

The background features a white surface with scattered coffee beans and a pile of coffee grounds in the top left corner. The text is centered in a large, bold, black serif font.

ROASTED 'N TOASTED

NEW MEDIA COMMUNITY PLAN

MARTINA ADRIANZA, HEATHER HARPOLE, GRACE HASKELL, SIERA MISUMI, AND SERAIYAH REDDIX



MISSION STATEMENT

Dedicated to enriching your daily coffee experience with rich flavors and CBD benefits, Roasted 'N Toasted LA aims to normalize CBD use among coffee aficionados.

We envision a future with a peaceful co-working space and a zen area for collaboration. Our mission includes educating on CBD's positive effects, fostering a community, and creating a serene environment.

We value quality, transparency, and ethical practices in sourcing. Roasted 'N Toasted LA: Where coffee, community, and CBD converge.



WHO WE ARE

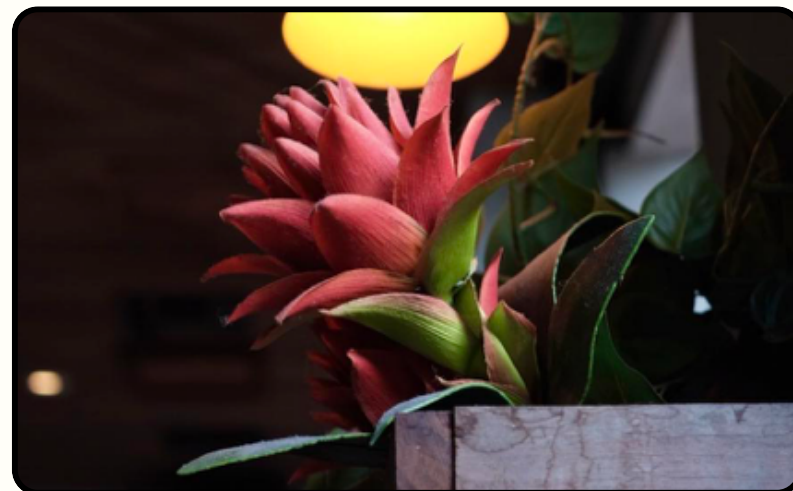


Based in Los Angeles, Roasted 'N Toasted, offers CBD-infused coffee bean products and relaxing coworking spaces to coffee aficionados.

We aim to lighten moods through our beverages and serene environment. Above all, our vision is to inspire the community to take breaks while indulging in the health benefits of CBD.

WHAT WE DO

Ethically sourced
CBD-Infused
beverage products



Zen space encouraging collaboration,
connections, and building
community



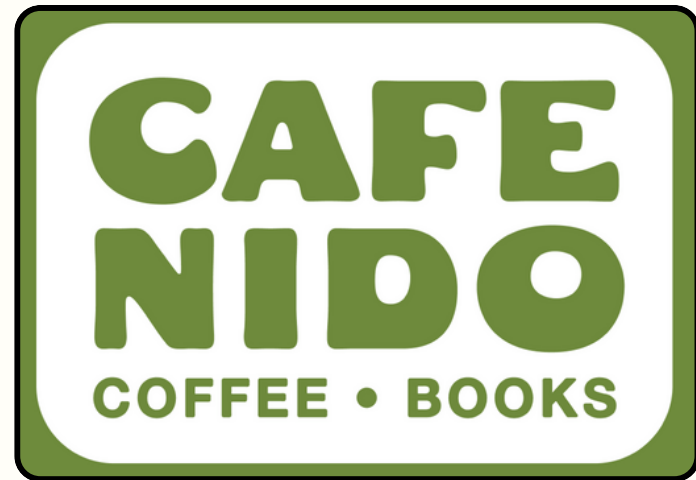
Educating the community
on the health benefits
of CBD and relaxation



COMPETITORS



- Strong presence in the West Hollywood coffee aficionados community
- Simple branding and easily recognizable



- Luscious garden cafe located in Silverlake
- Ethereal branding and weekly book club meetings
- Lots of UGC content



- Garden style cafe inspired by Jurassic Park
- Strong Instagram engagement and captivating Reels that transport viewers into their world



- CBD-infused coffee beans E-Commerce business
- Clean branding and educating consumers on benefits of CBD
- They use a lot of hashtags



- Popular KTown coffee shop with ethereal workspace in the back
- Cult-like following of fans that make shop sell out daily

GOALS

Build and unify an online community for individuals who share a love for CBD

- Develop a supportive community that builds each other up
- Host 4 livestreams and month and 1 community event each month
- Educates consumers on benefits of CBD and ends stigma around usage

Increase brand awareness across social media and in-person connections

- Receive 250 new impressions each month through Reels, feed posts, and stories
- Start new conversations at in-person events with over 30 attendees
- Increase UGC content by 50 posts per month

Increase engagement and visits to our online and physical store

- Receive 25-35 likes per post
- Gain 3-5 comments and story replies each post
- Receive 3-5 post reshares
- Increase sales by 10% each month online and in-person

Increase brand's reach across social media platforms and word-of-mouth

- Increase follower count by 50 each month by holding events and posting content that aligns with our content pillars
- Strategize content around our 3 consumer personas in correspondence to our content pillars

POINTS OF DIFFERENCE

We want to educate and inspire individuals of all backgrounds incorporating CBD-infused beverages into their daily routine.

By offering an inclusive co-working space, cafe, and online community, we want consumers to feel comfortable to join our community no matter what stage of experience they have utilizing CBD.

Whether someone is just beginning to experiment and try different CBD beverages for anxiety, or advocate for CBD to everyone they know, they can feel like they can grow with our brand!

Ultimately, through CBD-infused beverages, there is potential to brew countless conversations!





COMMUNITY ENGAGEMENT TOOL

FOUNDATION

Our community thrives being social and feels best when their health is prioritized. They express themselves boldly and are never afraid to add something new to her routine

NICHE

Individuals who love coffee but also prioritizes health and wellness into their routine. They value and are actively seeking community, they do this through sharing a cup of coffee. When it's time to find that wind down and balance, they focus on them self.

PARTICIPATION

Anyone who loves coffee, embraces community, and are seeking to explore into the world of CBD

WHY

Increasing awareness of the many different ways you can benefit from CBD and well brewed coffee.

CONTENT PILLARS

Ambiance



- Ambiance videos and stories directed towards consumers who value aesthetically pleasing places to work and hang out
- Details of our cafe and products inspire customers to shoot and experience the Roasted 'N Toasted atmosphere

UGC



- UGC style video Reels, carousels, and story reposts will be a form of content that resonates with consumers looking to see what our cafe has to offer
- Provide credibility for our business. Testimonials and reviews in quotes on carousel posts will also help to boost sales and engagement

Educational Posts



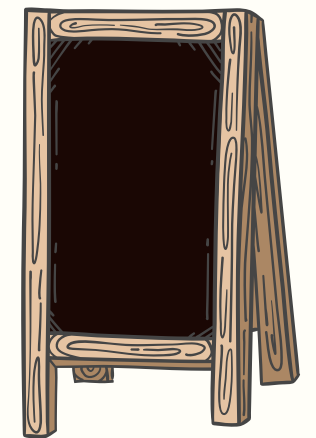
- Sharing educational posts on the benefits of using CBD infused products
- Educates those looking to learn about the company
- Viewers can gain more information on the extensive research our company did when crafting the products
- Infographics elaborate on the benefits of CBD and inspire viewers to share

Behind The Counter



- Showcases our company from our perspective
- We want to be relatable to our community and see how the cafe evolves with time
- Documenting this will reel in new customers and keep current fans, content creators, and advocates engaged with the recent updates in our community

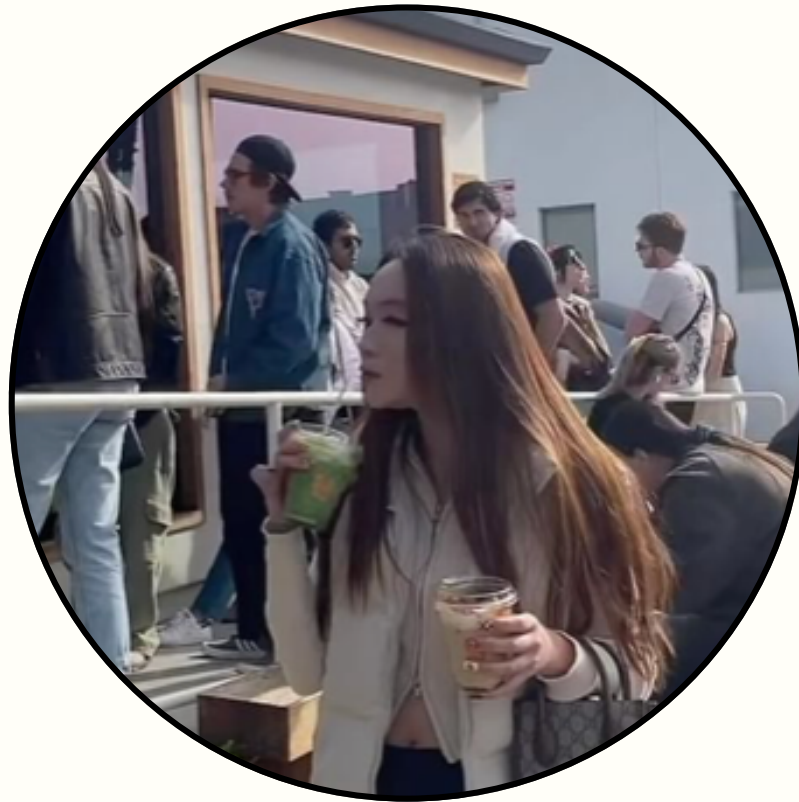
Menu Highlight



- We will highlight our menu items through drink spotlight posts that include Reels, stories, and carousel images. The posts will educate and share the benefits of the ingredients with consumers
- These posts will include calls to action to inspire consumers to share with their friends to try the drinks at our cafe

COMMUNITY PILLARS

Users



- Users of our products and cafe come to our weekly events and chat with one another when they visit the shop
- They love trying different drinks and sharing their experiences indulging in CBD's benefits.

Content Creators



- Content Creators create review videos and testimonial posts on their social media pages to share their honest thoughts about our business
- They try our products to see the hype and start authentic conversations.

Advocates



- Advocates of our company tell their friends, family, and followers about our products and store online and through their daily interactions
- They share our mission and enlighten individuals through their knowledge on our products.

COMMUNITY 1: Users

JAMIE JOHNSON



- Age: 21
- Location: Westwood
- Gender: Female
- Employment Status: Student/works at bookstore
- Income Level: <\$20K/yr
- Education: UCLA undergrad
- Marital Status: N/A
- Religion: N/A

- **Pain Points:** Wants to be in the know for the hippest stuff but may not have the time to consume everything she wants. Very busy schedule and feels stressed with school while balancing a job/social life. Needs a third place off campus to hang out.
- **Behaviors:** Going to relax after work and school. Taking breaks from social media to improve her mental health.
- **Values:** Sustainable and ethical companies that are on trend while feeling like part of a community
- **Interests:** Reading books, going to cool new spots, exploring the city, reviewing restaurants and cafes
- **Motivations:** Feeling like she fits in, having a clear mind, taking time to rest, doing well in school and work
- **Fears:** Being overwhelmed, missing out on social opportunities, being out of the loop on new places



CONTENT STRATEGY 1: Users

BUSINESS PURPOSE & GOALS

- To make fans feel included and part of the community when they visit our coffee shop.
- To increase traffic into our shop and increase social media engagement by 1.5% each month.

AUDIENCE:

Locals and tourists that want to feel like they are in our community. They are coffee and CBD enthusiasts that love relaxing while exploring new neighborhoods and cafes,

TOPICS:

- Ambiance Reels and stories
- UGC videos and photos by content creators
- BTS of developing the cafe/how drinks are made
- Menu Highlight of drinks

DISTRIBUTION CHANNELS/FREQUENCY:

- Instagram Reels: 0-1x a week
- Instagram Stories: 2-3x a week
- Instagram Posts: 1-2x a week

CONTENT GOALS:

- Increase Brand Awareness & Community (+100 followers per month)
- Increase Audience Engagement (+.5 per month)
- Increase Sales (+50 sales per week)
- Convert Them to Content Creators (+5 UGC videos we are tagged in per week)

INFLUENCER: Users

@FATHERCOOPER



ABOUT:

- Host of "Call Her Daddy" podcast known for candid discussions on sex and relationships.
- Secured a three-year, \$60 million deal with Spotify in 2021, making her the platform's highest-paid female podcaster.
- Evolved podcast content from explicit topics to a broader range with a modern feminist twist.
- Popularity attributed to open and relatable style, successful content transition, and significant industry influence through podcasting deal.

GOALS:

- Increase brand awareness
- Receive new engagement (follows and profile visits)
- Receive sales from her discount code (shared on podcast and IG)

DELIVERABLES:

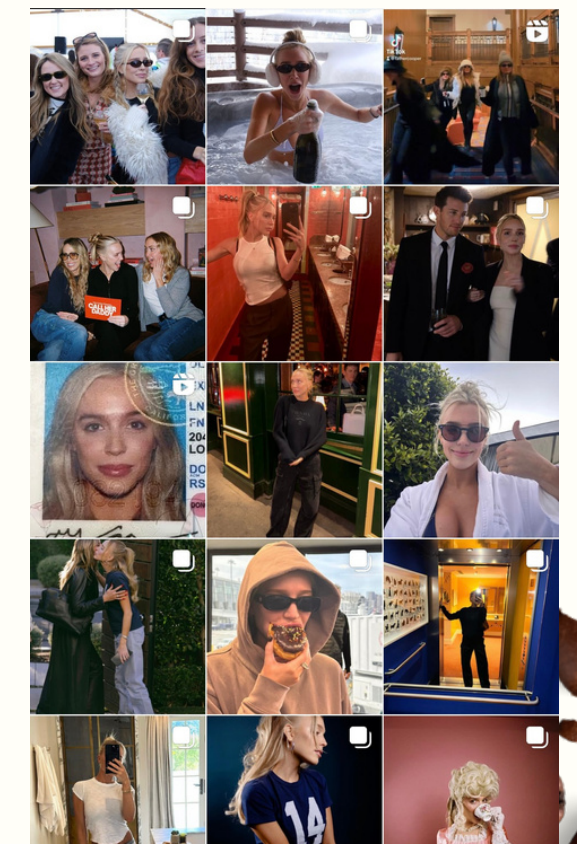
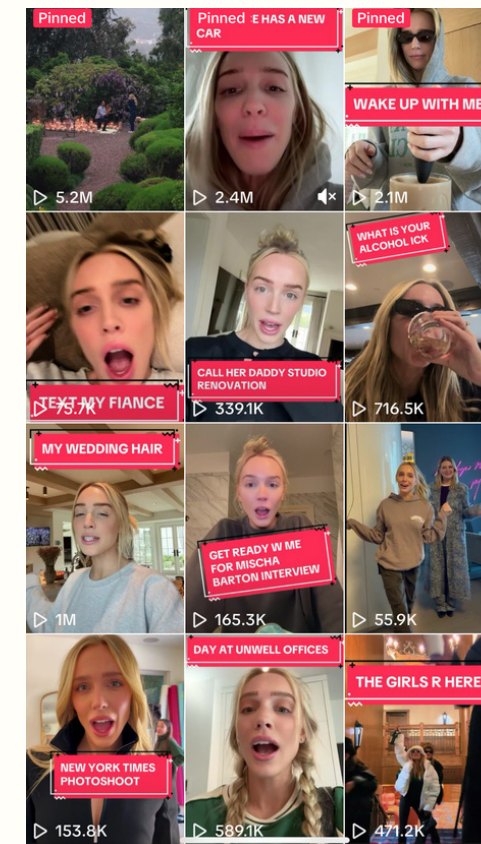
Instagram: [@alexandracooper](#)

TikTok: [@fathercooper](#)

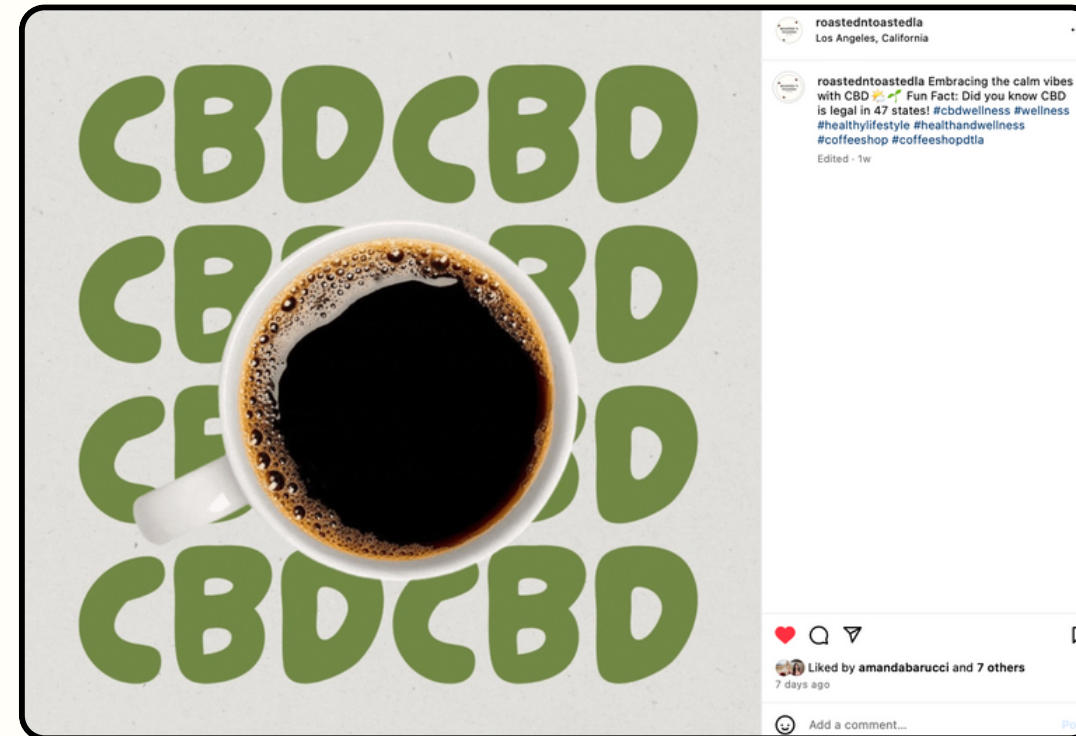
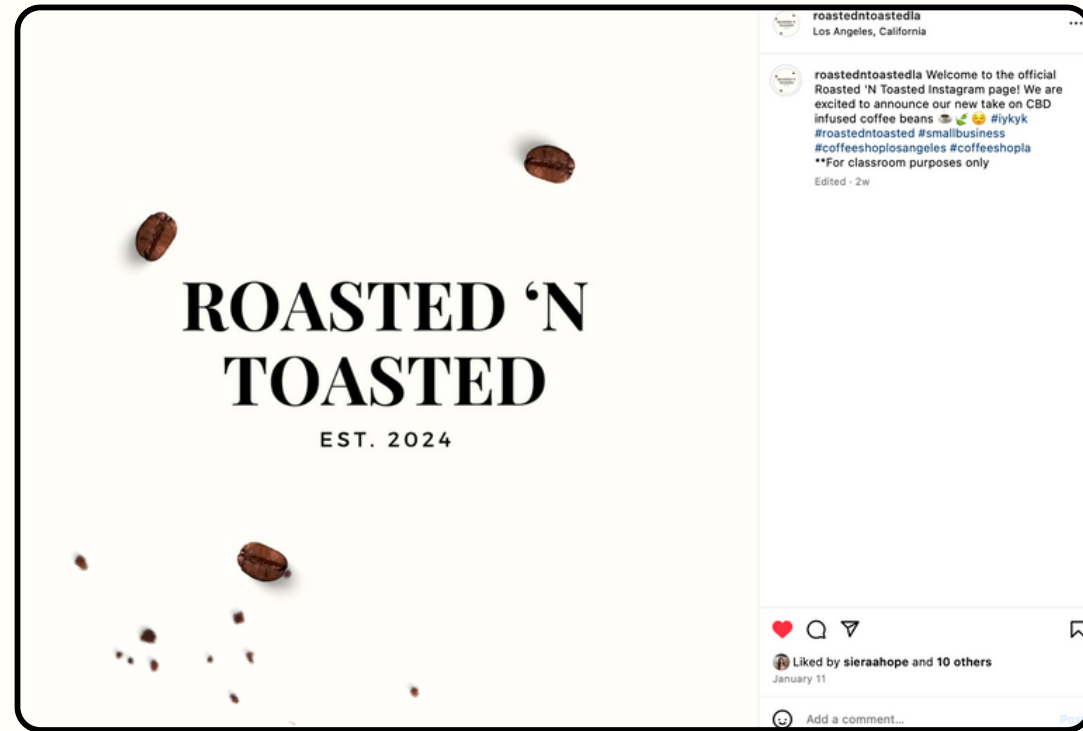
- 1 TikTok video or reel (30sec- 2min minutes long) talking/vlog video making her coffee with Roasted 'N Toasted beans (\$4K)
- 1 Instagram story with coffee tagging [@roastedntoastedla](#) #howiroastandtoast (\$2K)

STATS:

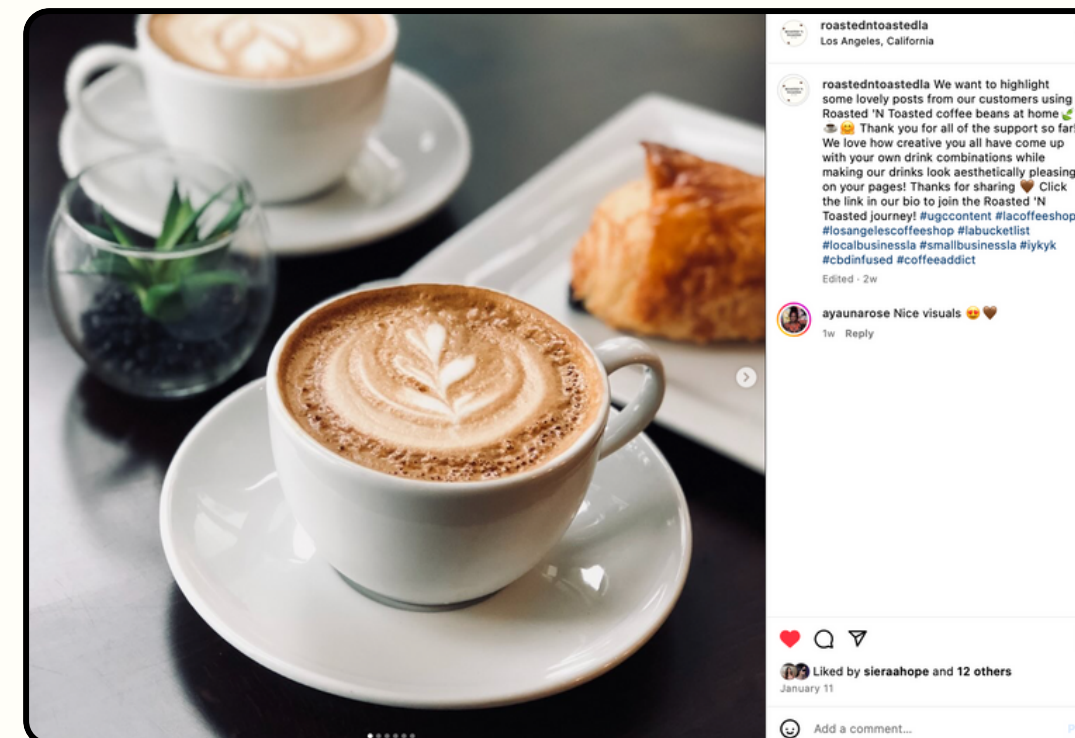
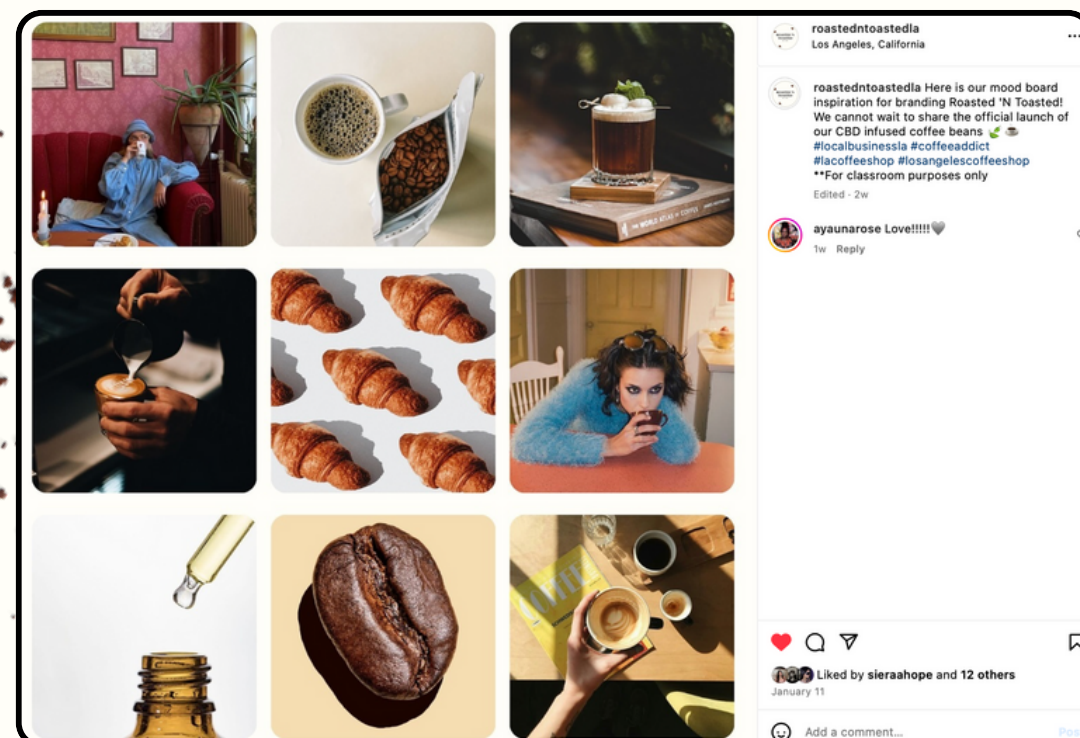
- Viewer Age Range: 16+
- Audience: Gen Z and Millennial Females
- Female to Male Ratio:
- Engagement Rate:
- AVG. Likes / AVG. Comments:



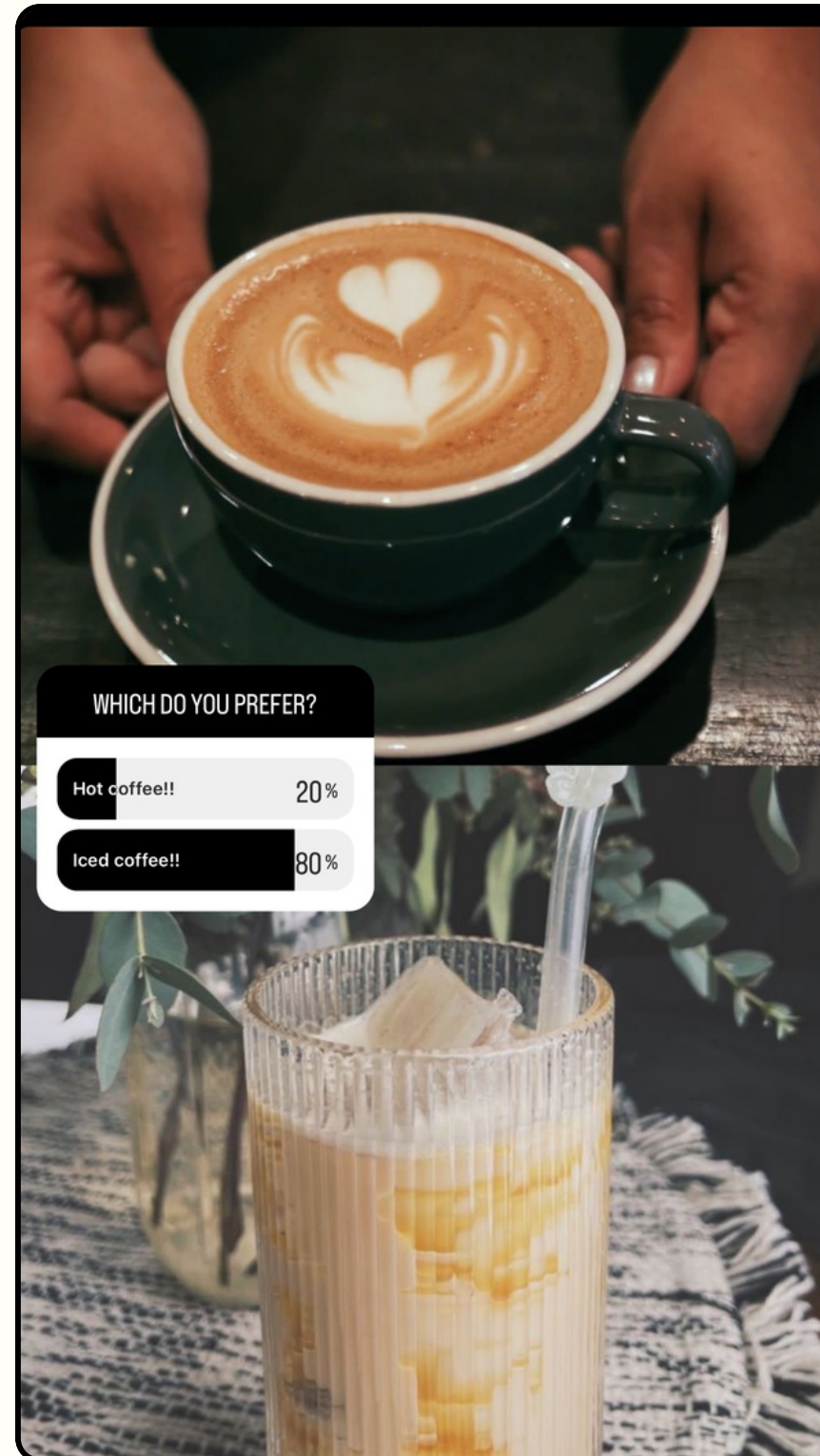
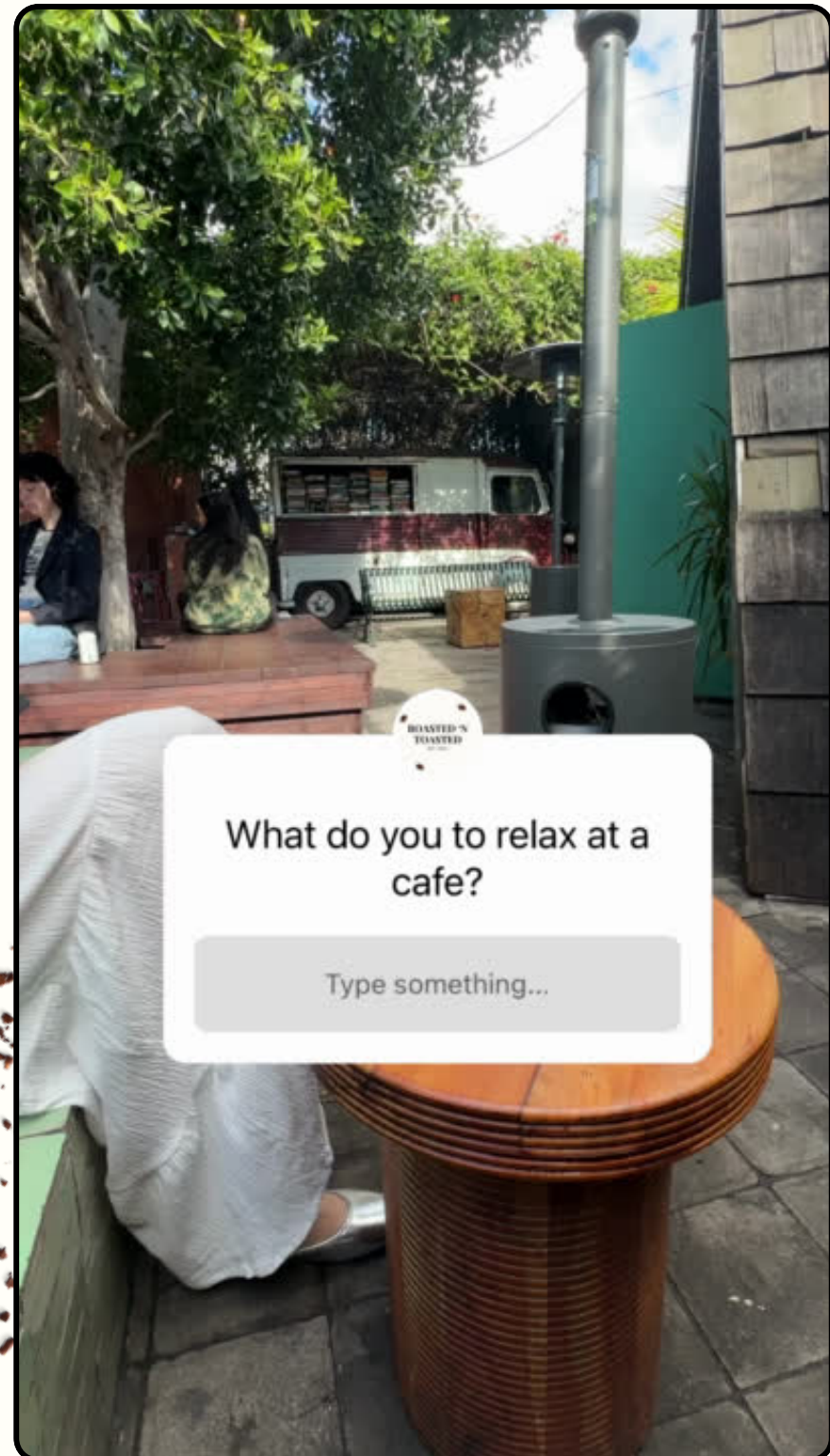
CONTENT - USERS (Carousels)



Carousel posts set the mood for users and show them what they can expect to get out of supporting our company. This includes educational information, ambiance/inspiration posts, and menu highlights.

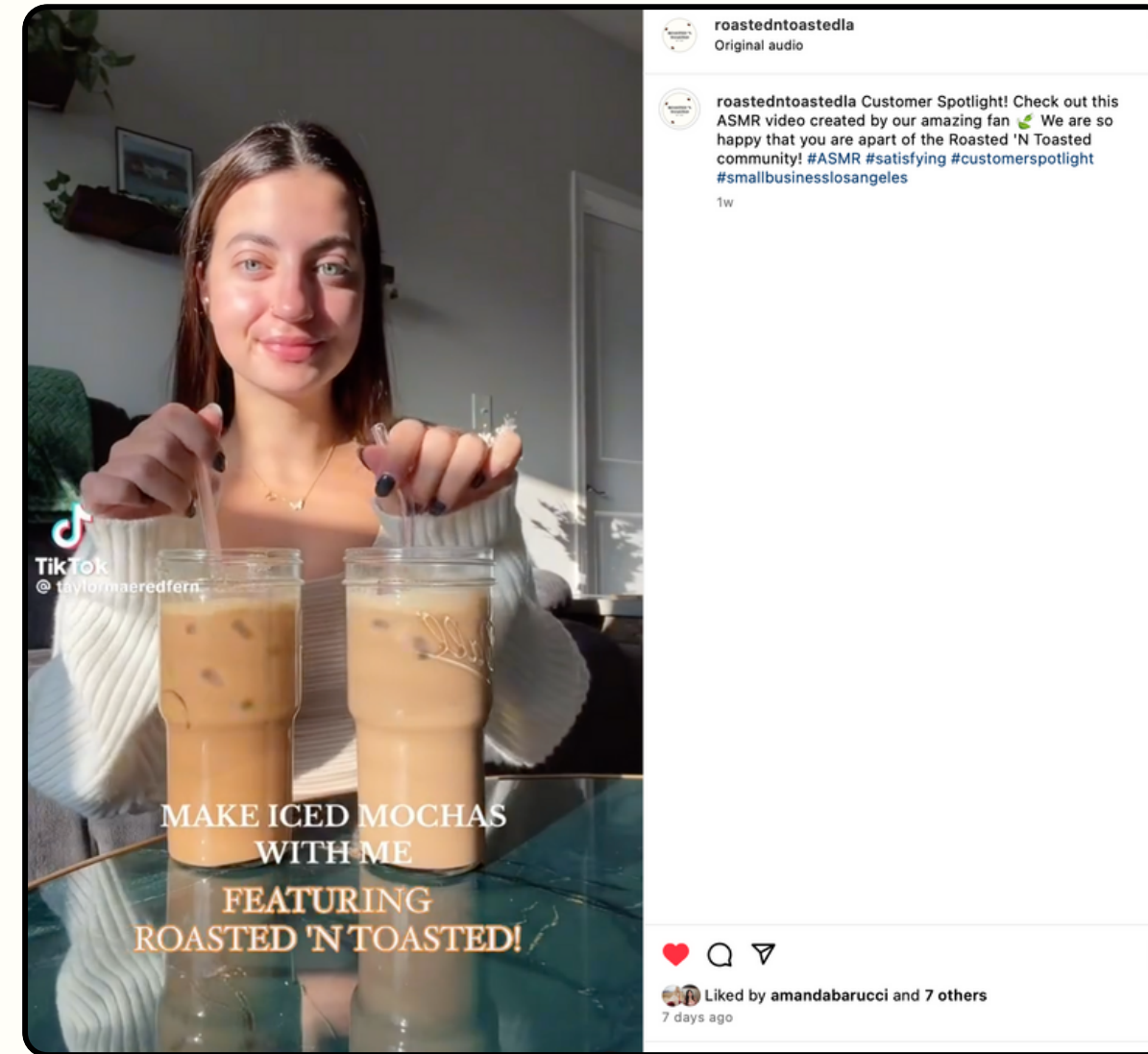
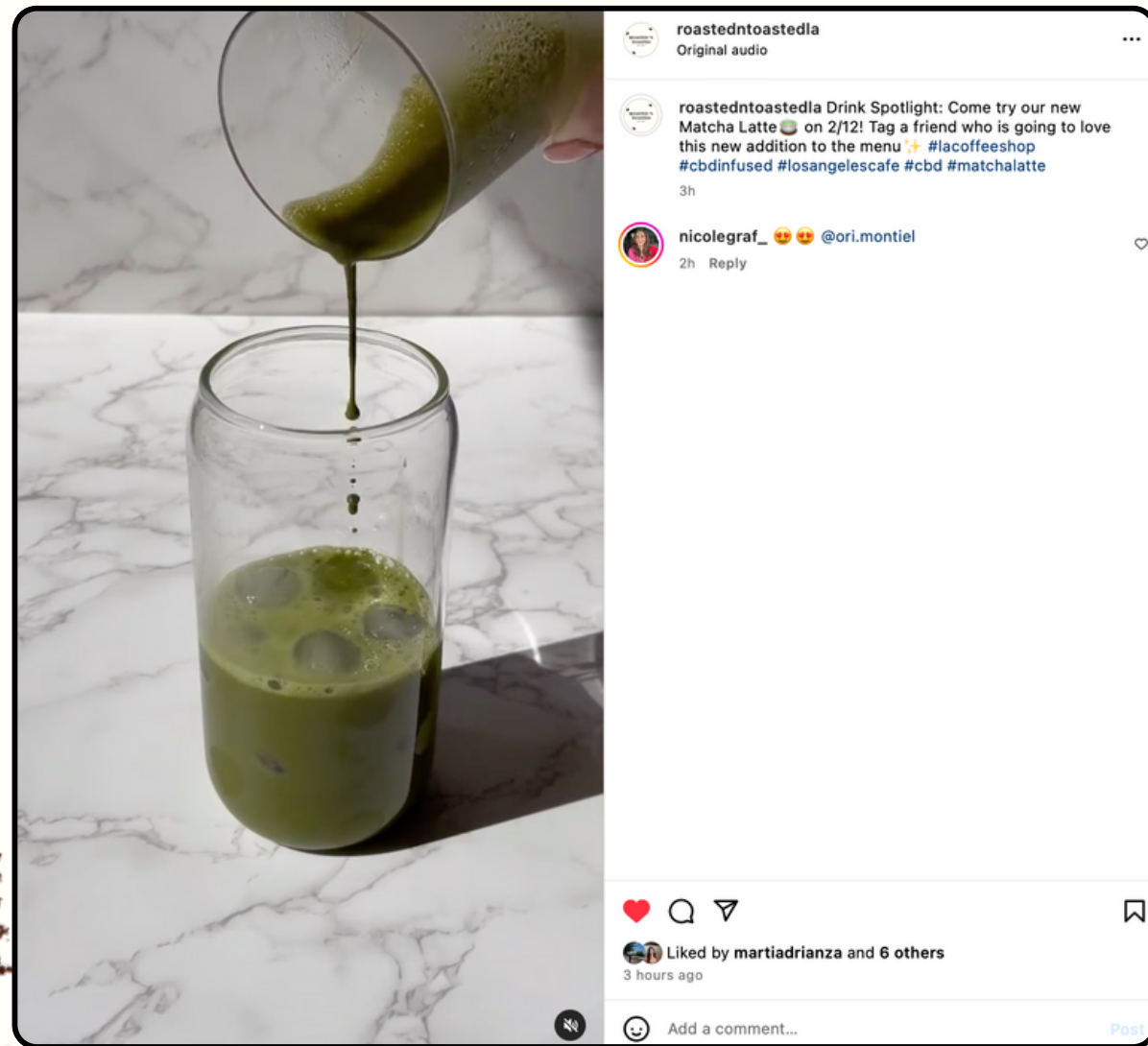


CONTENT - USERS (Stories)



Our stories for users show the ambiance of the cafe and drink highlights

CONTENT - USERS (Reels)



Reels showcase UGC content and DIY recipes that users can take inspiration from!

COMMUNITY 2: Content Creators

SARAH SMITH



- **Pain Points:** Finding calm places to work, feeling comfortable and in a safe space when working,
- **Behaviors:** During her free time, she goes to shoot review videos and posts on her social media of local businesses, giving her honest opinions online,
- **Values:** High quality service that she can promote to her followers, friends, and family, ethical and sustainable services, community spaces
- **Motivations:** Sharing with her followers quality places, sharing her opinion and values with her followers, getting aesthetically pleasing content, success, educating her followers
- **Fears:** Not getting quality content for her followers, promoting a business that is not ethical/sustainable, providing misinformation to followers

- Age: 26
- Location: Venice
- Gender: Female
- Employment Status: Social Media Director
- Income Level: \$85K
- Education: UCSB Undergrad
- Marital Status: N/A
- Religion: N/A

CONTENT STRATEGY 2: Content Creators

BUSINESS PURPOSE & GOALS

- We want content creators to share our business in a positive light
- To increase UGC posts by 5+ per week so we can repost them and share on our feed

AUDIENCE:

Creative individuals that love sharing new spots in the city with their followers. They share their honest opinions online and provide knowledge to their followers on their experiences at our business.

TOPICS:

- Ambiance Reels and stories
- Educational Infographics
- UGC videos and photos by content creators

DISTRIBUTION CHANNELS/FREQUENCY:

- Instagram Reels: 0-1x a week
- Instagram Stories: 1-3x a week
- Instagram Posts: 3-4x a week

CONTENT GOALS:

- Increase Brand Awareness & Community (+2,500 followers per month)
- Increase Audience Engagement (+2 per month)
- Increase Sales (+200 sales per week)
- Convert Them to Advocates (+10 UGC videos we are tagged in per week)

INFLUENCER: Content Creators

@JUSTJAZZZYIDK



ABOUT:

Jazzy is a an active Tik Tok user that posts relatable and humorous lifestyle content. She occasionally smokes weed on her podcast and loves doing food, drink, or treat unboxing videos.

GOALS:

- Increase brand awareness
- Receive new engagement (follows and profile visits)
- Receive sales from her discount code (shared on podcast and IG)

DELIVERABLES:

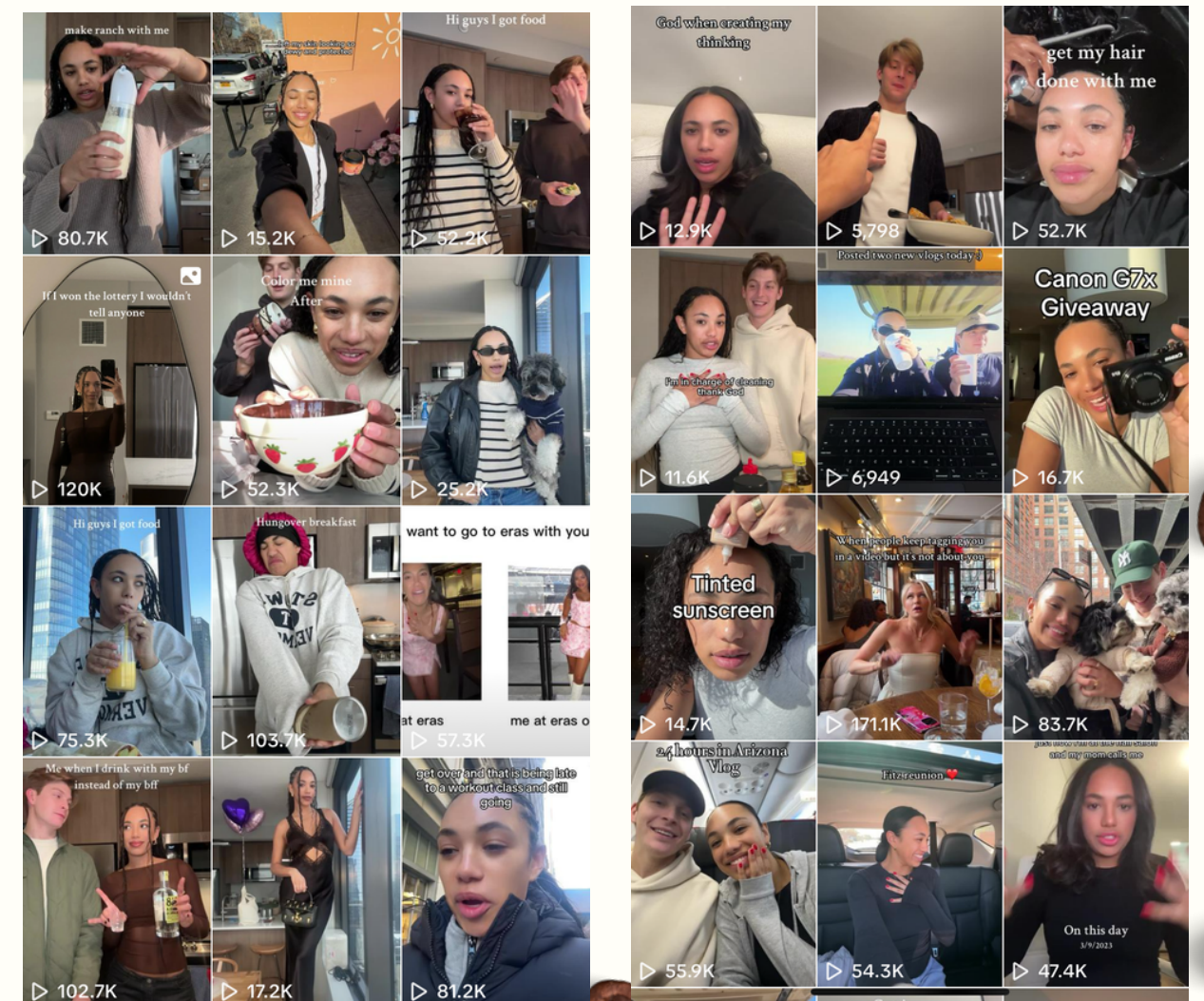
Instagram: @

TikTok: @justjazzyidk

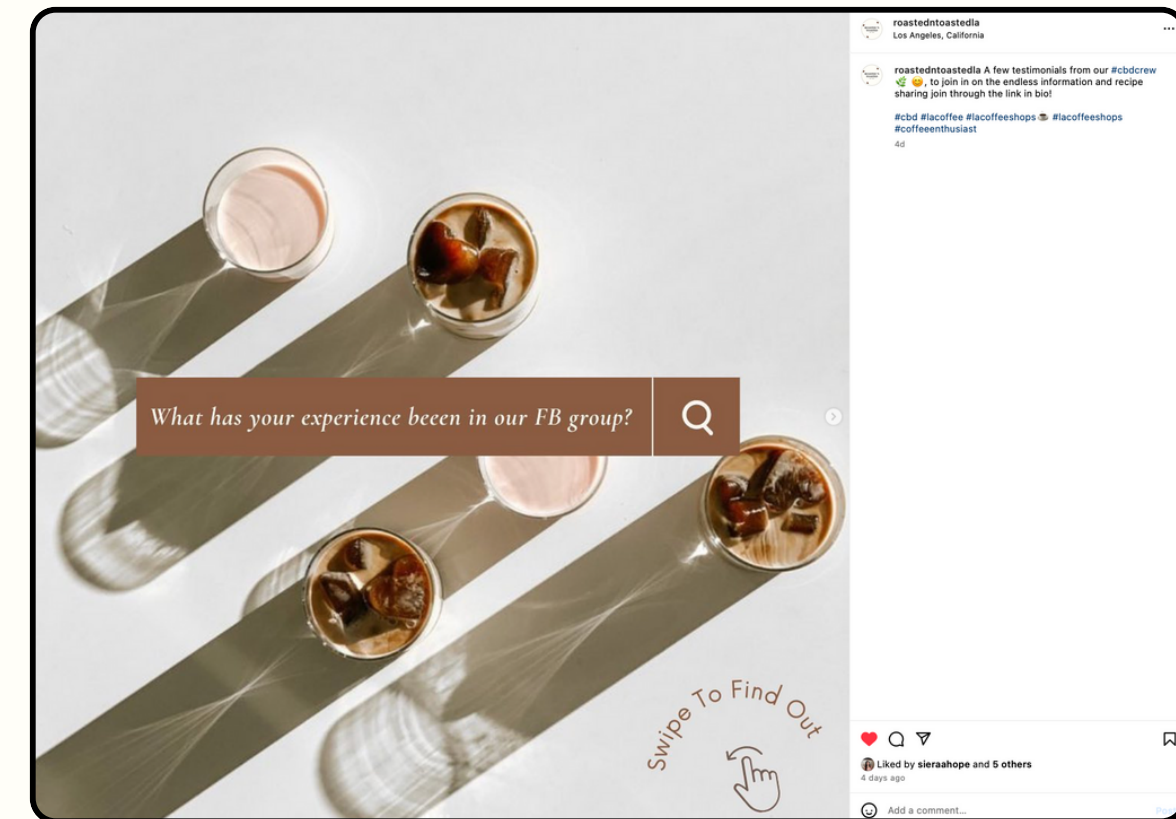
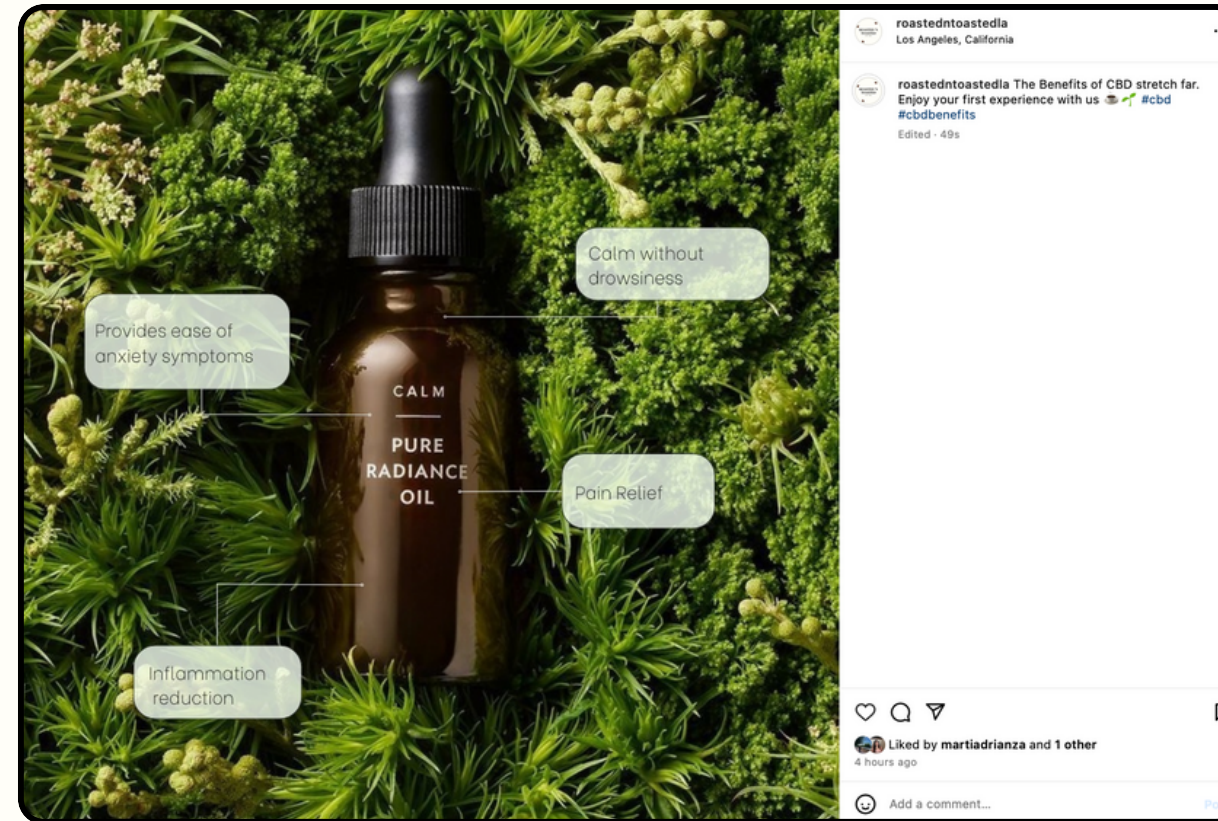
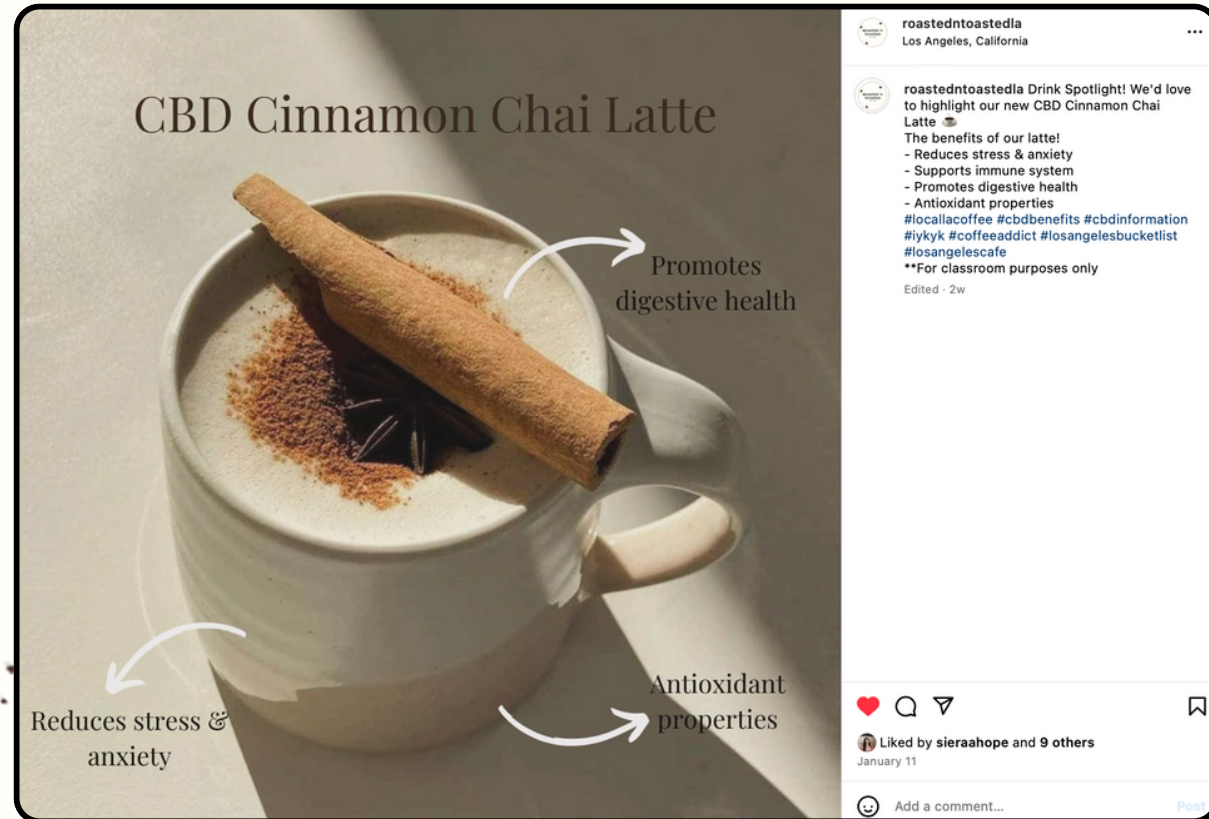
- 1 TikTok video (2 minutes long) showing her unboxing her package and making her coffee with Roasted 'N Toasted beans (\$2.5K)
- 1 Instagram story with coffee tagging @roastedntoastedla #howiroastandtoast (\$2K)
Goal is to engage with her community and increase sales by 5%

STATS:

- Viewer Age Range: 16+
- Audience: Gen Z Females
- Female to Male Ratio: Female skewed
- Engagement Rate: 9.85%
- AVG. Likes / AVG. Comments: 35K likes / 85 comments

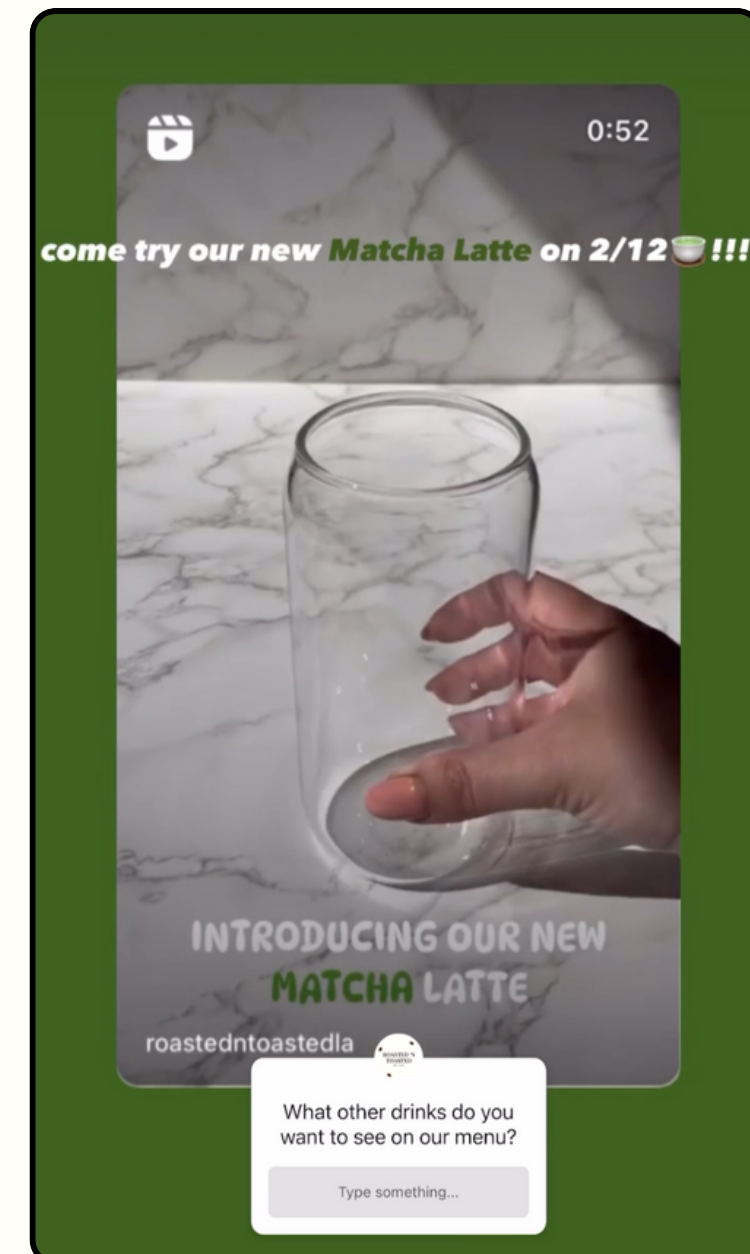
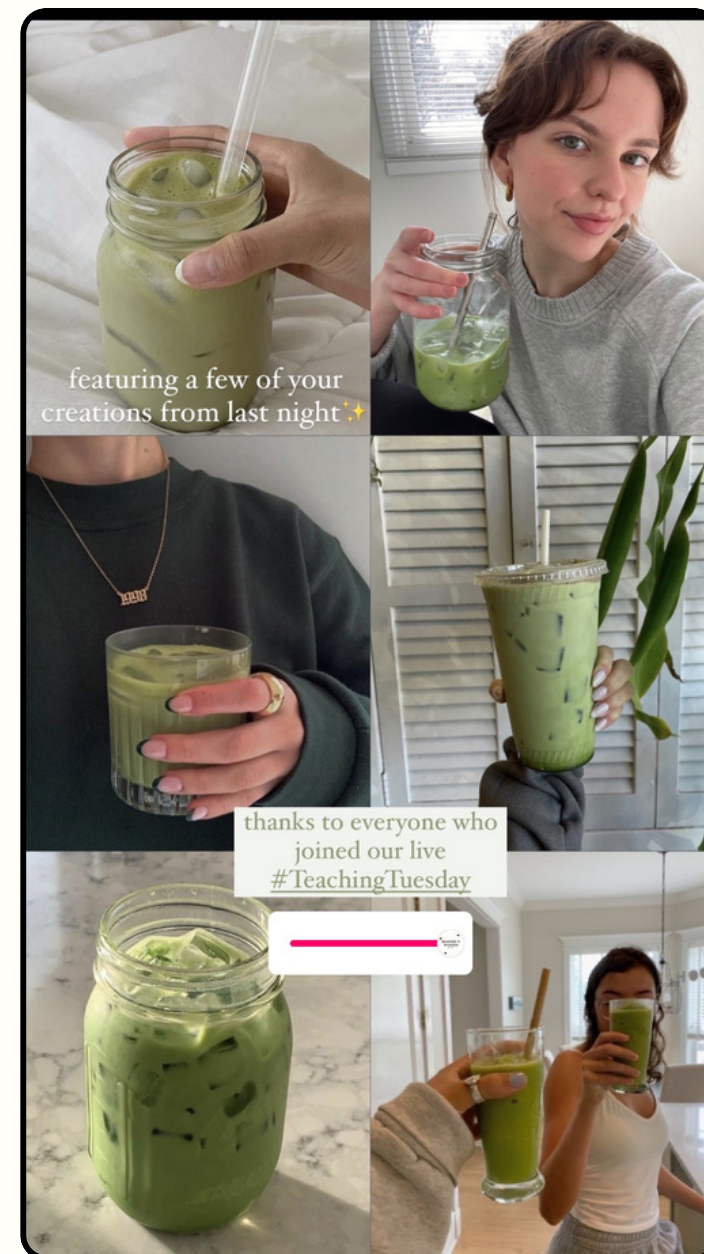
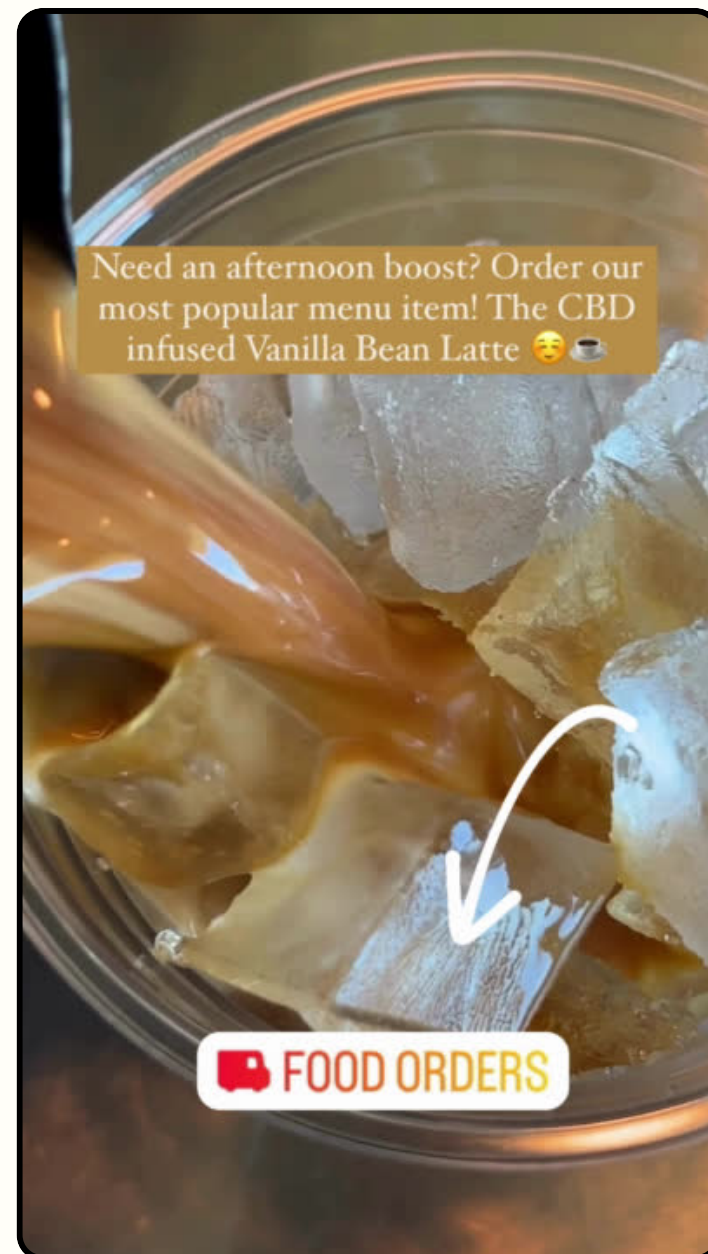
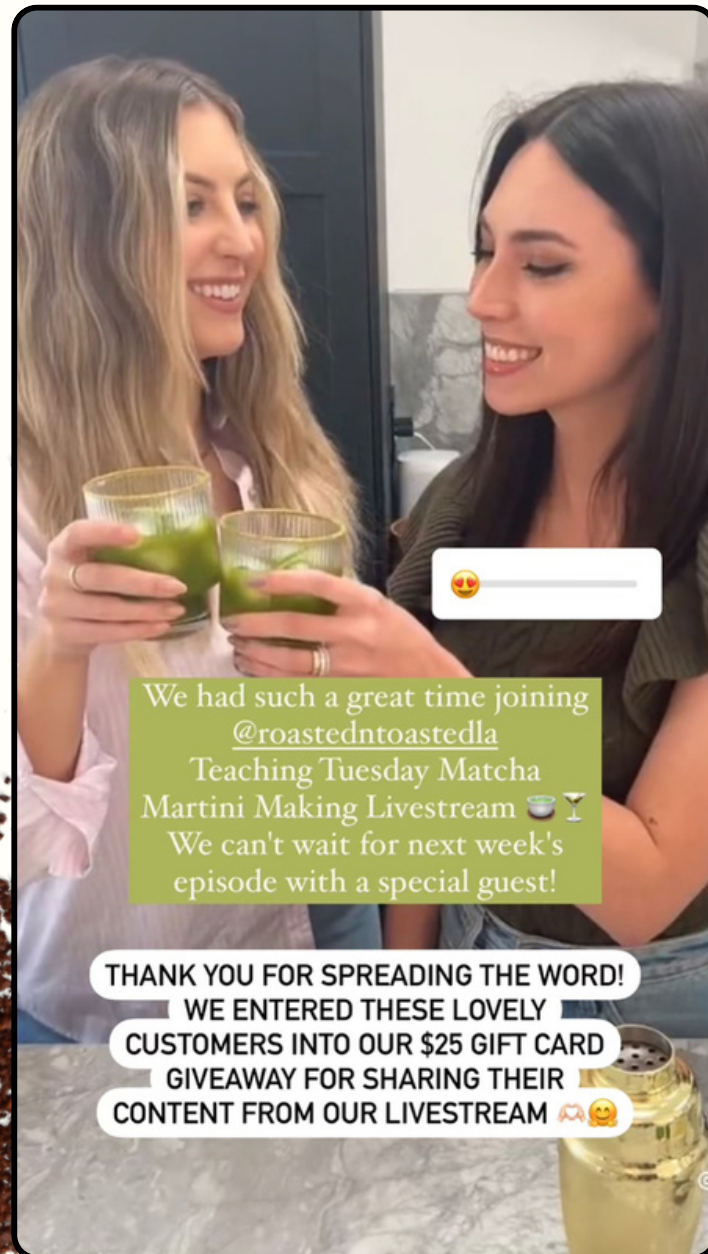


CONTENT - CONTENT CREATORS (Carousels)



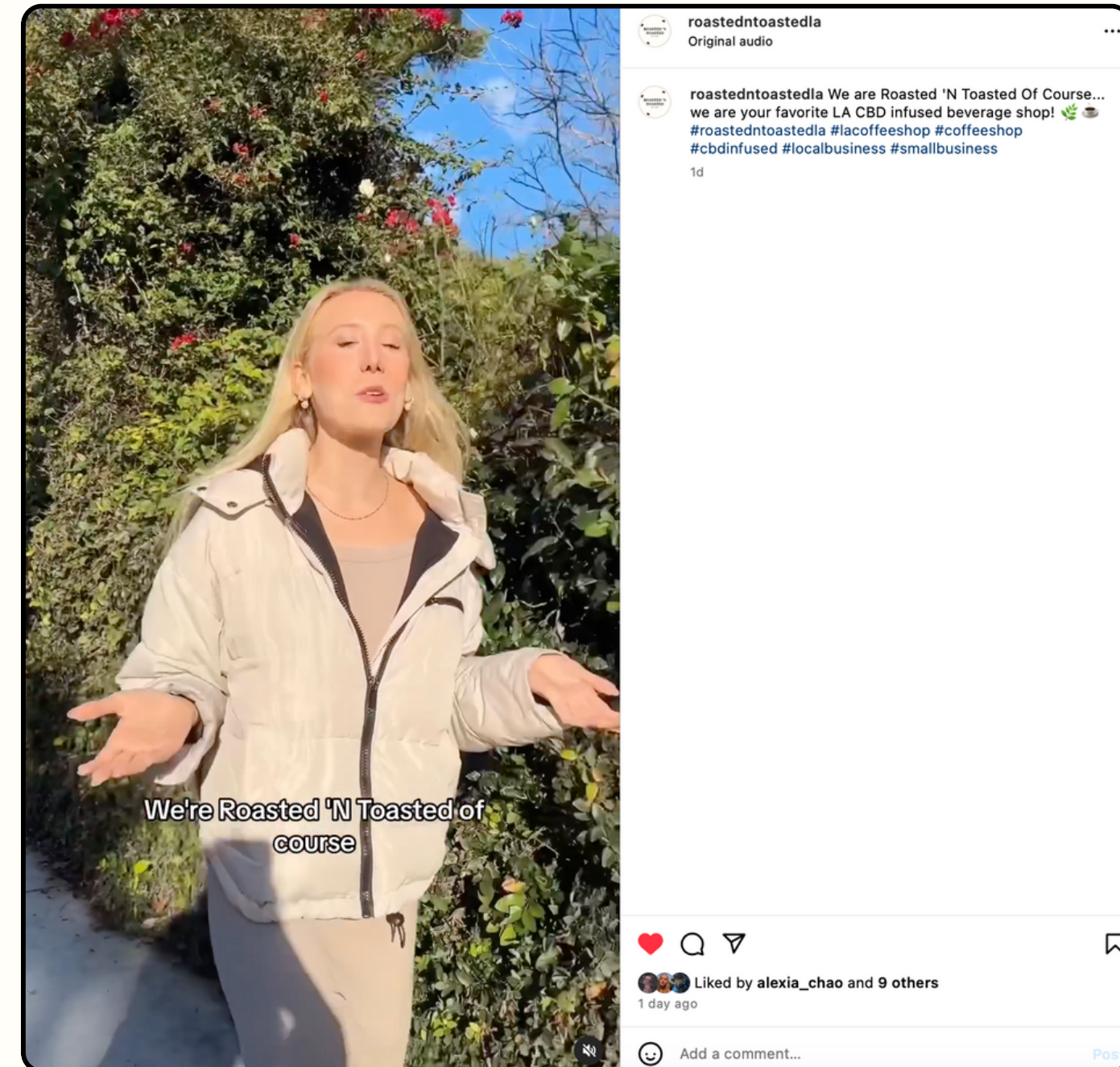
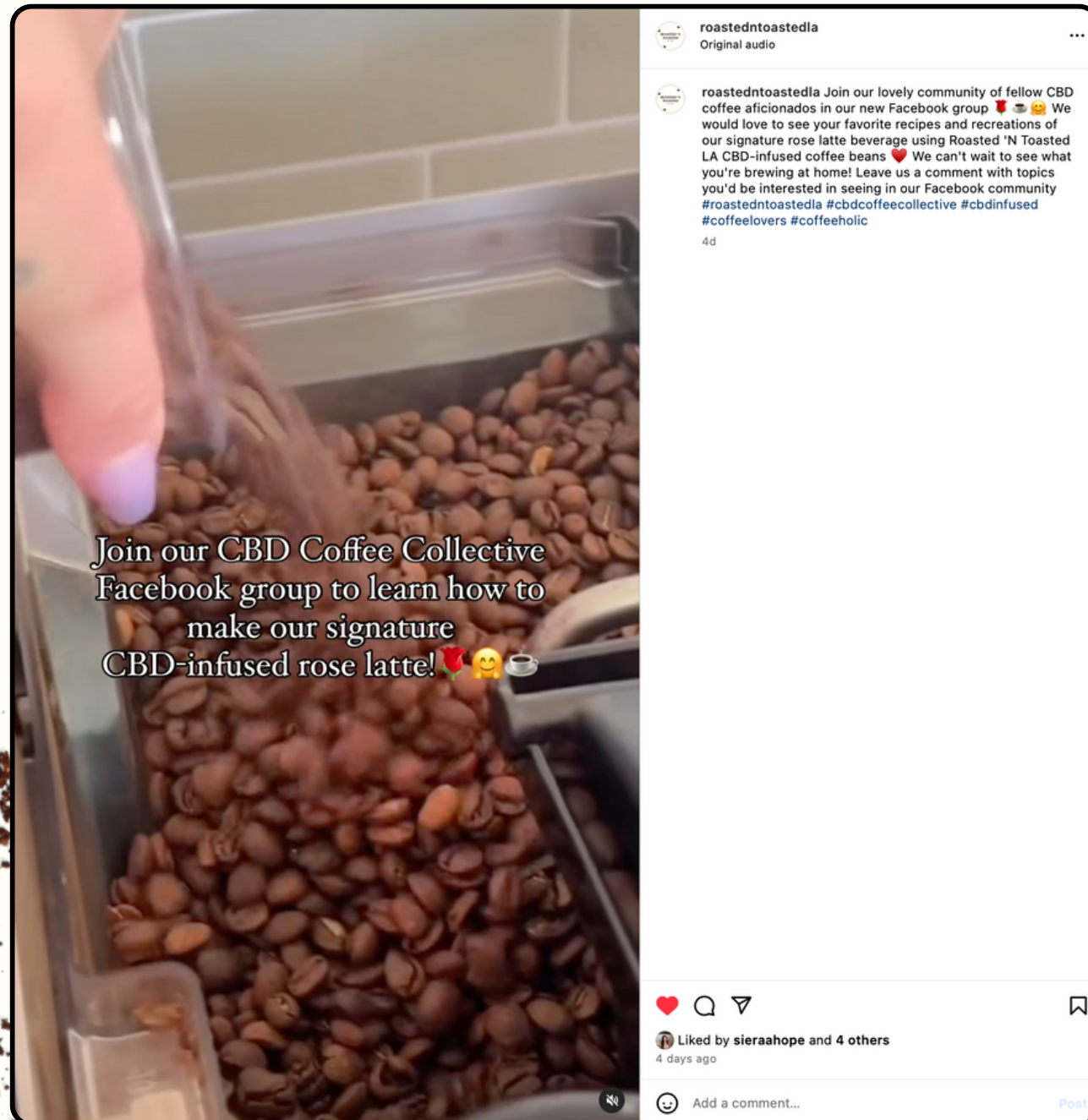
Carousels for content creators share educational information and testimonials to encourage these consumers to try our products and integrate themselves into our community.

CONTENT - CONTENT CREATORS (Stories)



Our stories showcase other consumers enjoying our products through UGC content that content creators can take inspiration from and start using our products.

CONTENT - CONTENT CREATORS (Reels)



Our Reels for content creators set the mood and brand persona behind our cafe. Through DIYs, educational videos and ambiance videos show consumers who the brand is beyond a product.

COMMUNITY 3: Advocates

JONATHAN JONES



- Age: 33
- Location: Silver Lake
- Gender: Male
- Employment Status: Creative Director
- Income Level: \$150K
- Education: NYU Undergrad USC Grad
- Marital Status: Married
- Religion: N/A

- **Pain Points:** Has stress from work and his relationship. He has anxiety about deadlines and future events. He needs an escape from his busy life at home and work
- **Behaviors:** Taking mental health breaks at our cafe while educating his friends and family on how important CBD is in his daily routine
- **Values:** A community of calm individuals that can lighten his day and make his mood more upbeat, authenticity, knowing where ingredients originate, having a connection with our mission and story
- **Interests:** Incorporating CBD into his health and wellness ritual, scheduling time to relax, attending CBD workshops when he has free time
- **Motivations:** Educating his friends, family, and people around him on the benefits CBD provides in his life, feeling mentally and physically prepared for each day
- **Fears:** Being overwhelmed, not having creative inspiration, losing community, feeling unmotivated and uninspired



CONTENT STRATEGY 3: Advocates

BUSINESS PURPOSE & GOALS

- Attract more customers into our shop
- Increase social media engagement by +1.7
- Inform/update followers and friends about our shop through word of mouth and posts

AUDIENCE:

Individuals who love our cafe. They actively rave about our drinks and promote our cafe to friends and followers.

TOPICS:

- Ambiance Reels, stories, carousel posts
- Educational Infographics they can share with friends and family
- BTS of the cafe's evolution

DISTRIBUTION CHANNELS/FREQUENCY:

- Instagram Reels: 0-1x a week
- Instagram Stories: 3-4x a week
- Instagram Posts: 1-3x a week

CONTENT GOALS:

- Increase Brand Loyalty & Community (+100 followers per month)
- Increase Audience Engagement (+3 per month)
- Increase Sales (+100 sales per week)

INFLUENCER: Advocates

@NATALIEJBENSON



ABOUT:

- You can always catch her in so sort of gorgeous outdoor scenery horseback riding, skiing, or boating. When she isn't sharing her fun activities she is showcasing her classic style. Natalie is an advocate for mental health and recreationally partakes in marijuana usage.
- Content revolving herself and her brand as, "your garden mother." She disguises this as her way of smoking and incorporating it to her everyday life. We believe she is a perfect representation of incorporating weed in her everyday and would want to try and love our product of CBD infused coffee as it aligns with her brand.

GOALS:

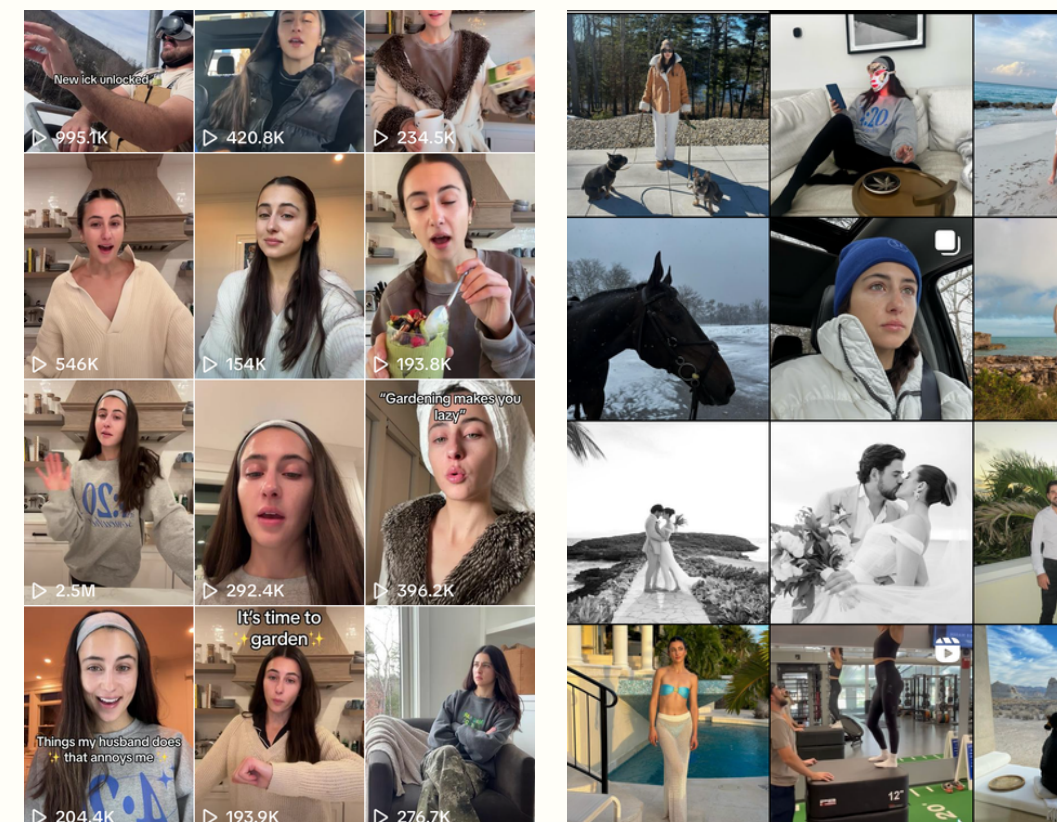
- Increase brand awareness
- Receive new engagement (follows and profile visits)
- Receive sales from her discount code (shared on TikTok and IG)

DELIVERABLES:

Instagram: @nataliejbenson

TikTok: @nataliejbenson

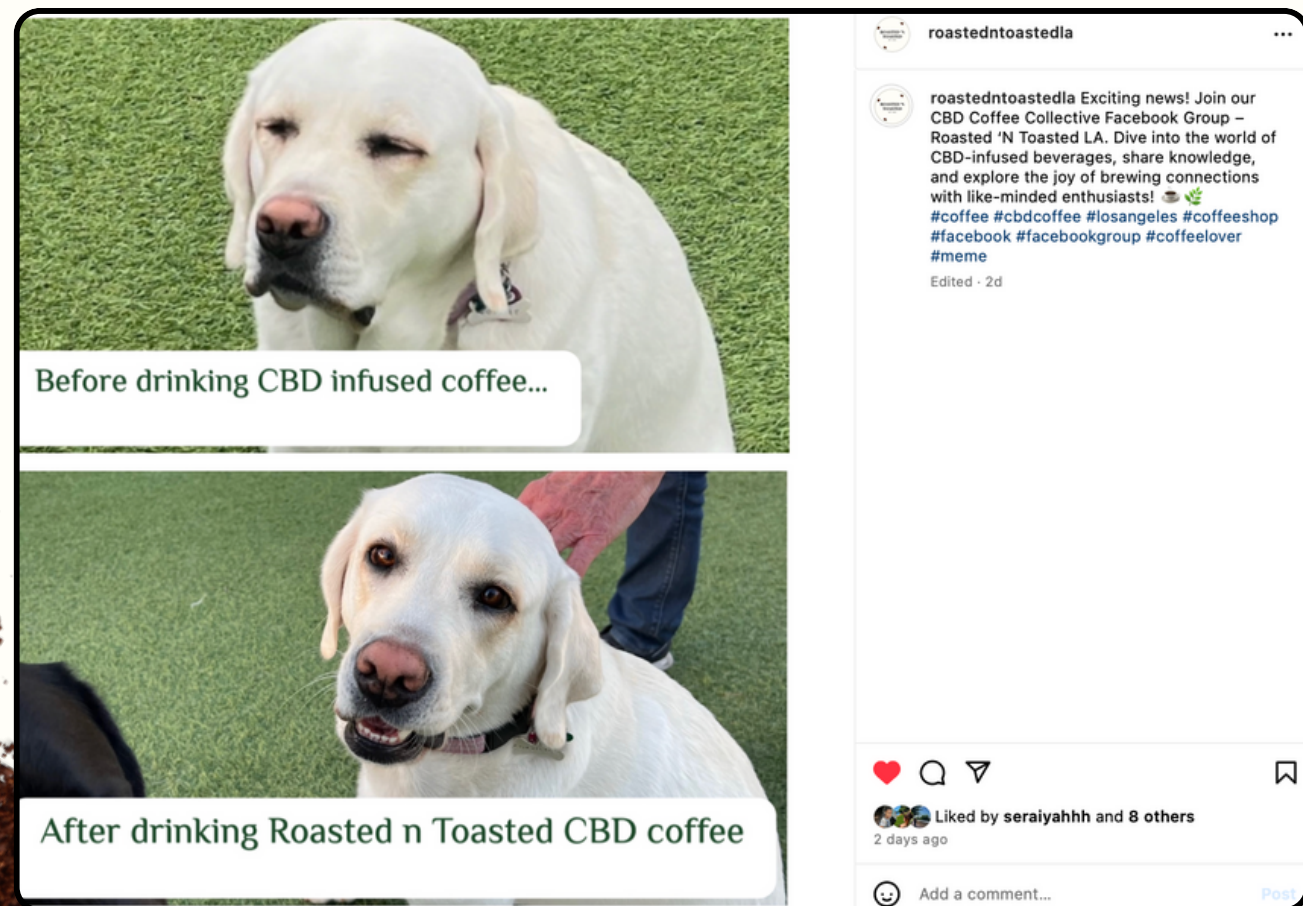
- 1 TikTok morning routine video (1-2 minutes long) making her coffee with Roasted 'N Toasted beans (\$2.5K)
- 1 Instagram story with coffee tagging @roastedntoastedla #howiroastandtoast (\$2K)



STATS:

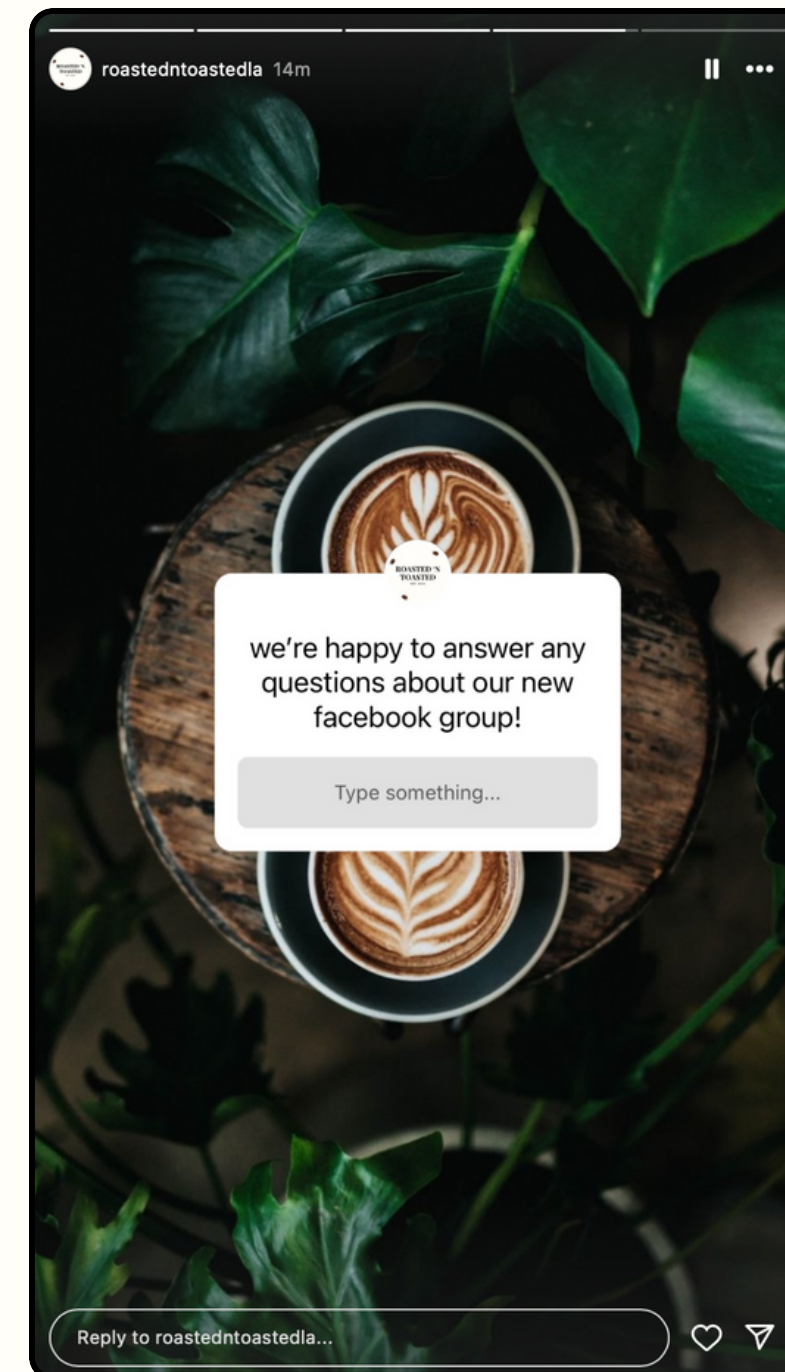
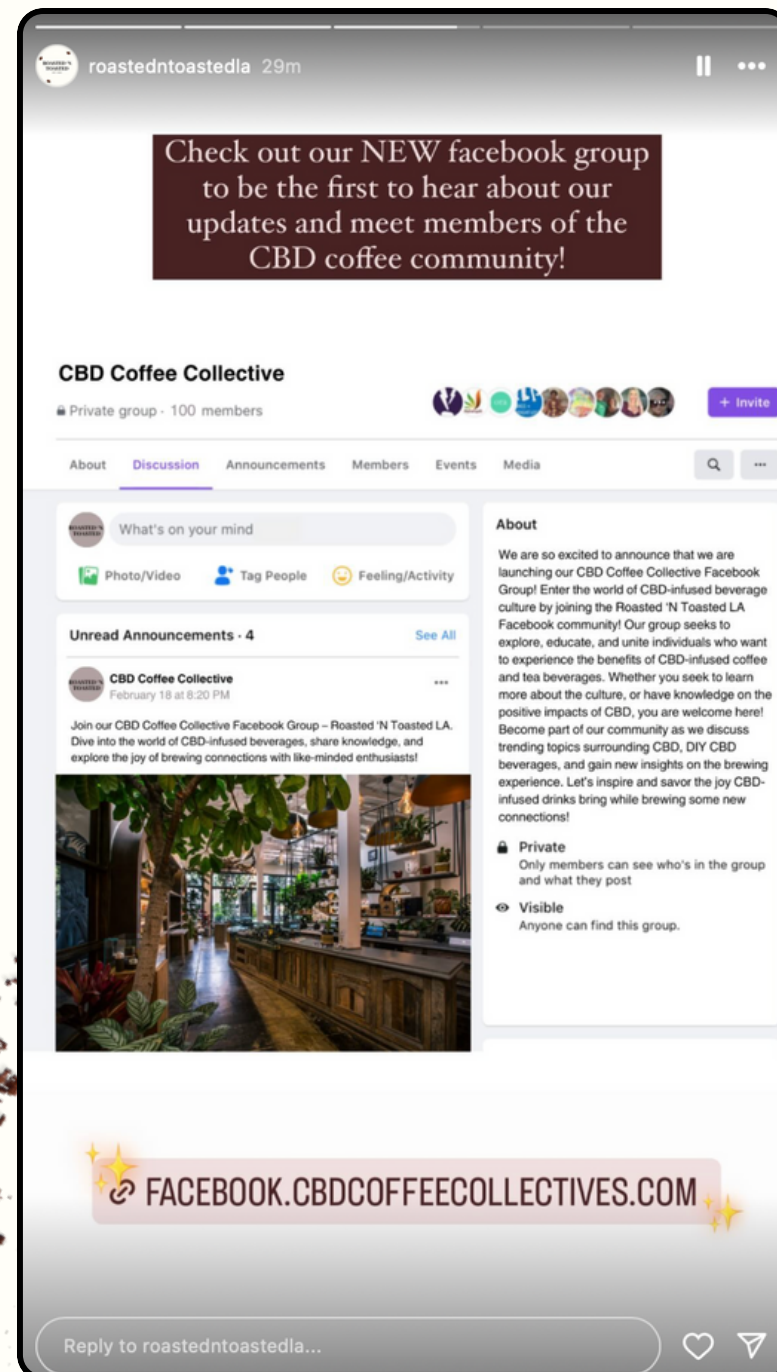
- Viewer Age Range: Early to late 20s
- Audience: Gen Z/ Young Millenials
- Female to Male Ratio: Female Skewed
- Engagement Rate: 13.19%
- AVG. Likes / AVG. Comments: 6k likes 50 comments

CONTENT - ADVOCATES (Carousels)



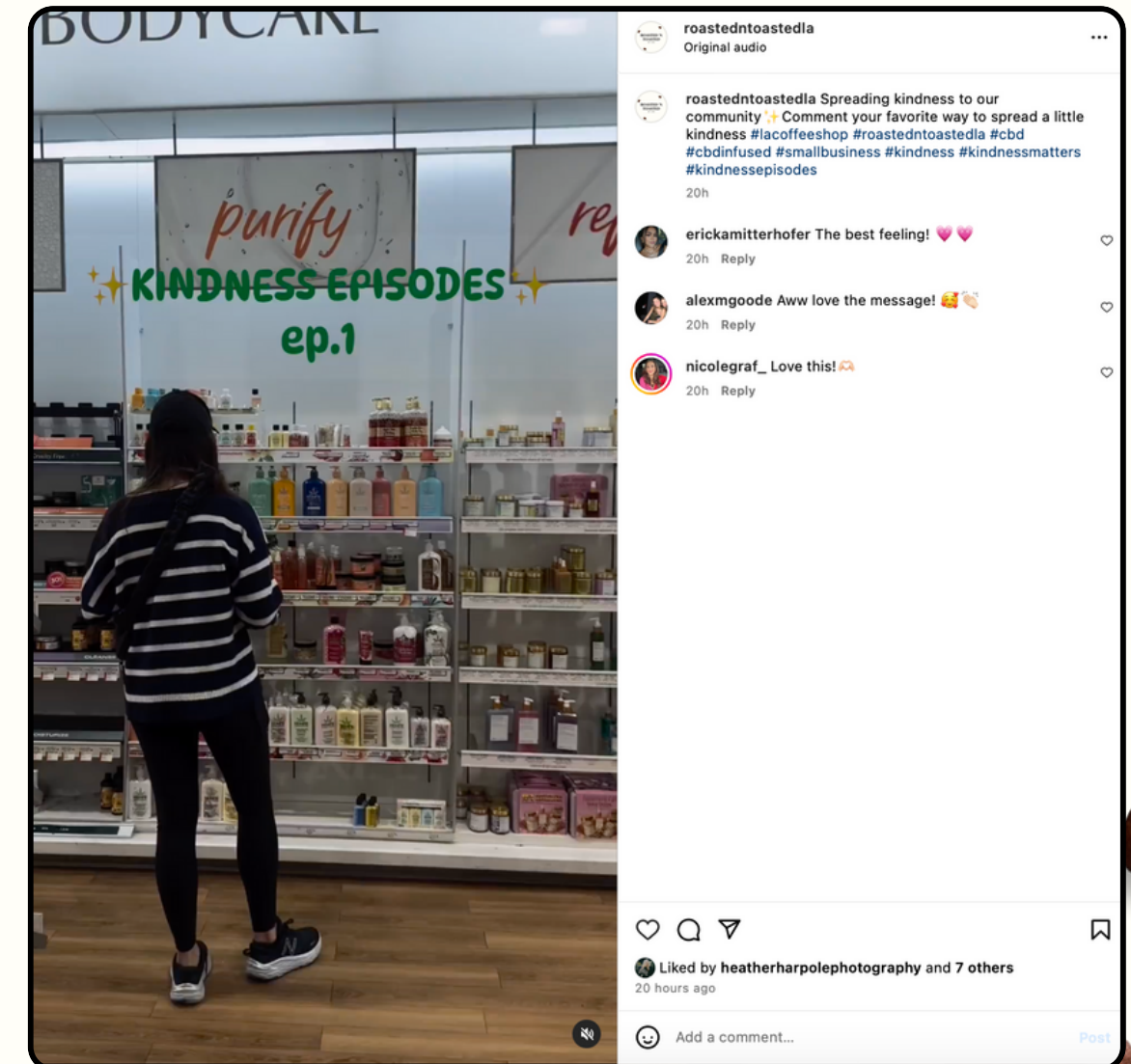
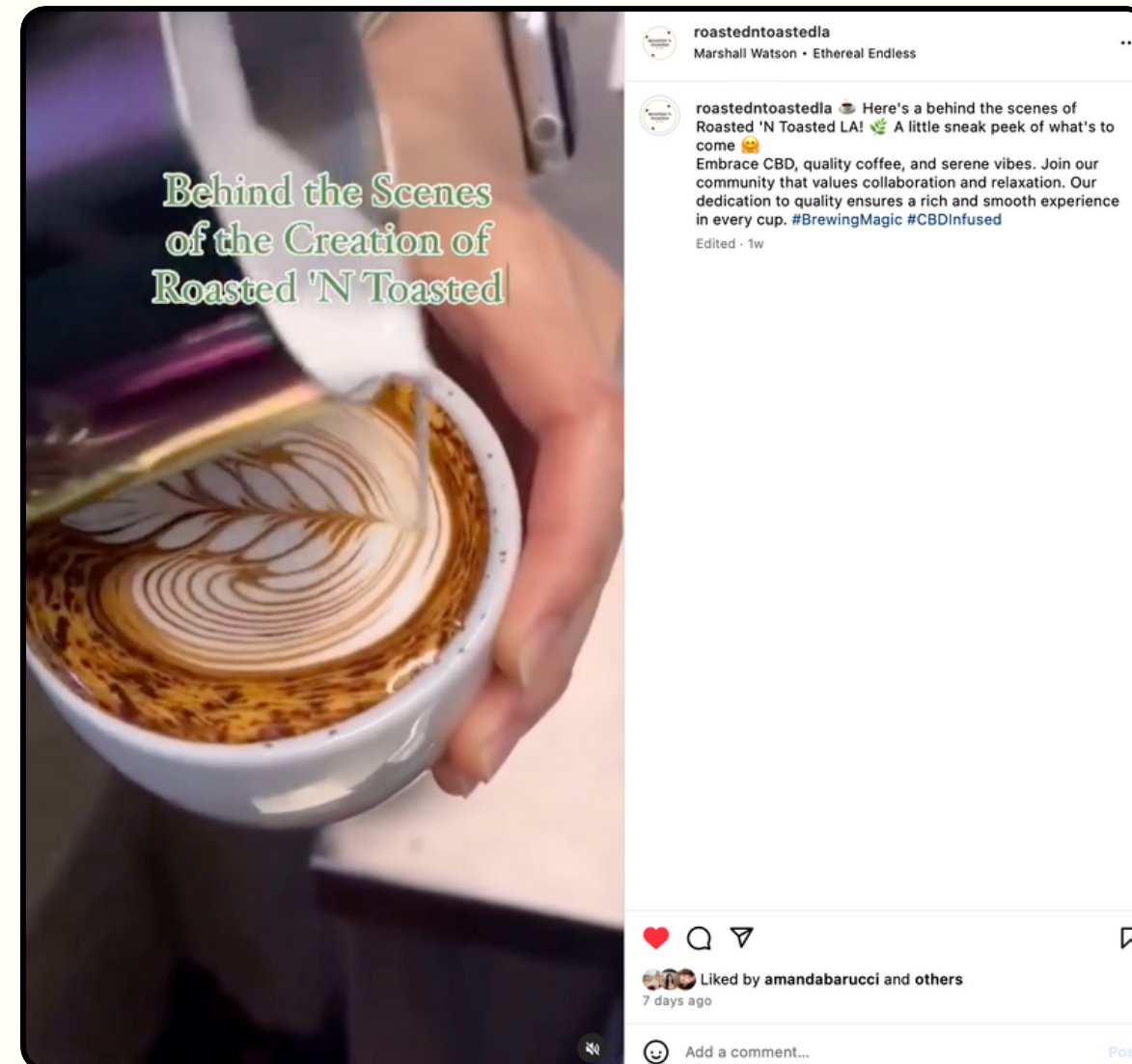
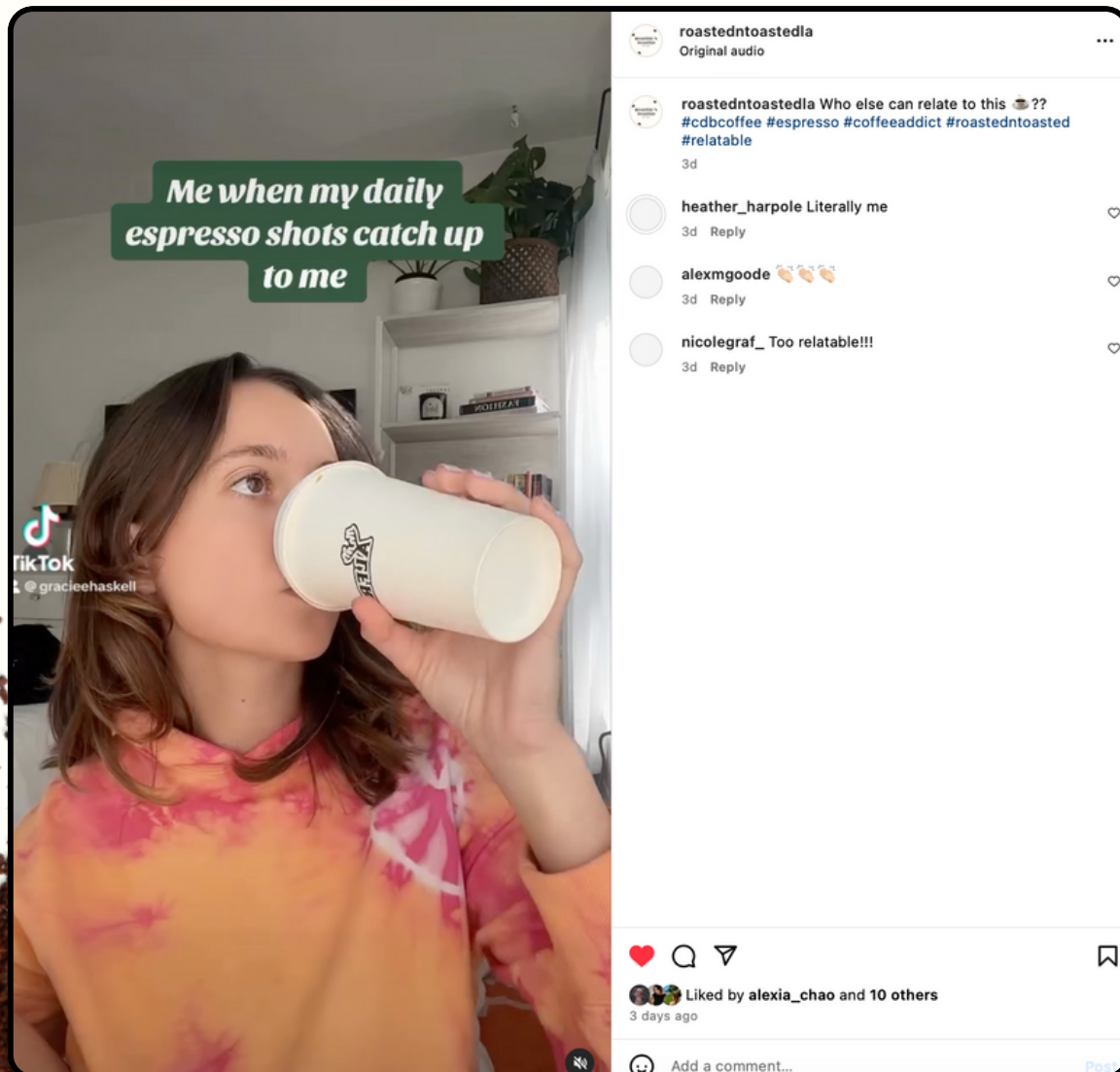
Our carousel posts for advocates share relatable content that our loyal fans resonate with as ride or dies for our brand. Additionally, we include content that these consumers can reshare with their friends and family to continue spreading the love/knowledge.

CONTENT - ADVOCATES (Stories)



Our stories for content creators share ways advocates can get more involved in our community and meet other supporters of our brand. Through Facebook groups, in-person events, and livestreams, our stories keep these members in the know!

CONTENT - ADVOCATES (Reels)



Our Reels show advocates the brand's personality through front facing videos and going into the community to connect with other consumers. They can reshare these posts with their followers and continue the support of Roasted 'N Toasted's mission.

TAKEAWAYS

- Our team found that the most vital aspect to strategizing a community engagement plan was deciding on our content pillars
 - Once we understood the mindset's of our consumers and what they would like to see from us, we knew what content they would each like to see from us
- We believe that front-facing content is the most successful content a brand can have beyond just its products because it creates an emotional connection between a consumer and the people behind the company.
- Through our Instagram stories strategy we found that our community eager to engage with us on there more than on posts or reels.
- Ultimately, we took learning from each post and tactics and applied it to our overall strategy to build a strong social media presence and community.

