are effective. Measure their conversion rates
- Physical Retail
 - Measure how many different stores our product is available in
 - Measure how many pop-up shops we opened up for the month

Monitoring our progress monthly will allow us to see where we are at as a brand, and make the necessary adjustments early on if we do not achieve certain monthly goals.





THANK YOU! QUESTIONS?

