

Content Marketing Strategy

Objectives: Educate customers
Build community
Increase brand authority

Content Types:
Blog articles on organic coffee & sustainability
Seasonal updates via newsletters
Healthy drink & snack recipes

Focus: Creating value through informative and engaging content.

Boosting Local Visibility with SEO



Keyword Optimization:
Targeting "organic cafe London", "eco-friendly coffee shop", "healthy cafe near me"

Local SEO:
Google Business Profile optimization, managing reviews, and location-based keywords

Technical SEO:
Ensuring a fast, mobile-friendly website with optimized images

Content SEO:
Leveraging blog posts, seasonal menus, and sustainable lifestyle content

Cloud Computing for Urban Green CAFE

Cloud Services

- ✓ SaaS: POS/CRM for hosting
- ✓ SaaS: CRM & Online Ordering

Key Functions

- ✓ Online Ordering
- ✓ Point of Sale (POS)
- ✓ Customer Relationship Management
- ✓ Data Analytics
- ✓ Secure Storage & Backups

Benefits

- ✓ Cost Efficiency
- ✓ Scalability
- ✓ High Performance
- ✓ Data-driven Decisions

Robust Cybersecurity & Data Protection

Protection Measures

- ✓ Firewall
- ✓ Network Intrusion Detection
- ✓ Access Control
- ✓ Data Encryption (PDR, TDR)
- ✓ GDPR Compliance

Resilience

- ✓ Comprehensive Backups
- ✓ Recovery Strategies
- ✓ Continuous System Monitoring

Approach

- ✓ A defense-in-depth strategy
- ✓ Regular security audits
- ✓ Employee training
- ✓ Incident response plan

12-Month Digital Strategy Roadmap



Measuring Success:

Growth

- Increased website traffic: +150%

Engagement

- Higher social media shares: +200%

Trust

- Strong customer reviews: +4.5 stars

Performance

- Increased online sales: +25%

Efficiency

- Reduced operational costs: -10%

Questions?

Thank you for your attention.



Digital Strategy Proposal

Maria Sanchez / 2328383
Junior IT & Web Designer

Introduction

Urban Green CAFE represents a modern approach to urban dining, where sustainability, quality, and community come together to create a unique customer experience.

This presentation outlines a digital strategy to build a strong brand, increase visibility, and create a loyal, engaged online presence.



Business Overview

Urban Green CAFE
Fresh Flavors. Local Vibes.

Trendy area of London with organic, locally-sourced food and beverages.

Mission: To provide high-quality, sustainable food and beverage options to the local community.

Values: 2025 to become a leading eco-friendly cafe in London, recognized for quality and sustainability.

Target Market: Young professionals and families who value health, convenience, and environmental awareness.

Business Overview

Product:
Specialty coffee & teas
Fresh juices
Artisanal pastries
Seasonal "to go" kits

Core Value Proposition:
Sustainability, local sourcing
Quality & healthy lifestyle
Community & experience

Location:
Central London (high foot traffic area)

The Digital Bridge

Business Goal 1: Increase Customer Traffic
Target: +30% new website visitors in Q3 & Q4.
Action: Local SEO, Social Media, Google Profile.

Business Goal 2: Build Customer Loyalty
Target: 1000+ active customers in Q4.
Action: Email marketing, Loyalty Program.

Business Goal 3: Strengthen Brand Awareness
Target: Increase brand recognition in the local community.
Action: Content marketing, Local partnerships.

Defining Our Brand Identity

Concept:
Coffee + nature elements
Urban + sustainable lifestyle

Brand Values:
Sustainability
Health & Quality
Community

Color Palette:
Greens + Browns + Neutrals
Earth tones + warm & natural

Our Unique Competitive Edge

Urban Green Proposition

- 100% organic ingredients
- Local sourcing
- Community engagement
- Eco-friendly packaging

Competitive Advantage

- High-quality coffee
- Artisanal pastries
- Seasonal menu

Differentiation

- Strong brand identity
- Engaging social media
- Excellent customer service

Our Brand Story:

More Than Just a Cafe



Strategic Visibility & Customer Attraction

Social Media Campaigns
Instagram & TikTok content with local targeted ads.
Content Strategy: Blog, videos, and sustainability tips.

SEO That Converts
Local SEO: Google Business Profile optimization.
Customer Engagement: Promotions, loyalty offers, and email marketing.

Social Proof:
Customer reviews and user-generated content.

Our Social Media Engagement Plan

Instagram

- Post 3x/week
- Engage with followers

TikTok

- Post 2x/week
- Engage with followers

Pinterest

- Post 1x/week
- Engage with followers

Objectives

- Increase brand awareness
- Engage local community
- Drive website traffic

KPIs

- Engagement rate
- Website clicks
- Customer calls

Introduction

Urban Green Café represents a modern approach to urban dining, where sustainability, quality, and community come together to create a unique customer experience.

This presentation outlines a digital strategy to build a strong brand, increase visibility, and create a scalable, secure online presence.



Business Overview

Urban Green Cafe

Fresh Flavours, Local Vibes

Trendy eco-friendly café offering organic, locally-sourced food and beverages.

Mission: To provide high-quality, sustainable food while promoting conscious living.

Vision (2027): To become a leading eco-friendly café in London, recognised for quality and community.

Target Market: Young professionals and families (20–45)

Health-conscious & environmentally aware





Business Overview

Products:

Speciality coffees & teas
Fresh juices
Artisanal pastries
Seasonal healthy menu

Core Value Proposition:

Sustainability & local sourcing
Quality & healthy lifestyle
Community & experience

Location:

Central London (high foot traffic area)



The Digital Bridge



Business Goal 1: Increase Customer Traffic

Target: +30% more visits & online orders)

Driver: Local SEO + Social Media + Google Profile



Business Goal 2: Build Customer Loyalty

Target: +35% repeat customers Driver: CRM + Email Marketing + Loyalty Offers



Business Goal 3: Strengthen Brand Awareness

Target: Become a recognised eco-friendly café locally Driver: Content Marketing + Social Media + Reviews

Connecting digital strategy with real business results

Our Unique Competitive Edge

Unique Value Proposition

Sustainable & locally sourced products

Healthy lifestyle positioning

Community-driven experience

Competitive Advantage

Strong local brand identity

Digital-first customer engagement

Personalised marketing (CRM & data)

Differentiation

Eco-friendly positioning vs traditional cafés

Experience-based brand (not just products)

Integration of digital + physical experience

Urban Green Café differentiates itself through sustainability, digital innovation and customer experience.

Defining Our Brand Identity



Concept:

Coffee + nature elements
urban + sustainable lifestyle



Brand Values:

Sustainability
Health & Quality
Community



Colour Palette:

Green → Nature & freshness
Earth tones → Warmth & authenticity

Our Brand Story: More Than Just a Cafe

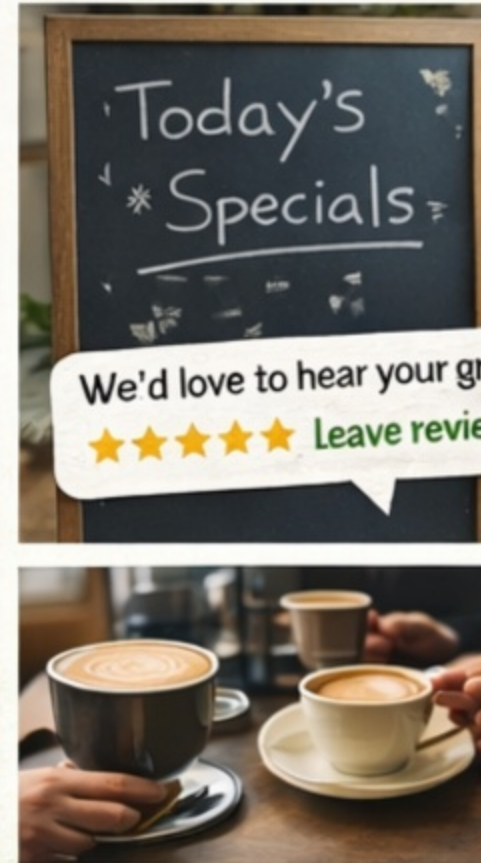
Urban Green Café is a sustainable, organic, and locally-sourced café focused on community, wellbeing, and conscious living. We offer fresh, high-quality food with minimal environmental impact, creating a space where urban lifestyle meets natural balance. It's truly a lifestyle experience.



Strategic Visibility & Customer Attraction

Social Media Campaigns

Instagram & TikTok content with local targeted ads



SEO That Converts

Local keywords and Google Business optimization

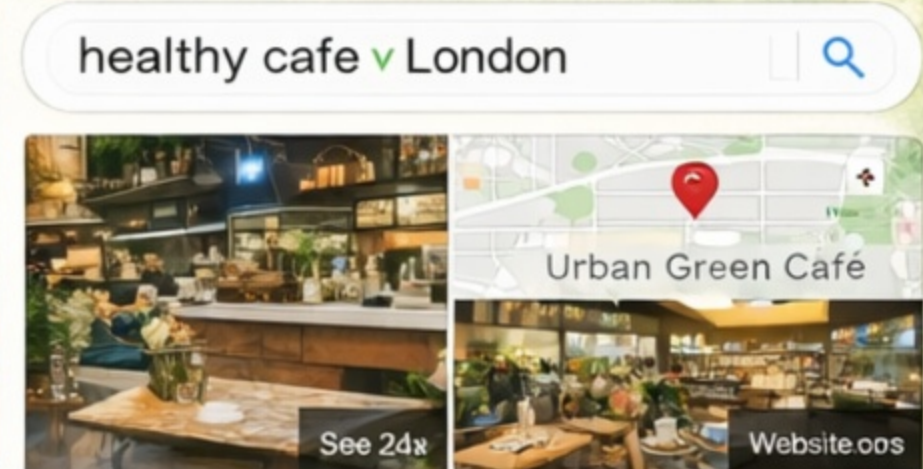


Urban Green Café

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Urban Green Café

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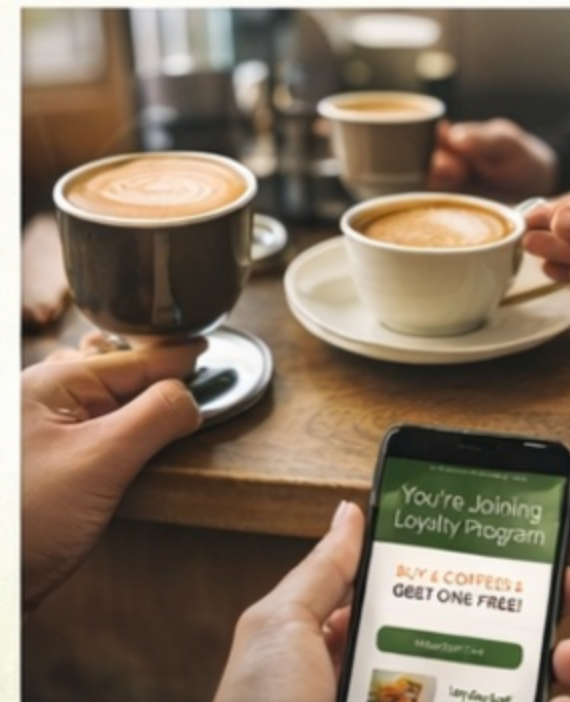
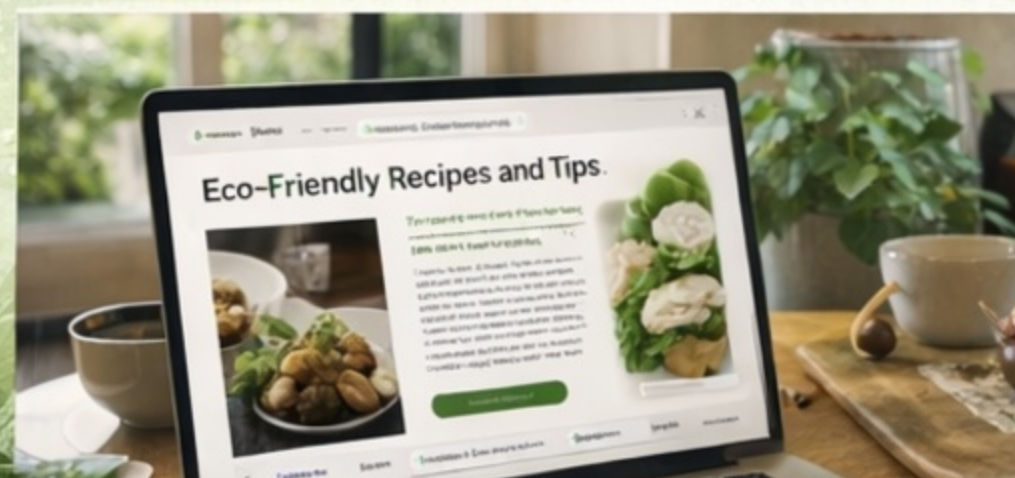
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Content Strategy

Blog, recipes, and sustainability tips



Customer Engagement

Promotions, loyalty offers, and email marketing

Social Proof:

Customer reviews and user-generated content

Our Social Media Engagement Plan



Instagram

Visual content &
café experience



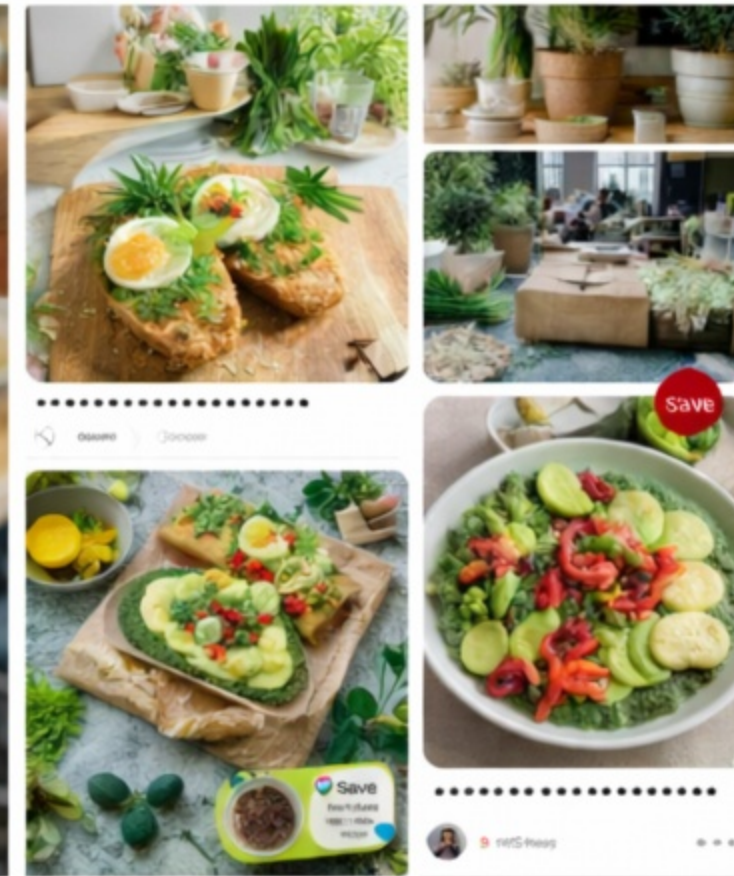
TikTok

Behind-the-scenes
& short videos



Pinterest

Lifestyle & healthy
inspiration



Objectives

- Increase brand awareness
- Engage local community
- Drive website visits



KPIs

- Engagement rate
- Website clicks
- Customer visits

Content Marketing Strategy



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Technical SEO:

Ensuring a fast, mobile-friendly website with optimized images.



Content SEO:

Utilizing blog posts, seasonal menus, and sustainable lifestyle content.

Cloud Computing for Urban Green Café

Cloud Services

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- ✓ SaaS: CRM & Online Ordering



Key Functions

- ✓ Online Ordering
- ✓ Point of Sale (POS)
- ✓ Customer Relationship Management
- ✓ Data Analytics
- ✓ Secure Storage & Backups



Benefits

- ✓ Cost Efficiency
- ✓ Scalability
- ✓ High Performance
- ✓ Data-driven Decisions



Robust Cybersecurity & Data Protection

Protection Measures

- ✓ Firewall
- ✓ Network Protection
- ✓ Access Control
- ✓ Data Encryption (SSL/TLS)
- ✓ GDPR Compliance



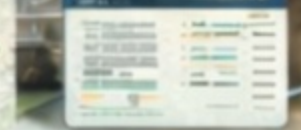
Firewall
& Threats



Network
Protection



Access
Control



Encryption
(SSL/TLS)

Resilience

- ✓ Comprehensive Backup & Recovery strategies
- ✓ Continuous System Monitoring



Approach

- ✓ A defense-in-depth strategy ensuring data security, system reliability, and customer trust



12-Month Digital Strategy Roadmap

From Foundation to Optimization



Phase 1: Foundation (Months 1–3)



Website & Branding

Build a modern, consistent brand & website



Google Business Setup

Claim & optimize Google Business Profile



SEO Basics

Keyword research & on-page SEO fundamentals



Basic Security

SSL, backups & security implementation

Phase 2: Growth (Months 4–6)



Social Media Launch

Set up & grow social channels



Content Creation

Engaging posts, photos & videos



Customer Engagement

Build community & respond to customers



CRM Setup

Manage leads & customer data

Phase 3: Optimization (Months 7–12)



SEO Improvements

Advanced SEO & technical fixes



Data Analysis

Track KPIs & user behavior



Marketing Optimisation

Paid ads & campaigns



Loyalty Programs

Rewards & customer retention

Build Brand

Drive Growth

Delight Customers



Measuring Success: *Driving Business Results*

Growth

Increased website traffic and online orders.



Loyalty

Higher repeat customer rates.



Trust

Strong customer reviews (≥ 4.5 stars).



Performance

Enhanced social media and website engagement.



✓ Driving Business Growth & Customer Satisfaction

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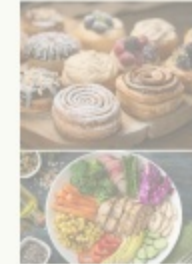
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Strategic Visibility & Customer Attraction



Our Social Media Engagement Plan



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