



# REVITALIZATION OF A COFFEE SHOP'S FACEBOOK PAGE

## WHAT WAS THE PROBLEM?

A retail coffee shop had a Facebook page that was not engaging with its followers in a meaningful way. The coffee shop is a pillar of the community, but its Facebook page was reactionary, posting when it had something to say, not adhering to a schedule or theme. The owners were not concerned with the fall in performance of the page, attributing it to a tired follower base. Reed Media was brought in to revitalize and increase the follower count and engage with the existing base.

## WHAT WAS THE SOLUTION?

The reason for the decline was not because of a tired follower base, but because posts were about the coffee shop, not the customers. We came to this conclusion by looking at the past posts and letting the data show which posts performed well. Through this research, Reed Media was able to create a strategy that would shift the focus to the customer. We then energized followers with pointed and consistent posts that were in line with what the followers want. For example, we changed a text post about the drink of the month to a poll that involved customers in picking it. We enabled coffee of the day posts, posts about dogs (pictured to the right, a post that reached the equivalent of the page's followers and engaged 25% of them), contests, and posts that were about the people who come into the shop daily. Including followers in the page in new and different ways each day helped the page regain its electric feel.



## WHAT WAS THE RESULT?

In the month that Reed Media took over, the coffee shop saw an increase in 126 followers. When compared to the same amount of time two months ago, there is a 50% increase in month over month followers from the new consistent posting schedule. The posts also gained more engagement (72%) and reached a larger audience (50%), showing that the new followers and old followers are engaging with the content posted. The boost in reach and engagement is shown in the photo to the left.

## WHAT DID WE LEARN?

Reed Media learned that to make a successful Facebook page, the focus of the content has to be on followers. The guide to a winning strategy comes from insights: find something people responded to and create variations to keep posts fresh. We also learned followers can be taught when to expect certain posts, for a higher engagement rate. Reed Media was able to take what we learned, and pair it with what we already knew to revitalize a dying page, and we can do it for yours too. This method can be used across all social media, as long as you listen to your followers.

