



**DEPARTAMENT OF DIGITAL MARKETING AND
E-COMMERCE**

**A Perfect Blend? A Study of the Introduction of
Nespresso “Nespro” Protein-Coffee Capsules in Spain
market, which Ensures Cultural Appropriateness and
Environmental Sustainability**

Final Degree Project/ MA dissertation

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June 2024

Statement of Intellectual Honesty


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**Title of Assignment: A Perfect Blend? A Study of the Introduction of Nespresso
“Nespro” Protein-Coffee Capsules in Spain market, which Ensures Cultural
Appropriateness and Environmental Sustainability**

I declare that this is an original piece of work; all secondary sources have been correctly cited.
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failing of this assignment.

Signature and date: 9th of June 2024

Yours sincerely,



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1. Abstract

This thesis examines the strategic introduction of Nespresso's “Nespro” protein-coffee capsules into the Spanish market, with a focus on environmental sustainability and cultural appropriateness. The study addresses the increased competition from brands such as Lavazza and Dolce Gusto, which requires innovative strategies. Nespresso's “Nespro” capsules are intended to appeal to health-conscious consumers who are in search of a distinctive and nutritious coffee experience. Moreover, the research employs a mixed-methods approach that combines qualitative insights from a diverse array of focus groups with quantitative market analysis. In order to ensure that the product is adopted, it examines the cultural subtleties and preferences of Spanish consumers. Nonetheless, to effectively engage and reach the target audience, the digital marketing strategy incorporates influencer partnerships, content marketing, SEO, social media engagement, and targeted advertising. The study also evaluates the environmental impact of the “Nespro” capsules, underscoring Nespresso's commitment to sustainability through initiatives such as the AAA Sustainable Quality™ Programme and the development of compostable capsules. Therefore, the findings provide Nespresso with strategic recommendations by identifying the opportunities and challenges in the Spanish market. By emphasising the importance of striking a balance between sustainability objectives and cultural sensitivity, this thesis contributes to a more thorough understanding of product innovation in the coffee industry. Its objective is to aid Nespresso in the successful introduction of “Nespro” capsules, guaranteeing that they meet the evolving requirements of environmentally conscious and health-conscious consumers.

Keywords: Spain market, coffee capsules, Nespro, protein-coffee, environmental sustainability, competition, customer engagement, strategy, cultural appropriateness.

2. Introduction

The primary emphasis of this study is Nespresso's Spanish launch of “Nespro” protein-coffee capsules. To assist Nespresso's endeavours to transform coffee culture in Spain, this research assesses ecological sustainability, marketing strategies and cultural assimilation. Furthermore, it underscores the significance of cultural sensitivity and environmental sustainability within the coffee sector.

The established café culture, healthy lifestyle and affluent clientele in Spain contribute to Nespresso's success. Focusing on the increasing health consciousness and recognition of the value of premium coffee, Nespresso is addressing the culture of drinking coffee with a high content of protein. Hence the introduction of “Nespro” protein capsules as a suitable option for the Spanish market. It is opportune to introduce “Nespro,” given that these capsules feature the delectable and delicate flavours that propelled the organisation's initial triumph.

The strategic marketing framework employed by Nespresso to navigate the competitive coffee market in Spain and assess the potential for further growth and expansion. By analysing consumer trends and preferences, Nespresso can tailor its marketing strategies to effectively target the Spanish market and maintain its competitive edge. Through a combination of quality products, innovative marketing campaigns and strategic partnerships with local businesses, Nespresso can continue to thrive in Spain's evolving coffee industry. These frameworks integrate modern tactics such as the 4Cs (customer, cost, convenience, and communication) and the 4Es (experience, everywhere, evangelism, and exchange). On the premise of this investigation, the 4Ps framework (product, price, place, and promotion) is implemented.

Nespresso's dedication to environmental preservation is an intrinsic component of its brand identity. One of the aims of this thesis is to determine whether Nespresso's sustainability policies align with the environmental values embraced by Spanish consumers. Furthermore, the study offers pragmatic recommendations for enterprises seeking to position themselves as trailblazers within environmentally and culturally aware sectors, such as

Nespresso. By examining the alignment between Nespresso's sustainability practices and consumer expectations in Spain, this research aims to provide actionable insights for the company to enhance its environmental initiatives. The findings will contribute to a better understanding of how businesses can effectively engage with environmentally conscious consumers in today's market.

3. Analysis of Nespresso Company Part 1

3.1 Analysis of the Internal Situation

3.1a. Marketing Strategies for Nespresso Coffee Capsules

Nespresso, which is owned by Nestlé, is well-known for its coffee capsules and high-quality coffee brewing machines designed for both workplace and home use. Nespresso's marketing efforts have played a crucial role in establishing the brand as a dominant force in the industry. The subsequent elements are essential constituents of Nespresso's marketing strategies:

- a) Dedicated to providing a high-end coffee experience in all aspect of our operations, including the taste and scent of our coffee capsules and the performance of our coffee machines. To recreate the ambiance of a high-end café, the shops often have comfortable seating areas and knowledgeable staff. The brand's packaging and advertising campaigns highlight the brand's exclusivity and sophistication.
- b) Nespresso places a high emphasis on constant innovation to maintain a competitive edge, as seen by their creation of the capsule and coffee extraction system. In addition, the ongoing advancement of machine technology, development of coffee blends and flavourings, and constant evaluation of tactics that could lead to expansion by incorporating tea and chocolate capsules.
- c) Nespresso's value chain is customised to support the development and delivery of their distinctive value proposition. The firm operates many companies including specialised research and development facilities, online shopping, a service operation, the Nespresso Club, boutiques, and advertising for brand development. These activities serve to elevate the reputation of Nespresso as a luxury brand and foster enduring connections with their client base.
- d) Nespresso has a significant commitment to comprehending their target audience, specifically individuals who have a refined preference for premium coffees and the most intricate aspects of life. By actively participating in activities such as social listening, they acquire valuable insights about consumer preferences and behaviour.

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- e) Pricing Strategy: Unlike other coffee substitutes, Nespresso coffee capsules are priced higher to enhance the brand's image of sophistication and perceived value. A wide range of flavours and strengths caters to different tastes and encourages customer loyalty by encouraging repeat purchases.
- f) To optimise customer lifetime value (CLTV) and cultivate consumer loyalty, Nespresso guarantees a smooth and effortless repurchasing experience for their goods. The implementation of incentives such as automatic ordering, tailored recommendations, and complimentary shipping for frequent customer returns plays a significant role in creating consistent income streams and achieving elevated levels of client retention.

To summarise, Nespresso's marketing approach prioritises providing premium coffee experiences, convenience, superior quality, and a commitment to sustainability. The company has positioned itself as a prominent contender in the coffee capsule industry through product differentiation, leveraging brand ambassadors, employing multi-channel marketing tactics, prioritising customer experience, and displaying a strong commitment to sustainability.

3.1b. Nespresso Current 4Ps



Figure 1: Nespresso Current 4Ps
Nespresso 4Ps.ppsx

3.1c. Nespresso Paid, Owned and Earned Media (POEM) Model



Figure 2: Nespresso POEM Model
MEDIA.ppsx

Paid Media

Paid media is utilised by Nespresso to increase brand recognition, consumer engagement and competitive advantage. Strategic sponsorships, online advertisements, and television commercials are employed to broaden the company's target demographic and introduce premium coffee capsules and machines. In addition, social media platforms and Google Ads utilise advanced targeting features to optimise both financial investment and user interaction. Nespresso not only advertises new goods, limited editions, and exclusive deals, but also employs data-driven insights to achieve ongoing development.

- a) Nespresso dedicates resources to creating high-quality television commercials that effectively highlight the sophistication and ease of use of their coffee machines and capsules. These advertising often employ advanced imagery, compelling narratives, celebrity endorsements, and humour to engage and stimulate the audience's desire.
- b) Nespresso utilises a range of digital advertising platforms, including as display advertising on relevant websites, as well as Google Ads, Facebook Ads, and Instagram Ads. Nespresso can carefully target specific demographics, interests, and habits by using various channels. By doing so, they ensure that their adverts reach audiences who have a specific interest in luxury lifestyle products and coffee.
- c) Nespresso actively participates in sponsorships and collaborations with various organisations, events, and influencers to enhance its market presence and expand its client base. Furthermore, Nespresso collaborate with social media personalities, sponsor international culinary festivals, and/or sponsor international culinary festivals to promote its products to their respective audiences.

Owned Media

Nespresso actively utilises its owned media to maintain control over its brand messaging, consumer interactions, and digital presence. The company utilises its website, social media channels, and mobile app to offer extensive product details, educational resources, and efficient purchasing processes. This strategy promotes a cohesive brand image, enabling Nespresso to engage with its intended audience through immediate feedback, content created by users, and a sense of community. In addition, owned media platforms also function as points of contact for client loyalty and retention, providing tailored recommendations, unique incentives, and ongoing support. Nespresso establishes itself as a reliable partner, fostering enduring relationships and encouraging brand loyalty.

- a) The Nespresso website serves as a reliable source of information regarding the company's products, environmental initiatives, and the Nespresso Club membership

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programme. Aside from offering user guidelines, recipes, and product descriptions, the website also features an easily navigable online store where customers can purchase coffee capsules, machines, and accessories.

- b) Nespresso actively engages with users on popular social media channels such as LinkedIn, Facebook, Instagram, and Twitter. Nespresso may engage with consumers, disseminate visually captivating content, address inquiries, and execute promotional campaigns using various platforms. Nespresso commonly promotes user-generated content by reposting photos and videos of people enjoying its coffee at home.
- c) The Nespresso mobile application provides consumers with a simplified purchasing process, personalised recommendations, and unique discounts. Smartphones enable consumers to browse the Nespresso Club membership catalogue, make purchases, track delivery, and update personal information. Additionally, the application includes educational content, coffee recipes, and guidance on machine maintenance to enhance the user experience.

Earned Media

Nespresso's marketing strategy is based on earned media, encompassing favourable reviews, endorsements, and social media content generated by contented customers. Testimonials have a significant impact on customers' buying choices and enhance their trust in the business. Furthermore, Nespresso's credibility is enhanced by positive media coverage from credible publications and news programmes. Additionally, partnering with influencers that share Nespresso's ideals and target demographics amplifies the brand's exposure. By implementing this strategy, Nespresso can enhance its market visibility and establish itself as a frontrunner in delivering exceptional coffee experiences. This approach utilises the authentic endorsements of its advocates to reinforce its brand communication and set it apart in an extremely competitive market.

- a) Customer Testimonials and Reviews: Valuable earned media consisting of positive reviews and testimonials shared by satisfied Nespresso consumers. The evaluations available on internet forums, social media platforms, and review websites have a considerable impact on the purchasing decisions of potential consumers and the building of trust in the Nespresso brand.

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- b) Nespresso forms strategic alliances with influencers, celebrities, and industry experts that have a similar passion for luxury lifestyle items and coffee. These influencers often create sponsored content that highlights Nespresso goods, attracting large audiences and promoting brand loyalty through authentic storytelling and product endorsements.
- c) Nespresso receives extensive media coverage from reputable news outlets and industry journals. This coverage highlights the company's efforts in sustainable sourcing, corporate social responsibility, and innovation in coffee technology. Positive media coverage helps to strengthen Nespresso's reputation as a leading provider of premium coffee products and reinforces the company's brand image among consumers.

Nespresso successfully conveys its brand message, captivates its intended audience, and enhances worldwide sales of coffee capsules by strategically using paid, owned, and earned media channels. Therefore, it is important to have a robust presence on several marketing channels and sustain client involvement throughout the coffee purchase process.

3.1d. Web Audit- Nespresso Online Positioning

Nespresso's coffee capsules are advertised on their online platform as a high-end indulgence. They establish an opulent persona, utilising tactile machine designs and premium coffee, emphasis is on the practicality of the single-serve system, and extensive assortment of flavoured coffee capsules. Additionally, commitment to sustainability and the promotion of their capsule recycling programme, they address environmental concerns. Nonetheless, utilising targeted online content and personalised recommendations, Nespresso reinforces its dominant position in the premium coffee capsule market, thus guaranteeing a convenient and opulent coffee encounter.

3.1e. Nespresso SERP (Search Engine Results Page) Positioning

The positioning of Nespresso on the Search Engine Results Page (SERP) is an essential component of the company's digital marketing strategy and online visibility. The subsequent elucidation illustrates how the SERP positioning of Nespresso mirrors its brand image and marketing.

- a) Brand Positioning: In response to a user's search query for “Nespresso coffee capsules,” the official website of Nespresso is customarily positioned at the top of the search engine results page (SERP). The assortment of coffee capsule flavours, appliances and

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accessories, augments Nespresso's reputation as a premium coffee brand. The meta descriptions and titles emphasise Nespresso's dedication to excellence, ingenuity, and opulence within the coffee sector.

- b) **Product Listings:** or purchasing advertisements for Nespresso coffee capsules are from authorised retailers or e-commerce platforms. These listings facilitate online purchases of Nespresso products, thereby increasing the brand's exposure and potentially stimulating sales.
- c) **Customer Reviews, Ratings, and testimonials:** Nespresso utilises these criteria to build trust and credibility among consumers, achieved through positive reviews and high ratings, which in turn impact their purchasing choices. Thus, Nespresso prioritises customer contentment through the provision of superior products.
- d) **Content Marketing:** Through links to blog posts, articles, or videos pertaining to coffee culture, brewing instructions, recipes, sustainability endeavours, or brand partnerships. Nespresso bolsters its online visibility, enlightens consumers, and solidifies its standing as an authority in the sector.
- e) **Social Media Profiles:** Nespresso's connections with social media platforms such as Facebook, Instagram, and YouTube may also appear in search results. These profiles exhibit aesthetically pleasing material, posts created by users, promotional activities, and exclusive insights into the brand's inner workings. Nespresso employs an initiative-taking to foster audience interaction and consolidate its brand identity across various digital domains.

In Conclusion, the SERP positioning of Nespresso is indicative of its social media engagement, premium brand image, product offerings, customer feedback, and content marketing initiatives. Through strategic online visibility optimisation and the provision of informative search results, Nespresso adeptly conveys its brand values to users, thereby sustaining a formidable presence within the fiercely competitive coffee industry.

3.1f. Nespresso Off-Search Positioning: Search Networks, Marketplaces, and Competitors in Spain Market

As achieved through the strategic application of search networks, marketplaces, and analysis of the competitors. Maintaining its competitive advantage and brand recognition are contingent upon this positioning.

By 2030, the global Nespresso capsule market is projected to attain a value of EUR 29034.09 million, exhibiting a compound annual growth rate (CAGR) of 7.96%. The market's valuation in 2021 amounted to USD 15930.61 million. Increasing demand for single-serve coffee and organic food, in addition to strategic moves such as mergers, acquisitions and the introduction of new products by key players, are driving this expansion.

The increasing prevalence of single-serve coffee appliances in Spain is driving a surge in the demand for coffee capsules and sachets, particularly Nespresso. Noteworthy progress is exemplified by Nestlé Spain's investment in green energy infrastructure for its manufacturing facilities, thus underscoring the company's commitment to advancing efficiency and sustainability.

Extreme market fragmentation characterises the Nespresso Capsules industry, along competitors such as Illy, and Lavazza, among others, possessing substantial market shares. In addition to the international brands, Nespresso encounters competition from domestic contenders within the Spanish coffee capsules market. The competitive environment consists of a blend of elements such as product quality, brand loyalty and innovative marketing strategies. Nespresso competitors such as:

- a) Lavazza, a long-established Italian coffee company, is renowned for its extensive selection of coffee products and premium coffee varieties. Lavazza provides capsules that are designed to be used in their coffee appliances. The company places significant emphasis on its proficiency in procuring and blending coffee beans to produce distinctive flavours and fragrances. Lavazza engages in competition with Nespresso through its strategic focus on coffee aficionados who value genuine Italian coffee culture and an extensive assortment of coffee varieties sourced from various regions.
- b) Illy, an additional well-known Italian premium coffee brand. A variety of espresso machines and Ipe espresso capsules are provided by the company to produce a unique espresso experience. Customers who desire a premium coffee experience at home are

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attracted to Illy's commitment to sustainability and constant production of high-quality coffee. Emphasising the art of espresso preparation, the company provides appliances capable of effortlessly producing barista-quality coffee.

- c) Tassimo, a subsidiary of Mondelez International, has gained recognition for its T-Disc system, which offers a variety of beverages in single-serve sizes, including coffee, tea, and hot chocolate. Barcode technology is employed by Tassimo machines to modify brewing parameters in accordance with the specific T-Disc utilised. This versatility enables users to precisely customise a wide range of beverages. In contrast to Nespresso, Tassimo caters to customers who prefer a variety of brewing options by providing a more extensive selection of beverages besides coffee.

Coffee sachets and capsules are attracting an increasing number of Spanish consumers due to their convenience and superior quality. The rising purchasing power of affluent and middle-income consumers has a significant impact on the market, leading to an increase in demand for single-serve coffee. Aligned, Nespresso's approach in Spain encompasses the provision of premium coffee alternatives accompanied by environmentally sustainable and convenient appliances.

Exclusive accessories, specialised services, user-friendly, intuitive appliances, and specialised coffee are all distinguishing features of Nespresso. Particularly on the Spanish market, where consumers prioritise convenience and quality, this differentiation is critical. By placing emphasis on regional activities and possessing a comprehensive comprehension of the complexities of the Spanish market, Nespresso can deliver streamlined services to its clientele.

The Spanish market for Nespresso coffee capsules is beset by challenges from fierce competition and the constant need for novel approaches. However, considerable potential for growth remains, particularly by leveraging the evolving coffee culture in Spain and the trend towards convenient, high-quality coffee choices.

The off-search positioning is a multifaceted strategy employed by Nespresso in the Spain market, which entails traversing a competitive environment, comprehending local consumer preferences, and capitalising on opportunities for market expansion. Nespresso sustains its market share and brand recognition in Spain, where consumer preferences and

competitive forces are constantly changing. Through its unwavering commitment to quality, convenience, and environmental responsibility.

3.1g. Nespresso Online Reputation

The present online reputation of Nespresso coffee capsules is seen as favourable, with an upward trajectory in the coffee pods and capsules sales. The European coffee pods and capsules market, including Spain, is projected to see a compound annual growth rate (CAGR) of 6.52%, increasing from EUR 14.75 billion in 2024 to EUR 20.24 billion by 2029. Furthermore, Nespresso market's growth is driven by factors such as convenience, premium positioning, brand exposure and the ability to innovate and provide new goods. Thus, Nespresso's reputation is bolstered by these trends since the firm is well-known for its wide range of flavours and innovative capsule designs.

Nespresso coffee machines have a substantial market share in Spain and are extensively used. Spanish consumers have the option to choose from a diverse selection of espresso capsules that are designed to be used with Nespresso machines. Although there are less expensive options available for Nespresso's capsules, their quality is comparable, indicating that Nespresso can maintain its esteemed reputation for excellence despite confronting competition.

Nespresso is investing in renewable energy sources to power its production facilities, as part of its environmental initiatives. This ethical approach could boost its reputation among environmentally conscious consumers.

Lastly, Nespresso's online reputation in the Spanish market is bolstered by its growing market share, consumer preference, commitment to sustainability and innovation. Thus, enhancing the positive perception of Nespresso coffee capsules among Spanish customers.

3.2 Nespresso- Business Model Canvas

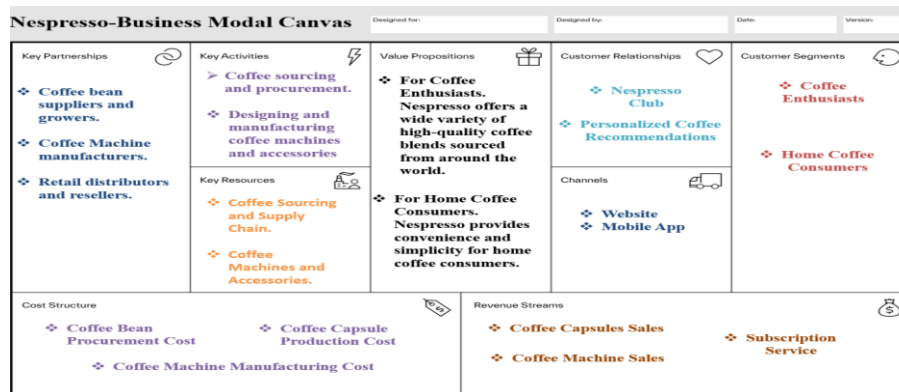


Figure 3: Business Model Canvas
-Business Model Canvas.pptx

The Analysis of Nespresso Model Canvas as the following:

Customer Segmentation:

- a) Enthusiasts of coffee are fervent admirers of the beverage's culture, history, and nuances. They are attuned to the subtleties involved in the preparation of coffee and appreciate the aromas and flavours of various beans.
- b) Home coffee consumers derive pleasure from preparing and indulging in coffee within the confines of their personal residences. This routine element of life imbues them with sentiments of familiarity and comfort.
- c) Professionals with demanding lifestyles, often managing several duties and tasks. Coffee serves as a catalyst in their quest for productivity and efficiency.
- d) The hospitality industry encompasses a diverse range of establishments, including restaurants, hotels, cafés, and coffee shops, where individuals are employed to meet the demands of clients and travellers.
- e) The gift consumers derive pleasure from the meticulous selection of considerate presents for individual recipients.

Nespresso Value Proposition

- a) Nespresso provides an extensive selection of high-quality coffee varieties sourced globally, enabling consumers to explore an assortment of flavours and intensities. Coffee machines provide a premium coffee experience for the consumer by extracting maximum flavour and aroma from a capsule at the press of a button.
- b) Nespresso offers home coffee consumers convenience and simplicity with its stylish design and extensive range of coffee options.
- c) Nespresso caters to assiduous professionals, the expedited brewing of single-serve capsules, allows them to enjoy gourmet coffee.

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- d) Nespresso's hospitality industry value lies in its superior coffee selections, enabling hotels, restaurants, and cafés to provide high-quality coffee to customers.
- e) Nespresso is a refined choice for gift shoppers due to its sophisticated design and luxurious coffee selections, offering gift sets and limited-edition collections.

Nespresso’s Channels Consist of

- Website, mobile app, Nespresso “Boutiques,” social media, direct mail.

Nespresso Customer Relationships

- Nespresso club for personalised coffee experience.
- Support and assistance for consumers,
- Customer surveys and feedback, following-sale service.
- Social media communication and engagement.

Streams of Nespresso Revenues

- Sales of coffee capsules.
- Sales of coffee machines and accessories.
- Subscription services

Key Nespresso Resources

- Sourcing and supply chains for coffee.
- Coffee machine and accessories manufacturing.
- Nespresso boutiques' intellectual property on its online platforms.

Nespresso's Key Activities:

- Sourcing and procurement of coffee.
- Developing and producing coffee equipment and accessories.
- Packaging and manufacturing of coffee capsules.
- Administration and upkeep of the mobile application and online platform.

Nespresso Key Partners

- Growers and suppliers of coffee beans.
- Coffee equipment manufacturers.
- Resellers and wholesalers for retailers.
- Technology collaborators of advertising, marketing, and logistics companies.

Nespresso Cost Structure

- Cost of coffee bean procurement.
- Coffee machine manufacturing.
- Marketing and advertising.
- Distribution and logistics.

3.3. Strategies of the Internal Situation

3.3.a Mission, Vision, and Values

Nespresso aims to promote recycling by repurposing aluminium and coffee grounds capsules, aiming to reduce carbon emissions by 50% by 2030 and global capsule recycling by 50% by 2025. The company aims to foster landscape regeneration and community empowerment through sustainability initiatives. Furthermore, Nespresso's innovative products, such as compostable coffee capsules, aim to reduce environmental impact and promote circularity.

The vision of Nespresso places significant emphasis on sustainability and the pursuit of a positive global effect. Their devotion to environmental stewardship, ethical sourcing and community support is seen in their “The Positive Cup” project and other sustainability endeavours, which align with their mission. Additionally, Nespresso aspires to establish itself as the preeminent global coffee experience, demonstrating an unwavering dedication to achieving excellence across all facets of its business.

Nespresso ensures high-quality coffee experiences through rigorous quality management and diligence. The company's philosophy is centred on innovation, introducing new products such as Nespresso machines and capsules to cater to diverse tastes and providing tailored services.

3.3.b Unique Value Proposition

Nespresso coffee capsules provide an innovative, distinctive, and environmentally conscious coffee experience. They feature an assortment of coffee beans, origins, flavours which are engineered to operate flawlessly and consistently with Nespresso machines. As evidenced by initiatives such as “The Positive Cup,” Nespresso's commitment to sustainability resonates with consumers who prioritise environmental concerns. By integrating quality, convenience, innovation, and sustainability into their value proposition, they guarantee their clientele an extraordinary coffee experience.

3.3.c. Positioning Map

The Perceptual Map for the Spanish Market of Nespresso Coffee Capsules



Figure 4: Nespresso Positioning Map
Perceptual Map.pptx

The perceptual map of the Spanish market for Nespresso Coffee Capsules unveils insights into the market's inclination towards innovation, pricing strategy and quality. The association of Nespresso with consistent, high-quality coffee capsules among consumers solidifies its status as a prestige brand. Furthermore, customers are profoundly impacted by the brand's sophisticated aesthetic and commitment to pioneering advancements. Comparatively, the map emphasises Nespresso's dedication to recycling initiatives and environmentally responsible procedures in contrast to its competitors. In addition to customer service and purchasing convenience, the overall brand experience and customer perception of Nespresso are also significant factors.

3.3.d General Objectives

Nespresso General Objectives- Short-Term Objectives

- Nespresso plans to improve its digital platforms and e-commerce to boost sales and enhance customer experience, in line with global trends in direct consumer access and marketing personalization.
- Nespresso saw a 5.2% sales increase and market share surge in Spain, due to the success of the Vertuo system and expansion into out-of-home channels like the Momento system.
- Nespresso is promoting innovation and sustainability by introducing home biodegradable coffee capsules in France and Switzerland, with potential expansion to the Spanish market through similar product launches or local consumer preferences.

Medium-Term Objectives

- Nespresso aims to align its sustainability policies with global goals by 2030, implementing recycling programs and responsible coffee sourcing.

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- b) Nespresso is exploring new retail formats to cater to its on-the-go customers, as evidenced by the introduction of the “Nespresso to Go” concept in Madrid, aiming to boost market penetration and expand its clientele.
- c) Nespresso aims to achieve a bronze rating on the Rainforest Alliance Regenerative Coffee Scorecard for 95% of their green coffee volume by 2030.

Long-Term Objectives

- a) Nespresso maintains its industry leadership by prioritizing sustainability initiatives, procuring 80% of its coffee from the AAA Sustainable Quality™ Programme and promoting efforts to establish a sustainable coffee industry.
- b) Nespresso is focusing on sustainable farming communities by forming long-term partnerships with Fairtrade certified cooperatives and supporting current suppliers.
- c) Nespresso aims to become the global leader in coffee, prioritizing product quality and customer satisfaction, they focus on maintaining lofty standards and fostering innovation.

3.3.e Nespresso SMART Objectives

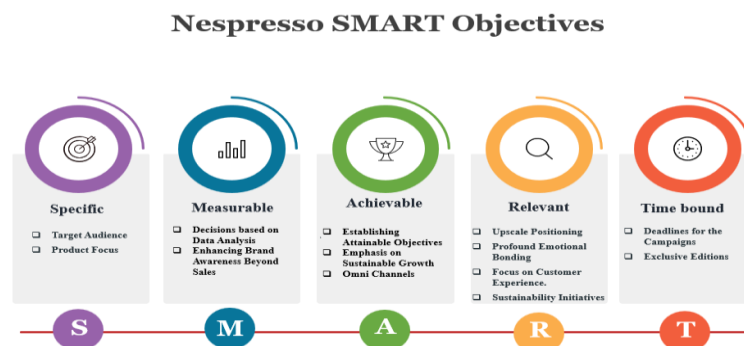


Figure 5: Nespresso SMART Objectives
SMART.pptx

Nespresso targets urban professionals with refined tastes for excellence, convenience, and opulence. Their marketing strategy focuses on premium portioned coffee capsules in diverse flavours, complemented by fashionable, user-friendly machines, allowing customers to customize their message and product offers.

Nespresso employs data-driven decision-making to evaluate advertisement effectiveness, adapting methods based on empirical facts. They monitor sales data, product category through surveys, social media interaction. Thus, ensuring brand impression and message alignment with intended audience.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

Nespresso sets ambitious marketing goals based on market research, competitive analysis and budget constraints prioritizing sustainable growth through exceptional customer experiences. Moreover, they pursue long-term development rather than immediate financial gains through targeted promotions.

Nespresso brand emphasises convenience, sophistication, and excellence. The organization's marketing approach leverages an affective bond with coffee by portraying it as a ritualistic activity and a source of pleasure. Precise timelines, targeted campaigns and effective post-campaign evaluation are their highest priorities. To stimulate consumer interest and augment sales, they employ exclusive capsule flavours and machine releases.

Nespresso omnichannel marketing strategy by utilizing various media channels like television ads, social media, and experiential events. The company prioritizes a seamless consumer experience, offering tailored suggestions, subscription models, and accessible capsule recycling programs. This approach fosters brand loyalty and encourages recurring transactions.

4. Analysis of Nespresso Company Part 2

4.1a Analysis of the External Situation- Macroevironment

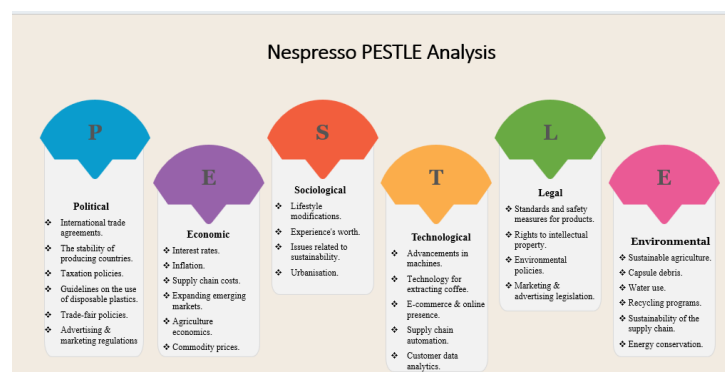


Figure 6. PESTLE Analysis
Pestle Analysis.pptx

Political

- Nespresso depends on international trade agreements for its coffee beans, which can be affected by changes in these agreements, political instability in coffee-producing countries and alterations in tax policies.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

- Nespresso's capsules designs may be influenced by environmental concerns and fair-trade policies are crucial for ensuring equitable pricing for goods produced in poor countries, affecting procurement and marketing strategies.
- Stringent advertising and marketing regulations may require customization of advertisements.

Economic

- Nespresso's global operations are influenced by factors such as, interest rates, supply chain costs and the growth of developing nations. High-interest rates could discourage consumers from making significant purchases, while inflation could increase costs for raw materials, manufacturing, and logistics.
- Supply chain costs, such as fuel, could also be affected by economic variables.
- The growing middle class in developing nations could provide opportunities for Nespresso to invest in high-quality coffee products’.

Sociological

- The rise of café culture and home brewing has fuelled a demand for high-quality coffee experiences. Nespresso caters to this by offering convenient, high-quality coffee capsules.
- As environmental concerns become more important, Nespresso must communicate its sustainability goals effectively.
- The trend of millennials and Generation Z prioritizes experiences over items and Nespresso caters to this through boutique and sampling sessions.
- Urbanization has also led to the need for efficient and convenient coffee machines and pods.

Technological

- Nespresso's market dominance is attributed to its innovative coffee machines and extraction technology and its e-commerce infrastructure.
- Automation in supply chains aspects can enhance efficiency.
- Nespresso's digital marketing efforts, including social media, SEO, and online advertising, are crucial for brand exposure.
- Customer data analytics helps understand consumer preferences, enabling tailored marketing strategies. The integration of IoT (Internet of things) in smart machines can enhance functionality.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

- The company must adopt eco-friendly recycling technology to ensure the sustainability of its coffee capsules.

Legal

- Nespresso is obligated to follow product safety and quality regulations to ensure the safety of its coffee and machines.
- The company holds numerous patents, particularly in capsule technology and coffee equipment, which it must protect to prevent infringements.
- Nespresso also adheres to environmental legislation, including waste disposal, recycling, carbon emissions and its marketing initiatives should comply with local laws.
- Nespresso, a multinational corporation, operates in numerous countries with unique labour laws, trade agreements, tariffs, and import/export restrictions. Thus, requiring complex foreign tax rules for compliance and operational optimization.

Environmental

- Nespresso must prioritize sustainable coffee cultivation to prevent deforestation and biodiversity loss.
- Water conservation is crucial, and Nespresso has implemented recycling initiatives.
- The company must maintain sustainability in its supply chain, including coffee plantations and facilities by minimizing environmental damage and waste.
- Enhancing energy efficiency in coffee machines could mitigate these environmental impacts.

4.1b Microenvironment Analysis

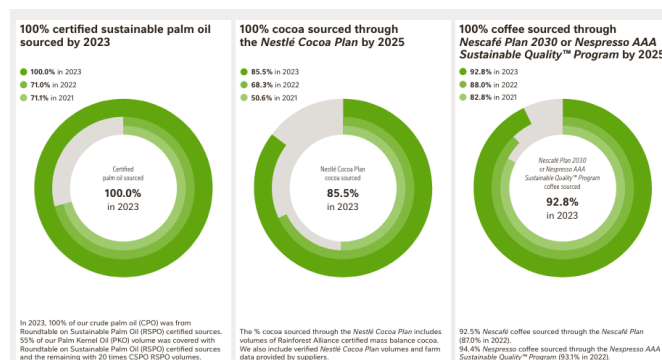


Figure 7: Nespresso Responsible Sourcing

<https://www.nestle.com/sites/default/files/2024-02/creating-shared-value-sustainability-report-2023-en.pdf>

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

The figure Num.7 displays Nespresso's dedication to responsible sourcing via its AAA Sustainable Quality™ Programme. Nespresso plans to get all its coffee from either the Nescafé Plan 2030 or the Nespresso AAA Sustainable Quality™ Programme by 2025. As of 2023, they have already accomplished 92.8% of this goal. This programme guarantees the sustainable sourcing of coffee, with a specific emphasis on environmental preservation, social fairness, and economic feasibility. Furthermore, their efforts include working together with the Rainforest Alliance and other collaborators to assist coffee farmers in implementing sustainable methods, enhancing their quality of life, and guaranteeing a steady production of top-notch coffee. Therefore, Nespresso's commitment highlights its unwavering focus to sustainability and ethical sourcing across its supply chain.

Environmental: Nespresso Environmental Risks- TCFD Physical Risks

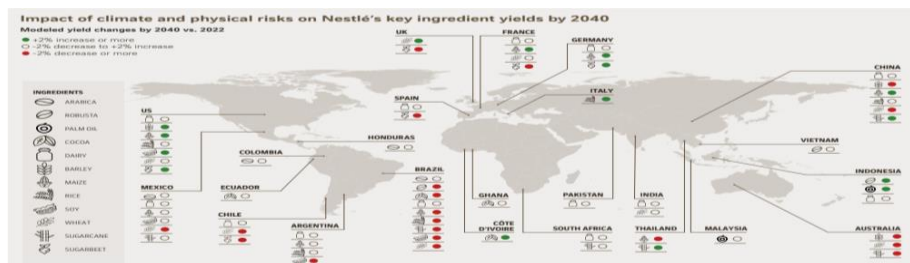


Figure 8: Environmental Risks

<https://www.nestle.com/sites/default/files/2024-02/creating-shared-value-sustainability-report-2023-en.pdf>

The figure Num 8 is a study that predicts an increase in climate-related hazards, such as heatwaves, drought, and water scarcity, due to changes in growing conditions by 2040. This will lead to yield fluctuations and shifts in sourcing origins, requiring increased resilience from communities and producers. The group's regenerative agriculture program aims to mitigate climate risk by increasing farm resilience. Furthermore, the company is committed to a lower-carbon paradigm and exploring alternative procurement sources, leveraging its extensive geographical reach. Nonetheless, adaptable supply chain, research and development efforts, diversified product portfolio, industry-leading brands, and solid financial standing.

4.2 Common Strategies for both Internal and External Situations

4.2a. Nespresso SWOT Analysis

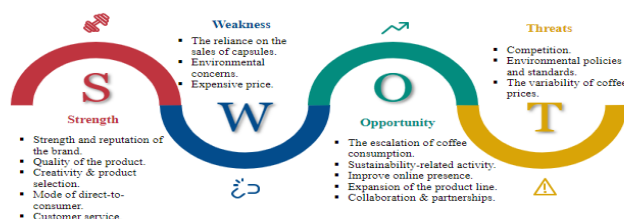


Figure 9: Nespresso SWOT Analysis
SWOT.pptx

Strength

- Nespresso is known for its superior espresso and easy use of coffee capsules, gaining strong global brand awareness.
- Nespresso, renowned for its superior coffee and espresso, is renowned for its meticulous selection of blends and roasting techniques, attracting a large global clientele.
- Nespresso invests in product development and innovation, offering a diverse range of equipment and coffee flavours to cater to customer tastes.

Weakness

- Nespresso's operational framework relies on regular coffee capsule distribution to clients, making it vulnerable to competition from external producers producing compatible capsules at reduced costs.
- Nespresso faces environmental concerns over disposable aluminium capsules, despite recycling programs and efforts to address these issues.
- Nespresso's high-end brand image may be challenged by its expensive machines and capsules, which may not be suitable for price-conscious buyers.

Opportunity

- The rising global coffee consumption trend presents Nespresso with a potential opportunity to boost its market presence.
- The growth of e-commerce, enhancing online visibility and improving the digital customer journey.
- Nespresso has the potential to expand its product line by introducing coffee-infused beverages, food, and protein.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

- Nespresso could collaborate with other prestigious businesses to create exclusive coffees or equipment, potentially enhancing its brand reputation and attracting new customers.

Threats

- The coffee capsule industry is facing increased competition from other manufacturers producing capsules compatible with Nespresso machines, potentially affecting their market share and profit margins.
- Global governments may impose stricter environmental regulations on disposable goods like coffee capsules, potentially causing Nespresso to modify its product design or materials, potentially increasing costs.
- Coffee prices are influenced by weather, political instability, and disease outbreaks in coffee-growing regions, affecting Nespresso's cost of goods and profit margins.

4.2b. Nespresso CAME Analysis

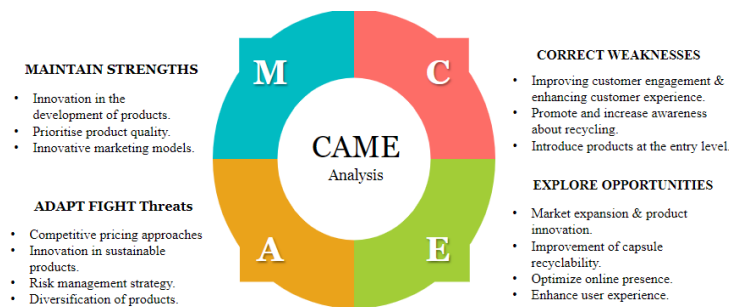


Figure 10: Nespresso CAME Analysis
CAME .pptx

Correct Weaknesses

- Implement loyalty programs for Nespresso customers, offering exclusive privileges like discounted prices, first access to new products and tailored offers, to boost customer retention and reduce competition.
- Nespresso is promoting recycling awareness through marketing campaigns, educational resources, in-store promotions, aiming to increase consumer engagement and alleviate environmental issues related to capsule recycling.
- Nespresso plans to introduce entry-level coffee machines and capsules to cater to budget-conscious consumers, offering cost-effective yet high-quality alternatives.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

Explore Opportunities

- Nespresso plans to expand its market share and customer base by strategically targeting emerging markets and regions with rising coffee consumption.
- Nespresso is introducing new coffee combinations, flavours, and capsule varieties to cater to global consumer preferences, aiming to expand its customer base and maintain customer loyalty.
- Nespresso continuity in investing in digital marketing strategies like targeted advertising and SEO to enhance its online presence and attract more customers. Nonetheless, focusing on the user experience through navigation, usability and mobile responsiveness can boost customer satisfaction and encourage repeat purchases.

Maintain Strengths

- Investment in product development is crucial for ensuring the excellence and distinctiveness of espresso and coffee capsules, enhancing customer retention and attraction through novel flavours, mixtures, or machine features.
- Maintain high product quality throughout coffee sourcing, blending, and roasting processes to ensure uniformity and exceptional quality, preserving Nespresso's standing as a top-tier coffee provider.
- Nespresso uses innovative marketing models, such as strategic alliances with Starbucks and Open Channel, to leverage consumer preferences and develop products that establish strong customer connections.

Adapt Fight Threats

- Nespresso can maintain its appeal in market competition by adopting competitive pricing strategies and offering incentives like promotions and loyalty programs.
- Nespresso is investing in sustainable product innovation, focusing on eco-conscious coffee capsules made from biodegradable or compostable materials to maintain product quality while adhering to environmental regulations.
- Implementing risk management strategies, such as futures contracts, or strategic reserves can help mitigate the impact of external factors on coffee price fluctuations.

4.2c. Buyer Persona



Figure 11: Buyer Persona 1

https://www.canva.com/design/DAF_zFeBziE/WpX4VKI_f93igRZpRj8FNw/edit?utm_content=DAF_zFeBziE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- Judy, an interior designer with a sophisticated aesthetic, enjoys premium products that embody style and artistry, and Nespresso's coffee offers a delectable experience.
- Judy's creative spirit is influenced by Nespresso's dedication to design, and innovation, which she incorporates into her work, enhancing her creative process with their sophisticated coffee machines and premium concoctions.
- Judy prioritizes a healthy work-life balance and incorporates Nespresso's coffee into her self-care routine, providing moments of relaxation and indulgence.



Figure 12: Buyer Persona 2

https://www.canva.com/design/DAF_zFeBziE/WpX4VKI_f93igRZpRj8FNw/edit?utm_content=DAF_zFeBziE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- David's dedication to physical well-being aligns with Nespresso's values of excellence, ingenuity, and refinement, potentially influencing others to incorporate Nespresso's products into their health and wellness regimens.
- As a personal trainer, David's credibility in the fitness industry can expand the brand into untapped markets and foster connections within the community.
- Nespresso's convenient coffee solutions are also compatible with David's busy schedule, offering high-quality, customizable, and flavourful coffee.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

4.2d. Customer Journey

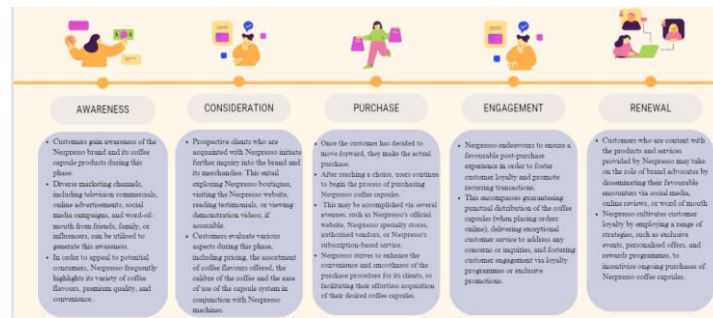


Figure 13: Nespresso Customer Journey

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The Nespresso coffee capsule consumer journey comprises the following stages: awareness, research, evaluation, purchase, experience following the purchase, and advocacy. It begins with the consumer becoming aware of the brand, followed by product research, option evaluation and a purchase decision. Nespresso guarantees a seamless post-purchase experience, which in turn fosters customer contentment and potentially encourages advocacy. To engage and retain customers, Nespresso places an emphasis on quality, convenience, and personalised service throughout the customer's journey.

4.2e. Empathy Map



Figure 14: Empathy Map

https://www.canva.com/design/DAF_9Nq-PPQ/90_kv-KmymnMmu1BjTzp4g/edit?utm_content=DAF_9Nq-PPQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Nespresso can enhance Judy's coffee experience by investing in innovative machines, partnering with designers for exclusive blends, customizing marketing and communication to Judy's values. Thus, emphasizing the artistry, artisanry, originality of Nespresso's products and gaining client endorsements.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

Nespresso should offer a personalized, streamlined consumer experience, focusing on exceptional customer service and convenient purchasing options. Moreover, consistent product quality, while fostering loyalty and promoting recurring purchases.

Nespresso can augment customer engagement and strengthen emotional connections with individuals like Judy by strategizing virtual communities on social media platforms. Moreover, orchestrating events that honour innovative coffee and related disciplines. These approaches also aim to cultivate brand loyalty and advocacy.

4.2f. Brand Territory



Figure 15: Brand Territory
Brand territory.pptx

Nespresso Coffee Capsules are a blend of refinement, ingenuity, and opulence in the coffee industry. The brand is dedicated to excellence, environmental responsibility, and sophistication, offering customers a high-end coffee experience. Nespresso's core beliefs focus on coffee cultivation as an artistic expression, aiming to enhance individual qualities. Moreover, their commitment ensures the provision of high-quality coffee that supports environmental preservation and positively influences communities.

5. Business Strategies

5.1 Growth Strategy: The Ansoff Matrix

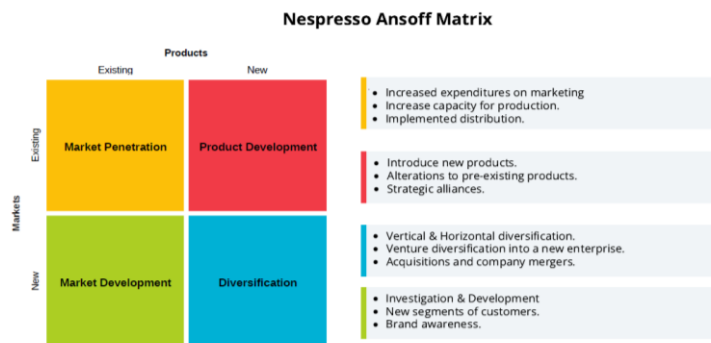


Figure 16: The Ansoff Matrix
Nespresso Ansoff Matrix.pptx

Market Penetration

- Augment production capacity to expand client base.
- Implement competitive pricing strategy to resonate with consumers.
- Explore alternative distribution channels for products.
- Improve supply chains and distribution systems for greater market penetration.

Product Development

- Modification and enhancement of existing products for increased sales and consumption.
- Frequent R&D for understanding new consumer demand points and product development.
- Allocation of resources for R&D to enhance operational efficiency.
- Strategic partnerships for potential product development with minimal financial investment and risk.

Diversification

- Vertical Diversification: Introduces new products under existing lines for business expansion.
- Horizontal Diversification: Introduces and participates in the development of new products not related to existing offerings.
- New Enterprise Diversification: Achieves conglomerate status through diversification.
- Acquiring and Merging: Investigates conglomeratic growth through mergers and acquisitions.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

Market Development

- Prioritize research and development to identify potential consumer segments.
- Understand distinct market cultures, trends, and consumer behaviours.
- Investigate untapped consumer segments for new product uses.
- Access untapped markets and emerging trends for expansion.

5.2 Marketing Strategy: Nespresso Market Segmentation/Target Market

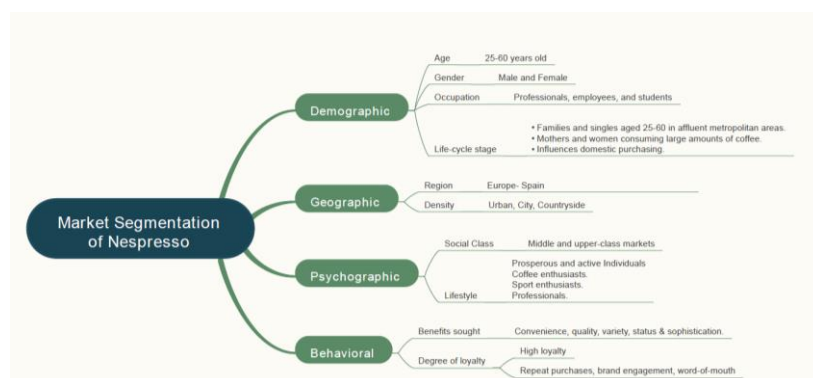


Figure 17: Nespresso Market Segmentation
Nespresso Market Segmentation.ppsx

5.3. Nespresso Brand Positioning Strategy

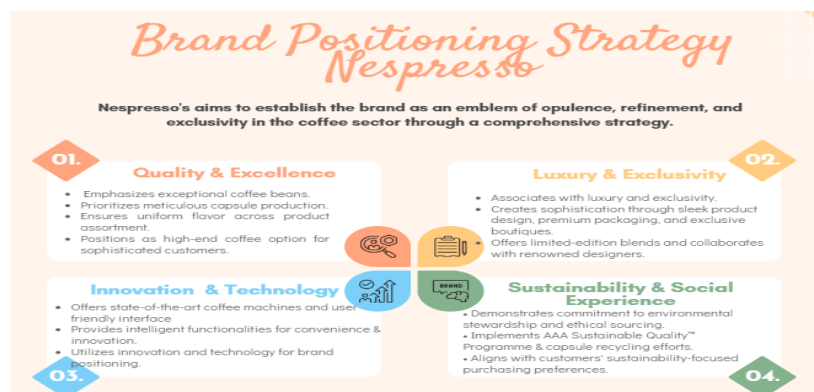


Figure 18: Brand Positioning Strategy

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Nespresso uses a market segmentation method to categorize customers based on demographic factors like age, gender, income, and education, as well as psychographic factors related to lifestyle and preferences. Moreover, the brand targets wealthy metropolitan customers with

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

higher incomes who prioritize convenience, luxury, and exclusivity in their coffee consumption. Additionally, Nespresso uses differentiated marketing to cater to various categories, such as occupation, seasons, weather conditions, and gender. This strategy effectively addresses customer demands while maintaining its market position. Nonetheless, Nespresso is a prestigious coffee brand that offers superior coffee experiences through premium-priced machines and capsules. Finally, the brand emphasizes exclusivity, innovation, and sustainability to reinforce its position in the premium coffee industry.

6. Market Research

Quantitative and Qualitative Analysis of Nespresso

6.1. Quantitative Analysis- Nespro Survey the coffee-Protein Capsules in Spain Market



Figure 19 & 20: Nespro Survey in Spain Market
<https://docs.google.com/forms/d/1t3uQ3uVjWo7z-U6bP-zlYUZloFbhX2MuMfk5aoASY48/edit#responses>

The enclosed figures above depict the findings of a study carried out in Spain on Nespro protein coffee capsules. The first graphic, a pie chart, illustrates that 30% of participants see the inclusion of protein in their coffee selection as “Highly significant,” 26% perceive it. The second graph, shows that the primary attraction of Nespro coffee capsules is their distinctive flavours 36%, followed by the combination of coffee and protein, health advantages, and brand recognition, each at 34%.

Demographics profile: Coffee Drinkers in Relation to Education in Spain- (A Study by Statista).

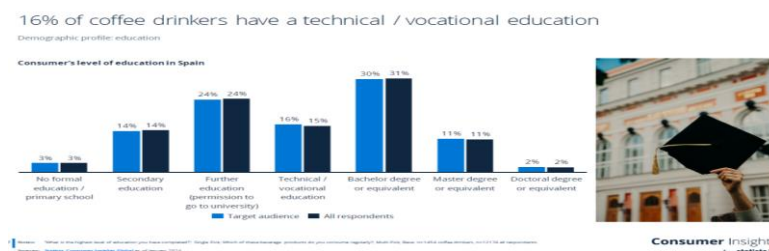


Figure 21: Target audience: Coffee drinkers in Spain. Demographic profile: education
Source Statista, 2024.

<https://www.statista.com/study/118203/target-audience-coffee-drinkers-in-spain/>

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

It is evident in figure 21 from Statista that 16% of coffee consumers in Spain hold a vocational or technical degree. This is the maximum percentage displayed in comparison to the other levels of education.

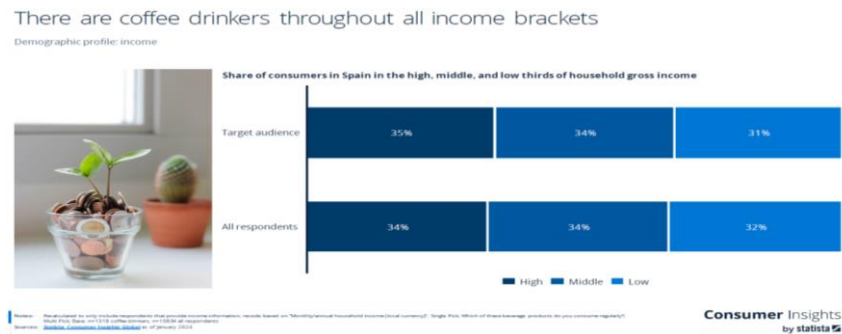


Figure 22: Target audience: Coffee drinkers in Spain. Demographic profile: income.
Source Statista, 2024.

<https://www.statista.com/study/118203/target-audience-coffee-drinkers-in-spain/>

The graph Num 22 from Statista illustrates the distribution of coffee consumption in Spain by income bracket, with the highest-income individuals consuming the most, followed by those in the middle class.

Food and Beverage Brands among LinkedIn User- A Study by Statista

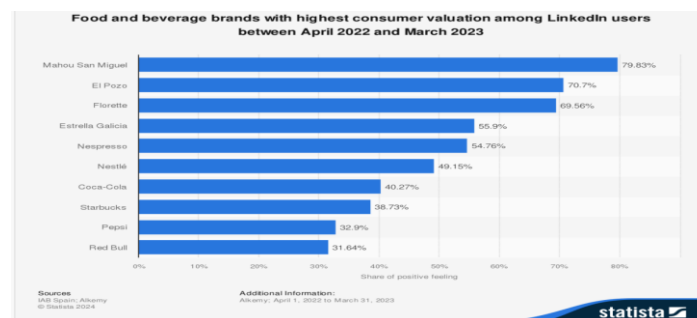


Figure 23: Food and beverage brands with highest consumer valuation LinkedIn users in Spain between April 2022 and March 2023 Source: Statista, 2024.

<https://www.statista.com/statistics/1424850/food-beverage-brands-consumer-valuation-linkedin-spain/>

The enclosed figure Num 23 illustrates the customer assessment of different food and beverage brands among LinkedIn users in Spain from April 2022 to March 2023. Nespresso has the fifth position with a 54.76% proportion of favourable evaluations, demonstrating a robust brand presence and prominent level of customer satisfaction among professionals. The high

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

value of Nespresso is a result of its extensive market presence and popularity in Spain, which emphasises its importance in the coffee consumption habits of LinkedIn users. Moreover, the figure highlights Nespresso's competitive position in relation to other well-known brands like as Mahou San Miguel, El Pozo, and Estrella Galicia.

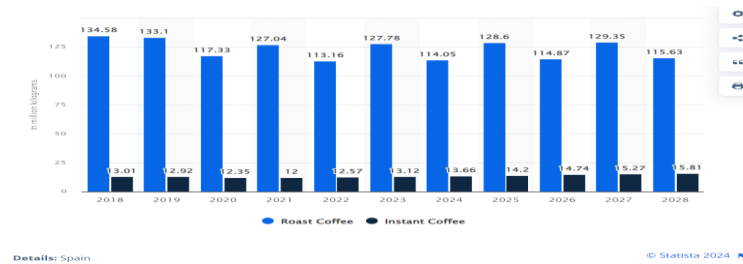


Figure 24: Volume in the Coffee market for different segments Spain from 2018 to 2028

<https://www.statista.com/forecasts/1444167/volume-coffee-market-for-different-segments-spain>

The figure Num 24 illustrates Coffee market is categorised into two segments: Roast coffee and Instant Coffee. Roast Coffee comprises both ground coffee and entire beans. Instant coffee consists of soluble coffee that may be prepared by just adding hot water. The market consists of revenue, average revenue per capita, volume, average volume per capita, price per kilogramme, and sales channels. Per capita data represent the total population of a nation or area. Furthermore, the at-home market data include retail sales made via super- and hypermarkets, eCommerce platforms, convenience shops, and other comparable sales channels. The out-of-home market data include sales made at hotels, restaurants, catering firms, cafés, pubs, and other similar venues providing hospitality services. Moreover, in the out-of-home market, the price is always determined based on the cost per kilogramme of the beverage drunk, without considering any additional ingredients included in the final beverage. The combined figures include both the domestic market and the market outside of the house. Nonetheless, all costs are calculated based on the retail selling prices, which already include all applicable sales and consumption taxes. Finally, the notable companies in this industry include Nestlé (known for brands such as Nescafé and Nespresso), Jacobs Douwe Egberts (JDE), Tchibo, Lavazza, and J.M. Smucker.

Pricing

Nespresso coffee capsules in the Spanish market are marketed and sold at a higher price compared to other brands. The Nespresso Original Line capsules have an average price range of €0.42 to €0.60 per capsule, depending on the exact collection. For example, the Ispirazione Italiana collection is priced at €0.42 per capsule, while the Reviving Origins collection is priced at €0.60 per capsule. The cost of buying packs varies depending on the quantity of capsules and the mix. As an example, a bundle of 10 Nespresso Arpeggio capsules has a price of around €5.70, which means each capsule cost €0.57. Furthermore, the pricing of these products aligns with Nespresso's approach to sustaining a business model that generates substantial profits, placing a strong emphasis on superior quality and convenience. Therefore, this rationale explains the higher costs in the fiercely competitive market for coffee capsules.

6.2. Qualitative Strategy

Selling Strategy

Nespresso company earns significant profits (85% gross margin) from selling espresso capsules and supplementary accessories, rather than coffee appliances. The company's business model is “bait and hook” (Teece, 2010) offering coffee machines at the lowest possible price to gain market penetration. The company then sells proprietary consumable capsules, generating recurring revenue at a high profit margin, enticed consumers to purchase only Nespresso capsules.

Distribution Channels

Nespresso offers its equipment and capsules to clients through its exclusive boutiques, phone, or online platforms and marketplaces. The company ensures exceptional service by reducing waiting times for phone orders and minimizing message left on answering machines. Despite this, Nespresso maintains a personal connection with its customers through its branded retail boutiques.

E-commerce- Digital Platform

The digital platform replicates the boutique experience with a black background, subdued colour scheme and muted colour scheme. Despite the lack of sales representatives, Nespresso offers a specialized customer service department staffed by Coffee Specialists, providing 24/7 support for online purchases, and addressing inquiries about coffee, equipment, and services. The intuitive interface suggests customers' preferred coffee and allows them to sample new

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

coffee varieties. Overall, Nespresso's e-commerce website offers a unique and appealing experience for customers.

7. Nespro Action Plan

7.1 A new line of Protein-infused Nespresso coffee capsules “Nespro”

Introducing a new range of protein-infused coffee capsules for the Spanish market. These capsules combine the opulent taste of Nespresso coffee with the health benefits of protein, offering a unique and revitalizing experience for those seeking to enhance their morning routine. Given Spain's appreciation for coffee culture and emphasis on health and wellness, these capsules could transform the way Spaniards engage in their daily coffee routine, providing a convenient and delicious way to start the day.

Nespro Marketing Mix 4Ps



Figure 25: Nespro Marketing Mix

https://www.canva.com/design/DAGAD5c-89I/mZrWSrFNk_xA9I_OVt2dVQ/edit?utm_content=DAGAD5c-89I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Product

Introducing a new line of protein-infused coffee capsules as its core product offering, catering to those seeking portable protein and coffee blends. The strategy prioritizes convenience, health-consciousness, and innovation, aligning with the brand's commitment to offering a diverse range of high-quality products. Furthermore, Nespresso's coffee-protein capsule strategy includes offering chocolate and vanilla flavours, emphasizing packaging for health-conscious consumers, and prioritizing coffee and protein quality to boost consumer confidence.

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

Price

Nespresso uses a premium pricing strategy to maintain a low-turnover, high-cost environment. The new protein-infused coffee capsules are priced per capsule €0.70 and the pack of ten capsules for €7.00, ensuring the product accurately represents its value proposition and appealing to a niche market that values exceptional products. Furthermore, Nespro’s premium pricing strategy emphasizes coffee's quality, protein benefits, and capsule format, employing promotional strategies for sales stimulation and product incentivization.

Place

Nespresso plans to distribute its new protein coffee capsules in Spain through strategic boutiques, health, and sport centres as part of its distribution strategy, allowing consumers to access and purchase these advanced products directly from online platforms and boutiques. Expanding through partnerships with health food stores, Nespresso boutiques, health, and sport centres, enhancing product accessibility, and expanding distribution reach, while capitalizing on e-commerce platforms for convenience.

Promotion

Nespro will utilise advertising, social media platforms, and strategic alliances to promote its protein-infused coffee capsules in Spain. The company aims to establish an unforgettable brand image, emphasize exclusivity, and convey the product's value proposition, including convenience, health benefits and superior quality. Additionally, Nespro plans to launch the new product line in Spain by partnering with health influencers and fitness enthusiasts, and hosting tasting events at boutiques or pop-up locations.

7.2 Nespro 4C’s

Customer

Nespresso should cater to Spanish consumers' health and convenience needs by adapting protein-infused coffee capsules. Emphasizing convenience, unique flavour, nutritional benefits will enhance the value proposition and attract health-conscious coffee enthusiasts in Spain. By understanding these preferences, Nespresso can effectively appeal to the intended demographic and enhance its value proposition.

Convenience

The protein-infused coffee capsules should be easily accessible at select retail locations, Nespresso boutiques and online platforms to ensure customer convenience. Furthermore, the

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

ease of use through Nespresso machines can appeal to time-conscious consumers seeking a nutritious alternative.

Communicate

Nespresso should use effective communication to effectively promote its protein-infused coffee capsules, emphasizing their ability to satisfy coffee cravings while providing protein. Additionally, through social media, email marketing, and in-store promotions, businesses can educate and engage consumers about their innovative product offerings.

Costs

The premium pricing of protein-infused coffee capsules can be justified by their quality ingredients, health benefits, and convenience. To increase affordability, bundle offers, or subscription alternatives can be offered to consumers who want to integrate the product into their daily lives.

7.3 Nespro 4E's

Experience

Nespresso/Nespro offers protein-infused coffee capsules, aiming to enhance the customer experience with superior quality, outstanding customer service, and an intuitive ordering system. The company highlights innovative attributes through interactive campaigns, packaging, and distinctive flavours.

Everywhere

Nespresso should expand its distribution channels to include boutiques, online platforms, health centres, and specialty stores to enhance consumer convenience and accessibility. Thereby expanding its market penetration and providing convenient access to its protein-infused coffee capsules across Spain.

Evangelism

Nespro can enhance brand advocacy by providing high-quality products and services, fostering positive reviews and word-of-mouth promotion. Utilizing customer testimonials, influencer collaborations, loyalty programs, interactive experiences, social media campaigns and events, the company can foster a sense of community around its protein-infused coffee capsules.

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Exchange

Nespro can boost brand loyalty by effectively promoting its protein coffee capsules' nutritional benefits, convenience, and unique flavour. Through implementing interactive marketing campaigns with rewards or exclusive content to stimulate interest.

In conclusion, a novel range of protein-infused coffee capsules will be introduced by Nespresso in the Spanish market. These capsules merge the luxurious flavour profile of Nespresso coffee with the advantageous properties of protein. The company is adopting a strategic approach that prioritises convenience, health-consciousness, and innovation to appeal to the coffee culture and emphasis on wellness that characterise the Spanish market. Furthermore, to attract and improve customers' perceptions of its new product offering, Nespresso employs a premium pricing strategy, strategic distribution channels, customer-centric approaches, and effective communication. With a focus on distinctive flavours, convenience, and high quality, Nespresso endeavours to revolutionise the way in which Spaniards partake in their morning coffee ritual and cultivate a devoted clientele by means of inventive marketing approaches and brand advocacy.

8. Digital Action Plan

8.1 Traffic Acquisition Strategies- Marketing Funnel



Figure 26: Marketing Funnel
Marketing Funnel.pptx

Awareness- Enhance the recognition and familiarity of the brand and its products.

Nespresso/Nespro employs a comprehensive range of marketing strategies and campaigns to achieve brand recognition and attract interest in the initial stages of the marketing funnel

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across various channels. During the awareness stage, the main goal is to familiarise potential customers with Nespro and establish brand awareness. This entails generating and disseminating content that highlights the distinctive merits of Nespro, such as its protein composition and health benefits. Furthermore, employ content marketing techniques, such as blog posts, infographics, and SEO-optimized films, to guarantee prominent presence on search engines. Additionally, social media marketing is essential in this context, as it involves creating captivating content on platforms such as Instagram, Facebook, to attract and hold people's interest. Nonetheless, public relations initiatives, such as the dissemination of news releases and obtaining media coverage, helps in the dissemination of information, while paid advertising through search engine marketing (SEM) and display ads targets a wider audience to stimulate initial interest.

Interest- Attract and inform prospective clients.

After clients become aware of Nespro, the subsequent stage is to actively involve and inform them about the distinctive characteristics and advantages of the product. In this step, we will develop instructional material that explores the benefits of protein in coffee and explains how Nespro aligns with a healthy lifestyle. Moreover, targeted email marketing efforts might offer more comprehensive information to leads acquired during the awareness phase. Additionally, retargeting ads are also efficient in maintaining Nespro’s brand awareness among individuals who have displayed early interest but have not yet progressed to the subsequent step. The objective is to cultivate these potential customers by offering useful material that specifically addresses their requirements and challenges.

Consideration- Compare and distinguish Nespro from its competitors

During the consideration stage, prospective buyers are actively assessing their choices and contrasting various products. The objective is to distinguish Nespro from its rivals by highlighting its distinct characteristics and advantages. Generate comprehensive comparative guides, consumer endorsements, and empirical analyses to establish trust and enhance reputation. Furthermore, conduct live product demonstrations and webinars to offer a comprehensive overview of Nespro and address any inquiries that prospective clients may have. Nonetheless, keep sending focused email nurturing campaigns containing unique material, exclusive insights, and exclusive offers to maintain the interest of potential consumers and assist them in making an informed choice.

Purchase- Transform potential leads into Customers

The purchase stage is centred on the process of transforming potential clients into actual customers. Enhance the shopping experience by implementing an efficient checkout process that provides various payment methods and a streamlined one-page checkout to minimise obstacles. Furthermore, offer time-limited promotions, discounts, or packages to encourage customers to make purchases. Moreover, employ compelling and unambiguous calls-to-action (CTAs) on landing pages and in marketing materials to direct customers towards completing a transaction. Currently, it is important to have exceptional customer care in order to promptly handle any final issues or inquiries, thereby guaranteeing a seamless purchasing experience.

Loyalty- Establish enduring relationships and promote recurring purchases

Following the initial purchase, the emphasis transitions towards cultivating enduring connections and promoting recurring transactions. Create and execute a loyalty programme that offers special benefits, discounts, or points to customers who make recurring purchases. Furthermore, dispatch post-purchase follow-up emails, encompassing expressions of gratitude, surveys to gauge satisfaction, and appeals for reviews, in order to collect feedback and demonstrate appreciation. Moreover, maintain customer engagement by consistently providing them with valuable information through email newsletters and social media updates. This can include offering useful ideas, recipes, and announcements about new products. Nonetheless, establish and uphold an efficient customer care system to immediately resolve any concerns and actively interact with customers on social media platforms to foster a community centred around Nespro.

8.2. Media Mix

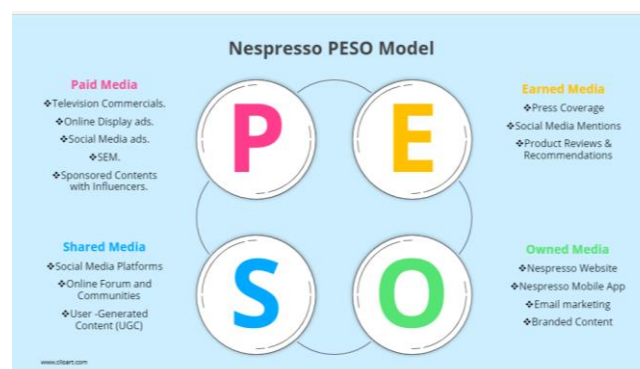


Figure 27: PESO Model
PESO Model PowerPoint Design.pptx

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Nespro utilises a complete media mix strategy in order to properly target its intended demographic and promote its coffee capsules. This involves employing a wide variety of channels, such as paid, owned, shared, and earned media. The following is a description of each media form, along with samples of channels that Nespro will use in each category:

Paid Media

Paid media encompasses all types of advertising where a business remunerates an intermediary for utilising a particular channel or platform. Nespresso allocates resources to paid media in order to effectively target potential consumers and enhance the visibility of their brand.

The paid media platforms that advertise Nespro coffee capsules are as follows:

- a) Nespro can place online display ads, specifically banner ads, on websites that are relevant to its target population and are regularly frequented by them.
- b) Nespro utilises paid adverts on social media networks like Twitter, Facebook, and Instagram to specifically target demographics and interests.
- c) Nespro utilised Search Engine Marketing (SEM) to secure a prominent position on search engine results pages by participating in keyword auctions related to coffee, capsules, and preparation devices.
- d) Engaging in partnerships with influencers or content creators to produce sponsored material, such as posts or videos, which showcase Nespro products.

Earned Media

Earned media refers to the publicity and exposure that is obtained by the sharing of content on social media, through word-of-mouth, and through media attention. Nespro acquires media coverage by creating enthusiasm and attracting attention to its products, services, and brand efforts.

Nespro's earned media platforms encompass the following examples:

- a) **Press Coverage:** Nespro has the capacity to obtain media attention in a range of print and digital publications through the use of press releases, product launches, and collaborations with other brands.
- b) **Social media mentions** encompass favourable remarks, evaluations, and endorsements bestowed by brand advocates, consumers, and influencers across various platforms.

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- c) **Product Reviews and Recommendations:** Bloggers, YouTubers, and industry experts may include Nespro capsules in their product roundups, reviews, and recommendation lists.

Shared Media

Shared media involves audience participation and interaction on platforms not owned by the brand, where user interaction and involvement are permitted. Nespro fosters user-generated content and community participation through shared media platforms.

Examples of shared media platforms that Nespresso employs include:

- a) **Nespro manages social media** profiles across multiple platforms, such as Facebook, Instagram, and Twitter, with the intention of fostering the interchange of consumer testimonials, images, and assessments.
- b) **Online Forums and Communities:** Nespresso demonstrates an initiative-taking involvement in coffee-related online forums and communities through its role as a moderator, where it addresses inquiries, addresses customer concerns, and provides resolutions.
- c) **User-Generated Content Campaigns:** Nespro could launch campaigns encouraging customers to share photographs or videos highlighting their experiences with the company using designated hashtags.

Owned Media

Owned media refers to the communication channels that a brand has complete control over. Nespro strategically utilises its own media platforms to maintain brand consistency and encourage direct engagement with the public.

Below are examples of media channels controlled by Nespro:

- a) The Nespresso/Nespro website serves as an authoritative platform that brings together product information, promotional activities, and online retail.
- b) The Nespresso/Nespro Mobile App offers users the capability to browse coffee recipes and brewing tips, as well as place orders and browse items.
- c) Nespro will utilise email marketing to inform subscribers about latest items and exclusive deals through newsletters and promotional emails.
- d) Nespro creates and distributes branded content, including blog entries, videos, and podcasts, on its website and social media channels to enlighten and entertain its audience.

8.3. Metrics and KPIs by Channel

Media Type	Metrics	Key Performance Indicators (KPIs)	Marketing Funnel Phase
Paid Media	Impression Click-through Rate (CTR) Cost per Click (CPC) Conversion Rate	<ul style="list-style-type: none"> ○ Impressions: Measure of how many times Nespro ads are displayed. ○ CTR: Percentage of users who click on Nespresso ads after seeing them. ○ CPC: Average cost incurred for each click on Nespresso ads. ○ Conversion Rate: Percentage of users who complete a desired action, such as purchasing Nespro capsules, after clicking on an ad. 	Awareness Consideration Loyalty
Owned Media	Website Traffic, Engagement Rate Email Open Rate App Downloads	<ul style="list-style-type: none"> ○ Website Traffic: Number of visits to the Nespro website. ○ Engagement Rate: Percentage of users who interact with Nespro’s owned content, such as liking, commenting, or sharing blog posts & social media updates. ○ Email Open Rate: Percentage of recipients who open Nespro’s marketing emails. ○ App Downloads: Number of downloads & installations of the Nespresso/ Nespro mobile app. 	Awareness Consideration Interest Purchase Loyalty
Shared Media	Social Media Mentions User-generated Content Engagement Community Growth	<ul style="list-style-type: none"> ○ Social Media Mentions: Number of times Nespro is mentioned or tagged by users on social media platforms. ○ User-generated Content Engagement: Level of interaction (likes, comments, shares) with user-generated content featuring Nespro products. ○ Community Growth: Increase in the number of followers, members, or subscribers across Nespresso's social media profiles & online communities. 	Awareness Consideration, Interest Loyalty
Earned Media	Media Coverage Social Media Impressions Online Reviews & Ratings	<ul style="list-style-type: none"> ○ Media Coverage: Number of articles features & mentions of Nespro in press publications & online media outlets. ○ Social Media Impressions: Total number of views or impressions generated by user-generated content featuring Nespro products. ○ Online Reviews & Ratings: Average rating & sentiment of Nespro products based on customer reviews & ratings on e-commerce platforms & review websites. 	Awareness, Consideration Interest Purchase Loyalty

Table 1: Metrics and KPIS for Nespro
Metrics & KPIS.xlsx

8.4. Editorial Line and Type of Content per Channel (Tone & Style)

Nespresso's digital marketing strategy is based on utilising specific tone, style, editorial line, and content type for each channel to develop strong connections with its target audience on various platforms. Employing this approach is crucial for effectively conveying the brand's esteemed reputation for excellence, dedication to environmental stewardship, and profound expertise in the realm of coffee in a compelling and engaging manner. Furthermore, the editorial policy guides the production of a diverse array of content, including informative blog posts, website articles, visually captivating social media posts, and multimedia material across several media platforms, all centred around coffee and sustainability. Thus, Nespresso improves the coffee experience for customers and strengthens its brand's standing in the market by customising the tone and style of communication for each channel, thereby upholding a unified narrative.

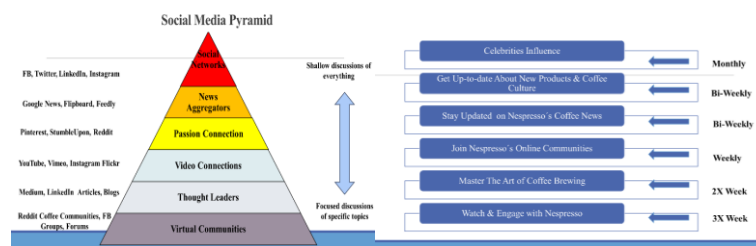


Figure 28: Social Media Marketing Pyramid/ Figure 29: Type of Content-Pyramid Line.pptx

Website/Blog	Social Media	Multimedia Content (Website/YouTube)	Social Networking (Forum, Groups, Communities)
Editorial Line: The Nespro coffee capsules website/blog will emphasise the importance of digital platforms in educating & engaging consumers, building brand loyalty & increasing sales. Blogs & websites will be stressed for their thorough coverage of Nespresso's goods, environmental efforts & coffee experience.	Editorial Line: Nespro's media platforms such as LinkedIn, Facebook & Instagram editorial lines reflect the brand's premium positioning, environmental initiatives & dedication to coffee excellence. It will guide the creation of engaging valuable content that suits each platform's users.	Editorial Line: Nespro's website & YouTube channel aim to educate, amuse & inspire. This strategy tries to engage with the audience by delivering meaningful material beyond product promotion.	Editorial Line: Targets consumers, coffee lovers, fitness enthusiast, health-conscious people. This guarantees that material appeals to a wide range of coffee lovers & sustainable practitioners.
Content Type	Content Type	Content Type	Content Type
Educational Articles: Extensive articles describing Nespro system, the capsule	Product Showcases: Posts that are both aesthetically pleasing	Educational: Product information, brewing techniques, & coffee origin & sustainability are included.	Q&A & Support: Helping people ask questions, provide advice & solve Nespro

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<p>variation & the underlying technology of the machines.</p> <p>Brewing Guides: Videos & step-by-step instructions on how to optimise Nespro capsules & machines.</p> <p>Sustainability Reports: Frequent updates regarding Nespro’s recycling reduction initiatives, partnerships for sustainable coffee cultivation & recycling initiatives.</p>	<p>& informative about the many coffee capsules available for use with Nespro’s machines & accessories.</p> <p>Coffee Education: Information about coffee origins, blends, & Nespro brewing techniques.</p> <p>User Engagement: Users may share their Nespro experiences to build community & brand loyalty.</p>	<p>Nespro’s brand content partner initiative emphasises content production to educate customers.</p> <p>Entertainment: Nespro engages viewers with exciting material, such as George Clooney & Jean Dujardin action-comedy ad. This video engages viewers while gently pushing Nespresso goods.</p> <p>Inspirational: Nespro makes inspiring media. This might be via stories about coffee farmers, the company’s sustainability efforts, or creative uses of coffee, like making trainers from recycled coffee grounds with a zero-waste fashion company.</p>	<p>coffee-related problems. This fosters supportive community.</p> <p>Exclusive Offers & Announcements: Informing community members about new products, limited edition capsules, and unique discounts.</p> <p>Sustainability Initiatives: News on Nespro’s recycling, ethical sourcing & community involvement. This information educates viewers about the brand’s environmental and social responsibilities.</p>
<p>Tone & Style</p> <p>Educational: Provides comprehensive insights on Nespro’s products & coffee consumption.</p> <p>Attractive: Adopts engaging, conversational tone to engage readers & foster social media engagement.</p> <p>Motivating: Aligns with Nespresso’s premium positioning to enhance coffee experiences & promote sustainability</p>	<p>Tone & Style</p> <p>Aspirational & Premium: The message will be elegant yet welcoming to encourage customers to make luxury coffee at home.</p> <p>Educational & Informative: Content will teach customers about coffee & Nespro’s products.</p> <p>Engaging & Interactive: The tone will be friendly & conversational to encourage Nespro’s community discourse.</p>	<p>Tone & Style</p> <p>Sophisticated & Expensive: reflecting its high market position. Information on the brand’s sustainability efforts & coffee quality.</p> <p>Professional: emphasises high-quality videos & storytelling. This is seen in their well-produced videos & visually appealing website. The material uses coffee’s appeal, rich cream & elegant Nespro’s machines to create visual interest.</p>	<p>Tone & Style</p> <p>Inclusive & Welcoming: The atmosphere should welcome new & longtime coffee drinkers. Fostering communal connectedness is crucial.</p> <p>Informative & Expert: Nespresso’s coffee business expertise & provide accurate & informative information to improve coffee understanding & enjoyment.</p> <p>Sustainability-Focused: Nespro’s sustainability efforts with optimism & responsibility to encourage members to support environmental & social causes.</p>

Table 2: Editorial Line and Type of Content per Channel (Tone & Style) for Nespro
Editorial Line .xlsx

8.5. Editorial Calendar/ Social Media Calendar

The social media calendar for Nespresso's/Nespro marketing plan, displayed in the table below, covers the period from May 2024 to April 2025. It is designed to promote their coffee capsules. This resource offers a comprehensive summary of several content types that are essential for effectively engaging with one's audience on different platforms on a weekly basis. Nespro can establish and sustain a varied and reliable online presence by employing a systematic approach that includes the following types of content: “Engaging,” “Product

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Promotion,” “Product Update/Announcement,” “Customer Testimonial,” “Research,” “Informative, and “Event (Greeting).” This collection not only enhances the establishment of brand familiarity but also showcases the unique attributes of their coffee capsules. In addition, product promotions and updates boost sales and inform clients about the latest offerings, while customer testimonials and educational content build trust and trustworthiness. Overall, the use of this calendar enables Nespro to maintain a strong presence on social media, which helps them fulfil their business objectives and build a strong relationship with coffee enthusiasts.

May 24	June 24	July 24	August 24	September 24
Week 1: An Overview of Nespresso Coffee Capsules Week 2: Presenting “Nespro” - The Coffee Capsule Infused with Protein. Week 3: Engaging with the Community Week 4: Emphasising the importance of sustainability & community.	Week 1: Celebrating Coffee Culture Week 2: Nespro Protein Capsules Focus & Celebration of World Environment Day & Global Wellness Day. Week 3: Summer Vibes with Nespresso Week 4: Learn new techniques for brewing.	Week 1: Summer Engagement & Product Highlights Week 2: Customer Focus & Nespro Updates Week 3: Summer Campaigns & Interactive Content Week 4: Celebrating International Days & Nespresso Community	Week 1: Embracing the Summer's End Week 2: Celebrating Relationships & Relaxation Week 3: International Celebrations & Summer Fun Week 4: Savouring the Last of Summer	Week 1: Transitioning into Autumn with Nespro Week 2: Sharing Nespresso moments. Week 3: Nespro & the Active Lifestyle Week 4: Nespro's Commitment to Health and Flavour
October 2024	November 24	December 24	January 25	February 25
Week 1: Kick off fall with Nespresso & International Coffee Day. Week 2: Autumn vibes with Nespresso. Week 3: Celebrating coffee & community. Week 4: Embracing the cosy season. Week 5: Halloween & Nespresso/Nespro	Week 1: Welcoming the winter season. Week 2: Coffee culture & community. Week 3: The Delight of Coffee Week 4: Anticipating the occasional season. Week 5: Expressing gratitude with each sip.	Week 1: Launch of the Holiday Season Week 2: Holiday Countdown. Week 3: The essence of the season Week 4: Celebrating the season. Week 5: New Year's Eve Celebration	Week 1: Unveiling the Future with Nespresso Week 2: Winter warmth. Week 3: Welcoming the New Year Week 4: Coffee Inspiration. Week 5: Looking ahead.	Week 1: Commending the affection & Coziness. Week 2: Valentine's week. Week 3: Embracing Diversity & History Week 4: Winter Wellness & Warmth Week 5: Leap into spring.

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Marh 25	April 25	May 25		
Week 1: Embracing the season of change & inspiration. Week 2: Honouring Women & Wellness Week 3: Celebrating St. Patrick's Day & the arrival of spring. Week 4: Embracing the entire range of flavours.	Week 1: From Fools' Day to Spring Flavours. Week 2: Spring into fitness & flavour with Nespresso's/Nespro latest. Week 3: Eco-Friendly Journey for Earth Day & Beyond. Week 4: Global Coffee Day Celebrations with Nespresso's/Nespro sustainable choices. Week 5: Morning Rituals & Seasonal Delights.	Week 1: Nespresso's/Nespro May Promotion: Fresh Flavors & Protein Power. Week 2: Mother's Day Magic: Nespresso's/Nespro Tribute to Moms. Week 3: Global Brews: Nespresso's/Nespro Journey from Bean to Cup. Week 4: Green Innovation: Nespresso's Sustainability Journey. Week 5: Summer Prelude: Revitalising Nespresso Experiences.		

Table 3: Editorial Calendar – Main Headings of the Weeks
Weekly Calendar.xlsx

Week 1									
Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	TITLE	Visual Type	Call to Action (CTA)	
Instagram	Wednesday	Published	1/5/24	9:00 AM	Engaging	"Start your day with Nespresso's finest selection"	Images	Explore our range	
Facebook	Wednesday	Published	1/5/24	10:00 AM	Informative	"Embark on the Path to Nespresso Greatness"	Video	Learn our story	
Twitter	Thursday	Published	2/5/24	9:00 AM	Entertainment	"Did You Know?#NespressoB12"	Single Gif	Discover more	
LinkedIn	Thursday	Published	2/5/24	11:00 AM	Informative	"Nespresso Green"	Article link	Join our sustainability efforts	
Pinterest	Friday	Published	3/5/24	9:00 AM	Product Update/Announcement	"Dive in the world of Nespresso"	Pinboard	See the variety	
Instagram	Friday	Published	3/5/24	10:00 AM	Customer Testimonial	"True Tales, True Flavour"	Video	Share your experience	
Facebook	Saturday	Published	4/5/24	9:00 AM	Project	Put Those Old Nespresso Caps to New Use!	Carousel/Slide show	Get creative	
Twitter	Saturday	Published	4/5/24	11:00 AM	Engaging	Show Us Which Nespresso You Love!	Poll	Cast your vote	
Instagram	Sunday	Published	5/5/24	11:00 AM	Event (Greeting)	Happy Mother's Day (SP)	Images	Celebrate Mother's Day	
LinkedIn	Sunday	Published	5/5/24	9:00 AM	Product Promotion	"Boost your energy at work with Nespresso"	Article link	Enhance your productivity	
Youtube	Tuesday	Published	7/5/24	10:00 AM	Product Promotion	"Boost your energy at work with Nespresso"	Video	Enhance your productivity	

Table 4: Nespresso/Nespro Social Media Calendar

<https://docs.google.com/spreadsheets/d/191Y9v9znro74ozDJ-vVGGiK8SIipTFXLhXBhX-2TOfo/edit?usp=sharing>

8.6. Nespresso/Nespro Annual Media Calendar

The Nespresso/Nespro annual social media calendar is remarkable for multiple reasons. Firstly, it ensures a systematic and deliberate approach to creating and sharing content across various channels, aligning with important dates, events, and product launches. This enables the continuous upkeep of a uniform brand voice and message throughout the year. In addition, by strategically designing content focused on themes such as seasonal tastes, product innovation, and sustainability, Nespro can increase audience engagement, strengthen consumer loyalty, and brand identification. Furthermore, the calendar enables the coordination of marketing activities across many channels, thereby maximising their reach

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and impact. Ultimately, this allows Nespro to gradually evaluate the effectiveness of its social media efforts, enabling the organisation to improve future campaigns by making data-driven decisions.

The Instagram platform prioritises visually captivating content, including narratives and high-quality images, that effectively exhibit Nespresso's products, do-it-yourself endeavours, and customer experiences. The objective is to actively involve the community through posts that are both aesthetically attractive and interactive.

LinkedIn platform prioritises the dissemination of enlightening articles and research that underscore Nespro’s dedication to sustainability, innovation, and industry dominance. Its target demographic comprises professionals who are intrigued by the brand's business methodologies and ethical procurement.

Twitter serves as a platform for instantaneous and captivating content, including GIFs, polls, and games, which foster engagement and discussion among its user bases. Additionally, the platform provides succinct updates and information regarding Nespro’s initiatives and products.

Pinterest serves as a platform where individuals can discover and exchange their preferred Nespro moments and concepts, thereby capitalising on the imaginative and aspirational dimensions inherent in the coffee culture.

Facebook serves as a platform for diverse forms of information, such as educational films, customer testimonials, and interactive articles that encourage community engagement, promote understanding of products, and develop brand loyalty.

Creating a YouTube channel can greatly benefit the promotion of Nespro, a unique coffee capsule loaded with protein, to the market. Nespro can efficiently reach and engage a substantial audience of active YouTube viewers by producing captivating video content. Moreover, videos can showcase the unique coffee mix loaded with proteins, demonstrate the brewing process using Nespresso/Nespro machines, and highlight the potential health benefit of the product.

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INSTAGRAM							
Due Date	Publish Date	Owner	Status	TITLE	Type of Content	Content Objective	Comments
27/4/24	1/5/24	Social Media Specialist- John Smith	Scheduled	"Start your day with Nespresso's finest selection"	Image & Text	Introduce Nespresso's coffee capsule range	The media calendar for May will include a week-long focus capsule selection, with each flavour being introduced first.
29/4/24	3/5/24	Community Manager- Sam Bright	Scheduled	"True Tales, True Flavour"	Video & Images	Feature customer experiences with Nespresso	We intend to designate multiple days annually to celebrate genuine customer experiences with Nespresso, thereby i
25/4/24	8/5/24	Community Manager- Sam Bright	Scheduled	"Sneak Peek at Nespro"	Video & Images	Tease the upcoming launch of Nespro	Before the Nespro launch event, strategic teasers will be our social media platforms to generate anticipation.
28/4/24	10/5/24	Video Content Team- Johnes Brown	Scheduled	Nespro Launch Video	Video	Introduce Nespro with an engaging video	We'll commemorate the Nespro debut with a fascinating i product's distinct features and benefits.
26/4/24	10/5/24	Social Media Coordinator- Mac Banks	In Progress	"Send Us Your Nespresso Story!"	Posts/stories/hashtags	Encourage user-generated content sharing	We'll invite our community to share their own Nespresso establishing a sense of belonging and brand loyalty.
1/5/24	15/5/24	Community Manager- Sam Bright	In Progress	"Exploring the Inner Workings of Nespresso"	Video & Images	Provide a behind-the-scenes look at Nespresso's process	We will offer an informative insight into the artistry involve Nespresso capsules, thereby increasing brand transpare
19/5/24	17/5/24	Social Media Coordinator- Mac Banks	Planned	"Nespresso Eco Journey"	Posts/stories/hashtags	Highlight Nespresso's eco-friendly initiatives	We will record Nespresso's efforts towards sustainability, dedication to preserving the environment and promoting i
10/5/24	22/5/24	Social Media Coordinator- Mac Banks	Planned	"Calling All Nespro Enthusiasts!"	Posts/stories/hashtags	Share customer stories and experiences with Nespro	Fans of Nespresso will be invited to be among the first to Nespro capsule and will be asked to provide feedback.
11/5/24	1/6/24	Community Manager- Sam Bright	Scheduled	"Rise & Shine with Nespresso Aroma"	Video & Images	Educate on Nespresso's aromatic coffee selection	We'll begin with a post that praises the energising aroma coffee, which is ideal for morning motivation.
25/5/24	3/6/24	Social Media Coordinator- Mac Banks	Scheduled	"Get Pumped for Nespro!"	Posts/stories/hashtags	Announce and build hype for the new Nespro capsules	Expect teaser post that develops interest for the Nespro i emphasising its unique features.
27/5/24	10/6/24	Social Media Specialist- Linda Hights	Scheduled	"Nespro Revealed: Every Sip Counts"	Carousel/Slideshow	Share customer experiences and testimonials for Nespro	We'll go into detail about Nespro capsules, concentrating characteristics and advantages.
28/5/24	15/6/24	Community Manager- Sam Bright	Planned	"Nespresso Coffee Cocktails to Try"	Video & Images	Share recipes for coffee cocktails	
5/6/24	22/6/24	Social Media Coordinator- Mac Banks	Planned	"Counting Down to International Coffee Day"	Posts/stories/hashtags	Build excitement for International Coffee Day	Share recipes for coffee cocktails using Nespresso caps
15/6/24	24/6/24	Social Media Coordinator- Mac Banks	Scheduled	"Special Brews for Coffee Day"	Posts/stories/hashtags	Highlight special coffee brews for Coffee Day	Leading up to International Coffee Day, share daily posts and Nespresso's global community.

Table 5: Annual Media Calendar- Channels

https://docs.google.com/spreadsheets/d/1-FwDQO3Vh_ChF1xy--5SDerVN5ayQ2WNBRTwa5GpQfQ/edit?usp=sharing

8.6.1 Annual Media Calendar- (Budget/Metrics/KPIs)

The marketing and performance measurement strategy used by Nespresso/Nespro in their coffee capsules campaign on different social media platforms (Instagram, Facebook, LinkedIn, Twitter, Pinterest, and YouTube) supports the significance given to an annual media calendar, budget, metrics, and key performance indicators (KPIs). Nespro ensures successful engagement with its target demographic by developing a comprehensive approach that includes tailored content distributed across many social media platforms. In addition, Nespro can optimise the efficiency of its capital investments by allocating a specified amount of €23,000- €30,000 EUR towards platform-specific visual formats, such as videos on Facebook and photographs on Instagram.

Metrics and Key Performance Indicators (KPIs) are essential in this strategy as they offer valuable insights into the effectiveness of the campaign, enabling informed actions to be taken. Nespro obtains valuable insights into the performance of individual posts by tracking measures such as revenue, visitors, impressions, acquisitions, CPC/CPM/CPA, and ROAS. These insights then inform the creation of future content and the allocation of budget. Nespro utilises a data-driven approach to maintain a consistent online presence and encourage meaningful engagement with its intended audience. This strategy leads to improved brand awareness, customer loyalty, and sales of coffee capsules.

Nespro may cater to various stages of the consumer journey, ranging from initial awareness to active promotion, by launching the protein-coffee capsules and matching the campaign with the marketing funnel. Moreover, messages can be tailored to meet the particular needs and preferences of the intended recipients at every level. Nespresso/Nespro

is well-equipped to achieve its marketing objectives and sustain steady growth in the highly competitive coffee business, thanks to its thorough understanding of key performance indicators (KPIs) and smart use of an annual media calendar.

Table 6: Annual Media Calendar KPIS
<https://docs.google.com/spreadsheets/d/1QQUa-o6BtdTTOlVdyeLhHpHnrhFK19GV77W6sLe7nDg/edit?usp=sharing>

Prominent in the coffee industry, Nespresso is poised to augment its market share through a sequence of advertising initiatives designed to publicise its traditional coffee capsules and unveil an unprecedented product category called “Nespro,” which combines the opulent flavour of coffee with the advantageous properties of protein. Three momentous occasions—World Environment Day on June 5th, International Coffee Day on October 1st, and Global Wellness Day on 8th of June—are intentionally incorporated into the design of the campaigns. Every campaign will be executed on various social media platforms, such as Facebook, and Instagram for a duration of two weeks.

Nespro will double its commitment to sustainability on World Environment Day. The campaign will emphasise how the new "Nespro" capsules align with the brand's dedication to environmentally friendly methods, such as responsible sourcing and recycling. The

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instructional and motivational content aims to make a connection between the consumer's love for coffee and their environmental awareness. In order to maximise the effectiveness of our outreach and participation efforts, the allocated funds will be used in a way that prioritises key performance indicators (KPIs) that measure the level of audience engagement with sustainability-focused content and their active participation in related initiatives.

Nespro will highlight the nutritional benefits of its “Nespro” range in conjunction with Global Wellness Day. The promotional campaign will primarily target health-conscious individuals who are enthusiastic about fitness, showcasing how “Nespro” may enhance an active lifestyle. The content will comprise of testimonials, health suggestions, and challenges specifically created to encourage active participation from the community. In addition, the campaign budget will be utilised for creating and distributing content, with key performance indicators (KPIs) centred around measures such as customer loyalty, user-generated content, and conversion rates.

Each campaign is designed to achieve its specific objectives while also contributing to Nespro's broader goals of enhancing brand visibility and engagement. The messaging will be tailored to leverage the distinctive characteristics of each platform, ensuring that it resonates with the diverse audiences that inhabit these domains. The design elements will align with the subject focus of each campaign and maintain the prestigious identity of Nespro.

The campaign cycles consisting of two weeks each afford sufficient time to establish a positive influence and facilitate a diverse strategy towards narrative construction and audience participation. Nespro will acquire significant knowledge regarding consumer preferences and behaviour, through the examination of the data gathered from every campaign, thereby informing subsequent product development and marketing strategies.

In summary, Nespro’s campaign proposals for 2024 serve as evidence of the brand's commitment to engaging consumers on issues that are significant to them, whether it be their passion for coffee, environmental sustainability, or individual welfare. Nespresso, through the introduction of “Nespro,” is well positioned to further its legacy of excellence and infuse the coffee capsule industry with novel vitality, owing to its well-defined strategy, targeted objectives, and quantifiable results.

9.1. Nespro Campaign 1: 5th of June- World Environment Day

Nespro plans to launch a substantial marketing effort for World Environment Day in order to raise consumer awareness, generate interest, encourage reflection, and promote customer loyalty. This undertaking is highly significant as it clearly showcases Nespro's dedication to environmental stewardship through its coffee capsules, particularly the innovative “Nespro” line that combines the rich flavour of coffee with the additional benefits of protein.

The main objective of the campaign is to inform consumers about Nespro's environmentally conscious actions and the resulting sustainability of its products. Nespro wants to establish a stronger connection with environmentally conscious consumers by highlighting the environmentally friendly attributes of its regular coffee capsules and its protein-coffee capsules. Furthermore, the campaign not only educates and inspires consumers to make ecologically responsible choices, but also establishes Nespresso/Nespro as a brand that aligns with their individual beliefs and principles.

The campaign will communicate a consistent message across a period of two weeks, reaching its peak on World Environment Day. Nespro successfully engages its target audience through a series of progressively structured messages, strategically timed to encourage consumers to reflect on their personal ecological impact and reinforce the brand's commitment to environmental sustainability.

Adapting the content for each channel will ensure that it effectively resonates with its specific viewers. The campaign will showcase visually captivating postings on Facebook and Instagram that focuses on Nespro's sustainable sourcing and recycling initiatives. Twitter will be used to distribute impactful messages and engage in continuous conversations related to sustainability. In addition, a wide range of content, including as talks and articles, related to Nespro's corporate environmental strategies, will be shared on LinkedIn. Boards on Pinterest that focus on sustainable coffee methods and Nespro's ecologically responsible choices will offer inspiration.

The campaign's design will focus on using green and natural colours to create a sense of environmental responsibility. The main principles driving the design will be sustainability and nature. The images will aim to illustrate the connection between the enjoyment gained from coffee and the preservation of our planet.

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The campaign will allocate a budget of 12,500 EUR to fund the creation of engaging content, targeted advertising to expand its audience, and the assessment of the campaign's effectiveness. This money will be managed in a way that ensures the accurate and efficient implementation of every aspect of the campaign.

The effectiveness of the campaign will be assessed using a wide variety of channel-specific key performance indicators (KPIs) and metrics. The metrics that will be constantly monitored include the volume of user-generated content, the engagement rates on postings, the reach and impressions, and the conversion rates for promotions of eco-friendly products. Moreover, the analytics will provide Nespro with valuable insights into the effectiveness of the campaign, allowing the company to develop future marketing plans based on data.

The World Environment Day campaign initiated by Nespro exemplifies the organization's unwavering commitment to sustainable operations. The campaign aims to increase awareness and encourage customers to take action through carefully selected content, deliberate distribution, and smart placement. This will enhance Nespro's reputation as a socially responsible choice in the coffee industry.

A W A R E N E S S C O N S I D E R A T I O N C R E A T I O N	OBJECTIVES	CHANNEL	CAMPAIGN 1: World Environment Day	KPIS
		Facebook	Discuss Nespro's sustainable sourcing and recycling initiatives in your posts and videos.	Measure engagement rates, video views, shares, CTR
		Instagram	Feature visually captivating content that emphasizes the environmentally sustainable attributes of Nespro capsules.	Monitor the efficacy of hashtags, story interactions, mentions, and remarks on posts.
		LinkedIn	Publish articles detailing the accomplishments and corporate sustainability initiatives of Nespro.	Examine article engagement, shares & views in relation to posts that emphasize sustainability.
		Twitter	Tweet about the environmental impact of Nespro and distribute pertinent eco advice.	The metrics to be monitored include engagement with environmental content, retweets, & hashtag reach.
		Pinterest	Pin images and infographics that highlight Nespro's ecological initiatives and sustainable coffee practices.	Pin saves, board follows, and traffic directed to the sustainability section of Nespro's website should be monitored.

Figure 30: Campaign 1: Nespresso/Nespro World Environment Day

https://www.canva.com/design/DAGCfiXUTso/7DeQycSPpv2VAH7-py7jXA/edit?utm_content=DAGCfiXUTso&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule



Nespro World Environment Day: Paid Social- (Facebook & Instagram Ads by (Canva).

Figure 31: Facebook Ad

https://www.canva.com/design/DAGCmVYdkS8/yR9Pq5XJksiNvttJ5h7WqQ/edit?utm_content=DAGCmVYdkS8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Figure 32: Instagram Ad

https://www.canva.com/design/DAGCme56Gco/LutS3MTCB5SwfbqctXTihw/edit?utm_content=DAGCme56Gco&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

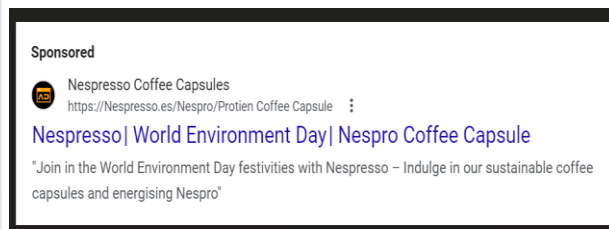


Figure 33: Twitter Ad (Canva)

Figure 34: Mock up- Google Ad.

https://www.canva.com/design/DAGCmSEBMt8/WNfa_zFz59v2GebUeJjv8g/edit?utm_content=DAGCmSEBMt8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

9.2. Campaign 2 Nespro : 8th of June- Global Wellness Day

As the date of June 8th approaches, Nespro is getting ready to launch an intriguing advertising campaign that links its popular coffee capsules with the fast-growing wellness trend. This project will introduce the innovative “Nespro” line, which consists of coffee capsules filled with protein. The purpose is to meet the growing market demand for health-conscious products.

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The primary objective of the campaign is to increase customer awareness about Nespresso's commitment to wellness, with a particular emphasis on the introduction of the “Nespro” capsules. Nespro aims to position itself as a brand that promotes the well-being of its customers by highlighting the health benefits of its protein-infused coffee capsules. Furthermore, it aims to optimise consumer engagement and increase revenue by establishing Nespro as the preferred choice for individuals who prioritise both health and excellent flavour.

The campaign will be implemented for a duration of two weeks leading up to World Wellness Day, employing various media platforms to maintain a continuous and engaging presence. The selected duration is intentionally determined to maximise its impact by allowing for a gradual adaptation to the real day and ensuring that consumers have ample time to engage with the brand's message.

The campaign's content strategy will be comprehensive and enlightening, incorporating a variety of inspirational and educational materials. The positive feedback received from satisfied customers will serve to underscore the individual advantages and encounters linked to the “Nespro” product line. Furthermore, educational articles and posts will explore the potential health benefits of incorporating protein into coffee consumption. Conversely, interactive challenges will encourage participants to share their individual experiences and wellness regimens pertaining to “Nespro” capsules.

The design of the campaign will embody the sophisticated and high-end aesthetic of Nespresso, emphasising tranquil colour scheme and streamline contours that correspond to the wellness motif. Furthermore, the “Nespro” capsules will be prominently featured in the imagery, in conjunction with visuals that inspire feelings of health and vitality, including images of active lifestyles and nourishing foods.

The campaign will be distributed across a carefully selected range of channels, including popular social media platforms like Facebook and Instagram. The choice of these channels is determined by their proven effectiveness in reaching health-conscious consumers and their capacity to facilitate personalised communication.

A budget of approximately 12,500 EUR will be allocated for this campaign, which will cover the creation of content, its dissemination, and targeted advertising efforts. The

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

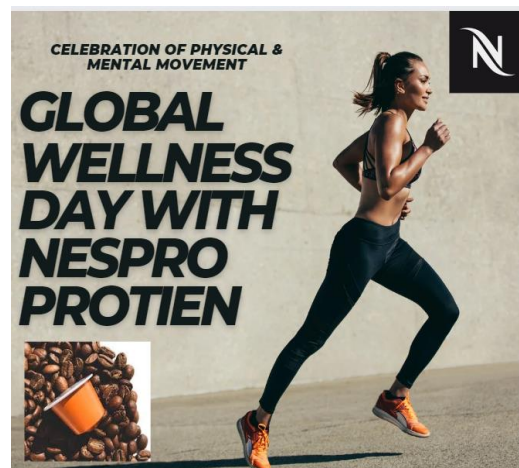
distribution of funds will be carefully managed to maximise the return on investment, with a specific focus on digital platforms that offer precise targeting capabilities.

The success of the campaign will be evaluated using key performance indicators (KPIs) such as engagement rates on social media postings, the amount of user-generated content, conversion rates for “Nespro” capsule sales, and the reach and impressions of wellness-related material. By employing these indicators, Nespro will get substantial insights into the effectiveness of the campaign, which will inform future marketing efforts and ensure the brand's ongoing presence in the wellness conversation.

A W A R E N E S S C O N S I D E R A T I O N	OBJECTIVES	CHANNEL	CAMPAIGN 2- Global Wellness Day	KPIS
	<ul style="list-style-type: none"> By promoting the Nespro line, increase awareness of Nespro's dedication to wellness. The health benefits of Nespro capsules should be promoted to generate interest. Promote Nespro's integration into a healthful lifestyle as an essential element. 	Facebook	<ul style="list-style-type: none"> Produce informative articles concerning the nutritional benefits of Nespro. Participate in community engagement by means of wellness challenges & polling. Health tips & exercise routines should be shared. 	<ul style="list-style-type: none"> Post engagement & reach. CTR for advertisements & promotions. Conversion rate for all wellness day offerings.
		Instagram	<ul style="list-style-type: none"> Present aesthetically pleasing visuals & videos showcasing Nespro capsules. Utilize Nespro to publish articles & segments that showcase fitness routines. People's testimonials to highlight the wellness benefits. 	<ul style="list-style-type: none"> Engagement rate (likes, comments, shares). Follower growth and story views. Conversion rate from website or in-app offers.
		LinkedIn	<ul style="list-style-type: none"> Publish articles discussing the contribution of Nespro to an active lifestyle & a healthy diet. Emphasize the scientific component of protein-coffee capsules. Discuss corporate partnerships & wellness initiatives. 	<ul style="list-style-type: none"> Views & engagement with articles. Development of the company page's following. Engagement rate with posts and shares.
		Twitter	<ul style="list-style-type: none"> Tweet concise health advice & facts concerning Nespro. Display appropriate hashtags when participating in discussions pertaining to Global Wellness Day. Documentative content yet influential testimonials and user accounts. 	<ul style="list-style-type: none"> Hashtag performance & engagement with tweets. CTR & engagement rate from tweets.
		Pinterest	<ul style="list-style-type: none"> Feature Nespro capsules & wellness lifestyle arrangements in high-resolution images. Utilizing Nespro capsules, compile boards containing DIY recipes & projects. Beneficiaries of health & wellness can be located by utilizing the platform's visual search. 	<ul style="list-style-type: none"> After the pin is saved, the board follows. CTR the website for Nespro. Engagement rate with wellness-related bookmarks.

Figure 35: Campaign 2: Nespresso/Nespro Global Wellness Day

https://www.canva.com/design/DAGCfiXUTso/7DeQycSPpv2VAH7-py7jXA/edit?utm_content=DAGCfiXUTso&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



Nespro Global Wellness Day: Paid Social- Facebook & Instagram Ads (Canva)

Figure 36: Instagram Ad

https://www.canva.com/design/DAGChNvsm3Q/lhQa9u8M55jS-X2NkN7Z5g/edit?utm_content=DAGChNvsm3Q&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Figure 37: Facebook Ad

https://www.canva.com/design/DAGCl8HZ_5Y/P9hAlIoOEedlWvqUo_oisg/edit?utm_content=DAGCl8HZ_5Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule



Figure 38: LinkedIn Ad (Canva)

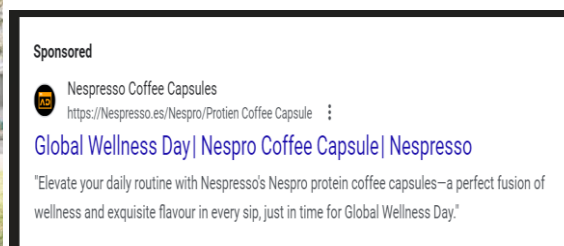


Figure 39: Mock-Up Google Ad

https://www.canva.com/design/DAGCmDHPu9w/k5OMxJo86oJAOPt70Cr49Q/edit?utm_content=DAGCmDHPu9w&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

9.3. Campaign 3 Nespro: 1st of October- International Coffee Day

The Nespro International Coffee Day campaign is an intricately planned endeavour that aims to foster a stronger bond between coffee aficionados and the brand, in addition to highlighting the revolutionary “Nespro” capsules. The primary aim of this marketing campaign is to commemorate the extensive history of coffee culture and establish “Nespro” as a significant participant in the changing discourse surrounding coffee intake, appealing to individuals who prioritise health and fitness because of the supplemented protein.

Commencing on International Coffee Day, October 1st, the campaign is scheduled to last for a duration of two weeks. Throughout this time, consumers will be actively involved through a sequence of daily postings. Extending from the artistry required to construct the ideal espresso to the narrative of coffee's journey from grain to cup, the material will be dynamic and varied, culminating in the introduction of the “Nespro” line. The narrative shall be animated via an assortment of narrative techniques—incorporating customer testimonials, informative segments concerning the advantages of protein in coffee, and interactive components such as challenges that foster engagement and the exchange of ideas.

The campaign materials will feature a design that adheres to the refined and high-end identity of Nespresso, while also integrating components that emphasise the distinctive selling proposition of “Nespro” capsules. This could encompass visual representations that highlight the capsules' complementary attributes of substantial protein content and flavour, alongside illustrations that elucidate the health advantages in a captivating and readily assimilated fashion.

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All major social media platforms on which Nespresso maintains a presence will be utilised to disseminate the campaign. Utilising the assets of each platform, such as employing visually appealing content on Instagram and Pinterest, providing in-depth educational content on LinkedIn, and creating engaging, shareable posts on Facebook and Twitter.

A financial allocation of €12,500 EUR has been made to guarantee that the campaign attains a broad spectrum of viewers. In addition to funding content creation, this budget will be allocated towards targeted advertising to increase the exposure of key posts, especially those that provide promotional incentives and introduce the “Nespro” supplements.

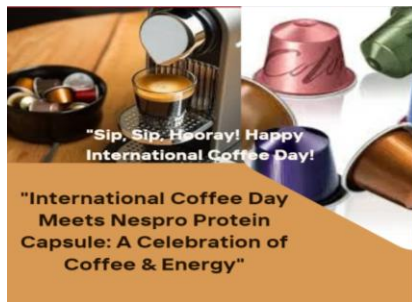
To gauging the performance of this campaign, the KPIs and metrics have been meticulously chosen. The level of audience engagement with the content can be discerned from engagement rates, whereas the extent to which the campaign is able to participate in broader discourse regarding International Coffee Day can be inferred from hashtag reach. Furthermore, a direct evaluation of the campaign's influence on consumer behaviour, specifically about the newly introduced “Nespro” capsules, can be obtained through sales data. By analysing these metrics, the efficacy of the campaign will be evaluated, and future marketing strategies will be informed, ensuring that Nespro maintains meaningful connections with its audience and meets its marketing objectives.

A W A R E N E S S	O B J E C T I V E S	CAMPAIGN 3- International Coffee Day		
		CHANNEL		KPIS & Metrics
		Facebook	<ul style="list-style-type: none"> • Targeted advertisements are encouraged to recruit existing and new customers. • Present informative material regarding the advantages of protein-based coffee capsules. • Conduct polls to interact with customers concerning coffee culture & Instagram products. 	<ul style="list-style-type: none"> • Page likes and follows, post engagement (likes, comments, shares), reach of posts, click-through rate (CTR) on ads, conversion rate for any call-to-action (CTA), like share save or learn more.
		Instagram	<ul style="list-style-type: none"> • Regular aesthetically pleasing visuals & videos to exhibit progress capsule is the healthy standard (single line). • Developing Instagram stories & reels to exhibit behind-the-scenes, & music content. • Instagram Reels is used-generated content to foster a sense of community and authenticity. 	<ul style="list-style-type: none"> • Follower growth, engagement rate (likes and comments per post), Instagram Stories view and interactions, hashtag performance, CTR on Instagram (Shopping or link in bio).
		LinkedIn	<ul style="list-style-type: none"> • Disseminate articles & posts that emphasize Nespro's commitment to innovation and sustainability. • Present thought-leadership content on the coffee sector as the market influence of Nespro. • Partner dialogue with an audience focused on business by addressing coffee industry trends & the health advantages it provides. 	<ul style="list-style-type: none"> • Profile visits, post engagement (likes, comments, shares), article reads, CTR on sponsored content, lead generation from registration rates.
		Twitter	<ul style="list-style-type: none"> • Twitter brief express-related information, coffee advice, and news updates. • Participate in International Coffee Day, generate our unique #Nespro hashtag. • Partner conversations and reposts to expand the reach and visibility of our campaign. 	<ul style="list-style-type: none"> • Follower count, retweets, likes, replies, trending use and reach, link clicks, engagement rate, mentions.
		Pinterest	<ul style="list-style-type: none"> • Display premium images of Nespro products and lifestyle content that is inspired by coffee. • Create boards for coffee presentation ideas, Nespro recipes, and do-it-yourself projects. • Analyze the visual search functionality of the platform to ensure users who are inspired by the aesthetic and health aspects of coffee. 	<ul style="list-style-type: none"> • Pin saves, board follows, outbound clicks to the website, engagement rate on Pins, impressions, audience growth rate.

Figure 40: Campaign 3 Nespro-International Coffee Day

https://www.canva.com/design/DAGCfiXUTso/7DeQycSPpv2VAH7-py7jXA/edit?utm_content=DAGCfiXUTso&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule



Nespro International Coffee Day: Paid Social- Facebook & Instagram Ad (Canva)

Figure 41: Instagram Post/

https://www.canva.com/design/DAGCggdcgcM/JZpCAE6oULa4VKdJtOo-rA/edit?utm_content=DAGCggdcgcM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Figure 42: Facebook Ad

https://www.canva.com/design/DAGCguCQ6iQ/Kn928GzbRBdnUfcH7blxGA/edit?utm_content=DAGCguCQ6iQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

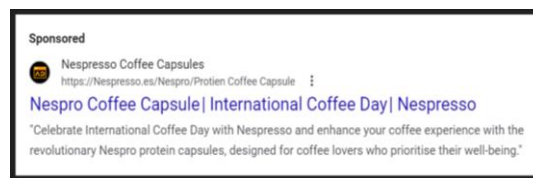


Figure 43: Pinterest Ad (Canva) Figure 44: Mock-up- Google Ad

https://www.canva.com/design/DAGCgluYhaw/alRbMm6ftiX94kB5oEImfw/edit?utm_content=DAGCgluYhaw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

The Budget of the three Campaigns above According to the Goals of Nespresso/Nespro of the Marketing Funnel

CAMPAIGN 1			
5th of June 2024- World Environment Day			
CAMPAIGN 1 BUDGET €12,500			
FUNNEL PHASES	CHANNEL	INITIAL BUDGET	FINAL BUDGET
AWARENESS & INTEREST	INSTAGRAM	€ 3,541.25	0
	FACEBOOK	€ 3,125.00	0
	LINKEDIN	€ 2,500.00	0
	TWITTER	€ 1,666.25	0
	PINTEREST	€ 1,666.25	0
FULL FUNNEL	TOTAL	€ 12,498.75	
INVESTMENT DISTRIBUTION			
2 WEEK BUDGET	€ 12,500		

CAMPAIGN 2			
8th of JUNE 2024- Global Wellness Day			
CAMPAIGN 2 BUDGET €12,500			
FUNNEL PHASES	CHANNEL	INITIAL BUDGET	FINAL BUDGET
AWARENESS/INTEREST	INSTAGRAM	€ 3,846.25	0
	FACEBOOK	€ 2,885.00	0
	Sub-Total	€ 6,731.25	0
CONSIDERATION	LINKEDIN	€ 2,403.75	0
	TWITTER	€ 1,922.50	0
	PINTEREST	€ 1,442.50	0
	Sub-Total	€ 5,768.75	0
FULL FUNNEL	TOTAL	€ 12,500.00	
INVESTMENT DISTRIBUTION			
2 WEEK BUDGET	€ 12,500		
% AWARENESS/INTEREST	€ 6,731.25 (53.85%)		
% CONSIDERATION	€ 5,768.75 (46.15%)		

CAMPAIGN 3			
1st of OCTOBER 2024- International Coffee Day			
CAMPAIGN 3 BUDGET			
FUNNEL PHASES	CHANNEL	INITIAL BUDGET	FINAL BUDGET
AWARENESS/INTEREST	INSTAGRAM	€ 4,000.00	0
	FACEBOOK	€ 3,000.00	0
	Sub-Total	€ 7,000.00	0
CONSIDERATION	LINKEDIN	€ 2,500.00	0
	TWITTER	€ 2,000.00	0
	PINTEREST	€ 1,500.00	0
	Sub-Total	€ 6,000.00	0
CONVERSION	INSTAGRAM	€ 5,000.00	0
	FACEBOOK	€ 1,800.00	0
	LINKEDIN	€ 1,500.00	0
	Sub-Total	€ 8,300.00	0
RETENTION	INSTAGRAM	€ 1,000.00	0
	FACEBOOK	€ 1,000.00	0
	Sub-Total	€ 2,000.00	0
FULL FUNNEL	TOTAL	€ 20,300.00	
INVESTMENT DISTRIBUTION			
2 WEEK BUDGET	€ 20,300		
% AWARENESS/INTEREST	€ 7,000.00 (34%)		
% CONSIDERATION	€ 6,000.00 (29%)		
% CONVERSION	€ 5,800.00 (27%)		
% RETENTION	€ 2,000.00 (10%)		

Table 7: Budget- World Environment Day

Table 8: Budget- Global Wellness Day

Table 9: Budget-International Coffee Day Nespresso Campaigns.xlsx

9.4. Always on Strategies

Nespro's three campaigns, International Coffee Day, World Environment Day, and Global Wellness Day marketing initiatives show its dedication to sustainability, wellness, and coffee culture. These campaigns demonstrate Nespro's commitment to providing customers with significant rewards. Furthermore, a complete approach that includes communication, tracking, monitoring, and customer lifecycle information is needed to optimise these initiatives.

Nespro can utilise techniques that have the potential to greatly improve the marketing strategy for the introduction of Nespro coffee capsules. SEMrush Organic Search, Meta Pixel, and Google Search Console are highly effective tools. Here is a detailed examination of how each tool can be efficiently used:

The SEMrush Organic Search tool is a comprehensive SEO tool that provides in-depth data on website performance, keyword rankings, and competition analysis. By integrating SEMrush with Google Search Console, marketers can access comprehensive data on organic search rankings, performance metrics, and keyword opportunities. This connection allows Nespro to uncover high-potential keywords that drive traffic to Nespro's product pages and track the rankings of these keywords over time to evaluate their impact. Moreover, examine the click-through rates (CTR), impressions, and typical positions of particular sites, and identify keyword opportunities to create targeted content that improves search engine exposure.

The Meta Pixel, formerly referred to as Facebook Pixel, is a tracking tool that helps measure the effectiveness of Facebook and Instagram ads by monitoring user interactions on the website. Meta Pixel possesses the capacity to observe and analyse conversions and user behaviour on Nespro's product pages. In addition, it can help redirect visitors who have demonstrated interest in Nespro, so enhancing the probability of conversion. Furthermore, Meta Pixel has the capability to enhance the effectiveness of advertising campaigns by utilising user behaviour data, resulting in a higher return on investment for ads. Furthermore, it has the capability to create customised marketing tactics to efficiently captivate prospective clients.

Google Search Console is a free service offered by Google that helps webmasters analyse and improve their website's exposure in search results. Nespro benefits from

A Perfect Blend – “Nespro” Protein- Infused Coffee Capsule

significant insights regarding the success of their product pages in search results through Google Search Console. Moreover, it aids in the identification and resolution of indexing issues to guarantee the inclusion of all product pages in Google's index. Furthermore, it enables the monitoring of keyword performance and reveals areas that can be enhanced. Moreover, it allows for the surveillance of mobile usability in order to provide a seamless experience for mobile users.

Nespro can enhance its online visibility, monitor user engagements, and manage its marketing tactics by utilising these technologies and analysing extensive data. Implementing this comprehensive strategy will increase the number of visitors coming from search engines, boost the visibility of Nespro on search engine results pages, and improve the overall effectiveness of the marketing campaign.

Hence, the success of Nespro's campaigns will depend on a smart approach to monitoring and tracking, a compelling communication strategy, effective platform utilisation, and a profound comprehension of the customer lifecycle. Nespro would enhance its dedication to sustainability, wellbeing, and the rich legacy of coffee by utilising SEMrush Organic Search and Meta Pixel, Search Console to develop content that resonates with its audience.

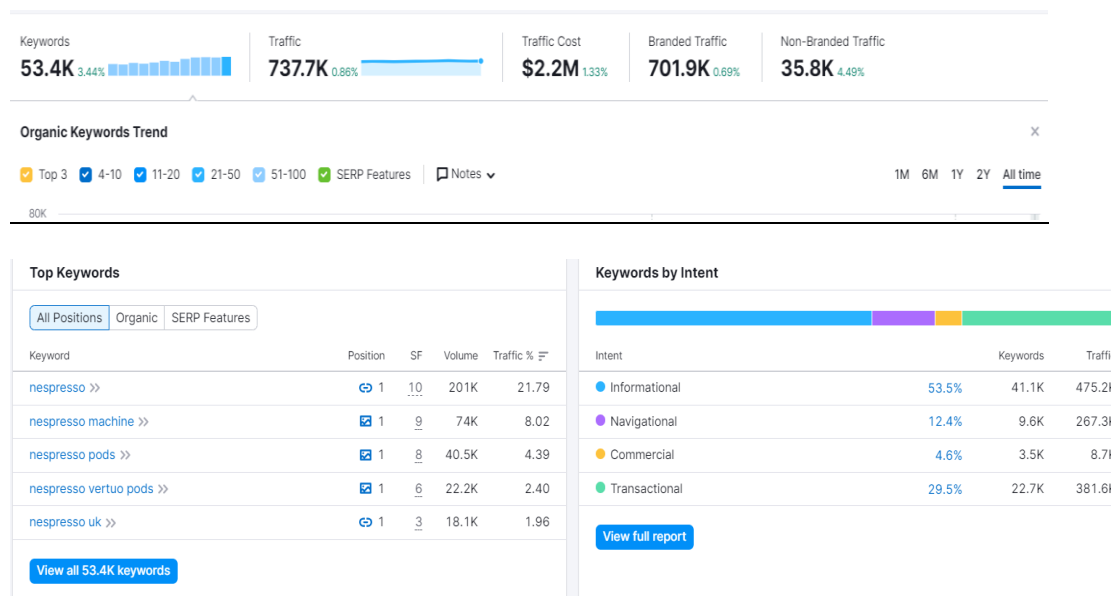


Figure 45: SEMrush Organic Search for Nespresso Website.



Figure 46: Nespresso Spain Meta Pixel Helper

10. Design and Creation Plan for the site/e-commerce/app

10.1. Look & Feel

Design refers to the decorative elements that add to the visual identity of the platform. Nespro should select a colour palette that aligns with the brand's esteemed and refined image, such as rich browns, golds, and blacks that evoke the luxuriousness of coffee. Fonts should be modern and easily understandable, while graphics and iconography should be of high quality and reflect the prestigious nature of the product.

The visual aesthetic should align with the brand's identity. For Nespro, this might involve a more elaborate design that showcases the complicated and diverse coffee tastes, or a simple and transparent style that emphasises the convenience of using the capsules. Moreover, the choice of visual style should strongly appeal to the target audience, which is predominantly made up of coffee enthusiasts who value expediency without sacrificing the quality of the product.

The composition and layout should be designed to facilitate user navigation by providing clear information regarding the protein content, various varieties of coffee capsules, and recycling instructions for each capsule. Priority will be given to the most significant information (such as featured products or remarkable offers) in a well-designed layout that possesses a distinct hierarchy.

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The platform should have responsive design features that show response to user actions, such as button presses and finding new options. To access more details on a taste, a user can either click on a capsule or navigate through a carousel of other options.

The navigation should be made to be user-friendly, offering a clear path for purchasing capsules or getting further information about the Nespro brand. Ensuring cross-device compatibility is essential for maintaining a consistent user experience, regardless of whether the user is using a desktop computer, tablet, or smartphone.

The whole design should evoke positive emotions, such as the excitement of trying a new flavour or the satisfaction of choosing recyclable capsules as a sustainable option. The inclusion of visual depictions, vivid colours, and interactive elements should promote the luxury and quality that are inherent to the Nespresso brand.

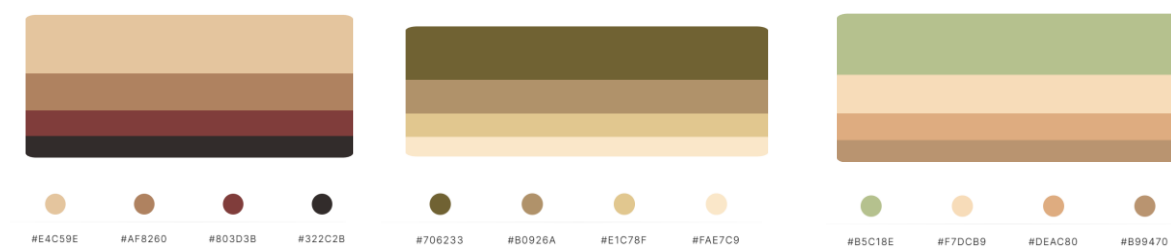


Figure 47: Colour Palette used for (Figma)

10.2. UX Definition: Content tree, Mock-up, Wireframe

Content Tree /Sitemap

The provided site map provides a graphical representation of the structure and organisation of the Nespro website's content. The text provides a detailed overview of the main sections and pages of the Nespro website, including the specific areas where information about coffee capsules can be found. The text below provides a concise overview of the Nespro coffee capsule-related components inferred from the site map:

The headings

The headings correspond to the main navigation menu items that are shown on the Nespro website. A header or menu item labelled “Capsules” or “Coffee” would guide users to a dedicated site or section showcasing the various coffee capsules available from Nespro.

Menus

A dropdown or secondary navigation menu would appear below the “Capsules” or “Coffee” banner, listing the many categories or types of coffee capsules available. This may include exclusive variations, combinations, strengths, or tastes.

Buttons

Buttons are interactive features that allow users to perform specified activities. The Nespro coffee capsules page may include icons labelled as “Add to Cart,” “Learn More,” or “Subscribe” to receive updates on recurrent deliveries. These icons enhance the purchase experience by providing supplementary information about the products.

Footer

Located at the bottom of the page, the footer comprises supplementary hyperlinks and pertinent data. Regarding the coffee capsules segment, the footer could potentially comprise hyperlinks to customer service, recycling-related details (considering Nespro’s commitment to sustainability), a site map, or terms and conditions.

Call to Action

The use of “Call to Action” buttons strategically placed throughout the site map encourages visitors to actively engage with the site. Within the context of coffee capsules, this could involve promoting the exploration of different flavours, providing information about the diverse types of capsules, offering details about the origins of the coffee, providing insights into the preparation methods, or offering a subscription to a capsule delivery service.

The Nespro content tree holds significant importance as it delineates the fundamental components of a unified and captivating online presence. The “Visual Appearance” component guarantees that the brand's sophisticated and refined identity is effectively conveyed through the arrangement, visual design, and aesthetics. On the other hand, the “User Experience” field prioritises interaction, usability, and emotional response as crucial elements for creating a favourable and lasting user experience. Thus, Nespro would carefully organise the design and functionality of its product in order to uphold its high-quality reputation, foster customer allegiance, and establish a unique brand identity in a challenging market.

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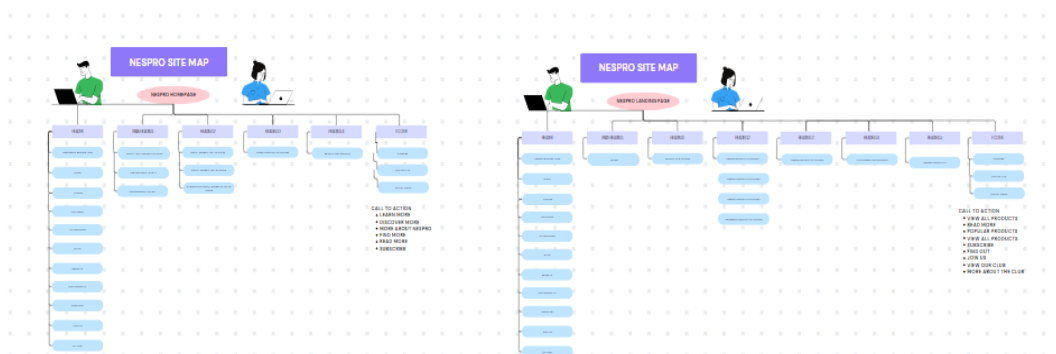


Figure 48: Content Tree- Homepage / Landing Page

https://www.canva.com/design/DAGCy-WPCwE/iM468NkMmGS-mULRN_a_gbw/edit?utm_content=DAGCy-WPCwE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Nespro Wireframe (Figma)

The process of developing wireframes for Nespro coffee capsules, including a fictitious new line of coffee protein capsules called “Nespro,” for mobile iPhone and desktop MacBook would entail the design of an interface that is intuitive to the user, promotes seamless navigation for customers, and elevates the overall user experience. The wireframes would comprise a homepage that effectively presents the Nespresso line, with particular emphasis on the recently introduced “Nespro” protein capsules. This would be achieved with high-quality images and succinct, lucid text that conveys the product's distinctive attributes.

Two distinct landing pages will be developed for the purpose of A/B testing, to ascertain which of the layout, messaging, and visual components elicits the strongest user response. Furthermore, to engage users, the first landing page emphasise the experience of the loyalty program of Nespresso/Nespro coffee capsules, minimalist design, and interactive elements. To appeal to users' taste preferences, landing page 2 highlight the variety of flavours, including strawberry, chocolate, and vanilla, using a more vibrant colour scheme and dynamic layouts.

Both wireframes emphasise navigational simplicity by including explicit calls to action that direct users to subscription or purchase options. By implementing a responsive design, users would be able to effortlessly transition between desktop (MacBook Air) and mobile platforms (iPhone 14&15). In addition, usability best practices would be integrated into the wireframes, including user-friendly navigation, convenient customer support options, and a streamlined purchasing procedure.

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Utilising tools such as Figma which provide a wealth of user interface components and interactive functionalities for constructing high-fidelity prototypes, the wireframes would be generated. Furthermore, by facilitating collaboration and sharing in real-time with stakeholders, these tools guarantee that the wireframes align with both design and business objectives. Nonetheless, the objective of these wireframes would be to develop a digital experience that effectively introduces the innovative “Nespro” line to a health-conscious market while maintaining consistency with Nespresso's brand values of luxury and quality.

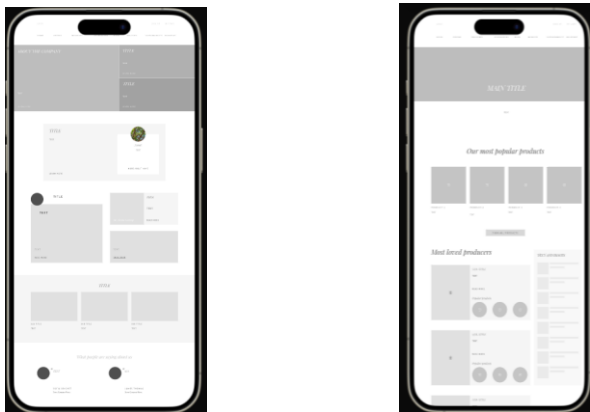


Figure 49: Wireframe Home page - Mobile iPhone 14 & iPhone 15

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=242-821&t=YqoXFy1ob2IKYdIQ-1>

Figure 50: Wireframe Landing Page- Mobile iPhone 14 & iPhone 15

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=263-1207&t=YqoXFy1ob2IKYdIQ-1>

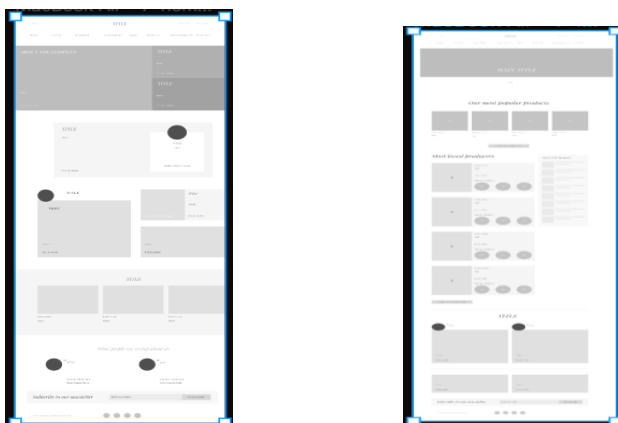


Figure 51: 1 Wireframe Home page- MacBook Air

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=275-1359&t=YqoXFy1ob2IKYdIQ-1>

Figure 52: Wireframe Landing Page - MacBook Ai 1

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=275-1461&t=YqoXFy1ob2IKYdIQ-1>

Nespro Mock-up (Figma)



Nespro Design: Home Page and Landing Pages- iPhone 14 & iPhone 15 (Figma)

Figure 53: Mobile Homepage Design

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=242-924&t=YqoXFy1ob2IKYdIQ-1>

Figure 54: Mobile Design Landing Page 1

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=242-1036&t=YqoXFy1ob2IKYdIQ-1>

Figure 55: Mobile Design Landing Page 2

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=299-3203&t=YqoXFy1ob2IKYdIQ-1>



Figure 56: Nespro Homepage Design MacBook Air 2

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=279-1862&t=YqoXFy1ob2IKYdIQ-1>

Figure 57: Nespro Landing Page Design 1 MacBook Air 1

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=279-1862&t=YqoXFy1ob2IKYdIQ-1>

Figure 58: Nespro Landing Page Design 2 MacBook Air 1

<https://www.figma.com/design/fbEh2t2DWe4oY2NSHJeVk3/Nespresso-Homepage-Wireframes?node-id=281-3025&t=YqoXFy1ob2IKYdIQ-1>

10.3. Main Contents and Functionalities

It would be beneficial to incorporate the following elements on the Nespresso webpage: information about Nespresso coffee capsules, the introduction of the new line of coffee protein capsules “Nespro,” details on the Nespresso Club, and a focus on sustainability.

Main Contents

- **Homepage:** Present a succinct and engaging synopsis of Nespresso's products, encompassing the brand's sustainability endeavours, the revolutionary “Nespro” protein capsules, and the advantages of Nespresso/Nespro Club membership.
- **About Us:** Describe the history, mission, and core values of Nespresso, focusing on the company's dedication to quality and sustainability.
- **Products/Service:** Provide in-depth descriptions of every variety of coffee capsule, including the “Nespro” line. Employ videos and images of superior quality to exhibit the capsules and elucidate the supplementary protein advantages.
- **Blog or Resource Centre:** Develop educational content pertaining to the significance of protein, the value of coffee, and Nespresso's/Nespro endeavours in sustainability.
- **Contact:** Incorporate extensive contact details, inquiry forms, and live support alternatives to aid customers in resolving any concerns or inquiries.

Key Features:

- **Internal Search:** Incorporate a resilient search functionality to assist users in efficiently locating capsules, Nespresso/Nespro Club information, or sustainability particulars.
- **Shopping Cart and Checkout Process:** Design an intuitive and secure e-commerce system for purchasing capsules, including the “Nespro” line.
- **User Registration and Personal Area:** Permit users to administer their Nespresso/Nespro Club membership, monitor orders, and participate in recycling programmes through the creation of accounts.
- **Social Media Integration:** Facilitate effortless dissemination of products and content across social media platforms, thereby cultivating a sense of community centred around the Nespresso/Nespro brand.
- **Mobile Adaptability and Responsive Design:** Ensure that the website is entirely responsive, delivering a cohesive user experience on all devices, with a particular emphasis on mobile devices.

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- **SEO and Performance:** Implement performance optimisation and SEO on the Nespresso/Nespro website and mobile application: incorporate pertinent keywords into content, optimise meta tags and descriptions, and guarantee mobile friendliness
Regarding performance: For a seamless user experience, minimise load times by compressing images, utilising CDNs, employing passive loading, and reducing code bloat.

10.4. Definition of CMS structure, Database, Servers, Domains

A resilient online infrastructure is critical for Nespresso's foray into the Spanish market via its renovated website, which will highlight the Nespresso Club, the Nespro brand of protein coffee capsules, and sustainability initiatives. This entails the verification of hosting dependability, the acquisition of an SSL certificate to facilitate secure transactions, and the selection of an appropriate CMS.

CMS (Content Management System) Selection for Spain Market

Salesforce CMS, Magento, and Salesforce Marketing Cloud are separate systems with distinct core functionalities, and each of them can serve a specific purpose in the launch of Nespro, Nespresso's new coffee capsules. Here is a comparison of their differences and an explanation of how they can be effectively used for the product launch:

Salesforce CMS is a versatile content management system that enables users to generate, oversee, and disseminate material across multiple digital platforms. It effectively connects with other Salesforce products, allowing for a single approach to managing content and customer data. Salesforce CMS may be utilised to develop compelling material, including blog entries, product descriptions, and multimedia content, for the launch of Nespro. This content can then be disseminated across Nespresso's website, email campaigns, and social media platforms. This guarantees the uniformity of communication and branding across all platforms, hence improving customer interaction and knowledge. Moreover, it enables the creation and administration of compelling content related to Nespro, guaranteeing uniform communication across various digital platforms. Utilise it to disseminate blog articles, product explanations, and multimedia materials that emphasise the distinctive attributes and advantages of Nespro.

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Magento, formerly known as Adobe Commerce, is a robust e-commerce platform that allows businesses to create and manage online stores. It offers a diverse array of functionalities for product management, order processing, customer management, and additional features. Magento is highly versatile and has the ability to expand in size, making it suitable for businesses of any size. Nespro can employ Magento to create an e-commerce platform, manage product inventories, handle customer orders, and provide a seamless and pleasant shopping experience. The platform's versatility allows for the creation of a tailored e-commerce website that can successfully showcase the unique features and benefits of Nespro. In addition, Magento's extensive catalogue management and marketing capabilities may significantly enhance website traffic and improve conversion rates, making it an ideal platform for launching new products. Furthermore, the objective is to sell Nespro items through vending machines, manage product catalogues, handle customer orders, and offer a seamless and user-friendly shopping experience. Utilise Magento's marketing capabilities to maximise website traffic and improve conversion rates.

Salesforce Marketing Cloud is a comprehensive marketing automation solution designed to manage and improve marketing efforts across several channels, including email, social media, mobile, and web. The platform provides a variety of tools for creating and managing marketing campaigns, segmenting consumers, and analysing data. In order to commence the launch of Nespro, one can make use of Salesforce Marketing Cloud to create personalised marketing campaigns, track client engagement, and assess the effectiveness of marketing strategies. This fosters the development of brand awareness and incites customer intrigue towards the novel product. Moreover, the platform's AI-driven personalisation and automation capabilities can enhance the scope and efficiency of marketing efforts. Develop and execute tailored marketing strategy to promote Nespro. In addition, using consumer segmentation and data analytics to accurately target the relevant audience and measure the effectiveness of marketing efforts.

Nespresso can leverage these technologies to create a cohesive and impactful strategy for launching Nespro, ensuring effective content management, seamless e-commerce operations, and appealing marketing campaigns.

Nespro Domain Name

You may use Dominios.es and approved registrars to register a Nespro domain name in Spain. The official registration for “.es” top-level domain names in Spain is Dominios.es. Registration

and management of “.es” domains are simple, boosting their adoption as a global standard for Spanish-language content. Furthermore, Dominios.es offers simple domain name registration and renewal, cheap price, and value-added services like peaceful dispute resolution. Dominios.es recommends certified registration providers for their lower costs, hosting, email, and upgraded security. We must use Dominios.es' search engine or an approved registrar's website to check the availability of the required domain name (e.g., nespro.es) before registering it for Nespro. Furthermore, you may register directly via Dominios.es or an approved registrar after verifying availability. Prices and other services should be compared before choosing. Other steps include giving contact information, choosing a registration time, and paying. Moreover, the registrar's management panel will let us manage the domain after registration. Our administrative interface lets us configure DNS records, renew the domain, and add services as needed. By utilising Dominios.es or an approved registrar, we may get Nespro a “.es” domain for a strong Spanish internet presence.

Certificate for SSL

To get an SSL certificate for Nespro in the Spanish market, Nespresso/Nespro may proceed by adhering to the following steps: Start by choosing a reputable Certificate Authority (CA) like Let Us Encrypt or Comodo. Generate a pair of public and private keys on our web server to create a Certificate Signing Request (CSR). Submit the CSR to the website of the selected Certificate Authority (CA) and complete the validation procedure to confirm domain ownership. Once the Certificate Authority (CA) has granted the SSL certificate, continue with the installation on our web server and configure the server to employ HTTPS. This technique ensures that the data sent between the user's web browser and the server is encrypted, protecting sensitive information, and promoting consumer trust. Furthermore, the possession of an SSL certificate improves SEO rankings and ensures compliance with data protection regulations such as GDPR (General Data Protection Regulation), which is essential for doing business in the European market, including Spain.

11. Relational and Loyalty Strategy

11.1 Objectives

A. Customer Relational Objectives for Nespresso and Nespro

- **Direct Consumer Engagement:** Nespresso/Nespro seeks to cultivate a direct connection with customers by offering them exclusive membership in the Nespresso/Nespro Club, where they can purchase coffee capsules and accessories.

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This direct interaction is made possible by creative product design and pre-measured coffee capsules, with the goal of improving the customer's experience and building stronger brand loyalty.

- **Creating Unique Customer Experiences:** Nespresso/Nespro prioritises delivering tailored customer care via direct mail, online marketing to provide a distinct and high-quality experience. This strategy is meant to strengthen relationships with customers by instilling a feeling of gratitude and understanding.
- **Brand Positioning and Market Differentiation:** Nespresso/Nespro aims to achieve marketing objectives by producing premium coffees and fostering enduring customer connections. The brand distinguishes itself in the highly competitive coffee sector via its emphasis on superior quality and client loyalty. The strategic placement is crucial for both Nespresso and the introduction of the “Nespro” brand, as it aims to attract and maintain a certain group of coffee connoisseurs in the Spanish market.

B. Customer Loyalty Objectives for Nespresso and Nespro:

- **Enhancing Customer Engagement and Retention :** The company aims to increase consumer loyalty via the Nespresso/Nespro Club by cross-selling other items and providing personalised services. The aim of this method is to promote consumer loyalty by boosting consumption habits and incentivizing repeat purchases for “Nespro” capsules.
- **Engagements and Long-Term Relationships:** Nespresso/Nespro redirects consumers to capsule subscriptions, including the new Vertuo capsule subscriptions, using “nudge” techniques and subscription models. This strategy ensures a high rate of customer retention while providing comparatively modest benefits to foster customer loyalty. Implementing the approach towards the “Nespro” line could effectively cultivate enduring customer relationships and avert customer attrition to rival firms.
- **Sustainability & Social Responsibility (CSR):** By recycling aluminium capsules, Nespresso's CSR initiatives, such as recycling programmes, seek to transform coffee consumption into an act of solidarity. The initiative not only demonstrates

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Nespresso's/Nespro commitment to environmental sustainability, but it also increases customer loyalty by aligning with the values held by socially conscious customers. By using such activities, the “Nespro” line may enhance consumer loyalty via shared ideals.

11.2. Key Moments in the User Lifecycle

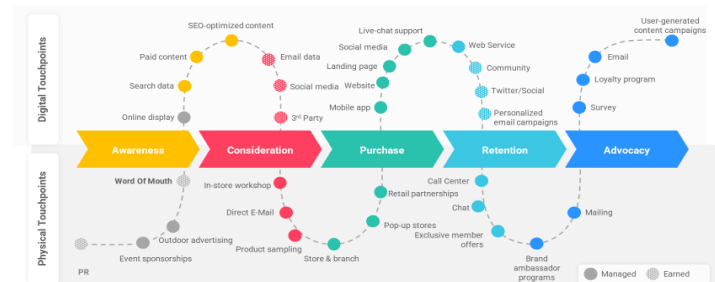


Figure 59: Nespresso/Nespro Customer Lifecycle-
Nespresso Customer Lifecycle.pptx

The key stages of the Nespresso / “Nespro” customer journey, including both tangible and virtual encounters, are delineated as follows:

- a. Awareness:** This strategy aims to enhance brand visibility and attract potential customers using a mix of paid online advertising, search engine optimisation, and public relations initiatives. Implementing additional digital strategies, such as influencer marketing and search engine optimisation (SEO), may enhance online visibility. Meanwhile, utilising outdoor advertising and sponsoring events can amplify physical brand exposure.
- b. Consideration:** Nespresso/Nespro attracts potential consumers by offering comprehensive product information and focused marketing strategies. Online demonstrations and webinars provide an immersive experience, while in-store inquiries and product tastings provide buyers with a tangible understanding of the items.
- c. Purchase:** Customers are prepared to make a purchase of Nespresso/Nespro. The organisation offers a variety of online platforms to ensure a smooth purchase process, along with live chat for immediate customer support. Moreover, Pop-up shops and retail partnerships provide consumers with additional physical shopping opportunities.

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- d. Retention:** Nespresso/Nespro ensures customer loyalty by delivering great customer service and fostering a strong online community. Personalised email marketing and exclusive membership programmes may provide tailored experiences and rewards, while customer appreciation events can strengthen the connection between the consumer and the business.
- e. Advocacy:** Content users are urged to share their favourable experiences and endorse Nespresso and Nespro. Integrating user-generated content and referral programmes into digital campaigns may enhance word-of-mouth marketing. In addition, the implementation of brand ambassador programmes and the distribution of referral cards may incentivize consumers to actively promote the company within their own networks.

The objective of these touchpoints is to enhance the customer experience during the whole lifecycle of Nespresso and Nespro. To enhance customer engagement and promote a shift in sentiment from first awareness to brand endorsement.

11.3. Action Plan and KPIS (key performance indicators)

The table below presents the intended activities, the platforms on which these activities will be implemented, and the key performance indicators (KPIs) that will be assessed to determine the campaign's success for Nespresso and the new Nespro line. Every action is strategically crafted to capitalise on the unique capabilities of particular social media platforms to optimise interaction, sales, and client contentment.

Paid Media Channel	Action Plan for Nespresso	Action Plan for Nespro	KPIS
Facebook	<ul style="list-style-type: none">Enhance the visibility & recognition of customer narratives & endorsements.Emphasise environmental activities & recycling programme.	<ul style="list-style-type: none">Initiate focused advertising campaign to promote the debut of Nespro.Utilise carousel advertisements to exhibit a variety of Nespro flavours.	<ul style="list-style-type: none">Engagement rate (likes, comments shares).Conversion rate from ads.Click-through-rate CTR.
Instagram	<ul style="list-style-type: none">Share high-resolution pictures and videos highlighting Nespresso capsules.	<ul style="list-style-type: none">Employ Instagram Stories to initiate a countdown for the launch of Nespro.Collaborations with Spanish celebrities &	<ul style="list-style-type: none">Increase in the number of followers.Rate of user engagement on both posts and Stories.

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	<ul style="list-style-type: none"> Utilise narratives to advertise daily promotions. 	athletes to enhance reach and establish trust.	<ul style="list-style-type: none"> Number of times a story has been viewed.
LinkedIn	<ul style="list-style-type: none"> Share articles pertaining to business solutions and corporate responsibility. Provide analysis on the cultural and industrial developments in the coffee sector. 	<ul style="list-style-type: none"> Publicise the introduction of Nespro by highlighting its specific advantages and features. Concentrate on business consumers by emphasising the benefits of Nespro for office usage. 	<ul style="list-style-type: none"> Keep track of how many interactions and shares your posts get. <p>The frequency with which consumers click on advertisements. Additional people have begun following.</p>
Twitter	<ul style="list-style-type: none"> Provide concise suggestions and coffee formulas. Interact with followers by posting compelling content & completing surveys to learn about their coffee preferences. 	<ul style="list-style-type: none"> Utilise Twitter to get instantaneous information on the day of Nespro's debut. Advertise exclusive promotions available on the day of the product launch. 	<ul style="list-style-type: none"> The act of sharing someone else's tweet and tagging someone in a tweet. Promotional tweet engagement rate. Analysis of hashtag effectiveness.
YouTube	<ul style="list-style-type: none"> Upload videos emphasising the benefits of Nespresso capsules, as well as testimonials from delighted consumers. Emphasise the ease of recycling capsules. 	<ul style="list-style-type: none"> Begin broadcasting a Nespro introduction video that highlights the company's various goods & benefits. Include customer testimonials & training videos for baristas. 	<ul style="list-style-type: none"> Video views. Subscriber growth Engagement on videos (Likes & comments)

Table 10: Action Plan and KPIs
Relational & Loyalty Strategy - Action Plan & KPIs.xlsx

11.4. Email Marketing

Email Marketing Process for Nespresso and Nespro

a. Segmentation and Personalisation:

- Nespresso/Nespro segments the email list based on user preferences, purchase history, and behaviour. This allows for more relevant and customised messages with every individual subscriber. As an example, emails may be sent to clients who often buy Nespresso/Nespro coffee capsules, emphasising unique promotions or new flavours from their chosen product ranges.
- To introduce the new line of Nespro as an exclusive update, Nespresso may segment emails to target existing customers who have demonstrated a preference for premium or specialty products prior to the product's launch.

b. Regular Updates and Newsletters:

- Periodically, Nespresso distributes newsletters containing information on new products, coffee recipes, and coffee culture. This practice serves to sustain brand

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recognition and uphold the values and way of life that are intrinsic to the Nespresso brand.

- Newsletters for Nespro may emphasise the distinctive attributes of the new capsules, such as any exclusive coffee bean sourcing or innovative features of the capsule technology.

c. Promotions and Exclusive Offers:

- Customers are informed via email marketing about discounts, promotions, and unique deals. Nespresso often offers discounts on bulk orders of capsules and unique deals over the Christmas season.
- Existing customers might be motivated to try Nespro by offering them introductory incentives or integrated promotions that are included in emails.

d. Customer Loyalty and Retention:

- In order to enhance customer loyalty, customised emails are sent out including points or awards that may be used for future purchases. This strategy not only cultivates consumer loyalty but also encourages repeat purchases.
- Customers who are among the first to use a newly launched product line may qualify to obtain extra points or unique advantages via loyalty messaging from Nespro.

e. Feedback and Engagement:

- Nespresso solicits feedback on their products and services via email; this information is utilised to enhance their offerings and customer service. Emails frequently contain feedback forms and surveys embedded within them.
- Initial emails from customers may contain a feedback mechanism that enables Nespro to collect early impressions and suggestions, thereby facilitating the rapid adaptation of product strategy in accordance with actual user experiences.

11.4.a Customer Relationship Management (CRM) for Nespresso/Nespro

Nespresso is currently using Salesforce CRM and SAP CRM as its primary client Relationship Management (CRM) platforms, which are essential for overseeing client interactions and data.

- A. Salesforce CRM is a cloud-based platform that provides a wide range of capabilities for sales, customer support, marketing, and analytics. This software aids enterprises in

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overseeing consumer contacts, monitoring sales, and streamlining marketing endeavours. Furthermore, the pricing for Salesforce CRM is variable, with the Sales Cloud offering an entry-level Essentials plan beginning at €25 per person per month, and a high-end Unlimited plan priced at €330 per user per month. This platform offers comprehensive analysis of client behaviour, allowing customised marketing campaigns and streamlined sales procedures, both of which are crucial for the effective introduction of Nespro. By using Salesforce CRM, Nespresso can get vital data on client preferences, customise marketing campaigns, and guarantee a smooth customer experience, thereby boosting the success of Nespro in the Spanish market.

- B. SAP CRM is a component of the SAP Customer Experience package, which provides a wide range of tools for effectively handling customer interactions, sales, and marketing activities. It effortlessly combines with other SAP products, offering a cohesive platform for company operations. The cost for SAP CRM is often tailored to the individual requirements of the company, and firms are advised to reach out to SAP for a comprehensive quotation. Moreover, SAP CRM enables Nespresso to analyse customer data, optimise marketing initiatives, and improve customer engagement by delivering personalised communication and offers. SAP CRM may play a crucial role in the Nespro launch by dividing the target audience into several segments, automating marketing efforts, and offering real-time information to assess the performance of the campaigns. This guarantees that Nespresso can efficiently target and captivate prospective clients, stimulating sales and fostering brand loyalty for Nespro in the Spanish market.

ID Number	Full Name (First, Last)	Job Title	Organization	Birthday	Email	Phone
17624	James Brown	Sales representative	Auto Pro Gaming Inc.	01/01/82	james.brown@autoprogame.com	34-67146455
24624	Cameron White	Marketing Manager	Automobile Parts Co.	01/02/79	cameron.white@automobileparts.com	34-67146458
31624	Elena Hughes	Sales Manager	Bugan Ltd.	10/01/73	elena.hughes@buganltd.com	34-67146457
44624	Luis Lomel	Supply Chain Analyst	Cafon Technologies Inc.	15/04/99	luis.lomel@cafon.com	34-67146459
51624	Peter Beckham	Sustainability Coordinator	ES&A Audio LLC	14/04/99	peter.beckham@esa.com	34-70053422
64624	Nadine Ruiz	Coffee Buyer	John Innovation Inc.	20/05/98	Nadine.ruiz@johninnovation.net	34-70053423
71624	Dexter Morgan	Beverage Innovation	Fred Financial LLC	21/05/70	dexter.morgan@fredfinancial.com	34-70053424

ID Number	Interaction	Full Name (First, Last)	Email	Locality	Membership Number	Action to be Taken
3787962	Call	James Brown	james.brown@autoprogame.com	9875		Call network
3787963	LinkedIn	Cameron White	cameron.white@automobileparts.com	9875		Send a message
3787964	Email	Elena Hughes	elena.hughes@buganltd.com	9875		Send an email about new offers
3787965	Call	Luis Lomel	luis.lomel@cafon.com	9875		Call on Wednesday
3787966	Email	Peter Beckham	peter.beckham@esa.com	9875		Send an email about new offers
3787967	Call	Nadine Ruiz	Nadine.ruiz@johninnovation.net	9875		Call Next Monday
3787968	In Person	Dexter Morgan	dexter.morgan@fredfinancial.com	9875		Arrange a meeting

Figure 60: Nespresso's/Nespro Email Database Mock-up
CRM- Nespro.xlsx

This email database mock-up includes client facts like date of birth, address, and ID number to optimise Nepro's CRM. It helps the company target their customers and deliver appropriate emails, reminders, and updates about Nespro products, offers and limited editions.

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Nespro can boost customer engagement and revenue with a targeted email marketing strategy. This involves sending welcome emails to new subscribers to introduce them to the business, as well as using promotional emails to announce latest items, such as Nespro protein-coffee capsules, and offer exclusive discounts. Furthermore, regular newsletters may keep consumers up to speed on the latest news and insights into coffee culture, while seasonal campaigns can use holidays to drive sales via themed incentives. Additionally, transactional emails will keep consumers updated about their purchases from confirmation to delivery, improving the whole customer care experience.



Figure 61: Nespro Newsletter for Customers

https://www.canva.com/design/DAGEG--oH_A/1HJW9NBHu9Eee6Sv9CAJ3A/edit?utm_content=DAGEG--oH_A&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

11.5. Commercial Actions (Cross and Upselling/Repeat Purchase)

11.5. Cross-Selling /Up-Selling and Repeat Purchases

- **Cross-selling:** Nespresso promotes the sampling of new products that complement the past purchases made by its users. For instance, customers who buy Nespresso coffee machines could be convinced to also buy other items like milk frothers or capsule holders.
- **Up-Selling:** Nespresso often promotes more expensive machines or premium capsule collections to customers who have shown interest in its standard goods. This may be inferred from their promotional materials and tailored recommendations.
- **Repeat Purchase:** The “Nespresso & You” loyalty program's tiered structure encourages users to make recurring purchases to advance to higher levels and get

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access to additional incentives. Moving from the 'Connoisseur' to 'Expert' grade, for example, necessitates the purchase of extra capsules, encouraging further involvement and spending.

11.5a. Nespresso/Nespro Loyalty Club- “Nespresso & You”

The Nespresso loyalty programme in Spain, referred to as “Nespresso & You,” is a tiered loyalty system created to compensate clients according to their degree of involvement and buying patterns. This programme is designed with a hierarchical structure that offers escalating advantages to clients as they go through several levels, therefore strengthening their loyalty and promoting ongoing engagement with the business. Below is an in-depth examination of the many levels of loyalty club tiers offered in the “Nespresso & You” programme:

Connoisseur Tier:

- **Criteria:** This grade is intended for consumers who are either new or do not make regular purchases and have bought a total of 0-1000 Nespresso capsules.
- **Advantages:** Individuals at this level get basic benefits such as free delivery for sales over one hundred capsules, access to machine warranty and maintenance services, and unique invitations to coffee masterclasses.
- **Objective:** To familiarise prospective customers with the Nespresso brand and initiate the development of customer loyalty.

Expert Tier:

- **Criteria:** Customers achieve this grade by buying a number of capsules between 1000 and 1500.
- **Advantages:** The enhanced benefits include a 20% reduction on Nespresso accessories, such as descaling kits or espresso cups.
- **Objective:** To encourage highly engaged customers by providing additional discounts and benefits, so driving them to enhance their affiliation with Nespresso.

Ambassador Tier:

- **Criteria:** This designation is the most prestigious level, just for customers who have bought more than 1500 capsules.

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- **Advantages:** Members in the Ambassador tier are entitled to the most exclusive rewards, such as exclusive invites to Nespresso events, exclusive access to new products, and personalised offers customised to their tastes.
- **Goal:** To identify and reward the consumers who demonstrate the highest level of loyalty and expenditure, therefore transforming them into enthusiastic promoters of the brand.

11.5b. Integrating Nespro Into Nespresso Loyalty program.

The integration of the new Nespro line into the existing tiered loyalty system has the capacity to enhance the program's appeal. For example:

- **Product Sampling:** All members, irrespective of their tier, may get samples of new Nespro capsules. However, those at higher levels would get larger or more frequent samples.
- **Access Limitation:** Individuals classified as Ambassadors may be given preferential treatment in obtaining exclusive Nespro capsules with restricted availability.
- **Special Promotions:** Customers classified as Experts and Ambassadors may qualify for extraordinary discounts on Nespro products, designed to encourage higher purchase volumes.

12. Operations, Logistics, and Distribution

12.1. Distribution Funnel: order, tracking delivery, return.

The distribution funnel used by Nespresso in the Spanish market is carefully designed system aimed at ensuring timely and efficient delivery, as well as maximum customer satisfaction. This system integrates many sales channels, such as e-commerce, physical retail locations, and partnerships with distributors. In addition, the e-commerce procedure is crucial in Nespresso's supply chain management since it ensures the prompt and effective delivery of products from warehouses to customers. Here is a detailed analysis of each element of this system, including the integration of the new coffee capsule "Nespro".

12.1a. E-commerce Process in Supply Chain Management

1. Order Management

Orders are made via the Nespresso website, app, or by phone via Customer Relationship Centres. The technology relates to inventory management, ensuring real-time stock

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availability. Furthermore, using Microsoft Power Apps, Nespresso Spain optimises after-sales service management. This technology allows Nespresso to optimise and streamline order administration, ensuring efficient and effective client service.

2. Fulfilment

Warehouses strategically positioned across Spain provide effective delivery. Order assembly and packaging are handled using advanced logistical technologies, which ensure product quality.

3. Distribution

Nespresso employs a hybrid delivery system, using both courier services and postal mail, which is contingent upon the customer's geographical region and delivery desire. Urban centres provide expedited delivery options, allowing for the shipment to be delivered on the same day or the next day.

12.1b. Distribution Funnel Online and Offline

1. Online Sales:

- **E-commerce Platform:** The official website of Nespresso serves as the primary sales channel for their e-commerce platform. The firm offers a wide range of products, including coffee machines, capsules, and accessories.
- **Mobile Application:** enhances the purchase experience by providing a user-friendly platform for purchasing and managing subscriptions.

2. Physical Boutiques:

Nespresso operates sixty boutiques throughout Spain. This comprises 24 Gourmet Boutiques and 38 Nespresso boutiques, which are situated within the Club Gourmet sectors of 20 El Corte Inglés centres. Furthermore, Nespresso maintains an extensive presence in a variety of marketplaces, with more than 2,500 pick-up points located throughout the nation. These locations include bookstores, florists, and post offices, which enable customers to conveniently collect their orders.

3. Retail Partners: Department stores.

Nespresso forms partnerships with certain retail outlets to distribute their goods, therefore extending their market reach outside its own sales channels. Within the Club

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Gourmet areas of 20 El Corte Inglés malls, there are several Gourmet Boutiques in operation. In addition, they have a branch situated in the Westfield shopping malls in Barcelona. Moreover, there is a Nespresso shop situated at The Diagonal Mar Shopping Centre in Barcelona, along with other amenities.

4. Automated Retail Units:

Nespresso introduced the Cube, an automated retailer. It offers a personalised, cutting-edge shopping experience with automatic order-picking algorithms. The Cube can hold 25,000 capsules or 2,500 Nespresso Grand Cru and Limited-Edition sleeves. Customers place orders on a touch-sensitive touchscreen, and the Cube's automatic appendages construct them in 20 seconds. Customers may pay with a credit card, and Nespresso Club Members can use their cards. This automated boutique is designed to blend into varied contexts, giving consumers a unique and quick way to buy Nespresso products.

Nespresso Cube is widely displayed in Barcelona Airport. At this location, tourists may use the automated boutique on the move. The Cube at Barcelona Airport sells Nespresso's 21 Grand Cru and Limited-Edition coffees, making it a convenient stop for coffee lovers. Moreover, Nespresso's installation of the Nespresso Cube in a busy location shows their commitment to innovative and practical retail solutions for contemporary customers.

12.1c. Order, Tracking, Delivery and Returns

1. Order and Tracking

Nespresso provides a simplified system for clients in Spain to place orders and monitor them, accessible via their website and mobile application. Upon placing an order, consumers will get an email confirming their purchase, followed by another email with a link to track the shipment. This hyperlink enables clients to track the current status of their shipment in real-time. In addition, users have the option to access their Nespresso account via the website or app, where they can easily locate the “My Orders” area and get comprehensive details about the progress of their purchase. To address any concerns or get more support, users have the option to reach out to Nespresso's customer care using either live chat or a toll-free telephone number. This amazingly effective approach guarantees that clients can effortlessly monitor their purchases and be well-informed about the status of their deliveries.

2. Delivery

Nespresso offers a variety of shipping choices, including as normal delivery, same-day delivery, and boutique pick-up. Standard shipping usually takes 1-2 business days and incurs a delivery charge of €3.90 for purchases under €39. However, orders over this amount are eligible for free delivery. Same-day delivery may be arranged in certain cities for a charge of €5.90. However, if the order exceeds €39, the cost is reduced to €1.90. Orders above €79 are eligible for free same-day delivery. Customers have the option to collect their purchases from Nespresso boutiques or from over 8,000 pick-up places, such as post offices, fuel stations, and bookstores.

Nespresso use sophisticated tracking systems in collaboration with delivery partners like as DHL, PostNL, and Seur, to provide immediate information about the progress of orders. Furthermore, the Nespresso mobile app improves the customer experience by enabling customers to conveniently make purchases, monitor the progress of their delivery, and get timely alerts about their orders. Additionally, the application also facilitates the use of interconnected devices, including notifications for depleted capsule inventory and maintenance requirements, guaranteeing a smooth and effective coffee experience.

3. Returns

Nespresso provides a simple and direct return procedure for its clients in Spain. Nespresso allows customers to return machines bought directly from them after 30 days of receiving them, as long as the machines are in their original condition and packaging and come with any applicable documents. Unused coffee sleeves may be returned after 30 days, however individual capsules and opened sleeves are not eligible for return. Customers must contact Nespresso Club Services in order to initiate a return. Returns for products bought from retail shops or other websites must be done at the original point of purchase. Nespresso uses sophisticated technology to optimise this procedure, including as automated systems for effective management of returns and interaction with logistical partners for instantaneous monitoring of return shipments. In addition, the Nespresso website and mobile app simplify the process of initiating and managing returns, guaranteeing a smooth and pleasant experience for consumers in the Spanish market.

12.1d. Integration of Nespro into Nespresso Operations and Logistics.

1. Product Launch

In order to enhance exposure, Nespro capsules will be released via a strategic blend of physical and online distribution channels. Special launch events may be organised in boutiques and via online seminars.

2. Marketing & Promotions

Strategies such as implementing in-store promotions, conducting social media campaigns, and using email marketing would be vital. In order to entice potential customers, one might use promotional incentives such as discounts on first purchases or bundled offers.

3. Supply Chain Integration

Incorporating Nespro capsules into the existing logistical infrastructure would provide a seamless distribution procedure. Furthermore, ensuring efficient supply management would need careful monitoring of inventory levels based on demand predictions.

4. Customer Feedback and Support

Active efforts will be made to collect consumer feedback in order to evaluate contentment and implement any necessary improvements following the product's introduction. Additionally, the customer service department would be amply equipped to resolve Nespro capsule-specific inquiries, thereby ensuring the utmost quality of support. Nevertheless, Nespresso Spain employs Screeb to improve the online experience of its clients and solicit their feedback. Screeb allows Nespresso to obtain real-time information about the challenges and experiences that clients encounter when utilising the website.

12.2. Procurement System: Stock Management and Rotation

Nespresso's procurement and inventory management system in the Spanish market is a complex operation that ensures the sustainability and efficacy of the supply chain. In addition to facilitating the integration of the new product Nespro, the functionality of this system is essential for guaranteeing the availability and quality of Nespresso products. Additionally,

Nespresso Spain implements Scan Market's strategic sourcing platform for their procurement. This software improves operational efficiency, consolidates supplier data, and ensures compliance with supply chain regulations, thereby enhancing the procurement process's efficacy.

12.2a. Nespresso Procurement System in Spain

1. Sourcing and Supply Management

Nespresso has established a rigorous supplier selection process that emphasises sustainability and quality. The company sources premium coffee beans from a variety of nations. Additionally, the AAA Sustainable Quality Programme, which was established in collaboration with the Rainforest Alliance, ensures that coffee procurement adheres to rigorous quality standards and encourages the use of sustainable agricultural practices.

In Spain, Nespresso collaborate with both local and international vendors for the procurement of components like as packaging and capsules. Moreover, the procurement process incorporates rigorous criteria to guarantee that suppliers adhere to the company's quality and environmental impact requirements.

2. Technology in Procurement

Nespresso employs sophisticated technologies to oversee its buying operations. This includes the use of ERP (Enterprise Resource Planning) technologies to harmonise activities from order processing to inventory control, guaranteeing smooth integration across all phases of the supply chain.

12.2b Inventory Management and Turnover

1. Inventory Control

Nespresso utilises advanced inventory management systems to guarantee the maintenance of ideal stock levels in its warehouses and shops. RFID (Radio-Frequency-Identification) technology is used for tracking items throughout the supply chain, from warehouses to retail outlets, to minimise loss and enhance stock management precision.

2. Warehousing

Nespresso products are stored in distribution facilities that are strategically located to facilitate the rapid and efficient dispatch of their products throughout the country. These facilities are outfitted with sophisticated warehousing technologies that facilitate efficient

inventory management and order processing. For example, they have implemented cognitive analytics, automated classification systems, and advanced robotics in their distribution centres.

3. Inventory Turnover

Nespresso endeavours to accomplish a rapid inventory transition rate in order to ensure the freshness of its coffee products. The risk of inventory obsolescence is mitigated by the company's effective supply chain management strategies, which include the implementation of just-in-time inventory systems, which contribute to decreasing holding costs. In addition, Nespresso Spain's inventory management system is empowered by the service-driven supply chain planning software that was created by Tools Group.

12.2c. Integration of Nespro Capsules into Procurement System

1. Product Introduction

Nespro's introduction would necessitate meticulous coordination with Nespresso's existing procurement and inventory procedures. This entails ensuring that supply chain collaborators are prepared to expand their operations as needed and coordinating the scheduling of new product releases with inventory requirements.

2. Supply Chain Adaptation

In order to accommodate the introduction of the new Nespro capsules, the supply chain would require modifications to procurement volumes, manufacturing timetables, and distribution logistics. Nespresso's centralised Enterprise Resource Planning (ERP) system will supervise the connection to ensure synchronisation throughout the entire supply chain.

3. Market Distribution

Nespresso would employ its network of boutiques, automated retail devices like the Nespresso Cube, and online channels to disseminate its products in Spain. Additionally, the Nespresso Cube is a suitable platform for the introduction of Nespro, as it offers a personalised purchasing experience and can accommodate a wide range of items.

4. Technology Utilization

Nespresso's digital infrastructure, which includes its e-commerce platform and mobile applications, would facilitate the seamless integration of Nespro into the existing system. These technological components are essential for the management of orders and the interaction with clients.

In summary, Nespresso's procurement and inventory management system in Spain is technologically advanced and highly integrated, which enables the consistent introduction of new product lines. Moreover, Nespro Strategic warehousing, ERP systems, and RFID technology enables Nespresso to maintain elevated levels of efficiency and sustainability.

13. Analytics and Budget

13.1 Nespro’s Analytics

The analytics for Nespro's new coffee capsule, as illustrated in the tables below covers the period May 2024 to April 2025. They offer a comprehensive overview of Nespro's future reach, visits, leads, and customers.

Table 11; illustrates the extent of audience interaction across several digital platforms, including both organic and paid advertising reach. The data demonstrates a steady increase in the number of people reached, especially on platforms such as LinkedIn, which had a 100% month-over-month gain. This suggests that the content distribution and audience targeting techniques are effective.

Organic & Paid Media Reach for NESPRO from May 24- Apr 25													
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	MoM Growth
YouTube	550	600	650	700	750	800	850	900	950	1,000	1,050	1,100	9%
Pinterest	300	330	360	390	420	450	480	510	540	570	600	630	10%
Facebook	300	330	360	390	420	450	480	510	540	570	600	630	10%
Instagram	200	220	240	260	280	300	320	340	360	380	400	420	10%
Twitter	300	330	360	390	420	450	480	510	540	570	600	630	10%
LinkedIn	20	40	60	80	100	120	140	160	180	200	220	240	100%
SEM	150	165	180	195	210	225	240	255	270	285	300	315	10%
SEO	700	770	840	910	980	1,050	1,120	1,190	1,260	1,330	1,400	1,470	10%
Blog	550	600	650	700	750	800	850	900	950	1,000	1,050	1,100	9%
Email	300	330	360	390	420	450	480	510	540	570	600	630	10%
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	MoM Growth
Total	3,370	3715	4060	4405	4750	5095	5440	5785	6130	6475	6820	7,165	5%

Table 11: Nespro Reach Organic and Paid Media
Monthly Marketing Reporting- HubSpot- Analytics

Table 12; displays the visitation statistics, which represents a higher level of user engagement compared to reach. This suggests that consumers are actively taking steps to get

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additional information about Nespro. The number of visitors has consistently increased by 3% month-over-month, indicating a growing interest in the company, due to successful marketing initiatives and a robust online presence.

NESPRESSO/ NESPRO VISITS													
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	MoM Growth
Direct Traffic	5,000	5,500	5,750	6,000	6,300	6,800	7,100	7,400	7,700	8,000	8,300	8,600	10%
Email Marketing	4,000	4,400	4,600	4,800	5,000	5,400	5,600	5,800	6,000	6,200	6,400	6,600	10%
Organic Search	6,000	6,600	6,900	7,200	7,500	8,100	8,400	8,700	9,000	9,300	9,600	9,900	10%
Paid Search	3,000	3,300	3,450	3,600	3,750	4,050	4,200	4,350	4,500	4,650	4,800	4,950	10%
Referrals	2,000	2,200	2,300	2,400	2,500	2,700	2,800	2,900	3,000	3,100	3,200	3,300	10%
Social Media	7,000	7,700	8,050	8,400	8,750	9,450	9,800	10,150	10,500	10,850	11,200	11,550	10%
Other Campaigns	1,000	1,100	1,150	1,200	1,250	1,350	1,400	1,450	1,500	1,550	1,600	1,650	10%
Total	28000	30800	32200	33600	35050	37850	39300	40750	42200	43650	45100	46550	3%

Table 12: Nespro Visits through variety of channels
Monthly Marketing Reporting- HubSpot- Analytics

Table 13; emphasises leads, which refer to prospective consumers who have shown interest beyond a mere visit, as by subscribing to a newsletter or downloading a resource. The leads also demonstrate a Month-over-Month (MoM) increase rate of 3%, indicating that Nespro's marketing initiatives are successfully attracting and cultivating interested visitors.

Nespro Leads													
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	MoM Growth
Direct Traffic	250	275	288	300	315	340	355	370	385	400	415	430	10%
Email Marketing	200	220	230	240	250	270	280	290	300	310	320	330	10%
Organic Search	300	330	345	360	375	405	420	435	450	465	480	495	10%
Paid Search	150	165	173	180	188	203	210	218	225	233	240	248	10%
Referrals	100	110	115	120	125	135	140	145	150	155	160	165	10%
Social Media	350	385	403	420	438	473	490	508	525	543	560	578	10%
Other Campaigns	50	55	58	60	63	68	70	73	75	78	80	83	10%
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	MoM Growth
Total	1400	1540	1612	1680	1754	1894	1965	2039	2110	2184	2255	2329	3%
Total Online	1400	1540	1612	1680	1754	1894	1965	2039	2110	2184	2255	2329	

Table 13: Nespro leads through variety of channels.
Monthly Marketing Reporting- HubSpot- Analytics

Table 14 illustrates the process of converting leads into paying customers, which is the primary objective of a marketing funnel. The table displays a month-over-month (MoM) increase of 4% in the number of consumers, suggesting that Nespro is not only able to attract potential customers but also effectively convert them into paying customers. The “Grand Total” row and the “% Customers from Marketing” measure provide valuable information about the overall efficiency of marketing initiatives and their impact on the customer base.

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NESPRO CUSTOMERS												
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25 MoM Growth
Direct Traffic	25	28	29	30	32	34	36	37	39	40	42	12%
Email Marketing	20	22	23	24	25	27	28	29	30	31	32	10%
Organic Search	30	33	35	36	38	41	42	44	45	47	48	10%
Paid Search	15	17	17	18	19	20	21	22	23	23	24	13%
Referrals	10	11	12	12	13	14	14	15	15	16	16	10%
Social Media	35	39	40	42	44	47	49	51	53	54	56	11%
Other Campaigns	5	6	6	6	6	7	7	7	8	8	8	20%
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25 MoM Growth
Total	140	156	162	168	177	190	197	205	213	219	226	4%
Total Online	140	156	162	168	177	190	197	205	213	219	226	4%
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Grand Total	20	20	30	30	30	35	35	40	40	45	50	11%
% Customers from Marketing	700%	780%	540%	560%	590%	543%	563%	513%	533%	548%	502%	468%

Table 14: Nespro Customers
Monthly Marketing Reporting- HubSpot- Analytics

Table 15; monitors several metrics from May 24 to April 25. The metrics include the quantities of Visits, Leads, and Customers, together with the percentages for Visit-to-Lead, Lead-to-Customer and Visit-to-Customer conversions. The data is categorised chronologically by month, with a final column displaying the Month-Over-Month (MoM) Growth for Visits, Leads, and Customers.

NESPRO CONVERSION RATES											
	may-24	jun-24	jul-24	ago-24	sep-24	oct-24	nov-24	dic-24	ene-25	feb-25	mar-25
Visits	28.000	30.800	32.200	33.600	35.050	37.850	39.300	40.750	42.200	43.650	45.100
Leads	1.400	1.540	1.612	1.680	1.754	1.894	1.965	2.039	2.110	2.184	2.255
Customers	140	156	162	168	177	190	197	205	213	219	226
	may-24	jun-24	jul-24	ago-24	sep-24	oct-24	nov-24	dic-24	ene-25	feb-25	mar-25
Visit-to-Lead %	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Lead-to-Customer %	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Visit-to-Customer %	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%

Table 15: Nespro Conversion Rates
Monthly Marketing Reporting- HubSpot- Analytics

By examining the data, it is evident that the number of visits will be consistently on the rise throughout the course of the months, seeing a 3% increase from March to April. Furthermore, there has been a 4% rise in the number of customers during the same time, indicating growth in both Leads and Customers. Moreover, the conversion rates stay constant, with a Visit-to-Lead rate of 5%, a Lead-to-Customer rate of 10%, and a Visit-to-Customer rate of 0.5% for each month specified, the consistent conversion rates, together with the increase in raw numbers, indicate that the marketing and sales processes are constant. This means that the rise in Visits is resulting in corresponding increases in Leads and Customers.

13.2. Nespro Project Dashboard

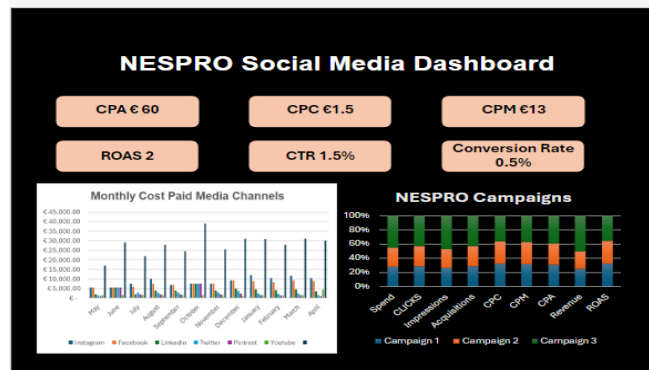


Figure 62: Nespro Social Media Dashboard
Project Dashboard.ppsx

The Nespro Social Media Dashboard Fig. 62, provides essential performance information for the marketing campaigns, such as a Cost Per Click (CPC) of €1.5, Cost Per Mille (CPM) of €13, Cost Per Acquisition (CPA) of €60, Return on Advertising Spend (ROAS) of 2, Click-Through Rate (CTR) of 1.5%, and Conversion Rate of 0.5%. Furthermore, the dashboard provides a clear overview of the monthly expenses incurred on numerous media platforms, including Instagram, Facebook, LinkedIn, Twitter, Pinterest, and YouTube. Additionally, it displays the effectiveness of three distinct marketing initiatives. To optimise the social media marketing efficacy, Nespro will conduct an analysis of channel performance to allocate more funding towards channels that are working well, while reducing expenditure on channels that are not meeting expectations. To boost their marketing efforts, it is advisable to use A/B testing to optimise targeting and message, update landing pages to improve conversion rates, analyse and improve the customer journey to address areas when customers drop off and consistently monitor and alter tactics based on acquired data. Therefore, by using these tactics, Nespro will effectively decrease acquisition costs, enhance conversion rates and attain superior overall performance.

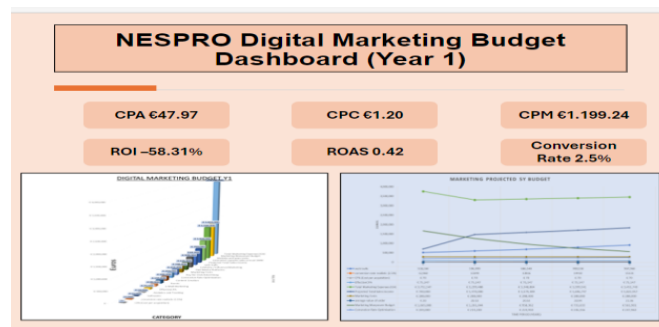


Figure 63: Nespro Digital Marketing Budget Dashboard
Project Dashboard.ppsx

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Nespro digital marketing budget dashboard Fig. 63 covering the first year. Key performance indicators (KPIs) are highlighted, including a Cost Per Acquisition (CPA) of €47.97, Cost Per Click (CPC) of €1.20, and Cost Per Mille (CPM) of €1,199.24. The Return on Investment (ROI) is -58.31%, indicating a loss, and the Return on Advertising Spend (ROAS) is 0.42, suggesting that for every euro spent, only €0.42 is earned back. The conversion rate stands at 2.5%.

The dashboard also includes two charts. The first chart, titled “Digital Marketing Budget (1 Year),” shows the distribution of the digital marketing budget across various categories for one year. It visually represents how the budget is allocated among different marketing channels or activities. The second chart, titled “Marketing Projects by Budget,” depicts the budget allocation for marketing projects over a five-year period. This chart provides a longer-term view of how the marketing budget is planned to be spent across different projects, highlighting trends and changes in budget allocation over time.

13.3. Nespro’s Budget/ROAS/ROI

13.3a. Nespro Business Plan

Nespro will provide €7,000,000 annually into the initiative until it becomes financially self-sustaining. To include research and development, marketing, and sales. Nespresso's supply chain includes the management of several aspects, including premises, production facilities, logistics, and distribution channels such as boutique locations, online platforms, and designated merchants. The anticipated duration from the product's launch to its maturity, profitability, and stability is expected to be 3 years.

Regulatory Compliance and Testing

Ensure the product complies with all local and EU requirements for food safety, packaging, and labelling - Cost: €150,000

Product Development and Testing

R&D to progress for innovation, coffee/protein taste development, and sustainability, with the assistance of the laboratory manager. The cost includes creating the capsule, testing for compatibility with current machines, flavour development, and small-scale manufacturing runs. All work will be done on Nespresso premises with the Cost: €500,000

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Raw Materials and Supplies

Quality Coffee purchase is from Nespresso, as follows: Nespresso coffee costs €0.01 every 5 gramme capsule, with an annual production of 5,000,000 grammes. Wholesale grade whey protein delivered at €4000 per tonne. The amount of protein consumed yearly is 1,000,000 grammes. External raw material suppliers are paid within 90 days after receiving their invoices.

Manufacturing Costs

The Operations Manager will manage the factory's operations. Manufacturing equipment is state-of-the-art automated with AI and maintained by four in-house technicians.

- The initial investment in manufacturing and tooling for increased output. The equipment costs €2,500,000 and is funded over a five-year lease.
- Payments are made quarterly in advance. The preferred compound rate is 1.5% per year (straight line amortisation).
- The cost of manufacturing software, robotics, and AI is €1,000,000 spread over 5 years.

Packaging

The cost: €0.05 for an eco-friendly coffee/protein pill.

Warehousing: Nespresso uses SCM for stock management where they retain 40% of their goods on hand for the following quarter.

Logistics:

Nespresso manages logistics and distribution via its supply chain SCM, the cost of € 300,000.

Sales/Retail

According to market studies and Nespresso's “Vertuo” health coffee, a 2% market share would lead to 1,000,000 capsules sold annually.

- Sales are expected to grow at a 5% annual rate over the next five years.
- The conversion rate is calculated at 2.5%.
- During the first year, the “Nespro capsule” at an introductory loss leader price of €0.70 per capsule. In subsequent years, the price will rise to €1.40 per capsule.

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For this niche market, once the product is established (anticipated in three years), demand is predicted to be consistent with Nespresso's high-quality coffee and existing trends in protein intake for health advantages. As a result, it is expected that Nespro will begin to integrate with Nespresso.

Nespresso covers current retail outlet leasing costs, such as store floor space at El Corte Ingles. The first cost for customer service and support is estimated at €150,000. After the first year, this would be incorporated into the Nespresso existing facilities at no further expense to “Nespro.”

Marketing

The digital marketing expenditures will be divided into monthly events for social media platforms. The website and apps will cost €12000.

- **Social media channels:** Budget for Campaign Launch for 12 Months Total €400000 (divided as follows: May €20000; June €55500; July €22000; August €28000; September €25000; October €60000; November €25500; December €31000; January €31000; February €28000; March €31000; April €30500; May €20000)
- **Marketing software:** costs € 11,000.
- **SEO and SEM:** marketing cost €2000 - Personnel numbers and wage costs: $11+9+8+9+7+10 = 54$.
- **Event and sponsorship:** costs €45,500 for three campaigns (12500+12500+20500).

During the launch year, Nespro plans to use high-profile Spanish sports celebrities such as Rafael Nadal (Tennis), Fernando Alonso (Motor racing), Arantxa Sánchez Vicario (Tennis), and Lidia Valentín (Weightlifter) with a €100,000 budget.

Administration

The first year's office lease will cost €300,000. Five-year deal. Payments are paid quarterly in advance. The compound rate is 2.3% per year (straight line amortisation). Following this, Nespro will utilise the Nespresso offices.

- Furniture costs €500,000.
- The estimated yearly GA expenses are as follows.
- Office supplies and equipment: €20,000.

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- Office furniture and equipment are depreciated at 10% yearly. Insurance costs €5000, and professional expenses are €10000.
- Licences and subscriptions: €500,000.
- Supply chain software (SCM) manages all systems. €500000
- Other expenses: €5000 • Phone and internet: €15000 • Utilities: €43000
- Accounting services: €20,000.
- Initial staffing required for the newly established department. (Note*: After three years, non-core people will be integrated into the Nespresso Organisation, with only important Nespro workers maintained).
- Annual gross salaries for the following positions: "Nespro" Chief Operations Manager (€60000), "Nespro" Chief Scientist (€45000), "Nespro" Laboratory Manager (€35000), "Nespro" Technology IT (Information Technology) Manager (€45000), "Nespro" Four Technical Service Technicians (each earning €30000), "Nespro" Marketing Manager (€45000), and "Nespro" Marketing Personnel (54 x € 30000).
- Administrative Manager: €32000 o Customer Service Coordinator: €30000 o Financial Manager: €45000 o Human Resources Coordinator: €30000

Other Expenses

- Adjust fixed expenses for inflation at 2.32%.
- Beginning in Y3, capsule prices will rise at a 2.32% yearly rate due to inflation.
- Tax rate: 25%.
- All other expenditures are reimbursed within 60 days.
- According to IFRS (International Financial Reporting Standards) 16, leasing expenses are recognised by amortising the right-of-use (ROU) asset on a straight-line basis throughout the lease period. Fixed Assets (FA) are also amortised using the straight-line approach. Manufacturing equipment, including software, robotics, and AI, is amortised at a 15% yearly rate. And has a life lifetime of seven years, with a residual value of €100,000.
- Furniture is amortised at 10% yearly. And has a lifespan of ten years.
- Cash reserve of €200,000 for eventualities.

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13.3b. Nespro Functional Budget

	May	June	July	August	September	October	November	December	January	February	March	April	Total Annual
Year 1 - Functional Budget.													
average value of order	19.60	19.61	19.62	19.62	19.63	19.71	19.72	19.73	19.74	19.74	19.75	19.76	
web traffic	118,440	118,440	118,440	118,440	118,440	118,440	118,440	118,440	118,440	118,440	118,440	118,440	1421280
conversion rate realistic (2.5%)	2,961	2,961	2,961	2,961	2,961	2,961	2,961	2,961	2,961	2,961	2,961	2,961	
CPA (Cost per acquisition)	5.80	5.80	5.80	5.80	5.80	5.80	5.80	5.80	5.80	5.80	5.80	5.80	
Suppliers Budget													
Annual Cost of Coffee	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 10,000.00
Annual Cost of Protein	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 333.33	€ 4,000.00
Capsule Costs	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 833.33	€ 10,000.00
Total Supplies Cost	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 2,000.00	€ 24,000.00

Table 16: Nespro Functional Budget
Nespro Budget Plan.xlsx

The “Functional Budget” illustrates the Supply Chain finance budgeting over its first year. Main line items are:

Average Order Value and Web Traffic

- The average order value increases from €19.60 in May 24 to €19.76 in April 25.
- Web traffic averages 118440 visits each month, with a 2.5% conversion rate and 2,961 purchases every month.
- The cost per acquisition (CPA): monthly €5.80.

Suppliers Budget:

- The annual cost of coffee €10,000, based on 5,000,000 grammes at €0.01 per 5g.
- Protein costs €4,000 year.
- Capsules cost €10,000, assuming 1 million units at €0.01 apiece.
- The annual “Total Supplies Cost” is €24,000.

Manpower Budget: The labour budget total €2,392,000. With marketing, positioned for market growth and brand development.

Administrative GA Budget: Annual general and administrative costs total €1,018,000.

Marketing Budget: Shows emphasis on brand awareness and client acquisition.

- The yearly marketing budget is €1,704,450
- Major budget commitment is for Paid Media Platforms €335,900.
- €100,000 for celebrity/influencer marketing (1 year only).

Warehousing and logistics: Expenditures €300,000 annually.

Sales/Retail Budget:

- In the first year Capsules sales are predicted to be 1 million.

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- First year sales revenue is projected to be €700,000.
- Amortisation of leasing and fixed assets total €738,970.36 per year.

13.3c. Nespro Profit and Loss Budget

	year 1	year 2	year 3	year 4	year 5	
functional budget (short term)	Sales	700,000	1,470,000	1,579,309	1,696,747	1,822,917
	- cost of sales	24,000	24,000	24,000	24,000	24,000
	MARGIN	676,000	1,446,000	1,555,309	1,672,747	1,798,917
	- Marketing expenses	1704450	1,616,226	1,628,543	1,641,425	1,654,894
	- Staff expenses	2,392,000	2,392,000	2,392,000	1,757,000	1,757,000
	- Logistics	300,000	306,900	313,959	321,180	328,567
	- Other general expenses	1,018,000	868,000	868,000	348,000	348,000
	EBITDA	-4,738,450	-3,737,126	-3,647,193	-2,394,858	-2,289,544

Table 17: Nespro Profit and Loss Budget
Nespro Budget Plan.xlsx

The projected 5-year Profit and Loss Statement (PLS), demonstrates Nespro’s financial performance with an emphasis on sales, expenses, and profitability. The following analysis indicates an estimated 1st year annual sale generating €700,000.

Against a cost basis of

- The yearly margin is €676,000, after deducting cost of sales and other expenditures.
- The budget's EBITDA is - €6,785,547.16. Suggesting that operational expenditures exceed gross margins.
- EBIT: After depreciation and amortisation expenditures, the yearly EBIT is - €6,964,118.16.
- Earnings Before Tax (EBT): -€299,490.76. No taxes are accounted for from the losses.

Recommendations

Overall, the budget indicates a thorough approach to managing the company's finances, although constant monitoring and optimisation will be critical to meeting profitability and strategic goals. Operational expenditure is required to be reduced.

13.3d. Nespro Digital Marketing Budget

[illegible]

Table 18: Nespro Digital Marketing Budget
Nespro Budget Plan.xlsx

From the “Marketing Budget” Year 1 as shows a key item of expenditures:

Conversion Rate Optimisation

- Annual budget: €204,000 to Improve website to increase consumer conversion rate.

Website and App Costs

Expenditure of €12000 per year covers the maintenance of the digital platforms, which are crucial for e-commerce and consumer interaction.

Software: Marketing Automation Tools: €11,000 annually. This fund is for software that automates marketing processes, improving productivity and effectiveness of campaigns.

Content Creation: Annual budget: €180,000. Create blog entries, videos, and social media material to engage audiences and promote the brand.

Celebrity/Influencer Marketing: A one-off cost for the 1st Year, for the introduction and promotion of Nespro: €100,000.

Campaigns: include World Environment Day, Global Wellness Day, and International Coffee Day, totalling €45,500.

Marketing costs: include €48,000 for SEO and €240,000 for SEM, for a total of €288,000 each year. Boosting the company's exposure on search engines,

Events: The sponsorship budget for events is €144,000 per year, with the goal of increasing brand visibility and developing connections with prospective consumers.

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Paid media channels to reach a larger audience and increase traffic to the company's digital platforms. include Instagram, Facebook, LinkedIn, Twitter, Pinterest, and YouTube, with an annual budget of €335,900.

Pay Per Click Advertising For visitors to a website by paying a charge for each click on an ad. Covered by an annual budget of €264,000.

Email Marketing: To create and send emails to subscribers to promote items or offers. Budget: €96,000 annually.

Analytics & Tracking Annual budget: €24,000. To monitor marketing campaign and website traffic performance using tools and services.

The effective cost per acquisition (CPA) is calculated by dividing all marketing costs by the number of acquisitions and has an annual budget of €48

Total marketing expenses are €1704450 per year. The entire marketing spend is large, showing a heavy reliance on digital marketing to increase sales and brand recognition. It is critical to track the return on investment (ROI) for this budget to verify that it is being spent efficiently to create sales and expand the brand.

13.3e. The Return on Investment (ROI) and Return on Ad Spend (ROAS)

Both metrics are critical to show the profitability of our investments with a focus on various aspects:

$$\begin{aligned}\text{ROI} &= \text{Total Revenue} - \text{Total Marketing Expenses} / \text{Total Marketing Expenses} \times 100 \\ &= ((700000 - 1704450) / 1704450) 100 \\ &= -58.3\%\end{aligned}$$

Nespro ROAS (Return on Adv Spend)

ROAS is a digital marketing metric used to demonstrate the effectiveness of an advertising campaign to generate revenue. Additionally, it helps to understand the performance of a campaign.

ROAS is calculated using the revenue earned from an advertising campaign and the cost of advertising.

- $ROAS = \text{€}700,000 / \text{€}1704450$

$$ROAS = 0.41$$

This figure is indicative that for every €1 spent on advertising, the Nespro generates €0.41 in revenue.

Conclusion of the Y1 Budget

ROI: -58.3%. Being negative, shows Nespro is losing money on its investment. It is spending more on marketing and sales than what it makes in sales revenue.

ROAS: 0.41. Being less than 1 (one) it implies that the advertising efforts are not producing sufficient income to cover the advertising expenditures, suggesting inefficiencies.

This demonstrates that the current strategy requires modifying. The P&L Budget five-year projection shows a yearly increase in capsule sales, with related adjustments for sales and inflation.

It is recognised that the Y1 marketing expenses are high at €1704450, which outweighs the sales income of €700000, showing a significant net loss. Along with the Negative ROI and Low ROAS.

The marketing key areas to be addressed are:

1. Market Spending to be optimised.
2. Content Marketing utilised to improve SEO rankings and drive organic traffic.
3. SEO optimised to improve organic search visibility.
4. Advertising efficiency: utilisation of data analytics to improve conversion rates and reduce CPA.
5. Budget reallocation: Reduction of fixed costs e.g. software tools.

However, after the first year from the P&L Budget forecast indicates improvements, have been made and the division starts to make a small profit which grows over the subsequent years.

With continued growth and increase in profits the Nespro will be absorbed into the Nespresso brand whilst retaining its marketing brand.

14. Next Steps and Trends

In strategizing for its market entry into Spain, Nespro will find it critical to utilise innovative technologies to augment market penetration and effectively connect with the technologically proficient Spanish consumer demographic. By implementing a range of technologies in a strategic manner, Nespro can optimise its influence in the Spanish market.

Geofencing technology presents an innovative approach to interact with prospective clients through the establishment of virtual geographic boundaries that initiate targeted marketing activities upon the entry or exit of a mobile device from said areas. In significant metropolitan areas including Madrid, Barcelona, and Valencia, Nespro may install geofencing around high-traffic cafés, supermarkets, and retail centres. For example, Nespro could extend invitations to nearby retailers carrying Nespro capsules or distribute push notifications featuring discounted offers during local festivals or events such as the Barcelona Coffee Festival. This instantaneous engagement not only enhances the prominence of the brand but also stimulates prompt consumer response.

Augmented Reality (AR) has the potential to completely transform the way customers engage with Nespro goods. Nespro can enable prospective customers to see the appearance of several coffee machine models in their own kitchens by creating an augmented reality (AR) application. This application has the potential to provide features such as customisable colours and demos of its functions, hence improving the user's purchasing experience. By synchronising the release of this application with significant marketing campaigns or the introduction of new products, it has the potential to generate excitement and encourage active participation.

Big Data and Artificial Intelligence (AI) play a vital role in comprehending and adjusting to customer preferences. Nespro can discern trends and behavioural patterns unique to the Spanish market by scrutinising data from online sales, social media interactions, and consumer feedback. Nespro utilises this continuous analysis to customise its marketing campaigns with precision. For example, if the data shows a predilection for strong coffee tastes

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in the winter season, Nespro might initiate a focused marketing effort highlighting a novel “Bold Winter Blend” coffee capsule, advertised via personalised internet advertisements.

Nespro's integration of these technologies not only ensures its alignment with the prevailing digital trends in Spain but also provides unique, captivating, and transparent experiences that strongly connect with the values and preferences of Spanish customers. By strategically using technology, Nespro will not only streamline its debut into the Spanish market but also develop a robust presence and cultivate enduring client loyalty.

15. Conclusion

The aim of the digital marketing strategy is to increase brand awareness, facilitate engagement with the target audience, and generate revenue in anticipation of the Nespro coffee/protein capsules' introduction to the Spanish market. Presented below is a comprehensive outline of the plan's objectives, methodologies, results, limitations, recommendations for improvement, consequences, and projections for the future.

The primary objectives are to penetrate the Spanish market for Nespro, incite interest and awareness regarding the innovative coffee/protein capsules, and successfully convert this interest into measurable sales. The principal aim of the approach is to capitalise on the widespread use of digital platforms and the substantial increase in internet penetration in Spain among its intended audiences.

Nespro's visibility on search engines is intended to be increased through the implementation of SEO. Significant achievements included improved rankings for protein supplement and coffee-related keywords that are specifically targeted. In addition, in the realm of content marketing, developing persuasive material that highlights the unique benefits of Nespro's capsules. Nonetheless, website traffic and user engagement time might increase due to this strategy.

Prospective consumers are engaged with through the utilisation of social media platforms prevalent in Spain. Brand awareness and user engagement will increase because of social media campaigns. Additionally, distributed customised email marketing containing promotional materials and introductions to new products.

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Nespro's online visibility in Spain will significantly increase because of the implementation strategies aligning precisely with the initial objectives. The brand will experience a notable surge in sales of the new capsules, sustained by increased website traffic, social media engagement, and website traffic. Therefore, digital marketing is a crucial element in achieving the intended objectives, as indicated by the findings, which suggest that the venture into the Spanish market will be fruitful.

Budgetary constraints-imposed limitations on the scope of paid advertising campaigns, among other constraints, which constituted defects in the marketing strategy. In addition, frequent technical challenges hindered the execution of digital campaigns, and rapid changes in the market required continuous adaptations to strategies.

To optimise the strategy, it is suggested that resources be allocated towards social media advertising that is more specifically targeted, to achieve efficient audience segmentation. One strategy is to conduct an analysis of influencer partnerships to determine how their audience can be utilised to promote the brand. Moreover, for increasing the conversion rate of email marketing campaigns, A/B testing should be utilised. Sustaining a significant digital footprint and complying with constantly evolving search engine algorithms require the routine updating of search engine optimisation strategies.

By intelligence (AI) to facilitate personalised marketing and explore innovative social media platforms. Furthermore, market developments and consumer inclinations have the potential to significantly influence forthcoming marketing strategies. Considering this, the brand must maintain adaptability. Finally, Nespro can enhance its market penetration and strengthen its position in the highly competitive Spanish industry by leveraging the successes of its current strategy and addressing its limitation. Effectively implementing these strategies, Nespro will lay a solid foundation for its long-lasting online presence and market share in Spain. Considering the evolving landscape of digital marketing trends, it will be critical to incorporate nascent technologies like artificial

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