

# Content Marketing Plan

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# DONUT

# WONDERLAND

# SHOP



We aim to satisfy every bite,  
making your day just a little sweeter!

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# Proposal

Utilizing content marketing for a business-to-consumer company helps drive sales. Specifically, by creating content to attract, acquire, and engage their target audiences, businesses can expect to see a direct result as their efforts would be directly working with their customers and building brand loyalty. Content marketing can help to increase the company's brand awareness, increase engagement, and expand both its in-store foot traffic and online orders, while also improving its search engine visibility. With their business having an online order presence, content marketing can be used through implementing coupon promotions, videos, and infographics on their website, which can prompt their customers to either place an order online or promote engagement for the customers to visit the store in person.

Similarly in the industry, Dunkin Donuts created a content marketing trend called the "Dunkin Dance" where they would post delicious photos of their donuts and drinks. This trend caused consumers to purchase Dunkin Donuts goods and post funky dances with their drinks and snacks to encourage other people to go and purchase their goods. By incorporating this, Dunkin Donuts was able to engage with both their audience's presence online and in-store.

For the client, we could implement content marketing by creating social media campaigns that would help consumers interact with their social media such as Instagram polls, and what breakfast pairings go together. In addition, the website could also incorporate blog posts on their website on the history of its donut shop and how it created its flavors to create a more personalized page that stands out to its customers. Finally, the company could also incorporate their user-generated content from the social media campaigns onto their website to promote engagement on the webpage which could later convert to online orders while on the page.

# CONTENT TYPE

## **Written Content**

### **Title: The Morning Mix: Fresh Ideas for Your Daily Breakfast Fix**

**Description:** Blog post + Recipes: The donut shop could post different breakfast pairing ideas with the drinks they sell as well as different at-home recipes people could make using the donut shops products.

## **Video Content**

### **Title: From Dough to Dough-licious: Quick Trip through our Kitchen!**

**Description:** Pre-recorded video of the donut shop making their donuts fresh and taking the consumers along the journey from dough to the front display window. This helps the business create a more personalized brand image.

## **Audio Content**

### **Title: Donut & Dine: Conversations Over Breakfast**

**Description:** Podcast Series: We could start a podcast where the owner and other special guests talk about where they get their fresh ingredients from and how this donut shop started.

## **Visual Content**

### **Title: Double the Delight!**

**Description:** Graphic Design Infographic: The infographic could include trying new flavor combinations. For example, it could be “Strawberry Shortcake” where it could recommend the consumer trying a strawberry donut with a vanilla creme coffee. Through these efforts, along with other food and coffee recommendations, it can help get consumers to explore more of the menu options and get creative.

# BUYER PERSONA

## **BUYER PERSONA**

Donna is a working mom with two kids. Her typical day consists of waking up at 6 am to get her two kids ready and out the door for school. She knows breakfast is the most important meal of the day but to get her kids to school on time she has to skip it. She then heads to work and joins her back-to-back meeting and eats her lunch at 11 am because she skipped breakfast. She leaves the office at 4 pm to pick up her kids and then goes home to cook herself and her kids dinner. After she puts them to bed, Donna gets into bed and finishes her night by reading a book.

**Objective:** Donna wants to find a quick, nutritious, and easy place to grab breakfast for herself on the way to work that fits in with her busy morning routine.

**Main Problem:** Donna does not have the time to always make breakfast in the mornings with her busy schedule.

**Orientation towards career:** Donna is an ambitious woman who is very passionate about her job as a lawyer. She strives to meet her deadlines. But she does not consider her own personal health and needs.

**Relevant Obstacle:** Donna's obstacles are timing and convenience.

**Burning Questions:** Where can I get a quick healthy breakfast? Is it affordable and on the way to work? Would my kids enjoy the food as well?

**Preferred channels, methods, of social media consumption, content, and format:** Donna's preferred methods of consumption would be on channels like a company app, company website, or social media to access quick resources.

**Keywords and phrases when searching:** "Breakfast" "Coffee" "Food near me"

**Sketch out engagement scenarios:** Donna was scrolling through Facebook and a paid ad popped up for a new healthy breakfast place. They sell donuts, coffee, and other breakfast items. Donna read through the comments and many other moms raved about it.

# BLOG POST

## Top 5 Go-To Breakfast Orders

Want to start the morning off right? From a quick sweet treat to a savory delight, our donut shop is your one stop shop to a delicious morning. Skip the line and order online today at the best breakfast restaurant!

### Signature Double Chocolate Donut

Our signature double chocolate donut goes out to all the chocolate fans. Our fluffy dough paired with a rich chocolate glaze, pairs perfectly with your morning coffee. With an added touch of chocolate sprinkles, breakfast has never tasted this good!



### Berry Bliss French Toast

Feeling a little fresh? Order our Berry Bliss French Toast! With our fresh picked berries and golden brown slices, this selection will surely start your morning off right. Topped with powdered sugar and our light, fluffy custard, it will not fail to bring a smile to your face.



### Mighty Morning Wrap

Need a boost in the morning? Grab our Mighty Morning Wrap for a healthy start to your day! Filled with fluffy scrambled eggs, pico de galo (made fresh every morning), handpicked avocados, cheese, and hashbrowns.



### Rise-n-Shine Smoothie

Forget the coffee, grab a smoothie! With our blend of fresh pineapples and strawberries, the Rise-n-Shine Smoothie is a refreshing and nutritious start to your day. We combine these rich fruits with creamy yogurt, a splash of milk, and all natural honey to give you the boost to take on your day!

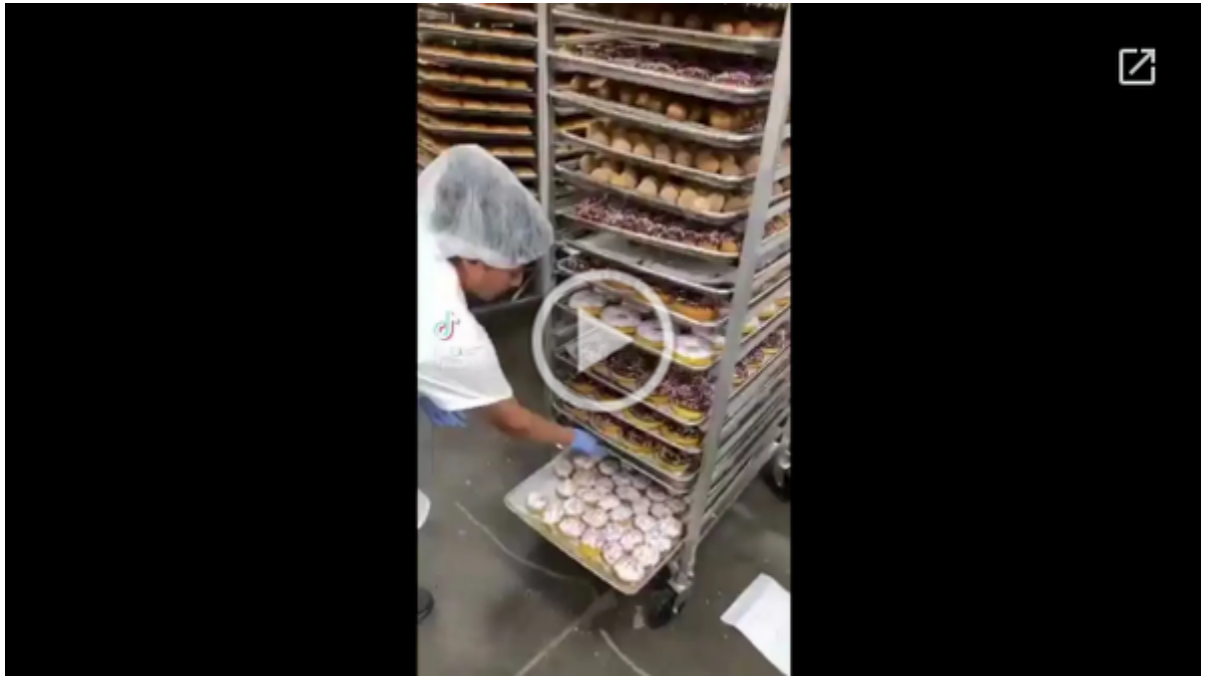


### Mocha Madness Donut

Calling all coffee fans! The Mocha Madness Donut fuses together the perfect combination of coffee and chocolate for this delightful treat. From the espresso glaze, to our cake style batter, nothing says "Good Morning" like Mocha Madness!



# HOW WE MAKE OUR SPECIALITY DONUTS



# PLAYLIST

## Oh So Sweet Playlist

"Sugar" – Maroon 5

"Sweet Nothing" – Calvin Harris ft. Florence Welch

"Dancing Queen" – ABBA

"Levitating" – Dua Lipa

"Walking on Sunshine" – Katrina and the Waves

"Sunflower" – Post Malone & Swae Lee

"I Wanna Dance with Somebody" - Whitney Houston

"Shake It Off" – Taylor Swift

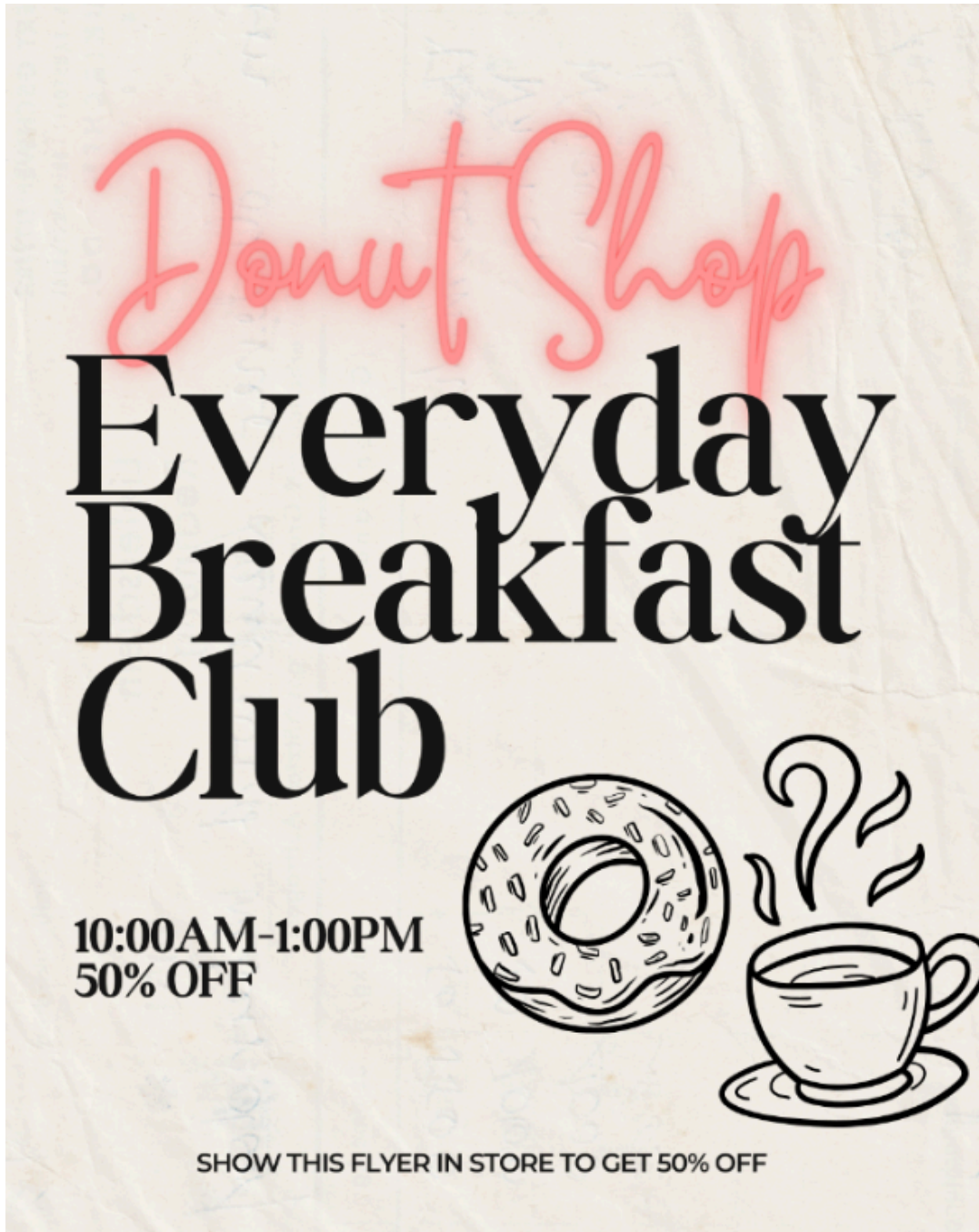
"Can't Stop the Feeling!" – Justin Timberlake

"Happy" – Pharrell Williams



# SOCIAL MEDIA POST

Instagram



# SOCIAL MEDIA POST

Facebook

## TOP 3 HEALTHY BREAKFAST

1 Berry Bliss Oatmeal

2 Morning Power  
Wrap

3 The Protein  
Stack



# UGC CONTENT

## **What kind of user-generated content would be easiest to generate for, and why?**

The easiest form of user-generated content would be for the users to create video or photo posts that use a hashtag. This would be easiest because it allows all users to use their own creativity, requires low effort, and be comfortable with their posts. It also makes the posts feel more organic and less in your face about the content being posted. With the hashtag option the variety of user-generated content would vary with multitudes of content types all grouped into one place. The donut shop would be able to see different donuts and menu items being featured which can contribute to an all around engagement for the store as opposed to just one type being featured.

## **How would you solicit your selected user-generated content? Would you offer incentives?**

We could launch a campaign that encourages customers to post photos of their orders using a hashtag (ex: #). This could boost participation especially if the hashtag is catchy. We could have posters in store as well as on our website to remind customers to post, tag the shop, and use the hashtag. We would offer incentives such as free breakfast items, a discount, or a gift card to encourage customers to post on their social media. We would choose a winner every week from the customer showing an employee proof of their post and then writing their name and email down and putting it into a jar like winning a raffle. We could also give automatic incentives such as a free donut or free coffee for customers who make videos and post them with that hashtag.

## **Finally, what (if anything) would you do with the resulting user-generated content? How would it fit into your larger content strategy?**

With the user-generated content, we could incorporate them all on different social media platforms. When using Instagram, the Donut Shop could do weekly features of the user-generated content on their Instagram stories or create a highlights page of the content. Then on their website and TikTok they could categorize them by different themes and post them accordingly with new announcements. In addition, the donut shop could also promote a contest on their TikTok account and the content that gets the most engagement wins a prize for donuts.

# **SOCIAL MEDIA VALUE PROPOSITION AND GOAL STATEMENT**


## **Value Proposition**

At the Donut Shop, we strive to provide a unique experience of indulgent delights and healthy morning breakfast options that satisfy every craving. Whether you're looking for a sweet treat donut or a high protein meal to start the day, we've got you covered. Our affordable, high-quality menu items are designed for everyone. We aim to satisfy every bite, making your day just a little sweeter.

## **Goal Statement**



The target audience includes busy working professionals and working moms who seek quick, healthy breakfast options to fit into her busy schedule, as well as local families looking for convenient, delicious breakfast options. The goal is to increase brand awareness and drive customer engagement by using Facebook since many working mothers use it to inform other parents. This will showcase healthy breakfast options and customer experiences as well as lead to increased foot traffic and online orders through strategic promotions and user-generated content.

# SOCIAL MEDIA PROMO

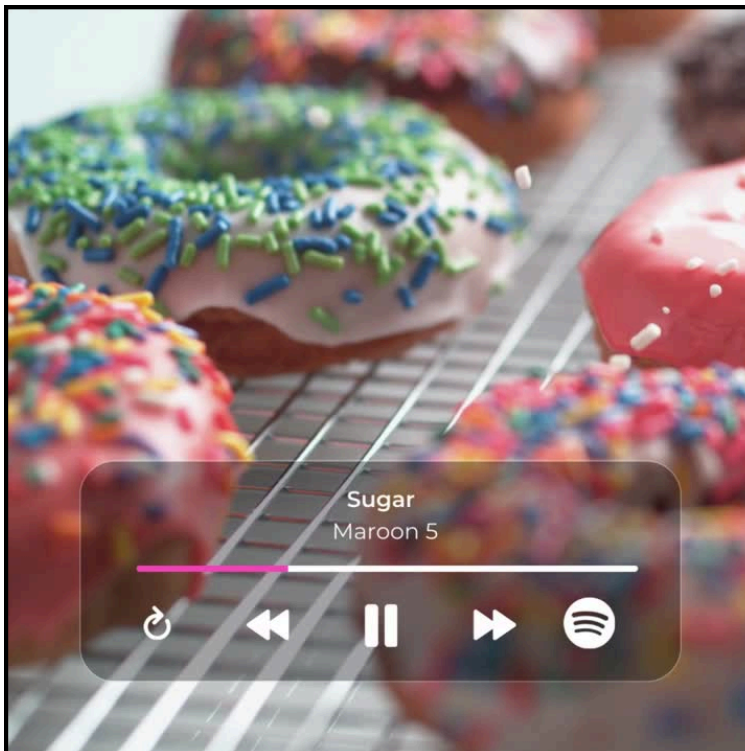


**Top 5 Go-To Breakfast Orders**


Want to start the morning off right? From a quick sweet treat to a savory delight, our donut shop is your one stop shop to a delicious morning. Skip the line and order online today at the best breakfast restaurant!

 Read full article at [donutshop.com](https://donutshop.com) 

Click the link below to read more about our Go-To Breakfast Items!



Sugar  
Maroon 5



Want to hear more? Head over to Spotify for more Donut Shop music!

# SOCIAL MEDIA PROMO

**TOP**  
**HEALTHY**  
**BREAKFAST**

- 1 Berry Bliss Oatmeal
- 2 Morning Power Wrap
- 3 The Protein Stack

check out our new Facebook post!!

Your story 9s

check out our **NEW** post!

*Donut Shop*  
**Everyday**  
**Breakfast**  
**Club**

10:00AM-1:00PM  
50% OFF

SHOW THIS FLYER IN STORE TO GET 50% OFF

@coolanishag12

# SOCIAL MEDIA PROMO

WATCH THE BTS OF HOW OUR  
DOUBLE CHOCOLATE DONUTS  
ARE GLAZED



Yes, our post are aligned with our social media goal statement because it is targeting to working mothers who have busy mornings. This relates to the interest part of the AIDA model because we want the consumers to navigate to the links that are on the post.

# SEO

SEARCH INTENT	CONTENT FOUND	RESULT OF CONSUMING CONTENT (AIDA STAGE)	KEYWORD
Looking for a quick healthy breakfast for on-the-go.	Facebook post: Healthy breakfasts	Attention Stage: Learns what type of breakfast items are sold	Breakfast near me healthy, breakfast healthy near me
Looking for local breakfast shops nearby	Blog post: "Top 5 To-go breakfast orders"	Interest Stage: realizes there are multiple healthy breakfast options at cafes nearby	Healthy breakfast nearby
Figure out how fast the cafes are at preparing food	Reading reviews from previous customers	Desire Stage: Interested in trying out the cafe	Reviews of cafe, quick breakfast in Harrisonburg, Cafes with quick service
Placing an online order for Donut Shop breakfast item	Easy online ordering for the Donut Shop	Action Stage: Making a purchase from the Donut Shop	Order online Donut Cafe, Place order online for Cafe



# EMAIL

## New Message

To **FIRST TIME CUSTOMER!**

Subject **Thank You for Your Purchase- Receive 10% OFF!** 🍩

Hi [First name],

We loved having you in store, thank you for your first purchase!

We hope you enjoyed every bite of your order! Want to try more? Treat yourself to our variety of delicious donuts! Here at Donut Shop, we're all about flavor and satisfying every sweet tooth. Check out our new Dynamic Dozen filled with our fan favorites like our Signature Double Chocolate Donut, Mocha Madness, Cookie Crumble, Berry Bliss, and more!



Ready to indulge again? Our full selection of donuts is just a click away. Why not treat yourself today? Place your order now and enjoy 10% off your next purchase!

Send



Do you believe these emails will be effective given the business's email marketing goals? Why or why not?

**I believe this email will be effective because it is able to identify some of the Donut Shop's product recommendations for the customer, as well as, provide an incentive to the customer to repurchase from the store. This makes the email customer focused and catered towards their experience with the company.**

# EMAIL

## New Message



To **FIRST TIME CUSTOMER!**

Subject **There's More to Love! Check Out Our Breakfast Essentials**

Hi [First Name],

We hope you've been enjoying your donut experience! But did you know we also offer a wide array of other breakfast essentials to fuel your mornings? From hearty breakfast burritos to protein-packed pancakes, and of course, freshly brewed coffee, we've got everything you need to start your day off right. Whether you're swinging by on your way to work or ordering online for delivery, our breakfast options are quick, delicious, and ready when you are. Why not give our full breakfast menu a try and make your mornings easier?

Send



Do you believe these emails will be effective given the business's email marketing goals? Why or why not?

**I believe this email will be effective because it is able to identify some of the Donut Shop's product recommendations for the customer, as well as, provide an incentive to the customer to repurchase from the store. This makes the email customer focused and catered towards their experience with the company.**

# EMAIL

## New Message



To **DONNA**

Subject **Busy Morning? We've Got Breakfast Covered!**

Hi Donna!

We know mornings can be hectic, especially when you're juggling work, kids, and everything in between. That's why we're here to make breakfast easy and delicious! Whether you're looking for something quick to grab on your way to the office or a healthy breakfast option for you and the kids, we've got just what you need.

From fresh donuts to protein-packed breakfast burritos and our famous coffee, we offer a wide selection of breakfast essentials that fit right into your busy schedule.

Don't have time to stop by? No problem! We also offer convenient delivery options, so you can enjoy a wholesome breakfast wherever you are.

**Click here to place an order online or for delivery!**

Send



Do you believe these emails will be effective given the business's email marketing goals? Why or why not? **Yes, I believe these emails will be effective for our marketing goal because the email includes personalization and a clear call to action which is a convenience since we mention an in-store pick-up option as well as delivery, and offer solutions to Donna's problems.**

# BLOG UPDATE

## Top 5 Go-To Breakfast Orders

Start your morning off right! Whether you're craving a quick sweet treat or a savory delight, our donut shop is the **best breakfast spot** near you for a delicious start to your day. Skip the wait and get your breakfast delivered right to your door.

### Signature OREO Donut

Craving something sweet? Look no further than our Signature OREO Donut! With the ultimate pairing of our classic cakey donut and your favorite cookie, the OREO donut has it all. Indulge in the perfect combination of our rich vanilla glaze topped with Oreo crumbles today!



### Berry Bliss French Toast

Feeling a little fresh? Order our Berry Bliss French Toast! With our fresh picked berries and golden brown slices, this selection will surely start your morning off right. Topped with powdered sugar and our light, fluffy custard, it will not fail to bring a smile to your face.



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# ANALYTICS OVERVIEW

## **Content Marketing Goal(s)**

- A goal is for people to click through rates (CTR) our emails and click on the link that is provided in the email.
- Boost email to purchase rate.
- People see the Instagram post and use the flyer in-store.

## **The metrics you will measure to correspond with the goal**

- See how many people click on the link through the email sent and then divide that number by the number of email subscribers and multiply by 100.
- See how many people click on the link through the email and place an order online.
- See how many likes and views the Instagram post has and count the number of people that come in-store and show the flyer for the discount.

## **What you will do in the case of poor performance (i.e. recommendations)**

- If (CTR) are low for email, we could change the subject line
- If email-to-purchase rate are low, we could offer limited-time discounts if people click the link provided in the email.
- If people are not seeing the Instagram post, we could put the flyers up around local Harrisonburg areas as well as post customer testimonials on the Instagram.

# ONLINE ADVERTISING PROPOSAL

## **Goal of the campaign**

The goal of this campaign is to drive in-store traffic to the donut shop, increase online orders, and promote brand awareness in the area. The shop's objective is to engage the surrounding community and convert them into repeat customers. By using online advertising, we aim to get more people to visit the shop or place online orders, ensuring they are aware of the shop's variety of offerings such as donuts and healthy breakfast options. Additionally, the campaign will create a buzz around the shop's menu items and promotions to help grow customer loyalty.

## **Type of Advertising To Pursue (Social, Search, or Native)**

We want to pursue social media advertising because it is the most useful for small businesses. We will focus on Facebook and Instagram ads, so it can target people in the local area. Using social media advertising not only helps us reach a wider audience in the area but also helps us gain followers on these platforms. Consumers tend to trust social media accounts that have more followers. Social media also helps us to create engaging visuals like carousel ads and Instagram Stories, which can showcase the donut shop's range of products, limited-time offers, and promotions to incentivize people to act quickly.

## **Previously Published Content you Plan to Promote**

*Instagram flyer:* This flyer highlights the shop's delicious breakfast items, encouraging followers to visit in-store with a special offer (if they show the flyer in-store). It can be boosted as an Instagram ad with a focus on people in the area.

*Facebook campaign:* This Facebook ad promotes the top three healthy breakfast options our shop offers. This type of content is perfect for engaging people looking for healthier alternatives as well as a treat to please their children.

## **Potential Downsides to Your Campaign**

The potential downside of the campaign would be a local reach and limited budget of \$1,000. Specifically, a local focus could limit brand exposure to a small geographic area, which reduces opportunities for broader customer acquisition.

# CONTENT STRATEGY

## Primary Goal

The primary goal of this 90-day content strategy is to drive online sales, increase in-store traffic, and build brand awareness for the donut shop. The donut shop will focus on promoting both in-store and online (delivery) breakfast offerings, with a special emphasis on the wide variety of donuts and healthy breakfast options. The strategy will combine a mix of organic social media content, email marketing, and paid social media advertising to engage new customers while keeping current customers engaged and coming back for more.

## Process for Updating Older Content

Older content will be refreshed regularly following the 90-day content calendar in order to maintain relevance and audience engagement.

The process involves:

1. **Monitoring Past Performance:** Based on KPIs like engagement rate, click-through rates, and conversions, we will assess which content pieces have reached target and which need to be revisited.
2. **Updating Visuals:** Content that is not performing well may benefit from updated graphics, headings, and CTAs.
3. **Incorporating Seasonal Themes:** As the campaign progresses over time, the content will be adjusted to reflect the time of year with the donut shop's marketing efforts.
4. **Refreshing Promotional Offers:** By incorporating special offers and discounts for items, it can motivate customer to shop and engage with content.

# CONTENT STRATEGY

## Proposed Online Advertising

As outlined in Chapter 15, our strategy involves using **Facebook Campaigns** and **Instagram Flyers** to target the local audience and drive immediate results. The online advertising will focus on promoting the donut shop's variety of breakfast items, from donuts to healthy breakfast burritos, and will include strong CTAs to drive online orders and in-store visits. Given the limited budget of \$1,000, we will closely monitor ad performance and adjust targeting and creative elements as necessary to ensure the highest possible return on investment.

## KPIs to Measure Success

- **Website Traffic:** Increase in website visitors driven by email and social media efforts.
- **Conversion Rate:** Percentage of visitors who place online orders or visit the store.
- **Social Media Engagement:** Likes, comments, shares, and poll participation on Instagram and Facebook.
- **Email Open Rate:** Percentage of recipients who open promotional emails.
- **Click-Through Rate (CTR):** Percentage of email recipients who click on links to the donut shop's website.



# CONTENT STRATEGY

## OCTOBER 2024

Date	Content Form	Working Title/ Headline	AIDA Funnel Goal
Oct 1	Instagram Post	"DONUT Miss Out: Order Your Favorites Today!"	Awareness
Oct 3	Email Campaign	"Start Your Day Sweet: Try Our Top Picked Donut"	Desire
Oct 8	Facebook Post	"Healthy Breakfast That will Fuel Your Day!"	Interest
Oct 12	Instagram Story	Poll: "Which do you prefer, Sweet or Savory breakfast?"	Desire
Oct 19	Email	"Don't Forget to Order Online to Skip the Line!"	Action
Oct 21	Boost Instagram Post	"DONUT Miss Out: Order Your Favorites Today!"	Awareness
Oct 23	Facebook Ad	"Free Donut with any Coffee Purchase"	Action
Oct 27	Blog Post	"Top 5 Healthy Breakfast food"	Awareness

# CONTENT STRATEGY

## NOVEMBER 2024

Date	Content Form	Working Title/ Headline	AIDA Funnel Goal
NOV 1	Paid Facebook Ad	"Grab a Coffee & Donut to Go: Order Online Today"	Action
NOV 5	Email Newsletter	"Our Top Breakfast Items + Upcoming Deals!"	Interest
NOV 10	Blog Post	"Why Breakfast is the Most Important Meal"	Desire
NOV 13	Email Campaign	"New Breakfast Sandwich: Try it now and get 10% off!"	Action
NOV 17	Instagram Story	"Healthy Morning Routine? We've got your breakfast!"	Awareness
NOV 20	Email Campaign	"Order Online and Get your Next Delivery Free"	Action
NOV 24	Instagram Reel	"BTS about our Signature Donuts"	Awareness
NOV 27	Blog Post	"How our ingredients are Ethically Sourced"	Awareness

# CONTENT STRATEGY

## DECEMBER 2024

Date	Content Form	Working Title/ Headline	AIDA Funnel Goal
DEC 1	Instagram story poll	Poll:"Breakfast Burritos or Breakfast Sandwiches?"	Interest
DEC 7	Email Campaign	"Get a FREE Donut with Your Next Order"	Action
DEC 10	Paid Facebook Ad	"Quick Breakfast & Coffee to-go: Try us Out Today"	Awareness
DEC 12	Email Campaign	"Oh no, Looks like you forgot your Coffee. Here is a Free one on us!"	Action
DEC 15	Blog Post	"Why you shouldn't SKIP Breakfast"	Awareness
DEC 18	Email Campaign	"Breakfast on the go for busy parents: Order Online!"	Desire
DEC 22	Paid Instagram Ad	"Healthy & Yummy Breakfast @ your Door"	Interest
DEC 28	Instagram Story	"See our Customers' fav Combos!"	Awareness