

SPRING, 2025

MKTG 410 SOCIAL MEDIA MARKETING
SECTION 3, TEAM 4

Strategic Social Media Marketing Plan Proposal

Aristocat Cafe



aristocat cafe

FINE TEAS AND FELINES

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Table of Contents

MEET THE TEAM.....	3
EXECUTIVE SUMMARY.....	4
COMPANY AND INDUSTRY OVERVIEW.....	5
SOCIAL MEDIA AUDIT.....	6
COMPETITOR ANALYSIS #1.....	7
COMPETITOR ANALYSIS #2.....	8
COMPETITOR ANALYSIS #3.....	9
SWOT.....	10
SOCIAL MEDIA GOALS & OBJECTIVES.....	11-12
TARGET PERSONA #1.....	13
TARGET PERSONA #2.....	14
TARGET PERSONA #3.....	15
SOCIAL MEDIA PLATFORMS.....	16
STRATEGY CAMPAIGN #1 (PAID).....	17-19
STRATEGY CAMPAIGN #2 (EARNED).....	20-22
STRATEGY CAMPAIGN #3 (OWNED).....	23-25
2026 CONTENT CALENDAR.....	26-28
BRAND VOICE & GUIDE.....	29
PLATFORM SPECIFIC TACTICS AND TOOLS.....	30-31
CONTENT DEVELOPMENT.....	32
MONITORING, TRACKING, MEASURING, EVALUATING.....	33
BUDGET.....	34
SOCIAL ROI.....	35
BIBLIOGRAPHY.....	36

Meet the Team



ALEJANDRO FLORES

I am a senior marketing major from Manassas, VA with a concentration in Digital Marketing. In the future I would like to work as a Market Analyst. I enjoy playing and watching soccer, and spending time with family and friends.



EMILEE LUPISELLA

I am a junior marketing major from Ashburn, VA with a concentration in European business and Digital Marketing. In the future I want to either do Marketing or Sales. I love learning new things about the world. This past summer I studied abroad at University of Antwerp and got to travel to 11 countries.



CATE MATTHEWS

I am a junior marketing major from Hockessin, DE with a concentration in Digital Marketing and a minor in Sports Communication. I love to travel, having studied abroad in Nice, France last summer, and I will be interning in Dublin, Ireland this summer. In the future, I would love to work in digital marketing with a professional sports team.



CALEB TADDEO

I am a junior Marketing major from South Riding, VA concentrating in Digital Marketing. In the future I hope work in either Sports or Digital marketing. I enjoy the outdoors and building relationships. I spend my time at JMU playing intramural sports and going on hikes with friends.

Executive Summary

The Aristocat Café's social media marketing plan is centered around three key personas: Emma Martinez, a social and aesthetically-minded college student; Mark Reynolds, a local business owner invested in community partnerships; and Sarah Thompson, a health-conscious parent seeking safe, educational, and family-friendly experiences. These diverse personas reflect the café's core audience and growth potential, from students seeking connection and relaxation to families looking for engaging outings and local entrepreneurs interested in collaboration. With strong opportunities across Instagram, TikTok, Facebook, and YouTube, Aristocat is well-positioned to share visually compelling content, showcase events, highlight adoption stories, and foster a loyal, engaged community in the Harrisonburg area.

Social Media Marketing Goals

- Increase awareness
- Boost cat fostering rates
- Strengthen fundraising efforts
- Expand community collaboration
- Build customer loyalty and brand advocacy

Each of these social media goals directly supports Aristocat Café's broader business and marketing objectives: increasing community visibility, boosting in-store traffic, supporting animal welfare efforts, and fostering a loyal customer base. By growing awareness and engagement through targeted platforms, the café can better reach key audiences, including students, families, and local businesses. To achieve these goals, the plan will implement a mix of paid, earned, and organic strategies. The first campaign is a paid media push targeting college students, especially around finals season, using cozy and uplifting content to highlight Aristocat as the ultimate stress-relief destination—complete with discounts and mental health messaging. The second campaign is an earned media initiative focused on user-generated content; customers will be encouraged to post photos or videos of their experience using the hashtag #CatsCameraAction, with weekly winners receiving free drinks and cat entry. The third campaign is family-focused, offering warm, educational content and summer specials designed to attract parents and kids seeking relaxing, animal-friendly outings. Together, these campaigns are designed to drive foot traffic, deepen community connections, increase fosters and adoptions, and position Aristocat Café as a go-to destination in Harrisonburg.

Company and Industry Overview

COMPANY OVERVIEW

Aristocat Café is a cat cafe and tea house located in downtown Harrisonburg, VA. It was founded by Amanda Atwell. She was inspired by a visit to a cat café in Québec, Canada. Aristocrat Cafe finally, after years of planning, was opened in 2023 on North Liberty Street, downtown Harrisonburg. They were able to get off the ground because of community support and a partnership with the Humane Society of Shenandoah County. The café offers a cozy space where guests can enjoy a variety of in house made teas and local snacks while interacting with adoptable cats in the Cat Lounge. You can reserve a spot ahead of time, do private group bookings or come for “Kitty Time” which is for younger children. Aristocat Café’s marketing goals include growing awareness of the cafe overall within Harrisonburg and Rockingham County, increase consistent volunteers, increasing memberships, fostering local partnerships and raising funds for the local Humane Society and other partners, increase fosters, and boosting foot traffic through user-generated content and word-of-mouth marketing. Their mission extends beyond providing a unique social experience—since opening, they have made it possible for 195 cats to be adopted, supporting the Humane Society’s foster program and increasing community engagement in animal welfare. To create a strong social media strategy for Aristocat Café, we will implement a content plan that highlights its compelling brand story, showcases adoptable cats, promotes special events, and drives customer engagement. Our goal is to help Aristocat Café strengthen its online and social media presence, foster a loyal and engaging community, and increase its visibility in the Harrisonburg area.

INDUSTRY OVERVIEW

A cat cafe is a unique business where customers can enjoy beverages and snacks while interacting with casts. The global market has seen growth which is due to increasing pet ownership and interest in novel experiences making the industry an emerging industry. According to IBISWorld, “the pet care industry in the U.S. is estimated to grow around 9.3% annually. “ This is due to the more opportunities on being able to adopt animals, with an emphasis on cats. A cat cafe typical target customer includes older woman 65+, college students and young adults, and families that have young children. Social media trends within this industry include showing off the cats personality, promoting cat adoption and community engagement, and promoting the cafe’s special events. Threats in this industry would be well known cat cate locations such as Catty Corner Cafe and Neko Cat Cafe. They already have a well established following and show that their is a need in the market for more cat cafe’s.

Social Media Audit

KEY FINDINGS







The Aristocat Cafe is active on three platforms: Instagram, Facebook, and TikTok. Instagram and Facebook have a good followings with 2,130 and 2,345 followers respectively, while TikTok has 125 followers. Instagram performs best in terms of UGC (tagged posts) with 54 posts. Adoption posts are the top-performing content across all platforms. The content posted is mostly focused on cat adoption updates, community collaborations, and also promoting events or products. Aristocat Cafe uses their social media platforms to share heartwarming content that highlight their cats' unique personalities. On TikTok content that features the cats are highest performing. To improve, they should focus on consistently posting and increasing engagement with followers through content. A clearer branding strategy could help the Aristocat Cafe better compete and grow its audience.



aristocat cafe

FINE TEAS AND FELINES

Social Media Overview

FOLLOWERS ON PLATFORMS  2,130  2,345  125	AVERAGE ER 3.60% 1.15% .45%	TOP PERFORMING CONTENT Adoption posts and interactive heartwarming cat videos
CONTENT TOPICS Cat adoptions Cat personalities Events at the cafe Collaborations with local businesses Drink-making content	POSTING TACTICS Instagram/Facebook: Carousels, event promotion, user engagement in comments TikTok: Short-form interactive videos featuring cats No current paid ads or influencer marketing	
HASHTAGS USED Instagram: #adoption, #artistocatcafe Facebook: #adoption, #youhadmeatmeow TikTok: #catcafe, #adoptdontshop	POST FREQUENCY (JANUARY)  25 POSTS  25 POSTS  6 POSTS	
POSTING TACTICS Instagram: Highlight visual appeal, engage millennials/Gen Z, and promote the cafe. Facebook: Boost awareness, drive local traffic, and promote cat adoptions. TikTok: Create viral engagement, connect with younger audiences, and have a fun, playful tone.		

Competitor Analysis #1



NEKO CAT CAFE

NEKO
A CAT CAFE ネコ

Neko Cat Cafe is a cafe in Seattle Washington dedicated to providing a haven for rescue cats. They offer cat adoptions, merchandise and drinks.

PLATFORMS UTILIZED



FOLLOWERS PER PLATFORM

Instagram: 242,000
TikTok: 457,900
Facebook: 6,700

AVERAGE ENGAGEMENT RATE

Instagram: 2.52%
TikTok: .09%
Facebook: .39%

TOP PERFORMING CONTENT

Reels & Videos

CONTENT PILLARS

Engaging, Promoting

TACTICS

Community Engagement, Visual Storytelling

HASHTAGS AND KEYWORDS USED

#CatsOfTikTok
#CatCafe
#Seattle

COMMUNICATION OBJECTIVE PER PLATFORM

Instagram: Promote cat adoptions through photos and videos of cute cats

TikTok: Engage with the community by sharing behind the scenes videos and offering a welcoming community for cat lovers

Facebook: Promote cat adoptions through engaging photos and videos of cats, and by offering stories

STRENGTHS

Instagram: High quality videos and photos of cats
Facebook: Offers heartwarming adoption stories
TikTok: Large established following

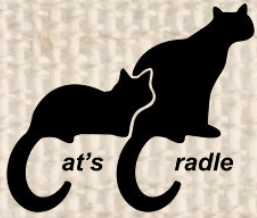
POST FREQUENCY PER WEEK

Instagram: 7
TikTok: 2.75
Facebook: 4

WEAKNESSES

Instagram: Not tagging or collaborating with other users
Facebook: Smaller following compared to other socials
TikTok: Not engaging with followers in the comments

Competitor Analysis #2



CATS CRADLE

Cats Cradle is a Non-profit organization in Harrisonburg VA that offers spay/neuter and Tap, TNR, foster-based rescue and adoption and pet retention/rehoming programs

PLATFORMS UTILIZED



FOLLOWERS PER PLATFORM

Instagram: 3490
Facebook: 13000
YouTube: 6700

AVERAGE ENGAGEMENT RATE

Instagram: 1.3%
Facebook: 0.23%

TOP PERFORMING CONTENT

Photo post

CONTENT PILLARS

Promoting and Engaging

TACTICS

CTA, Community Engagement and Visual Storytelling

HASHTAGS AND KEYWORDS

#catrescue
#spay&neuter
#AdoptDontShop
Journey and project

COMMUNICATION OBJECTIVE PER PLATFORM

Facebook
Promote cat adoptions and care though engaging post

Instagram
Non-Profit dedicated to making paw-sitive change for our feline friends in the Shenandoah Valley

YouTube
Cats Cradles mission is to ensure and maintain a safe, compassionate community for cats.

WEAKNESSES

Not using any videos or reels
Not collaborating or tagging other businesses.

POST FREQUENCY PER WEEK

Instagram: 11.75
Facebook: 16.25

STRENGTHS

Neuter a cat in honor of an ex program
High number of followers on Facebook

Competitor Analysis #3



CATTY CORNER CAFE

Catty Corner Cafe is a cafe located in Leesburg, VA. It's a woman owned cafe and hosts a variety events ranging from summer camp, cat yoga, and private events.

PLATFORMS UTILIZED



FOLLOWERS PER PLATFORM

Instagram: 5,949
Facebook: 1.7K
Youtube: 11
TikTok: 414

AVERAGE ENGAGEMENT RATE

Instagram: 8.51%
Facebook: 1.29%
Youtube: N/A
TikTok: 20.01%

TOP PERFORMING CONTENT

Reels & Videos

CONTENT PILLARS

Promoting, Inspire, Engaging

TACTICS USED

CTA, Influencer Marketing, UGC

HASHTAGS AND KEY WORDS USED

#adoptdontshop,
#catrescue,
#womanowned,
#cattycornercafe,
#catsarethebest

COMMUNICATION OBJECTIVE PER PLATFORM

Instagram: Bring cute cats and coffee to your feed one post at a time

Facebook: Use engaging photos to bring awareness about the cafe

Youtube: Spotlight different cats and bring awareness

TikTok: Engage with the community by sharing behind the scene cafe moments and creating a welcoming space and for cat and coffee lovers

STRENGTHS

Instagram: Heartwarming and relatable content, well lit and high quality videos

Facebook: Engaging and themed holiday posts, use of hashtags

Youtube: The use of live videos

TikTok: The use of collages

WEAKNESSES

Instagram: No descriptive captions, no relevant hashtags

Facebook: Not very active and audience is not engaged

Youtube: Doesn't post often

TikTok: Not very active

POST FREQUENCY PER WEEK

Instagram: 4
Facebook: 1
Youtube: N/A
TikTok: 0

Swot

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STRENGTHS

1. Adoption Posts
2. Responding to customers in the comments
3. Showcasing the cats personality and being interactive with the cats
4. Consistency on instagram
5. Connecting with customers through social media and receiving and reposting content created by visitors

W

WEAKNESSES

1. Consistency with posting on TikTok
2. The use of hashtags are lacking and they are not relevant
3. More consistent branding along their posts
4. Make reels more interactive, engaging, and not just a photo (ex. A video saying come visit, instead of just a flyer)
5. Video and picture quality across platforms

O

OPPORTUNITIES

1. Making interactive posts (tag a friend, polls, giveaways)
2. More information about the cats up for adoption and/or highlight cat of the week.
3. Create more posts with call to action (reels or TikToks) featuring the cafe saying "pov: your next favorite hangout spot" with a caption: tag a friend.
4. Partnering with local clubs, student influencers, and JMU programs
5. Introducing a new platform (Youtube)

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THREATS

1. Algorithm changes can reduce post visibility.
2. Users prefer short-form, engaging video content.
3. Expectations for high-quality visuals are rising.
4. Trending content can overshadow local posts.
5. Gen Z favors authentic, relatable creators.
6. Platform features and tools change frequently, requiring constant adaptation.

S-O Strategy: Post fun, interactive adoption content tailored to Gen Z using memes, trends, and captions. Feature customer visits in IG stories to boost engagement.

W-O Strategy: Post consistently with a clear brand style. Use interactive content like polls and CTAs (e.g., "Tag a friend you'd bring!").

S-T Strategy: Let a Gen Z voice run socials. Use humor and behind-the-scenes content to move beyond promotions and keep things relatable.











W-T Strategy: Check platforms weekly for DMs and feedback. Respond within 24–48 hours. Engage with tagged content and track monthly engagement metrics.

Start: Start creating a cohesive brand aesthetic with themed content like "Cat of the Week" and holiday drinks, post engaging videos with CTAs, and run giveaways to boost engagement—especially among students.



Stop: Stop posting cluttered flyers and low-quality visuals, and avoid overused or irrelevant hashtags like #adoption or #greenscreen.

Continue: Continue sharing cat adoption posts, promoting events, and actively engaging with followers in comments—especially on Instagram.

Social Media Goals & Objectives

Client's Business/Marketing Goals	Social media Marketing Goals that Support yours client's overall goals	SMART Social Media Objectives	KPIS	Relevant Target Market/Persona	Social Platforms that will be Utilized
<p>Grow awareness of Aristocat Cafe focusing on college students and families.</p>	<p>Increase awareness of Aristocat Café among college students and families by using Instagram, TikTok, and Facebook. Use engaging content like student discount promotions, family-friendly event highlights, and behind-the-scenes videos featuring the café's cats.</p>	<p>Increase social media reach among college students and families by 20% in the next three months targeted through Instagram, TikTok and Facebook campaigns that feature family friendly events and student discounts,</p>	<p>Follower growth rate, Impressions, Reach</p>	<p>Emma Martiniez (The Community-Oriented College Student) and Sarah Thompson (Young Parent & Cat Lover Looking to Adopt and Seek Family-Friendly Activities)</p>	  
<p>Increase the number of fosters through Aristocat Cafe</p>	<p>Increase the number of fosters through Aristocat Café by posting more engaging content showcasing the unique personalities of the cats in the café.</p>	<p>Increase foster applications by 20% within the next three months by posting interactive content pieces per week showcasing the cats unique personality.</p>	<p>Cat adoption growth rate, Social Media Comments, Conversions on interest forms</p>	<p>Emma Martiniez (The Community-Oriented College Student) and Sarah Thompson (Young Parent & Cat Lover Looking to Adopt and Seek Family-Friendly Activities)</p>	   
<p>Raise more money for the local Humane Society and other community partners</p>	<p>Increase fundraising efforts for the local Humane Society and community partners through engaging social media campaigns. Develop more local relationships in the community to strengthen support and collaboration. Utilize Instagram, Facebook, and TikTok to promote donation drives, highlight success stories, and host interactive fundraisers.</p>	<p>Increase total donations raised through social media over 25% over the next six months by running at least one dedicated fundraising campaign per month.</p>	<p>Conversions from donors, Total donations raised, Fundraiser participation rate, # of collaborative posts, reach, impressions</p>	<p>Emma Martiniez (The Community-Oriented College Student) and Sarah Thompson (Young Parent & Cat Lover Looking to Adopt and Seek Family-Friendly Activities), Mark Reynolds ((Local Business Owner Looking to Collaborate) (B2B)</p>	  

Social Media Goals & Objectives

Client's Business/Marketing Goals	Social media Marketing Goals that Support yours client's overall goals	SMART Social Media Objectives	KPIs	Relevant Target Market/Person a	Social Platforms that will be Utilized
<p>Increase the number of memberships sold</p>	<p>Build loyalty with customers through social media campaigns so they create UGC content for the cafe incentivized by giveaways and other contests and encourage customers to purchase memberships.</p>	<p>Increase membership sales by 20% within the next three months running targeted social media campaigns on Instagram, Facebook, and Tik tok.</p>	<p>Membership sign ups from social, Inquiries from social, Engagement with content about memberships</p>	<p>Emma Martiniez (The Community-Oriented College Student) and Sarah Thompson (Young Parent & Cat Lover Looking to Adopt and Seek Family-Friendly Activities)</p>	  
<p>Develop more local relationships in the community.</p>	<p>Promote brand loyalty and community advocacy by leveraging user-generated content (UGC). Encourage followers to share their own experiences with the organization through photos, testimonials, and stories. Feature this content across Instagram, Facebook, Youtube, and TikTok to build authentic engagement, strengthen trust, and create a sense of community ownership around the brand.</p>	<p>Increase user-generated content by 30% over the next three months by launching a monthly themed campaign and encouraging followers to share their personal stories.</p>	<p>Branded hashtag usage, growth in follower count, number of UGH submissions</p>	<p>Mark Reynolds (Local Business Owner Looking to Collaborate) (B2B)</p>	   

Target Persona #1

EMMA MARTINEZ



AGE: 21

GENDER: FEMALE

LOCATION: VA

EDUCATION: JMU

OCCUPATION: STUDENT

FOLLOWED BRANDS



Madswell

PSYCHOGRAPHICS

- **Activities:** Volunteering, attending local events, visiting small businesses, studying at cafés
- **Interests:** Sustainability, community service, supporting ethical businesses, socializing with friends
- **Opinions/Attitudes:** Values authentic, real experiences over curated ones; tries to live sustainably
- **Lifestyle:** Social, busy with school and extracurriculars, enjoys relaxed and welcoming social spaces

INTERESTED IN

- Finding aesthetic, cozy spaces to relax, study, and hang out with friends
- A unique, welcoming environment that offers coffee/tea, and time with cats
- An opportunity to support local businesses aligned with ethical values
- Looking for unique study spots

SOCIAL MEDIA

Social Media Platforms Used:   

Times on social: Mostly at night or between classes

Consumption reasoning: Entertainment, Inspiration, and staying connected with friends and family

Content Preferences: Short-form videos (Tiktoks, Reels), UGC Interactive, Giveaways

PAIN POINTS

- Provides stress relief from the demands of school
- Offers a welcoming social space to create connections with friends
- Aligns with values of supporting small, ethical businesses in the community

Emma Martinez represents an ideal target for the Aristocat Cat Café because she embodies the values and lifestyle that align closely with the café's brand. As a busy, community-oriented college student, Emma seeks aesthetically pleasing spaces where she can relax, study, and connect with friends — exactly what Aristocat offers with its combination of coffee, tea, and playful interaction with cats. Since she has a strong interest in supporting local businesses and is very active on social media she might be interested in promoting her own experiences in the cafe through her personal social media accounts, contributing to organic word-of-mouth marketing and user generated content. Choosing Emma as a persona supports the café's marketing goals of driving local awareness, increasing student visits, and building a loyal community presence around James Madison University.

Target Persona #2



SARAH THOMPSON

AGE: 31

GENDER: FEMALE

LOCATION: VA

EDUCATION: N/A

OCCUPATION: MOM

FOLLOWED BRANDS



PSYCHOGRAPHICS

- **Activities:** Attends local events, farmers markets, parenting meetups
- **Interests:** Animal welfare, organic and local shopping, family activities, ethical business practices
- **Opinions/Attitudes:** Health-conscious, community-oriented, values safe, educational environments for her child
- **Lifestyle:** Busy mom balancing family life, prioritizes local events and pet-friendly activities

INTERESTED IN

- A safe, welcoming environment where her child can have fun interacting with cats
- Family-friendly events that are both entertaining and educational
- Opportunities to support a local, ethical small business while creating positive family memories
- Learn more about opportunities to adopt a cat

SOCIAL MEDIA

Social Media Platforms Used:    

Times on social: After putting child to sleep

Consumption reasoning: Education (tips), Entertainment, Inspiration

Content Preferences: Family-friendly events, heartening stories, DIY and education content.

PAIN POINTS

- Provides a fun and safe environment for her child to be entertained and socialize with animals
- Offers educational experiences that teach her family about pet care and responsible adoption

Sarah Thompson represents an ideal customer for the Aristocat Cat Café because she actively seeks family- and child-friendly educational experiences. As a health-conscious and community-driven parent, Sarah values safe, welcoming environments where her child can have meaningful and heartwarming interactions with animals. Aristocat Cat Café aligns perfectly with her needs, offering both a fun and educational setting while promoting responsible pet care. The café's knowledgeable staff and commitment to safety make it a trustworthy option for families like Sarah's. To attract and retain customers like her, the café should create content that highlights adoption success stories, family-friendly events, and practical cat care tips. By doing so, Aristocat can build trust with parents, encourage more family visits, and ultimately increase the adoption rates of cats among local visitors.

Target Persona #3



MARK REYNOLD

AGE: 40

GENDER: MALE

LOCATION: VA

EDUCATION: N/A

OCCUPATION: BUSINESS OWNER

FOLLOWED BRANDS



PSYCHOGRAPHICS

- **Activities:** Engages with other small businesses online, attends local community events
- **Interests:** Supporting and collaborating with local businesses, community engagement
- **Opinions/Attitudes:** Values community-first companies, prefers partnerships that genuinely benefit the local area
- **Lifestyle:** Busy entrepreneur, stays current on local business and marketing trends, community-minded

INTERESTED IN

- Collaboration opportunities with other trusted local business
- Increased exposure to a local, engaged audience
- Access to cost-effective marketing through event partnerships and joint promotions

SOCIAL MEDIA

Social Media Platforms Used:    

Times on social: In the morning before work or after work, briefly throughout the day.

Consumption reasoning: Business Education (tips), Inspiration, Collaboration opportunities




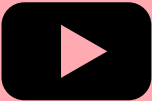
Content Preferences: Local business spotlights, BTS content, Posts featuring collabs

PAIN POINTS

- Helps increase brand exposure within the Harrisonburg community
- Provides trustworthy, mutually beneficial collaboration opportunities

Mark Reynolds represents an important B2B opportunity for Aristocat Cat Café because he embodies the spirit of community collaboration and local support. As a passionate small business owner, Mark is constantly seeking trustworthy partners to expand his brand exposure and create meaningful connections within the community. Collaborating with local businesses like his benefits Aristocat Cat Café by increasing visibility, reinforcing their reputation as a community-centered space, and driving local engagement. By focusing on promoting event partnerships and shared content between companies, Aristocat Cafe can strengthen the online community in Harrisonburg, build stronger business relationships, and increase foot traffic to the café. Targeting business owners like Mark supports the café's goals of expanding their reach and creating cost-effective marketing opportunities that benefit both the café and its partners.

Social Media Platforms

Social Platform	Mission Statement
Instagram 	Inspire and attract through visual and aesthetic storytelling of the cafe experiences and the cat community.
Facebook 	Build a community of local and loyal followers by sharing updates, events, funny moments, and promotions.
TikTok 	Entertain and connect through lighthearted, short-form videos that spotlight our cafe cats, trends, and customer experiences.
Youtube 	Help viewers deeply understand the heart and mission of Aristocrat Cafe through longer videos, while using Youtube Shorts to expand visibility and engage new audiences

Strategy Campaign #1 Paid

Media Title & Overview

Sip, Study, Snack & Snuggle

This paid media campaign will feature cozy, visually satisfying photo and video content that highlights the full Aristocat Cafe experiences: ordering a yummy drink, enjoying the unique snacks, and spending time cuddling cats in a warm, aesthetic space. This campaign is targeted towards JMU students.

Will involve:

Students! Aristocat Café staff.

Cats cuddling with visitors.

Photographers or student intern.

Paid ads running across Instagram, TikTok, Facebook, and YouTube.

Discounted drinks for college students.

It will involve supportive, uplifting, comforting, slightly humorous content that focus on how stressful finals week can be and highlight the mental health benefits of cats.

This campaign will offer limited time specials because college students love a good deal. The goal is to position Aristocat Café as the perfect finals stress-relief destination, encouraging more visits from local college students.

April 15th - May 16th 2026

Strategy Campaign #1 - Paid

Media

CLIENT BUSINESS MARKETING GOAL	Grow awareness of Aristocat Café to create local and loyal customers, especially within the college community.
TARGET AUDIENCE	College students like Emma Martinez persona.
RELEVANT BUYER'S JOURNEY STAGE	Awareness and Conversion.
CAMPAIGN CONCEPT	"Sip, Study, Snack & Snuggle" will feature cozy, heartwarming content showing students enjoying drinks, snacks, and cuddling with cats at the café.
PSYCHOLOGICAL APPEAL	Calm stress and anxiety caused by finals week by promoting a comforting, relaxing environment with stress-relieving cat interactions.
CAMPAIGN DATES	April 15 – May 16, 2026.
CAMPAIGN MESSAGE	"The only finals survival kit you need: lattes, snacks, and cats."
TO NE	Supportive, uplifting, comforting, and slightly humorous.
HASHTAGS	#SipSnackSnuggle, #FinalsFuel, #CatCafeBreak, #StudyWithCats, #CollegeCatCafe, #FinalsSurvivalKit, #AristocatCafe
RESOURCES REQUIRED	Discounted drinks and snacks, high-quality photo/video equipment, paid promotion budget, and cats.
PEOPLE/ORGANIZATIONS INVOLVED	Aristocat Café staff, local student volunteers, photographer/videographer or content creator/student intern.
ESTIMATED COSTS	\$1000 for ad spend; \$200 for student intern (or free with volunteer support). 5 free drinks many free snacks (\$290), \$1,490 total
KPIS/SUCCESS METRICS	Engagement rate, reach and impressions, click-through rate, increase in café foot traffic (tracked via POS), new followers.

Strategy Campaign #1 Schedule & Post Examples

DATE	PLATFORMS	CONTENT TYPE	WRITTEN CONTENT	VISUAL DESCRIPTION/ ALT TEXT	CTA
April 15 th	Instagram & Facebook	Photo Feed Post	Finals season is here – but you don't have to suffer through it alone. Come sip, snack, and snuggle your stress away.	Pic of computer with matcha drink	Take a study break and visit Aristocat Cafe today!
April 20 th	Instagram /TikTok/ Youtube	Short form video	Meet your finals support team: Cats and Drinks.	Videos of drinks and cats.	Tag 3 friends to plan a study sesh with and win a free drink all week long!
April 25 th	Instagram & Facebook	Photo Feed Post	The only finals survival kit you need: Lattes, snacks and cats	Photo with latte and snacks	Visit Aristocat Cafe during finals for lattes, snacks, and cats!
May 1 st	Instagram Stories	Poll and Promo code link	Feeling burnt out? Swipe up for a surprise!	Photo of cat with a poll guessing what cat is it is.	Swipe up for a free snack with drink purchase!
May 10 th	Instagram /TikTok/ Youtube	Short-Form Video	Finals week is officially here. Bring your bestie, your books, and your brain fog --- we've got the rest. Buy one, get one free off anything on the menu!	Video collage of cafe. Students walking in to cafe and studying together.	Finals week is here!! Come visit Aristocat Cafe with a friend and get BOGO free.

Strategy Campaign #2 Earned Media Title & Overview

Cafe Cats, Camera, Action!

This campaign is an earned media campaign that invites all customers to take and post their own photos or videos of Aristocat Cafe cats or their experience at the cafe.

Will involve:

Customers and followers to create UGC!
Aristocat Cafe staff.
Social media intern.
Minimal resources (prizes)

Customers are encouraged to post photos or videos featuring the café's cats, drinks, snacks, or cozy spaces, tagging Aristocat Café and using the hashtag #CatsCameraAction. Each week, the café will reshare top submissions and they will win one free drink and free cat entry for themselves and a friend. The goal is to boost organic reach, and WOM and strengthen customer loyalty through authentic content.

September 1st - October 2nd 2026

Strategy Campaign #2 - Earned Media

CLIENT BUSINESS MARKETING GOAL	Build loyalty with customers through social media campaigns so they create UGC content for the cafe incentivized by giveaways and other contests
TARGET AUDIENCE	College students like Emma Martinez persona and young parents like Sarah Thompson persona
RELEVANT BUYER'S JOURNEY STAGE	Loyalty and Advocacy
CAMPAIGN CONCEPT	"Cafe Cats, Camera, Action!" This campaign will invite all customers to take and post their own photos or videos of Aristocat Cafe cats or their experience at the cafe
PSYCHOLOGICAL APPEAL	Customers already love sharing cafe experiences - this gives them a reason to do it more while rewarding them
CAMPAIGN DATES	September 1 - October 1 2026
CAMPAIGN MESSAGE	Your content would be the purrfect feature. Tag us and show us your favorite cafe moments!
TONE	Playful, Positive, Cozy, Community-driven
HASHTAGS	#CatsCameraAction, #Aristocatcafe, #SnuggleAndSip, #CatCafeVibes, #PurrfectMoment
RESOURCES REQUIRED	Prize budget, and someone who can monitor the campaign
PEOPLE/ORGANIZATIONS INVOLVED	Aristocrat Cafe social media manager, cafe staff to encourage in-person participation, student intern to help with reposting and DMs
ESTIMATED COSTS	4 \$100 gift cards for each winner per week (\$400), 8 entries for cat play area (\$120), Student intern per campaign (\$200), 8 Free Drinks (\$64), Paid ads (\$500) \$1,284 total
KPIS/SUCCESS METRICS	Number of tagged posts using hashtags, Increase in story mentions, Number of reshares

Strategy Campaign #2 Schedule & Post Examples

DATE	PLATFORMS	CONTENT TYPE	WRITTEN CONTENT	VISUAL DESCRIPTION/ ALT TEXT	CTA
Sep. 1 st	Instagram Feed & Story	Short Video+ Repost to Story	It's live! Share your best Aristocat Café moment for a chance to win a free drink and a free entry for you and a friend! Tag us + use #CatsCameraAction	Video of employee making matcha	Post your favorite Aristocat Café moment and tag us!
Sep. 6 th	Instagram and Facebook	Photo Post in Feed	Have you entered yet? The cats are ready for their close-up. Win free coffee and entry for you and a friend!	Close up picture of cat	Don't miss out! Post your favorite moment now!
Sep. 12 th	Instagram & Tiktok	Repost of Video winner	This week's featured café cat content! Could yours be next?	Report video of winner (collage of cafe)	Get featured next! Tag us for a chance to win!
Sep. 18 th	Facebook & Instagram	Photo Post in Feed	Our Week 3 Winner with her and her friend! Thanks for sharing your purrfect moment with us!	Picture of winner and her friend holding their free drinks.	Congrats to our winner! Keep tagging us to win!
Sep 30 th	Instagram & Facebook	Carousel Post	LAST CHANCE! Submit your entry by midnight for your chance to win! #CatsCameraAction	Collage video of cats and the cafe with music in the background!	Final chance to enter! Post, tag and us #CatsCameraAction!

Strategy Campaign #3 Owned Title & Overview

Escape the Summer Slump

This campaign is designed to bring families together through cozy, heartwarming experiences with adoptable cats and great coffee.

Will involve:

Families Interacting with Cats.

Behind the Scenes Footage.

Educational Content.

Highlighting Limited Time Summer Specials.

Family Friendly Events.

This is a campaign is targeted towards Families with young children looking for a place to escape the summer heat. The goal is to encourage family visits, increase summer foot traffic, promote adoptions, and create lasting, heartwarming memories.

June 16th - August 4th 2026

Strategy Campaign #3 - Owned Media

CLIENT BUSINESS MARKETING GOAL	Increase foot traffic and engagement at Aristocrat Cafe. Also increasing engagement throughout their social media
TARGET AUDIENCE	Young Parents & Cat Lovers like Sarah Thompson persona
RELEVANT BUYER'S JOURNEY STAGE	Consideration
CAMPAIGN CONCEPT	"Escape the Summer Slump!" This campaign is designed to bring families together who are looking for fun and meaningful ways to keep the kids engaged during the Summer
PSYCHOLOGICAL APPEAL	The audience cares about making meaningful summer memories, supporting local pet adoption, and enjoying unique stress free outing with the kids
CAMPAIGN DATES	June 16 th - August 4 th 2026
CAMPAIGN MESSAGE	"Escape the summer slump and create memorable moments with your family at our cat cafe - where relaxation, fun, and furry friends await."
TONE	Heartfelt, Playful, Friendly, Inviting
HASHTAGS	#CutCuddles, #BehindThePaws, #SummerVibes, #GuessWho, #FamilyTime
RESOURCES REQUIRED	Cats, Staff/Volunteers willing to be in videos, Customers willing to be in videos
PEOPLE/ORGANIZATIONS INVOLVED	Aristocat Cafe staff, Local Student Volunteers
ESTIMATED COSTS	Student Intern per Campaign (\$200), Paid ads membership focused (\$500), Paid ads (\$500), \$1,200 total
KPIS/SUCCESS METRICS	In-Store Visits, Engagement Rate, Sales, Reach

Strategy Campaign #3 Schedule & Post Examples

DATE	PLATFORMS	CONTENT TYPE	WRITTEN CONTENT	VISUAL DESCRIPTION/ ALT TEXT	CTA
June 16 th	Instagram	Photo Post in Feed	Say hello to ___, our nap queen! She loves sunny windows, chin scratches, and stealing your seat (and heart!) Come visit her this week for some cozy cat cuddles! #SummerVibes	Cat lounging in the sun	Come visit her this week!
June 25 th	Instagram /TikTok/ Youtube	Video	Cooling down never tasted so good. Sip into Summer with this refreshing iced drink!	Showing the different drinks offered	Come grab a refreshing drink to cool you down!
July 9 th	Instagram /TikTok & Youtube	Reel of the Cafe	School's out, energy's up... and you've officially run out of summer ideas. If you need a break (and your kiddos need a new adventure), we've got the <i>purr</i> -fect solution. #SummerFun	Reel of the cafe	Your next play date!!
July 23 rd	Instagram	Story + Question	Can you guess which Aristocat this is? Tap to play! Cat 1 or Cat 2 Its (cat's name)! #GuessWho	Close up photo of two cats	Tap to play!
Aug. 4 th	Facebook	Photo Post in Feed	Where Cats + Kids = Summer Magic. Tired of hearing "I'm bored" for the tenth time today? We've got the <i>purr</i> -fect fix. At Aristocat Cafe, we're more than just tea and cats, we're a cozy little escape for the whole family. #SummerFun #FamilyTime	Kids playing in the Cat Cafe Lounge	Come bring your kids today to get away from the heat!

Content Calendar

	HOLIDAYS	ORG FOR DRINK OF MONTH COLLAB	CAMPAIGN
JAN	1/1 - New Year's Day post	Explore More Discovery Museum	
FEB	2/20: National Love Your Pet Day	Any sorority and make it Galentines themed	
MAR	March 23 - Cuddly Kitten Day	Friendly City Food Co-op: easter related drink partnering with them	
APR	4/11: National Pet Day	Humane Society	April 15 th : Sip, Study, Snack & Snack
MAY	5/4 - Star Wars Day (Moew the force be with you)	Counseling center at JMU for a finals mental health break	May 16 th : Sip, Study, Snack & Snack
JUN	6/4: National Hug Your Cat Day	Massanutten Regional Library: cool book drive while hanging with cats	June 16 th : Escape the Summer Slump
JUL	7/21 - National Junk Food Day (Fav snack of cats in the cafe)	Rockingham-Harrisonburg SPCA	
AUG	8/8 : International Cat Day	JMU Orientation Office / FROGS: matcha drink	August 4 th : Escape The Summer Slump
SEP	9/10: National Pet Memorial Day	Mobile Hope: donate food get a discount	September 1 st : Cafe, Cats, Camera, Action
OCT	10/29: National Cat Day	Anicira Harrisonburg	October 2 nd : Cafe, Cats, Camera, Action
NOV	11/1 - National Stress Awareness Day	Any frat on campus	
DEC	12/5 - International Volunteer Day	Toys for Tots: toy drive get a discount	

Content Calendar - Evergreen Content

PLATFORMS	CONTENT TYPE	WRITTEN CONTENT	VISUAL DESCRIPTION/ ALT TEXT	FEATURES USED
Instagram, Facebook & TikTok	Video & Reel	Purr-fect essentials for your feline friends! #MustHaveCatProducts	Video of Caleb saying the essential products for a cat	Hashtags
Instagram, Facebook & TikTok	Photo Post in Feed	Stop by for sips & snuggles! Whether you're here for a latte, a lounge with our feline friends, or both - we're open: Thurs-Fri: 10AM - 6PM Sat: 10AM - 8PM Sun: 10AM - 4PM #CatCafeVibes, #TeaAndCats	Picture outside the cafe with the hours	Hashtags
Instagram & Facebook	Infographic	Got Questions? We've got meow-answers! From reservations to cat cuddles, our FAQ post has everything you need to know before you visit! #CatCafeQuestions	FAQ post	Hashtags
Instagram & Facebook	Infographic	Not sure what a tail flick means? We've got you! Learn how to read our cafe cats like a pro in Cat Behavior 101! #CatCafeTips, #CatBehaviorBasics	Cat behavior 101	Hashtags
Instagram, Facebook	Infographic	Feeling Stressed? Pet a cat! Here are 5 health benefits you didn't know about. #CatTherapy	5 benefits of petting a cat	Hashtags

Content Calendar - Evergreen Content

PLATFORMS	CONTENT TYPE	WRITTEN CONTENT	VISUAL DESCRIPTION/ ALT TEXT	FEATURES USED
Instagram & Facebook	Video Collage	Quick tour of the Cafe! Come visit! #CateCafe #HarrisonsburgVA #SmallBusiness #TeaHouse	Video of a tour of the cafe	Hashtags
Instagram & Facebook	Infographic	Ready to make your business <i>purr</i> with success? Here's your collaboration 101 with Aristocat Cafe! Whether your an artists, baker, or local shop teaming up with us is easy and fun! Reach out via DM!	Collaborate with Aristocat Cafe	Hashtags
Youtube, TikTok & Instagram	Video & Reels	Hear what our <i>purr</i> -fect customers have to say! #CatCafeLove	Video of Emilee tasting the matcha	Hashtags
Instagram, TikTok, & Youtube	Video	Meet one of our Volunteers: Caleb!!! Heres what he loves about the cafe! DM us for more info on how to become a volunteer! #CatVolunteer #FavoriteCatMoments	Video of Caleb describing his experience of volunteering	Hashtags
Instagram, TikTok, & Youtube	Video	Meet the friendly faces behind Aristocat Café – the ones who make every visit <i>purr</i> -fect! #AristocatCafe #CatCafe	Video collage of employees/ volunteers at the cafe doing their daily tasks	Hashtags

ARISTOCAT CAFE

BRAND GUIDE

LOGOS & FONTS

PRIMARY



SECONDARY



Heading
SUBHEADING

Body text

COLOR PALETTE



#000000



#E48422



#FFFFFF



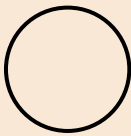
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TONE & BRANDED EMOJIS

1. Warm & Welcoming
2. Friendly
3. Playful
4. Humorous



MOODBOARD INSPIRATION



Platform Specific Tactics and Tools

Platforms	Instagram	Facebook	TikTok	YouTube
Tactics	Reel/Short Videos Links in Bio Interactive stories Polls Q&A UGC	Facebook Groups Live Videos Event Pages	Trending sounds/challenges featuring cats, behind-the-scenes prep, day-in-the-life of a café cat, Short-Form Videos	Cat care vlogs or tips Shorts featuring quick cat moments



Long-form video hosting and discovery platform, great for education and storytelling.
 Excellent for SEO—YouTube is the second-largest search engine after Google.
 Content is more evergreen—videos can gain views for years after posting.



Visual storytelling and brand building
 Audience: Broad, with a strong presence of millennials and Gen Z.
 Highly visual platform
 Engagement is driven by Reels, Stories, and user interaction through comments and DMs.
 Great for building community



Audience: Broad and slightly older (25–50+), including pet owners and families.
 Strengths:
 Strong for building and nurturing communities via Groups.
 Useful for event promotion (e.g., adoption days, fundraisers).
 Long-form updates and curated content perform well.



Short-form video platform for creative, entertaining, or educational content.
 Audience: Primarily Gen Z and young millennials, but expanding rapidly across age groups.
 Strengths:
 Algorithm favors discoverability—even small accounts can go viral.
 Ideal for showcasing quirky, funny, or heartwarming pet content.
 Trends and challenges allow rapid audience growth if content aligns well.

Canva Pro

What it is:

Canva Pro is the premium version of Canva, an online design platform used to create visual content like social media posts, presentations, and marketing materials. Canva Pro offers advanced tools, premium templates, brand kits, and unlimited content storage.

How to use it:

Sign up for a Canva Pro account, choose a design template or start from scratch, and use the drag-and-drop editor to customize elements. Access premium stock photos, fonts, and animations to create high-quality visuals. Ideal for personal branding, business marketing, and team collaboration

Insight Tools



Meta Business Suite / Meta Insights

What it is: A centralized platform by Meta used to manage and analyze performance across Facebook and Instagram. It helps businesses and creators track engagement, reach, and audience behavior.

How to use it: Access Meta Business Suite, link your Facebook and Instagram accounts, and navigate to the “Insights” tab. Use this tool to monitor metrics like post reach, follower growth, and engagement rates. Adjust content strategies based on what performs best.

YouTube Analytics

What it is: A dashboard within YouTube Studio that tracks video performance, audience retention, and traffic sources. It helps creators understand what content resonates with viewers.

How to use it: Go to YouTube Studio and click on “Analytics.” Explore tabs such as “Overview,” “Reach,” and “Audience” to evaluate views, watch time, subscriber growth, and how viewers found your videos. Use this to optimize titles, thumbnails, and video content.



Instagram Insights

What it is: A built-in analytics tool for professional Instagram accounts that provides data on content performance, audience demographics, and interaction trends.

How to use it: Switch to a business or creator account on Instagram, then tap “Insights” on your profile. Review data like profile visits, reach, and interactions on posts and stories. Use insights to refine posting times, content styles, and engagement tactics.



TikTok Analytics

What it is: A performance tracking tool available to TikTok Pro accounts, providing insights on video views, follower activity, and content engagement.

How to use it: Switch to a Pro account in TikTok settings, then go to “Creator Tools” and select “Analytics.” Analyze video performance, audience demographics, and engagement trends to determine which content style or posting time works best.



Content Development

DEVELOPING ORIGINAL CONTENT

- Create authentic, experience-driven content that reflects the café's unique charm—cats, drinks, and cozy atmosphere.
- Use a mix of formats: behind-the-scenes videos, day-in-the-life reels of cats, staff spotlights, and family experiences.
- Feature real customer moments and highlight adoptable cats with personality-driven storytelling.

CURATING CONTENT

- Share relevant and engaging content that aligns with the café's values (pet care tips, cat memes, adoption stories, and mental health benefits of animals).
- Credit original sources and only repost content that strengthens the brand's community focus.
- Curate local partner content (e.g., collaborations with schools orgs or other small business).

CROSS-UTILIZING CONTENT

- Repurpose one piece of content across multiple platforms with platform-specific tweaks.
- Example: A “Cat of the Week” photo can be shared as:
 - A Facebook and Instagram post with a caption
 - An Instagram story with a poll
 - A TikTok with a voiceover or video collage of the cat

BREAKING APART CONTENT

- Break longer content (like YouTube vlogs or photo carousels) into smaller, bite-sized pieces for reels, TikToks, Stories, YouTube shorts, and feed photo posts.
- Pull quick clips from larger assets to extend content shelf-life.

Monitoring, Tracking, Measuring, and Evaluating

SOCIAL MEDIA GOALS	KEY PERFORMANCE INDICATOR	KPI FORMULA	KPI PERFORMANCE TARGET
Increase awareness	Brand mentions Post reach	Shares per post/Followers x 100	20% increase among college students over the next three months
Increase store foot traffic	Store foot traffic	Reported by in store customers using social media offer	10% weekly increase
Increase number of memberships sold	Membership sign ups from social inquires Engagement with content related to memberships	Number of sign ups/Number of social media interactions x 100	10% increase monthly
Increase community engagement	Branded hashtag usage Number of followers	Hashtag mentions/Total hashtag mentions x 100	30% increase over the next three months
Increase number of brand advocates	Shares	Total shares	10% increase monthly

Budget

Tools		
Canva Pro - Annual	2.51%	\$120
Canon - PowerShot SX740 HS 20.3-Megapixel Digital Camera - Black	11.52%	\$550
Capcut Pro-Annual	1.89%	\$90
Tezza Annual	.84%	\$40
Campaign #1: Paid Media - Sip, study, snack & snuggle		
Paid ads (5 posts on different platforms at \$100 each) 10x100	10.95%	\$1000
Student intern for whole campaign	4.19%	\$200
Free drinks (5 free drinks @ \$8)	.84%	\$40
Free snacks (as many people that swipe up) (est: 50)	5.24%	\$250
Campaign #2: Earned Media -Cafe, Cats, Camera, Action		
4 \$100 gift cards for winners each week	8.38%	\$400
8 free entries (winner + guest)	2.51%	\$120
8 free drinks (winner + guest)	1.34%	\$64
Paid ads (\$500 \$100 each post)	10.47%	\$500
Student Intern	4.19%	\$200
Campaign #3: Owned Media- Escapoe the Summer Slump		
Student Intern	4.19%	\$200
Paid Ad \$500 for entries and drinks \$500 for meberships	20.95%	\$1000

TOTAL BUDGET:
\$4,774

Social ROI

Content Creation		
Student Intern	\$600	
Tools		
Canva Pro - Annual	\$120	
Canon - PowerShot SX740 HS 20.3-Megapixel Digital Camera - Black	\$90	
Capcut Pro-Annual	\$40	
Tezza Annual	\$550	
Campaign #1: Paid Media - Sip, study, snack & snuggle		
Paid ads (5 posts on different platforms at \$100 each) 10x100	\$1000	\$4025
Campaign #2: Earned Media -Cafe, Cats, Camera, Action		
Paid ads (\$500 \$100 each post)	\$500	\$2001
Campaign #3: Owned Media- Escaoe the Summer Slump		
Paid Ads Focused on Memberships	\$500	\$3915
Paid Ads (5 posts)	\$500	\$2001
Contests & Giveaways		
Free drinks (5 free drinks @ \$8) and Free snacks (50 x \$5)	\$290	
8 Free drinks (\$8) & 8 free entries (\$15)	\$184	
\$ \$100 gift cards for winners each week	\$400	

Expenses
\$4,774

Gross Revenue
\$11,942

Value Achieved
Discounts
\$11,942

Investments
\$4,774

SOCIAL ROI
150.15%

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