

Spring, 2025

MKTG 410 Social Media

Marketing

Section 3, Group 3

Strategic Social Media Marketing Plan Proposal



aristocat cafe

FINE TEAS AND FELINES

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Meet the Team



My name is Alena Kica and I am a Senior, marketing major at James Madison University. On campus, I am involved in Phi Sigma Sigma sorority and club dodgeball. I also had the opportunity to do a marketing internship at Nico Didonna in London that centered around Digital Marketing. I will be working for the Sales team at Homes.com after I graduate in May.



My name is Dylan Obaugh, and I am a junior marketing major at James Madison University. I am a member of Women in Business on campus. I also have been a part-time employee at Charlie Obaugh Auto Group gaining experience in the sales, service, and accounting departments for five years now.



Hi! My name is Hannah Drabeck and I am a senior at JMU, majoring in Marketing with a concentration in Digital Marketing. I am a member of a National Marketing Honors Society called Mu Kappa Tau and have had previous marketing internships. I hope to find a job working at a creative ad agency after my graduation in May!



My name is Maddie Harris and I am a senior at James Madison University, majoring in Marketing with a concentration in Digital Marketing. I have been working as a Marketing Assistant at Valley Maintenance Services since November, 2023.

Executive Summary

This social media strategy focuses on three key target personas: Molly, a JMU college student; Angela, a local restaurant owner; and Rachel, a family-oriented teacher. Aristocat Café is well-positioned to reach these groups through engaging, platform-specific content that addresses their distinct needs—stress relief and social connection for Molly, business collaboration opportunities for Angela, and family-friendly relaxation and volunteer experiences for Rachel. By leveraging platforms such as Instagram, TikTok, Facebook, and introducing YouTube Shorts, Aristocat can deliver tailored content at optimal times to increase brand visibility, build emotional connection, and drive both foot traffic and online engagement. These personas represent valuable market segments that support the café's broader goals of community engagement, mental wellness promotion, and local partnerships.

The 2026 marketing goals of our social media plan for Aristocat Cafe are:

- Increase local awareness of Aristocat Cafe among residents of Harrisonburg and Rockingham County by growing reach and engagement on Facebook, Instagram, Youtube, and TikTok.
- Increase engagement with volunteer focused content across Instagram, Facebook, and TikTok to drive consistent volunteer sign-ups.
- Promote Aristocat Cafe memberships through targeted social media campaigns on Instagram, Facebook, Youtube, and TikTok, leading to increased membership sales.
- Boost foster applications by featuring success stories, behind-the-scenes content, and adoption highlights across Instagram, TikTok, Youtube, and Facebook.
- Strengthen community relationships by collaborating with local businesses and people through social media partnerships and event highlights on Facebook, Instagram, YouTube, and TikTok.

The first social media campaign is the paid media campaign titled, "Discover the Magic of Aristocat Cafe," which provides the social media marketing goal of increasing awareness and leads for the cafe. This connects to Aristocat Cafe's goals of increasing brand awareness and bringing more customers to the store. The paid media campaign will use the strategies of contributing and connecting through promoting date nights, events, study nights, and influencer experiences. The second social media campaign is the earned media campaign titled, "Contests & Reviews," which provides the social media marketing goal of growing relationships within the community and increasing word-of-mouth and customer advocacy. This connects to Aristocat Cafe's goals of strengthening community relationships by collaborating and increasing the local awareness of the cafe among residents of Harrisonburg and Rockingham County by growing reach and engagement. The earned media campaign will use the strategies of collaboration and community through promoting customers to enter contests with user-generated content. The third social media campaign is an owned media campaign titled, "Purrfect Match," which provides the social media marketing goal of boosting foster applications. This connects to Aristocat Cafe's goal of increasing the number of fosters. The owned media campaign will use the strategies of converting as it is promoting a fun way, "cat speed dating," for customers to foster or adopt cats.

Company and industry overview

Company overview

Aristocat cafe provides consumers a unique experience to be able to enjoy high-quality teas with cute, adorable cats waiting to get adopted. This cafe is located in the center of downtown Harrisonburg, making it a go to stop for visitors and people that live within the community. At Aristocat Cafe, the focus is on providing exceptional teas from around the world. They offer an extensive selection of high-quality teas, ensuring that every guest can find something to suit their taste. Their menu includes a variety of black teas, chai blends, Tisanes, Matchas, Oolongs, and many more. Each tea is carefully curated for its unique flavor profile and health benefits, offering a unique product that will satisfy any customer that comes in. They also have a snack menu featuring their customer favorite, French Macaroons.

After you enjoy a hot cup of tea from their cafe, you can then make your way to the cat lounge where a variety of sweet, friendly cats eagerly await to meet you. Their lounge is designed to provide a calm, comfortable atmosphere for both the cats and visitors. This company was founded with a passion for saving animals and making Harrisonburg a stronger community. They are partnered with the Humane Society of Shenandoah County to support their mission and aid in promoting the health, safety, welfare, compassionate care and protection of animals through education and community outreach programs. With Aristocat cafes doors opening in 2023, they have already had 207 cat adoptions from their store, allowing for so many cats to find their forever home. By being able to visit this cat cafe, customers are able to create deep connections and relationships with cats, furthering their decision to adopt.

As part of the company's mission to grow and strengthen the Harrisonburg community, the cafe is focused on expanding its reach and further establishing itself as the go to spot within the community. The cafe's business goals include increasing brand awareness, boosting foot traffic, and growing its loyal customer base. In terms of marketing goals, Aristocat Cafe aims to strengthen its online presence through delivering a measurable and efficient social media strategy. They have been currently doing this through frequently posting on Facebook, Instagram, and Tiktok. These platforms have allowed Aristocat to reach a deeper audience and find cat lovers in their area. Additionally, Aristocat Cafe seeks to further develop partnerships with local businesses, schools, and animal shelters to promote shared values of compassion and community support.

Company and industry overview

Industry Overview

Aristocat Cafe operates within the cat adoption industry, specifically within the cat cafe industry. This industry has had significant growth within the past couple of years, making it a popular destination for cat lovers around the United States. These cafes provide a unique blend of comfort, relaxation, and the chance to interact with adoptable cats. This industry has been able to appeal to not only cat owners, but others looking for relaxation, stress, and a unique getaway from their busy lives. The cat cafe industry has experienced significant growth, particularly in 2019 and 2023, and as a result, many cafes have adopted differentiation strategies to stand out in an increasingly competitive market. These cafes, which initially began in major cities, have now spread across the country. States such as Florida, Pennsylvania, California, North Carolina, and New York are home to the highest concentration of cat cafes. As of January 2025, the United States had 260 open cat cafes, with 40 of them opening in 2024 alone. These cafes have been seen in 46 states, showing that this industry is something that many people have been able to get behind and support. The four states that have yet to have an open cat cafe are Alaska, Delaware, Idaho, and North Dakota (Cat Cafe Trends and Updates, 2025).

The cat cafe industry has been seen to show some key emerging opportunities in growth. This industry is projected to grow globally with a compound annual growth rate of 6.1% from 2021 to 2028 (Osum, 2025). This growth reflects an increasing need for consumers to prefer unique, fun experiences with cats. One of the strongest market opportunities for cat cafes lies in the coffee and snack shop industry. In the US alone, there were 72,136 coffee and snack shops operating in 2023, with the industry worth \$48.4 billion in 2022 (Osum, 2025). By marketing their cafe towards the tea and coffee market, this industry can tap into a larger market and gain customers who value high-end, unique coffee shop experiences. Another major market opportunity within this industry is the ability for companies to tap into consumers' need to reduce anxiety. The American Psychiatric Association's (APA) conducted a study with 2,200 pet owners asked if they believed their pets positively impacted their mental health. The results showed that 69% of people have had reduced stress and anxiety and 66% of pet owners believe their pets provide a calming presence (American Psychiatric Association's, 2023). By tapping into these opportunities, cat cafes can market these strong benefits of their stores and gain a larger customer base.

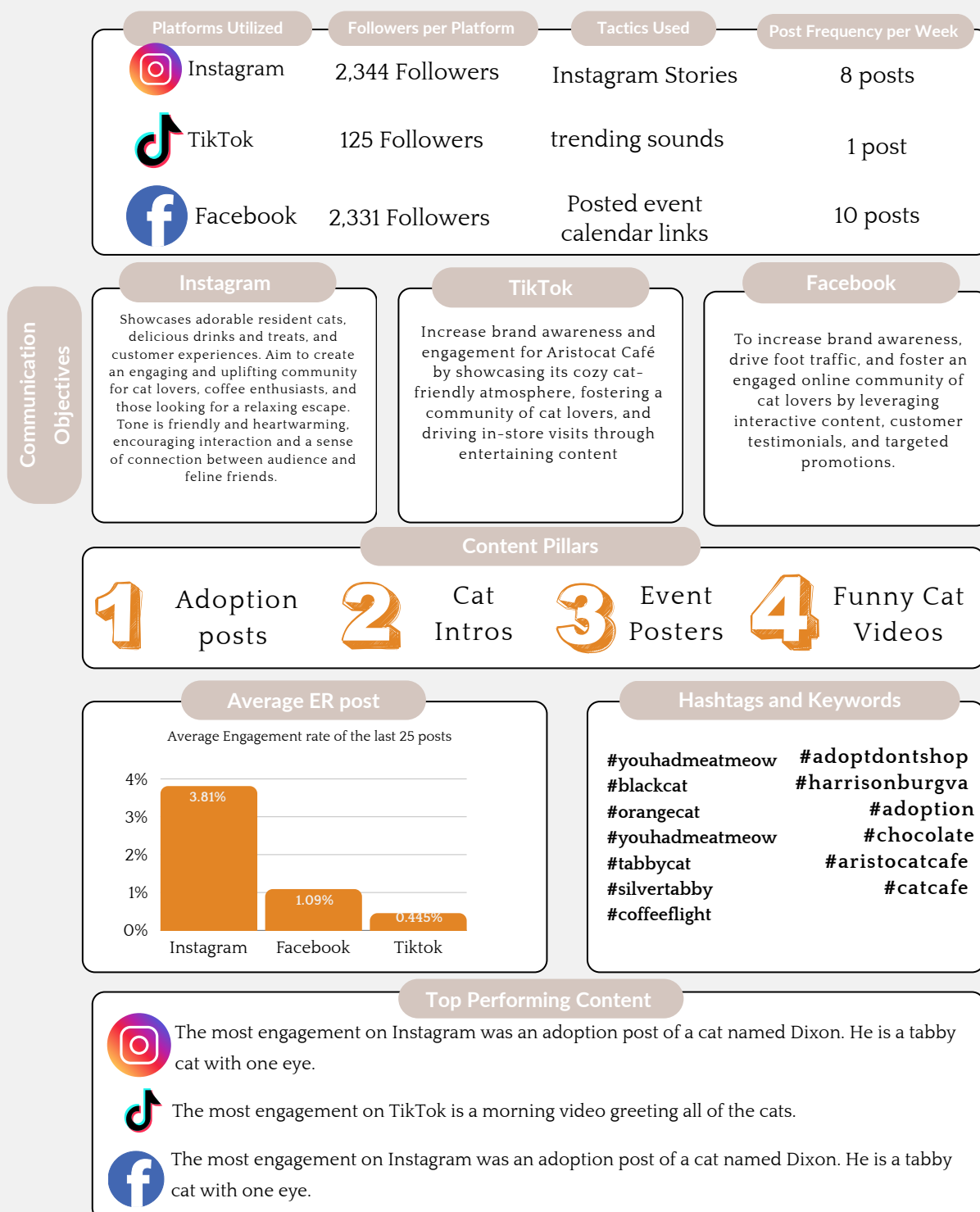
Company and industry overview

As the industry is beginning to expand, companies are focusing on differentiation against their competitors to remain relevant and stand out against their competitors. In today's industry, cat cafes have taken a unique take on the traditional cat cafe model by putting cafes in bookstores, yoga studios, tea houses, and even some cafes that are open all day, every day. This has led many cat cafes worldwide to come up with creative ways to attract customers and draw them into their establishments. Within these cafes, many customers have been seen to turn away from cafes because of uncertainties towards these companies maintaining a safe, sanitary environment for these cats. Cafés must adhere to strict cleanliness standards, which can be labor-intensive and costly. Additionally, balancing the well-being of the animals with the expectations of customers requires careful planning and ongoing oversight. Given the growing competition of the cat cafe market, companies must ensure that they develop strong social media strategies to gain the attention of their followers. This industry has been seen to succeed in highlighting their partnerships with local shelters and the positive impact they can have within the animal welfare community. They also have been seen to be successful with promoting key events and unique ways for people to spend more time with cats. On social media platforms, businesses should create engaging content that promotes special events, new arrivals (both cats and products), and the cafe's atmosphere. Additionally, utilizing user-generated content, such as photos and testimonials from satisfied customers, can help build a community around the café and drive engagement. In conclusion, the cat café industry presents numerous growth opportunities driven by consumer demand for unique, animal-friendly experiences. To succeed, businesses must stay attuned to emerging trends, differentiate themselves through unique offerings, and maintain a strong presence in the rapidly evolving digital space.

Social Media Audit




Aristocat Cafe's strongest content performance is on Instagram, where posts featuring cat adoptions—especially those with unique stories like Dixon the one-eyed tabby—generate the highest engagement. The average Instagram engagement rate across the last 25 posts is a solid 3.81%, indicating a highly engaged community. Facebook content also performs well, particularly casual, heartwarming videos such as morning greetings from the cats. Popular hashtags like #youhadmeatmeow, #catcafe, and #adoptdontshop help amplify reach and appeal to local and niche audiences. Aristocat cafe utilizes Tiktok the least, resulting in their low engagement rate.

The cafe's content pillars—adoption highlights, cat introductions, event promotions, and humorous cat content—align well with its communication goals of increasing brand awareness and fostering a cozy, cat-loving community.



Competitor Analysis #1

Cats Cradle

Platforms Utilized	Followers per Platform	Tactics Used	Post Frequency per Week
 Instagram	3,491 Followers	Instagram Stories	13 posts
 Facebook	13,613 Followers	Carousel images and facebook stories	19 posts
 Youtube	36 Followers	Youtube playlists	0 posts

Communication Objectives

Instagram

At Cats Cradle, we share adorable cats by posting photos, adoption info, and exciting events to help every cat find their perfect home.

Facebook

Cat's cradle aims to share adoption information and promote company events to ensure their cats find their forever home.

Youtube

Highlight the key milestones Cat's Cradle has achieved in finding loving homes for cats across Virginia. Utilize this platform to feature adoptable cats, helping followers connect with them and encouraging adoptions.

Content Pillars

1

Adoption posts

2

Cta to website

3

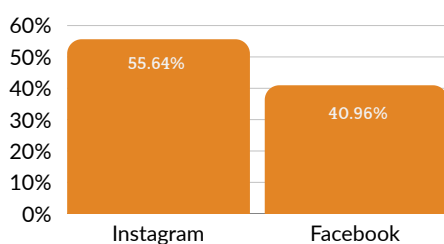
event promotion

4

funny cat videos

Average ER post

Average Engagement rate of the last 25 posts



Hashtags and Keywords

#AdoptDontShop #SpecialNeedsCat
 #CatsCradleVA #GraphiteTheCat
 #MochaBean #RescueCats
 #ForeverHome #CatAdoption
 #PetRescue #catrescue
 #downtownharrisonburgva

Top Performing Content



Event where you can name a cat after your ex, get them neutered, and posted on their Instagram page



Cat's Cradle promoting a partnership with PetSmart. This post shows the five cats that were going to be at the Harrisonburg PetSmart that weekend.



Cats Cradle Trap-Neuter-Return Program

Strengths




Their notable strengths are their ability to catch the attention of their followers through cute and funny posts of their cats. Their highest performing content is their promotion of their neutering donation event and the cute photos of their cats.

Weaknesses

Their biggest weakness is not using all of the social media tools provided for them. Their Instagram does not use carousel posts or reels and their Facebook posts rarely use carousel posts to promote their cats.

Competitor Analysis #2

Neko Cat Cafe

Platforms Utilized	Followers per Platform	Tactics Used	Post Frequency per Week
 Instagram	242K Followers	Instagram Stories	8 posts
 Facebook	6.7k Followers	Carousel images and Events	3 posts
 TikTok	457.9k	TikTok playlists, link in bio	5 posts

Followers

Communication Objectives

Instagram

Neko Cat Cafe promotes cat adoption by showcasing new cat adoptions, as well as promoting the online shop.

Facebook

Neko Cat Cafe promotes cat adoption by showcasing new cat adoptions, as well as promoting the online shop.

Tiktok

Neko Cat Cafe promotes cat adoption awareness by sharing cute videos of cats.

Content Pillars

1

Adoption posts

2

CTA to website

3

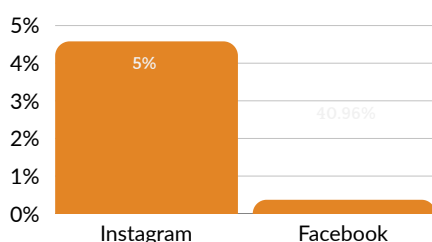
Event promotion

4

Funny cat videos

Average ER post

Average Engagement rate of the last 25 posts



Hashtags and Keywords

#neocatcafe #seattlewa
#catcafe #cats #catsoftiktok
#bellingham #cattok #neko #pnw
#seattle #cafecat \

#bellinghamwa

#meow

#zoomies

#sillycat #silly

#catcare

#Silly

#cleaning

Top Performing Content



Top performing content is all reels, but highest engagement was a reel of a big cat and a small cat sniffing each other.



Top three performing posts were all adoption celebration posts that showcased photos of the cat, as well as the cat being taken home by its new owners.



A vlog of employees taking one of the cats to see Santa at a mall.

Strengths




Their highest performing content is their adoption celebration posts. Their notable strengths include their high following and high engagement rate on adoption posts, which reinforces their mission.

Weaknesses

Their weaknesses include their facebook strategy, which is represented by their low following compared to their other platforms. On facebook, there is primarily static images that include a lot of promotion for their online shop. They also don't utilize location tags or hashtags on facebook or instagram.

Competitor Analysis #3

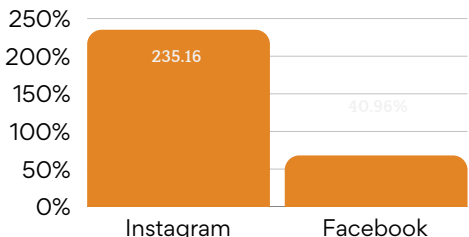
Mount Purrnon Cafe




Platforms Utilized	Followers per Platform	Tactics Used	Post Frequency per Week
 Instagram	7,734 Followers	Instagram Stories	9 posts
 Facebook	4,225 Followers	Facebook Stories/Events, Instagram linked	9 posts
 TikTok	443 Followers	Pinned feature, links in bio	1 post

Communication Objectives

Instagram	Facebook	Tiktok
Neko Cat Cafe promotes cat adoption by showcasing new cat adoptions, as well as promoting the online shop.	Neko Cat Cafe promotes cat adoption by showcasing new cat adoptions, as well as promoting the online shop.	Neko Cat Cafe promotes cat adoption awareness by sharing cute videos of cats.

Content Pillars			
1 Adoption posts	2 Cta to website	3 event promotion	4 funny cat videos

Average ER post	Hashtags and Keywords						
<p>Average Engagement rate of the last 25 posts</p>  <table><thead><tr><th>Platform</th><th>Average ER</th></tr></thead><tbody><tr><td>Instagram</td><td>235.16</td></tr><tr><td>Facebook</td><td>40.96%</td></tr></tbody></table>	Platform	Average ER	Instagram	235.16	Facebook	40.96%	<div><div>#adoptdontshop #rescuecats #1000adoptions #catcafe #chonk #fatcat #foryou</div><div>#alexandriava #novacats #celebrate #dmvcats #bigboy</div></div>
Platform	Average ER						
Instagram	235.16						
Facebook	40.96%						

Top Performing Content
 Most engagement is on a post with how many adoptions they have had since 2020.
 Most engagement is on a post with how many adoptions they have had since 2020.
 Most engagement is on Introducing Magnas the Cat.

Strengths	Weaknesses
The highest performing content was their adoptions since they opened. The strengths of the social media content were the use of carousels, showing content of cats, and showing light-hearted videos.	Notable weaknesses include not using the most user-friendly hashtags, not being as active on TikTok, and posting events on Facebook. Hashtags aren't utilized the best as the first letter of every word isn't usually capitalized in the content. They also don't actively use TikTok to engage target audiences.

Swot Anaylsis

Strengths

1. Aristocat Cafe posts regularly on Instagram and Facebook, including weekly posts such as Motivation Monday and Tea Tuesday.
2. The event feature on Facebook is utilized for Artistocat's public events.
3. Aristocat Cafe's Instagram has a high engagement rate of 3.81%.
4. Aristocat Cafe's highest engagement on their social media accounts consist of cat content, such as adoption celebrations or cat bios, which supports their overall mission of finding homes for cats.
5. Aristocat Cafe is good at responding to comments on their posts across all social media platforms. This helps followers feel more connected to the company.

Weaknesses

1. Hashtags are not being used correctly on any of their social media accounts. This lowers their reach and engagement potential.
2. Aristocat Cafe doesn't utilize location tags on their Instagram, Facebook, or TikTok posts. This lowers their reach and engagement potential.
3. Links are included in the captions of their TikToks, which represents a misuse of one of the platform's best practices. Additionally, they do not have a link in bio on their TikTok account, which eliminates the opportunity for users to easily navigate to their website.
4. Aristocat Cafe's Instagram account doesn't utilize Reels as frequently as they could. For example, only 5 out of their 25 most recent posts are Reels. Instagram prioritizes Reels, so Aristocat Cafe is missing out on increased reach and engagement.
5. Many of Aristocat's Instagram and Facebook posts don't have captions, which is a weakness in their strategy for engagement and can appear unprofessional

SWOT ANALYSIS

Opportunities

1. Higher engagement by including photos of adopted cats with their new owners, which has led to high engagement for one of Aristocat's competitors, Neko Cat Cafe.
2. Post more Reels on Instagram, which has been successful for their competitors. Instagram prioritizes carousels and reels, so by including more of these content formats, Aristocat could increase their reach and engagement.
3. Post more on TikTok to engage with the target audiences. In particular, college students use TikTok for entertainment purposes which is a target audience that Aristocat can engage with on the platform.
4. Engage with more collaborations on all social media platforms used. More collaborations with businesses can potentially bring more potential customers and engagement.
5. Start doing Youtube Shorts to engage with potential customers and target audiences on another social media platform.

Threats

1. The possibility of consumer preferences changing may be considered a threat as the potential of losing customers on social media or in-person could affect business. Especially since the engagement on Facebook is the lowest amount of engagements compared to competitors already.
2. Aristocat may have to change social media platforms at some point if a new social media platform arises and becomes popular.
3. The competitors, such as Neko Cat Cafe and Mount Purrnon Cafe, have more followers on social media than Aristocat which means they are engaging more people in their content. Potentially, both competitors may be getting more foot traffic from social media than Aristocat.
4. Cybersecurity threats could be potential on social media platforms, such as Instagram and Facebook. Thus, the threat would have the potential of creating a setback for Aristocat.
5. The potential of new competition entering the market in the area or in Virginia would create a threat to Aristocat.

Swot Analysis

S-O Strategy: Aristocat Cafe should leverage its strength in high engagement cat content by expanding to platforms like YouTube Shorts, where short, entertaining videos thrive and enhance their Tik tok presence. Additionally, the cafe can introduce interactive content opportunities, such as live Q&A sessions with staff about the cats and user-generated content campaigns encouraging visitors to share their experiences.

W-O Strategy: One of Aristocat Cafe's weaknesses is underutilizing Reels on Instagram; only 20% of their most recent posts on Instagram are in a Reel format. Instagram prioritizes Reels over static images, so Aristocat Cafe could increase their reach and engagement by posting Reels more frequently. Neko Cat Cafe, one of Aristocats competitors, frequently posts Reels on Instagram. In fact, their five highest performing posts are all Reels.

S-T Strategy: Aristocat can focus on more cat content as their social media accounts seem to have the highest engagement with those types of posts. In addition, Aristocat can also continue to post regularly in order to engage their audience and hopefully reach potential customers. However, instead of just posting regularly the cafe can have a planned schedule of when to post and what to post on certain days.

W-T: Aristocat Café should actively monitor comments, messages, and reviews across all social platforms, responding to customer concerns within 24 hours to maintain a positive brand image and prevent negative feedback from escalating. Additionally, implementing a structured content calendar with designated themes—such as “Meet the Cats Monday” or “Adoption Story Saturday”—will ensure a more cohesive and engaging social presence, reducing the risk of losing audience interest to competitors

Social media goals & objectives

Client's Business/ Marketing Goals	Social Media Marketing Goals	SMART Social Media Objectives	KPI's	Relevant Target Market/Persona	Social Platforms that will be utilized
Increase engagement over all social media platforms.	Gain consideration and preference to the Aristocat brand in hopes to gain more followers.	Contests will be used to increase total engagements and average engagement rates by 20% by November 1, 2025, through the goal of increasing engagement on all social media platforms.	Total Engagements Average Engagement Rate	College students Families with children Business owners	Instagram Facebook TikTok YouTube Shorts
Increase awareness of the Aristocat brand	Increase awareness of the brand through all social media platforms.	Aristocat will share the cafe's story on social media platforms to increase awareness through reach, views, impressions, and follower accounts by 20% by December 31, 2025	Reach, views, impressions, follower count	College students Families with children Business owners	Instagram Facebook TikTok YouTube Shorts
Increase the number of loyal customers as well as membership sign ups.	Increase loyalty towards the brand and the cafe through social media platforms in order to gain more repeat customers	User-generated content will be used on social media platforms to gain more loyal or repeat customers through repurchase sales, engagement over time, and recommendations by 20% by January 1, 2026.	# of UGC posts/posts using UGC hashtags, mentions, and reviews.	College students Families with children Business owners	Instagram Facebook TikTok YouTube Shorts
Increase overall sales through in-store visits.	The goal of increasing purchases as well as increasing sales through social media platforms.	The cafe will use limited-time deals or product announcements on the social media platforms in order to gain more overall sales through increasing conversion rate and unit sales by 15% by December 31, 2025.	Conversion rate, unit sales	College students Families with children Business owners	Instagram Facebook TikTok YouTube Shorts
Increase the number of volunteers, donors, and B2B partners	Increase consideration of volunteering, becoming a donor, or becoming a partner through social media platforms.	Day-in-the-life of a volunteer content will be posted to help gain more volunteers, donors, and business partners through increasing total volunteer count, donor count, and business-to-business partnership count by 15% by November 1, 2025.	Total volunteer, donor and B2B partnership count, engagements with content, CTR to webpage, # of DM's.	College students, Business owners	Instagram Facebook TikTok YouTube Shorts



MOLLY

JAMES MADISON UNIVERSITY COLLEGE STUDENT

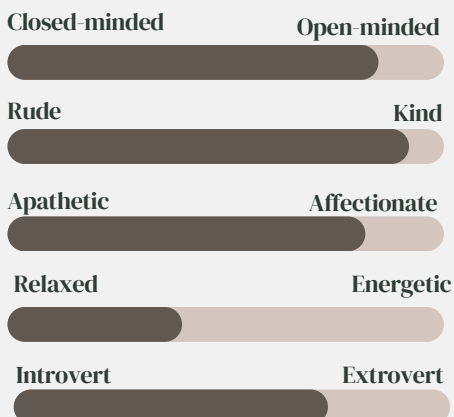
BEHAVIORAL/PSYCHOGRAPHICS

Molly spends most of her time studying at home when she's not at class. She is trying to improve her mental wellness and frequently visits cat cafes when she's feeling stressed or overwhelmed. If she's not doing homework, she is scrolling through social media to try to keep herself from becoming bored. Molly also enjoys relaxing at home when she has the time.

DEMOGRAPHICS

AGE	20
GENDER	Female
LOCATION	Virginia
EDUCATION	Sophomore in College
INCOME	Low
MARTIAL STATUS	Single

PERSONALITY



PAIN POINTS

Molly often feels overwhelmed by the heavy workload and exams, which leaves her feeling stressed and drained. She's constantly juggling assignments, deadlines, and studying, making it hard to find time to unwind. She wants to find a healthy way to destress from school but is only using social media to distract her. Molly also misses her childhood cat, Dixon. This adds feelings of loneliness and finds herself in need of a furry friend.

SOCIAL MEDIA HABITS/PREFERENCES

Molly uses her phone, laptop, and iPad on a daily basis. Molly is typically on social media in the early morning or late at night. Molly follows many different brands including Adopt-a-Pet, Rescue Me, Headspace, Grammarly, Starbucks, and Aristocat cafe. Molly mainly follows lifestyle and college influencers who focus their content on college life and mental wellness. Some of these influencers include Niki Patton, Taylor Donoghue, and Alix Earle. She also follows animal content creators like Jiff Pom and Stryker The Cat. Molly is a spectator. She frequently views content on multiple social platforms but does not frequently make her own posts. She enjoys looking at photos, videos, and reels of different cats on both Instagram and TikTok.

SOCIAL MEDIA USED

Instagram	★★★★★★
Facebook	★★★★★★
TikTok	★★★★★★
YouTube	★★★★★★
X	★★★★★★

JUSTIFICATION

The company can tap into a large and relevant market right in their own area. College students often experience a lot of stress from their coursework and exams, making them seek ways to relax and find comfort. Many students also miss their childhood pets, especially cats they left behind at home, which can be alleviated by visiting this cat café. Additionally, college students are highly engaged on social media and are more likely to follow pages like Aristocats. This provides a great opportunity to attract new customers and increase foot traffic to the café. Aristocats can create content that highlights the café as a perfect place for students to meet up with friends or study in a cozy environment. They can also promote the mental health benefits of spending time with cats, which directly supports their goal of raising brand awareness while also helping their cats find permanent homes.



ANGELA

HARRISONBURG RESTURANT OWNER

BEHAVIORAL/PSYCHOGRAPHICS

Angela is detail-oriented, extroverted, and prefers to stay busy. She spends most of her time running her business, either from the restaurant or from home. She is always looking for new ideas and ways to improve her restaurant and its offerings. She is a small business supporter and frequents local companies for personal enjoyment and to keep updated with local businesses she could collaborate with.

DEMOGRAPHICS

AGE	42
GENDER	Female
LOCATION	Virginia
EDUCATION	Bachelors Degree
INCOME	Upper Middle Class
MARTIAL STATUS	Married

INTEREST IN OUR CLIENT

As a fellow small business owner and community-focused entrepreneur, Angela would likely be genuinely interested in Aristocat, the local cat cafe. The cozy, welcoming vibe of a cat cafe aligns with her own restaurant's warm, homey atmosphere, and she appreciates businesses that bring something unique and joyful to the community. Angela sees Aristocat not just as a fun concept, but as a potential partner for local collaborations. Shared social media promotions and event nights can bring in a larger consumer demographic for both businesses.

PAIN POINTS

Angela is looking for creative monthly drink specials to bring in more customers during her restaurant's happy hour. Aristocat Cafe can provide custom tea blends for her business to create specialty cocktails as monthly specials.

SOCIAL MEDIA HABITS/PREFERENCES

Angela, a local restaurant owner, prefers using Facebook as her primary social media platform. As someone who's deeply rooted in her community, Angela finds that Facebook offers the most practical and familiar way to stay connected with both her friends and regular customers. She appreciates the straightforward layout and familiar features—like comments, sharing, and photo albums—which help her navigate the platform with ease.

While Facebook is her go-to platform, Angela also likes Instagram, especially for showcasing the visual side of her restaurant. She enjoys posting photos of her daily specials, cozy dining setup, and behind-the-scenes shots of her team prepping meals. Angela finds that Instagram Stories and Reels are a fun way to give her customers a quick glimpse into the kitchen or promote limited-time offers.

Angela is most active during the work day and at night between 8-10 pm

SOCIAL MEDIA USED

Facebook	★★★★★
Instagram	★★★★★
YouTube	★★★★★
TikTok	★★★★★
X	★★★★★

JUSTIFICATION

As Amanda stated, Aristocat Cafe is looking to form more relationships with local businesses. This persona represents the segment of local business owners that Aristocat could collaborate with. Formulating social media content for this segment could increase the amount of B2B collaborations that Aristocat has in the local community, which would also increase brand visibility and garner new customers.



RACHEL

MOTHER OF TWO CHILDREN

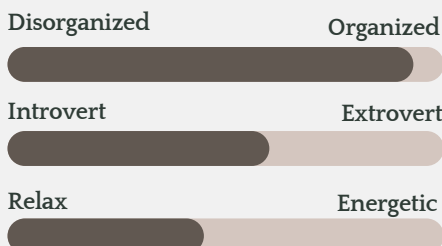
BEHAVIORAL/PSYCHOGRAPHICS

Rachel tries to find new experiences for herself and her children to enjoy on the weekends. In her free time, she enjoys relaxing with her family and trying new local places in order to support small business owners. Recently, Rachel has wanted to find a place where her kids can volunteer to help animals in the local Harrisonburg community as her family loves animals, especially cats.

DEMOGRAPHICS

AGE	32
GENDER	Female
LOCATION	Virginia
EDUCATION	Master's Degree
INCOME	Middle
MARTIAL STATUS	Married

PERSONALITY



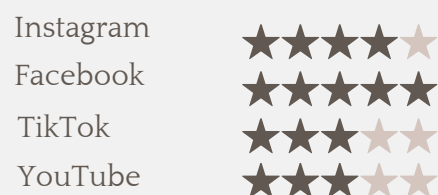
PAIN POINTS

Rachel has been having a hard time with work mentally, so she needs to find some new relaxation or de-stress methods. Rachel also needs activities for her 10 year old daughter and 8 year old son, especially that involves cats as that is one of their favorite animals.

SOCIAL MEDIA HABITS/PREFERENCES

Rachel uses her iPhone, iPad, and laptop daily. Rachel is typically on social media the most during the evening after she puts the children to bed around eight o'clock. Rachel mostly uses Facebook due to the formatting which is more familiar to her, and she loves viewing the photos and videos of her followers. Rachel's favorite brands are Nike, Target, TJ Maxx, Lipton, and Dunkin'. She has recently been following Aristocat Cafe and other volunteer pages like SPCA. Rachel follows healthy, volunteer, and family-oriented influencers. Some of the influencers that she follows are NutritionBabe, Chloe Bounds, SPCA, and Lacey Shelby Mitsche. Lastly, Rachel is a spectator. She engages in content through watching reels, liking posts, and listening to motivational podcasts. She has recently enjoyed watching cat reels and engaging in volunteer content online.

SOCIAL MEDIA USED



JUSTIFICATION

The company can tap into a large and relevant market right in their own area. College students often experience a lot of stress from their coursework and exams, making them seek ways to relax and find comfort. Many students also miss their childhood pets, especially cats they left behind at home, which can be alleviated by visiting this cat café. Additionally, college students are highly engaged on social media and are more likely to follow pages like Aristocats. This provides a great opportunity to attract new customers and increase foot traffic to the café. Aristocats can create content that highlights the café as a perfect place for students to meet up with friends or study in a cozy environment. They can also promote the mental health benefits of spending time with cats, which directly supports their goal of raising brand awareness while also helping their cats find permanent homes.

Social Media Platforms

Social Media Platform	Mission Statement/ Communication Objective for Platform
Instagram	On Instagram, our mission is to showcase the heart and soul of Aristocat Café by sharing visually engaging content. We aim to foster a community of cat lovers and coffee enthusiasts, creating a space where followers can connect, engage, and be inspired by our playful and inviting environment.
Facebook	To connect with local families, JMU students and faculty, and pet lovers by sharing meaningful stories, event updates, and behind-the-scenes moments from our cat café through engaging posts, interactive polls, and inviting content.
TikTok	Our mission on TikTok is to entertain and educate by showcasing the fun, quirky side of Aristocat Café and its cats. Through creative, short-form videos, we aim to engage a younger audience, promote our events, and encourage cat adoptions in a playful and lighthearted way.
Youtube	Our mission on YouTube Shorts is to create engaging, bite-sized content that highlights the charm and personality of Aristocat Café's cats while showcasing our café's atmosphere, events, and adoption opportunities.

Strategy Campaign #1 - Paid Media

Discover the Magic of Aristocat Café

Aristocat Cafe will provide paid campaigns in January, May, September, November, and December to increase brand awareness for the cafe in the long run. Each campaign will give insight on upcoming events, study breaks, influencer experiences, and date night activities. The event being presented on a paid media campaign will be Yoga Sundays in January, while study breaks will be presented on a paid campaign for James Madison University students in May and December. The influencer review of Aristocat Cafe will be with local influencers, such as Maddie Harris, in September, while date night promotions will run in November for local Harrisonburg couples. The paid campaigns will give the message that Aristocat Cafe is the place to relax and unwind for either a day of studying, date night, or a day outing. The paid campaign in each month will target James Madison University students and parents in the Harrisonburg or Rockingham County area. The message that paid media will provide to consumers is the experiences that customers gain by going to Aristocat Cafe.

Strategy Campaign #1 - Paid Media

Client business/marketing goal(s) supported by this campaign?	This campaign aims to increase brand awareness for Aristocat and bring more customers into the store through targeting local families, JMU students, and cat lovers. Promotional tactics will also be used for special events such as adoption days, student study sessions, and events with other local businesses.
Social media marketing objective(s) supported by this campaign?	Boosted social media advertising on Instagram and Facebook will increase awareness and leads for Aristocat cafe. Paid social ads will specifically target local demographics, ensuring that content is reaching the right audience. Additionally, paid campaigns will promote special events, like adoption days or themed study sessions, helping raise awareness in the local community.
Target audience(s) the campaign will appeal to and personas?	This campaign is designed to resonate with Gen Z college students, specifically targeting our persona, Molly – The JMU College Student. This will also reach our Rachel persona, who is a millennial parent in the Rockingham/Harrisonburg area.
What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?	This campaign will mainly target the awareness stage of the buyer's journey, while also bringing them to the consideration stage.
Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?	The campaign will showcase playful and fun visuals of the cafe's cats interacting with visitors, students studying, and the cozy atmosphere of the cafe. The photos and videos will capture moments of cats lounging, playing, or napping in the cat room, while customers sip their drinks or work in the café. These visuals will emphasize the inviting ambiance, featuring shots of coffee being poured, cats engaging with customers, and people enjoying their time with the animals. Additionally, the campaign will include influencer marketing, with local micro-influencers visiting the café to share reviews and create posts about their experience.
Dates the campaign will run:	January 2, 2026 - New Years Post, May 1, 2026 -Study for Finals Promotion, September 14, 2026- Influencer review of Cafe, November 6, 2024- Date Night Promotion, December 10, 2026- Study for Finals Promotion
Inspiration for campaign?	Analysis of successful paid campaigns done by various cat cafes throughout the US. Also a competitive analysis of three cat cafes, Cats Cradle, Neko Cat Cafe, and Mount Purrnon.

Strategy Campaign #1 - Paid Media

What is the campaign message?	The message will be: "Curl up with cats! Stop by our cafe for the perfect mix of coffee, tea, and feline fun," and "Relax with a drink and a cuddle – bring your study session or your friends, and enjoy the cozy vibes with our cafe cats." This message will focus on the experience customers gain by going to the cat cafe by making it seem like a fun place to unwind.
Tone of voice?	The tone will be friendly and fun with some humor integrated throughout. It will remain very casual and have a very relatable tone.
Hashtags to be used in campaign?	Do not need to be used in paid campaign
How will you make the audience care? What will you make them care about?	The campaign will appeal to emotions by showcasing cute cat moments and the relaxing atmosphere of the cafe. By promoting images of the cats people will be able to connect with the animals. With our influencer marketing, people will be able to connect to the relatability of our influencers and get to see other peoples reviews of the cafe. By promoting our student study events, the campaign will create a sense of urgency and exclusivity.
Resources required?	This promotion will require high quality photos and videos of the cat cafe. Partnerships will require a list of local nano/micro-influencers in the Harrisonburg area. It will also require editing tools like canva to edit the posts.
People or organizations you will need to make the campaign possible?	To execute this campaign, the cafe's social media team will be needed to create and manage the content, engage with followers, and schedule posts. They will also need to work with local influencers.
Estimated costs for resources, personnel, etc.?	The estimated costs for paid media will range from \$1,500 to \$2,000 for ads on Instagram, Facebook, and TikTok. Local influencer collaborations may cost between \$300 and \$600. Event-related costs, such as supplies or promotions, are estimated at \$200 to \$500.
Social metrics (KPIs) you will use to measure campaign success?	KPIs will be measured through impressions, engagement rate, click-through rate (CTR), conversion rate, and event attendance.

Strategy Campaign #1

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
January 2nd, 11:00 AM	Instagram Facebook	Facebook Event	Writing: New Year, New You? Kick off your resolution right 🧘 Book your mat at Aristocat Café! Sundays from 10-11am [CTA: "Reserve Now" with link]	A bright and inviting photo of cats doing yoga, making it funny and interesting when people are scrolling by. Include a link to the sign up sheet.	Encourage sign-ups for the event, inviting followers to reserve their spot and participate in the upcoming experience at Aristocat Cafe.
May 1, 5:00 PM	Instagram Facebook	Photo	Finals season got you feeling overwhelmed? 🍷📖 Take a break from the library and hit the reset button with some feline therapy! Come study, sip, and snuggle at Aristocat Café — where the coffee is hot, the vibes are calm, and our cafe cats are ready to help you de-stress. You bring the textbooks, we'll bring the purrs 🐾💛 Comment below your favorite study snack!	A photo of a college student holding a cat with text asking students if they're stressed about finals week and telling them to stop by for some much needed cat therapy.	The goal is to increase awareness of Aristocat Cafe and drive more foot traffic, especially during finals week, by highlighting the café as the perfect spot for students to relax and de-stress.
September 14, 4:00 PM	TikTok Instagram Reels YouTube Short	Cafe Content/ Video/ Reel	🐾🌟 Join Maddie Harris as they explore the purrfect moments at Aristocat Café! 🐱 From meeting our adorable cats...🌿 To relaxing with the best tea in town...Aristocat is a must-visit for cozy vibes and cat cuddles! 📍 Don't miss the magic happening right here in Downtown Harrisonburg!	A vibrant video featuring influencer Maddie Harris walking through Aristocat Cafe, showcasing the fun atmosphere of walking into the cat lounge. This video will have text throughout it to explain what Aristocat Cafe is.	The goal is to increase awareness of Aristocat Cafe, with a call to action encouraging followers to visit the store. By partnering with a student influencer, we aim to connect directly with JMU students and draw them into the cafe.

Strategy Campaign #1

Schedule & Post Examples

Date and time	Platform(s)	Tactic/Content Type	Written content	Description	Intention
November 6, 10:00 AM	Instagram, TikTok, Youtube Shorts	Reel/Video	<p>💖 Looking for the purrfect date? Head to Aristocat Cafe for: ☕ Coffee 🐱 Cats 🐾 And a little bit of chemistry...Because every connection starts with a cuddle 🤗</p> <p>💖 Tag someone you'd love to have a cozy coffee date with!</p>	<p>A romantic, cozy setting at Aristocat Cafe with two coffee cups placed on a table. Also an image of a cat curled up on a nearby chair, adding warmth and charm to the scene. This image will showcase the perfect date night vibe, where couples can enjoy a quiet moment, sip their drinks, and relax while being surrounded by playful cats.</p>	<p>Increase awareness of Aristocat Cafe by promoting it as the perfect spot for a cozy date. The CTA encourages followers to come in for a date night.</p>
December 10, 7:00 PM	Facebook, Instagram	Image	<p>📚😓 Finals are right around the corner...</p> <p>Take a break from the all-nighters and endless notes — and come de-stress with our cozy crew of cats 🐱 and a warm cup of tea 🍵 at Aristocat Cafe!</p> <p>Whether you're cramming for your last exam or just need a mental reset, we've got cuddles, calm vibes, and the purrfect study break waiting for you. 💖🌟</p> <p>Tag a friend who needs a little pawsitivity! 🐾</p>	<p>Compilation of videos taken inside the cafe, showcasing its study areas and cute cats to play with. This video will have text seen on screen, describing some of the things shown in the video. The tone of this post will remain fun, inviting, and have a sense of joy and comfort.</p>	<p>Increase awareness of Aristocat Cafe as a relaxing, student-friendly study break destination during finals week. The Call to Action is encouraging students to study at the cafe.</p>

Strategy Campaign #2

Earned Media

Contests & Reviews

Aristocat Cafe will provide earned campaigns in February, May, July, October, and November to increase advocacy for the cafe in the future. The target audiences reached will be the local Harrisonburg community along with James Madison University students, such as Rachel and Molly. Each campaign will give information on contests running during the month, such as how to enter and the prize given to the winner. The contest ran on the earned media campaign in February will be for consumers providing their own “forever love story” with pets. The winner of the February contest will be a cozy contest date including two free drinks and a one hour visit or a special treat for the winner’s pet. The contest ran on the earned media campaign in May will be for consumers providing a favorite feline moment to win a free drink and a one-hour visit. In addition, in July, the earned campaign will be on reviews from customers, specifically Harrisonburg moms and will provide a link to the “Kitty Time” event. The contest ran in October will be for consumers to provide pictures of their cats in Halloween costumes to win a free drink for the next visit. The last contest will be in November for customers to provide their favorite moment at Aristocat Cafe. The winner will be provided a \$20 gift card to the cafe with a feature of the cafe’s social media platforms. The message for the earned campaign will be centered around authenticity by customers providing authentic moments and experiences.

Strategy Campaign #2- Earned Media

Client business/marketing goal(s) supported by this campaign?	Grow relationships with people and businesses within the community Increase WOM/customer advocacy
Social media marketing objective(s) supported by this campaign?	Strengthen community relationships by collaborating with local businesses and people through social media partnerships and event highlights on Facebook, Instagram, YouTube, and TikTok. Increase local awareness of the cafe among residents of Harrisonburg and Rockingham County by growing reach and engagement on Facebook, Instagram, YouTube, and TikTok.
Target audience(s) the campaign will appeal to and personas?	The Harrisonburg community through James Madison University and local residents.Earned media focus will focus mostly on the target audiences of Molly, the JMU college student, and Rachel, a mother of two.
What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?	Advocacy
Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?	The campaign will include contests and reviews for Aristocat Cafe. The campaign will include photo and video posts from individuals that want to submit a review or be entered into a contest. The first contest is a Furever Love Contest that includes a photo of a pet and the love story behind the pet! The winner wins a cozy cat cafe date with two drinks and one hour visit or a special treat for the winner's pet. The second contest is a spring photo contest that includes a photo of an adoptable cat! The winner will win a free drink and a one hour visit in the cat room. Third is a Kitty Time Review Post to include customer's experiences at the cafe's private Kitty Time events!The fourth contest is a Halloween Cat Costume Contest that includes providing a photo of your cat dressed up. The winner will win a free drink on their next visit to the cafe!The fifth contest is a Thanksgiving Video Contest that includes the participants providing a video of their favorite part of the cafe! The winner will win a \$20 Aristocat Cafe gift card.
Dates the campaign will run:	Furever Love Contest - February 7-14, Spring Photo Contest - May 6-13, Kitty Time Review Post - July 12-30, Halloween Cat Costume Contest - October 21-30, Thanksgiving Video Contest - November 4-22
Inspiration for campaign:	The inspiration behind the campaign is to build community engagement and encourage user-generated content as the cafe wants to encourage every customer to share their experiences, stories, and even their own pets at home!
What is the campaign message?	The campaign message is centered around authenticity as Aristocat Cafe wants to provide customers with authentic moments and experiences. The photos, videos, and reviews create trustworthiness and authenticity for customers as it showcases participating customers' experiences and lives in a fun, engaging way.
Tone of voice?	The tone of voice for this campaign is more friendly and fun as it gives opportunities for customers to engage with Aristocat Cafe in a more relaxed, casual way!
Hashtags to be used in campaign?	#AdoptDontShop#HarrisonburgVA#SupportLocalCats#CatCostumeContest#AristocatCafe#HarrisonburgEvents#PawsAndPumpkins#VirginiaLocal#GiveThanks#CatCafe#FureverLoveContest#RHSPCA#PetLoveMonth#HarrisonburgMoms#LocalLove
How will you make the audience care? What will you make them care about?	In order to make the audience care about the earned media campaign, the cafe's reviews and contests will be focused on the customer and what they specifically care about. For example, the contests involve videos and photos of what the customer deems most important, such as sharing favorite experiences at the cafe or providing content on their own pets. The review post will also allow the customer to be heard if they want any improvements for their next visit or if they have positive feedback about their past visits.
Resources required?	The giveaway items would be the resources required which are gift cards, free drinks, and free visits to the cat room.
People or organizations you will need to make the campaign possible?	The earned campaign will need local residents and community members to participate in the contests and reviews to make the campaign possible.
Estimated costs for resources, personnel, etc.?	Approximately \$80 with the \$20 gift card, free drink (\$4.50 each), and free visits (\$15 each).
Social metrics (KPIs) you will use to measure campaign success?	Total engagements, referral traffic, followers UGC participation, tags/mentions, reviews

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
February 7th- 3:00 PM	Instagram, Facebook	Photo + Text	<p>Furever Love Contest: Share Your Love Story! 🧡🐾 February is all about love – and we're teaming up with Rockingham-Harrisonburg SPCA to celebrate the furry kind!</p> <p>We want to see your "Furever Love" stories – whether it's your rescue cat or a foster that changed your life.</p> <p>Here's how to enter:</p> <ol style="list-style-type: none"> 1 Post a photo of your pet (or one you've loved!) 2 Share their story in the caption 3 Tag @AristocatCafe & @rhspca + use #FureverLoveContest <p>Win: A cozy Cat Café Date (2 drinks + 1-hour visit) or a special treat for your pet! Winner announced on February 14th!</p> <p>Let's fill our feeds with furry faces and the love they bring. #FureverLoveContest #AristocatCafe #RHSPCA #AdoptDontShop #PetLoveMonth #HarrisonburgVA</p>	The post will be a graphic showcasing the Furever Love Contest name, Aristocat Cafe logo, and the dates that the contest runs. The graphic will also include a picture of a cat in a bowtie to match the Valentine's Day theme.	The intention of the post/action is to provide the message that everyone deserves love, not only humans. In addition, the post/action showcases happy stories and experiences of adopting a pet which will hopefully create more adoptions in the future.

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/Content Type	Written content	Description	Intention
May 6 at 12:00 PM	Instagram, Facebook	Photo + Text	<p>Spring is here, and the cats are ready to pose!</p> <p>Show off your favorite feline moment at Aristocat Café and WIN a free drink + 1-hour cat room visit for you and a friend!</p> <p>Here's how to enter:</p> <ol style="list-style-type: none">1 Visit the café between May 6–132 Snap a cute or funny photo with our adoptable cats 🐱3 Post it to your Story4 Tag @AristocatCafe so we can see it! <p>Bonus points for creativity, costumes, or cat cuddles! 🐾 One winner will be featured on our socials & announced on May 14.</p> <p>#AdoptDontShop #AristocatCafe #HarrisonburgVA #SupportLocalCat</p>	The post will be a graphic involving pastel colors for spring, the contest name, the dates that the contest runs, and a picture of a cafe cat to match the contest theme of feline moments.	The intention of the post/action is to bring joy to the Harrisonburg community and allow the Harrisonburg community to be creative with engaging content for the cafe. Also, it will hopefully bring the community together to share different moments with cats!

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
July 12th– 5:00 PM	Instagram, Facebook	Story Post	<p>We're so grateful for the kind words from our amazing visitors—it means the world to our team (and our furry friends)! 🧡 Looking for a unique way to celebrate your little one's big day? Our private Kitty Time events are the purr-fect way to make memories.</p> <p>📍 Book your next special moment at Aristocat Café today!</p> <p>#AristocatCafe #HarrisonburgVA #HarrisonburgMoms #LocalLove #CatCafe</p>	The story post will be a graphic showcasing the Kitty Time event, the time it runs, a link to reserve a time for Kitty Time, and a picture of the cat area where kids can interact with the cats.	The intention of the story post is to allow family connections to be built by bringing children and parents in for Kitty Time. In addition, it encourages customers to leave reviews at the end from their experiences.

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
October 21 at 5:00 PM	Instagram, Facebook	Photo + Text Post	<p>🎃 Halloween is right around the corner! 🐾🐱</p> <p>Post pictures of your cat in a Halloween costume to WIN a free drink on your next visit to Aristocat Café! 🍹🐾</p> <p>How to enter:</p> <ol style="list-style-type: none"> 1 Take a photo of your cat in a Halloween costume 📷 2 Be creative! ✨ 3 Post the photo on your Instagram or Facebook account 📱 4 Follow and tag @aristocatcafe 📱 <p>📅 The last day to enter is October 30, and the winner will be announced on October 31! 🏆</p> <p>Stay tuned – the winning kitty will be featured on our Instagram and Facebook pages! 🥰📢</p> <p>#CatCostumeContest #AristocatCafe #HarrisonburgEvents #PawsAndPumpkins</p>	The post will include a graphic that includes a Halloween themed design, the purpose of the contest which is "Cats in Halloween Costumes," the Aristocat Cafe logo, and a picture of a cat in a costume.	The intention of the post/action is to celebrate a holiday in a fun, festive way by including the cafe's customers. This is also a fun way to engage the local community with Aristocat Cafe.

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
November 4 at 5:00 PM	TikTok, YouTube Shorts, Instagram Reels	Video/Reel	<p>🦊🐾 Thanksgiving is right around the corner, and Aristocat Café wants to give back to the Harrisonburg community! ❤️🐾</p> <p>🎥 Post your favorite moment at the café for a chance to WIN a \$20 Aristocat Café gift card! 🎁🍰</p> <p>How to enter the contest:</p> <ol style="list-style-type: none"> 1 Grab a video at the café to showcase your favorite part 🐾🐾 2 Be creative and include sound 🎵🌟 3 Post the content on your TikTok or YouTube Shorts account 📱 4 Follow and tag @aristocat.cafe 🐾 <p>🏆 One winner will be featured on our Instagram, YouTube Shorts, and TikTok accounts on November 22! 🎉🌟</p> <p>📺 Stay tuned!</p> <p>#AristocatCafe #HarrisonburgVA #VirginiaLocal #GiveThanks #CatCafe</p>	The video will begin with the text "Thanksgiving Contest - WIN a \$20 Aristocat Cafe gift card!" The video will then go into scenes of the café's cozy environment. This would feature the cozy cafe area and the comforting cat space for customers.	The intention of the post/action is to highlight personal experiences at the cafe and encourage community participation with the cafe. This also helps promote the Aristocat Cafe brand by showcasing the environment through customer's perspectives.

Strategy Campaign #3

Teams Choice of Media Focus

Title & Overview

Purr-fect Match: Speed Dating for Cats

The Purr-fect Match campaign is a three-month content initiative running from May through July, created to promote cat adoptions and fosters through Aristocat Café. Timed around National Adopt a Cat Month in June, the campaign centers on a unique and engaging “speed dating” adoption event where visitors can meet and connect with adoptable cats in a fun, relaxed café setting. The content plan includes strategic social media posts across Instagram, Facebook, TikTok, and YouTube Shorts, using a mix of reels, stories, and carousels to introduce adoptable cats, promote the event, and share post-event success stories. Key content includes playful “dating profile” videos of the café’s cats, event reminders, and a final post-event recap highlighting successful adoptions. This campaign will primarily target parents in the Rockingham County/Harrisonburg area that are seeking new experiences for themselves and their children. By using a themed approach, cross-platform promotion, and emotional storytelling, Purr-fect Match aims to increase visibility, drive attendance to the event, and ultimately grow the number of cats fostered and adopted through Aristocat Café.

Strategy Campaign #3

Team's Choice of Media Focus

Client marketing goal supported by this campaign?	Boost foster applications by featuring success stories, behind-the-scenes content, and adoption highlights across Instagram, TikTok, YouTube, and Facebook.
Target audience(s) campaign will appeal to:	This campaign will primarily target parents in the Rockingham County/Harrisonburg area. The target persona we've identified is Rachel Mills, an elementary school teacher in Harrisonburg. She is married with two children and is middle class. She tries to find new experiences for herself and her children to enjoy on the weekends.
What stage in the buyer's journey does the campaign target (e.g. awareness, consideration, conversion, loyalty, advocacy)?	Since this campaign is aimed at increasing adoptions and fosters, it is in the conversion stage of the buyer's journey.
Describe the campaign. Who or what will the campaign feature in terms of visuals (photos and videos)? What will they be doing? Explaining?	This campaign will be an adoption and foster drive themed around a speed dating event, where those attending can "date" multiple cats before finding their match. The event will be promoted through a 5 part social media campaign. The campaign will start with an announcement post that includes important details about the event. Two weeks later, a "meet the bachelors" video, that shows the male cats available at the event, will be posted. This will be followed by a "meet the bachelorettes" video a week later, which will feature the female cats. Then, a reminder of the event will be posted as a story. After the speed dating event is over, a carousel will be posted with photos of cats who were adopted during the event. The campaign visuals include announcement graphics, photos and videos of the "bachelor" and "bachelorette" cats, and images of adopted cats.
Dates the campaign will run:	May 1, 2026 - Promotion of Speed Dating Event, May 15, 2026- Meet the Bachelors, May 22, 2026 - Meet the Bachelorettes, June 12, 2026- Promotion of Speed Dating Event, July 10, 2026 - Speed Dating Event Adoptions
Inspiration for campaign:	The inspiration for this campaign came from June being National Cat Adoption month. Our team wanted to come up with a fun way for the community to interact with the cats and increase adoptions.
What is the campaign message?	The campaign message is "Find your purrfect match." This helps reiterate that Aristocat Cafe isn't just a tea shop; its true mission is to help cats find their forever homes.
Tone of voice?	The tone of voice in this campaign will be playful and wholesome to appeal to families.
Hashtags to be used in campaign?	#AdoptDontShop #SpeedDatingForCats #PurrfectMatch #NationalAdoptACatMonth #FindYourFeline #CatCafeLove #AristoCatHburg
How will you make the audience care? What will you make them care about?	We will make the audience care by creating a full-circle story. Audiences will be able to see the cats in a humorous light as "bachelors" or "bachelorettes," and then eventually see these cats getting an emotional, happy ending with their new families.
Resources required?	This campaign will require high-quality photos and videos of Aristocat Cats, Canva, and Hootsuite analytics.
People or organizations you will need to make the campaign possible?	This campaign will need AristoCat Cafe employees, photographers for the event, and local families willing to share their adoption story.
Estimated costs for resources, personnel, etc.?	There is no estimated costs for resources.
Social metrics (KPIs) you will use to measure campaign success?	Total engagements, engagement rate per post, number of event attendees, and the number of confirmed fosters or adoptions will be used to measure campaign success. CTR to sign up from social, conversion rate (sign ups)

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
May 1 - 10:00am	Instagram, Facebook, TikTok	Event	Looking for your next best friend? 🐱 This June, join us at Aristocat Café for our Speed Dating for Cats event! It's National Adopt a Cat Month, and we're excited to help you meet your Purr-fect Match. Mark your calendar for June 20th and come find your new feline companion! #AdoptDontShop #SpeedDatingForCats #NationalAdoptACatMonth #PurrfectMatch	The post will include announcement graphics that showcase the date, time, and location of the event. It will also show the name of the event, what the purpose of the event is, and Aristocat Cafe's logo.	We want our audience to sign up for the event and follow for more updates.

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
May 15 - 2:00pm	Instagram, Facebook, Tiktok, Youtube Shorts	Reel/ video	<p>Meet the bachelors of our Purrfect Match Speed Dating event! These handsome fellas are ready to find their forever homes, and they're purrfectly ready to charm you. Could one of these bachelors be your feline soulmate? Don't miss your chance to meet them in person this Saturday at Aristocat Café for National Adopt a Cat Month!</p> <p>#PurrfectMatch #AdoptDontShop #SpeedDatingForCats #NationalAdoptACatMonth #FindYourFeline</p>	The video will include "dating profiles" of each male cat that will be at the speed dating event. Photos and videos of each cat will be shown visually, and there will be a voiceover that talks about each cat's personality.	We want our audience to share with a friend who might be interested in one of the cats and comment on their favorite bachelor.




Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
May 22 - 2:00pm	Instagram, Facebook, Tiktok, Youtube Shorts	Reel/ video	<p>Meet the bachelorettes of our Purrfect Match Speed Dating event! 🐾 These beautiful cats are ready to find their forever homes, and they're purrfectly matched to the right person—you! ❤️ Tune in to see their personalities shine and get to know the feline friends looking for a new family. Could one of these cuties be your match? Come see them in person June 20th for National Adopt a Cat Month at Aristocat Café! 🐱❤️</p> <p>#PurrfectMatch #AdoptDontShop #SpeedDatingForCats #NationalAdoptACatMonth #FindYourFeline"</p>	<p>The video will include "dating profiles" of each female cat that will be at the speed dating event. Photos and videos of each cat will be shown visually, and there will be a voiceover that talks about each cat's personality.</p>	<p>We want our audience to share with a friend who might be interested in one of the cats and comment on their favorite bachelorette.</p>

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
June 12 - 1:00pm	Instagram, Facebook, Tiktok	Story post	Don't miss out finding your Purrfect Match!  Date: This Saturday  Time: [Event Time]  Location: Aristocat Café- add countdown sticker	The story post will be a graphic reminding viewers of the upcoming event. It will include photos of each cat in attendance, as well as showing the details of the event.	We want the audience to show up to the event, share with friends or family, or sign up.

Strategy Campaign #2

Schedule & Post Examples

Date and time	Platform(s)	Tactic/ Content Type	Written content	Description	Intention
July 10 - 3:00pm	Instagram, Facebook, Tiktok	Carousel - love stories (adoptions) that came out of the speed dating event	<p>💖 Love was in the air... and on the cat towers! 🐾✨</p> <p>Our Purrfect Match speed dating event brought together some serious soulmates, and we're still swooning. 😍💖💖</p> <p>From first meows to forever homes, here are a few of the sweet love stories that started right here at AristoCat. 🏠🐱</p> <p>To everyone who came, cuddled, and connected—thank you for making magic happen. 🌟</p> <p>#AdoptDontShop #CatCafeLove #PurrfectMatch #AristoCatHburg</p>	The carousel will include photos of the adopted cats with their new owners.	We want our audience to feel inspired to foster or adopt or feel inclined to attend future events

Content Calendar

January

- Social Media Holidays:
 - 1/1 - New Year's Day post
 - 1/3 - International Mind-Body Wellness Day
 - 1/16 - Get to Know Your Customers Day
 - 1/19 - Martin Luther King Day
- Drink of the Month Collab: First Step
- Paid Campaign: Promoting Sunday Yoga Event
- Evergreen: Cat Cafe History

February

- Social Media Holidays:
 - 2/8 - Superbowl
 - 2/14 - Valentine's Day
 - 2/16 - President's Day
 - 2/20 - Love Your Pet Day
- Drink of the Month Collab: Rockingham - Harrisonburg SPCA
- Earned Campaign: Furever Love Contest
- Evergreen: Benefits of Cats

March

- Social Media Holidays:
 - 3/7 - National Employee Appreciation Day
 - 3/8 - International Women's Day
 - 3/17 - St. Patrick's Day
 - 3/20 - First Day of Spring
- Drink of the Month Collab: Cinderella Project of the Shenandoah Valley
- Evergreen: How to Visit the Cafe

April

- Social Media Holidays:
 - 4/1 - April Fools Day
 - 4/5 - Easter
 - 4/11 - National Pet Day
 - 4/22 - Earth Day
- Drink of the Month Collab: Shenandoah National Park Trust
- Earned Campaign: Spring Photo Contest
- Evergreen: How to Interact with the Cats

Content Calendar

May

- Social Media Holidays:
 - 5/5 - Cinco De Mayo
 - 5/10 - Mother's Day
 - 5/15 - International Day of Families
 - 5/26 - Memorial Day
- Drink of the Month Collab: The Collins Center
- Paid Campaign: Finals Season - Targeting Students
- Owned Campaign: Pre-Adoption Drive Campaign - Dating Profiles of Cats
- Evergreen: Store Hours

June

- Social Media Holidays:
 - 5/6 - World Environment Day
 - 6/8 - National Best Friends Day
 - 6/21 - Father's Day
 - 6/21 - First Day of Summer
- Drink of the Month Collab: Bridgewater Community Little League
- Owned Campaign: Adoption Drive Campaign
- Evergreen: Would You Rather Polls

July

- Social Media Holidays:
 - 7/4 - Fourth of July
 - 7/7 - National Chocolate Day
 - 7/15 - Give Something Away Day
 - 7/30 - International Day of Friendship
- Drink of the Month Collab: Harrisonburg Rotary Club
- Evergreen: Fun Cat Facts

August

- Social Media Holidays:
 - 8/8 - International Cat Day
 - 8/12 - International Youth Day
 - 8/15 - National Relaxation Day
 - 8/19 - World Photo Day
- Drink of the Month Collab: Harrisonburg Education Foundation

Content Calendar

September

- Social Media Holidays:
 - 9/1 - Labor Day
 - 9/5 - International Day of Charity
 - 9/11 - National Day of Service and Remembrance
 - 9/22 - First Day of Fall
- Drink of the Month Collab: Disabled American Veterans Harrisonburg VA Chapter 24
- Paid Campaign: Micro- Influencer in store reviews
- Evergreen: Quick Tips

October

- Social Media Holidays:
 - 10/1 - International Coffee Day
 - 10/4 - World Animal Day
 - 10/10 - World Mental Health Day
 - 10/31 - Halloween
- Drink of the Month Collab: American Cancer Society - Harrisonburg Rockingham
- Earned Campaign: Halloween Photo Contest
- Evergreen: How to Sign Up as a Volunteer

November

- Social Media Holidays:
 - 11/1 - Cook for Your Pets Day
 - 11/13 - World Kindness Day
 - 11/26 - Thanksgiving
 - 11/28 - Small Business Saturday
- Drink of the Month Collab: Blue Ridge Area Food Bank
- Paid Campaign: Coffee, Cats, and Chemistry- the perfect date spot
- Earned Campaign: Thanksgiving Video Contest

December

- Social Media Holidays:
 - 10/10 - International Animal Rights Day
 - 12/14 - Hanukkah Begins
 - 12/25 - Christmas Day
 - 12/31 - New Years' Eve
- Drink of the Month Collab: JMU Young Life
- Paid Campaign: Finals season - targeting students
- Evergreen: Cat Adoption Process Story Post

aristocat cafe

FINE TEAS AND FELINES



COLOR PALETTE



#e48422



#000000



#ffffff



#fbaba6



#615851



#cfbbaa



#5f390e

INDIVIDUAL FONTS

Aa

Heading
DM Serif Display

Aa

Subheading
Lato

Aa

Body Text
Quattrocento

BRANDED EMOJIS



VOICE AND TONE

Aristocat's brand voice should be sincere, playful, and community-focused. The tone should be friendly, warm, and cozy. This combination of voice and tone should portray that Aristocat Cafe cares about the community, the well-being of cats, and is a friendly and welcoming place to visit.

BRAND ARCHETYPE

From the brand archetype, Aristocat Cafe is the caregiver. The caregiver is empathetic, giving, and service-oriented. These traits relate to Aristocat Cafe as the cafe is known for providing a cat foster system, offering local products, and giving a space for the Harrisonburg community to come together.

Platform Specific Tactics and Tools

Facebook

We'll share heartwarming adoption stories and testimonials, promote upcoming events through Facebook Events, and showcase the cats' in photo albums. Long captions will be used to tell engaging stories, while community shoutouts and collaborations help strengthen local connections. We'll also cross-post from Instagram to keep the content visually appealing and consistent across platforms. We will also take advantage of Facebook ads to increase awareness amongst our target markets. The Facebook ads will primarily target Gen Z JMU students, represented by our Molly persona, and local business owners, represented by our Angela persona. Content performance on Facebook will be tracked using Meta Business Suite and Facebook Insights, which provide data on reach, engagement, follower demographics, and post effectiveness. Additionally, tools like Google Analytics and Meta Ads Manager will be used to monitor website traffic from Facebook and analyze paid campaign results.

Instagram

We focus on showcasing adoptable cats, café events, and behind-the-scenes moments. Our posts include cat spotlights, promotions like Purrfect Match, and interactive content such as polls and event countdowns. We use Instagram Stories and Reels to engage followers in real-time with daily happenings and tips. We are targeting college students and parents of young children. The organic content posted to Instagram will primarily target Gen Z college students, represented by our Molly persona, and local parents of young children, represented by our Rachel persona. To evaluate Instagram content, we will use Meta Business Suite and Instagram Insights to track metrics such as impressions, reach, profile visits, story performance, and engagement. Third-party tools like Hootsuite will supplement this by providing cross-platform analytics and scheduling support.

TikTok

We focus on creating fun short-form videos, such as cats being themselves, adoption stories, and behind-the-scenes footage of the café. TikTok trends, music, and memes will be incorporated into our content to engage a wider audience. Our target audience includes younger cat lovers, families, and those interested in adopting pets. The organic content posted to TikTok will primarily target Gen Z college students, represented by our Molly persona, and local parents of young children, represented by our Rachel persona. Content performance on TikTok will be monitored using TikTok Analytics, which offers insights into video views, audience demographics, follower activity, and engagement rates.

Youtube

We will also create videos showing the playful antics of the cats and fun customer interactions. The focus will be on eye-catching visuals with engaging captions, using YouTube Shorts' vertical format to its full advantage. Our target audience is cat lovers, families, and potential adopters, especially those who enjoy short, digestible content. The organic videos posted to Youtube Shorts will target Gen Z college students, represented by the Molly persona, and local parents, represented by the Rachel persona. YouTube content will be tracked using YouTube Studio, which provides detailed metrics such as watch time, audience retention, subscriber growth, and traffic sources. For deeper analysis of referral traffic and campaign success, Google Analytics will be used.

Content Development

Developing Original Content

Original Content for Aristocat Cafe should highlight the unique personality of the brand and the mission behind the company. The posts should be fun and friendly, highlighting the unique brand personality. The company's values, such as animal welfare and community, should be reflected in the content posted and the written captions. Content should include high-quality photos and videos of the cafe space and current cat residents.

Curating Content

Curated content should complement Aristocat Cafe's brand, while also saving time for employees and adding variety to the company's social media presence. This can include reposting relevant content from animal welfare organizations, especially the Humane Society of Shenandoah County, where the cats are brought in from. Other curated posts could come from local business that Aristocat Cafe partners with or more general cat content. Curates posts should be visually appealing, aligned with the cafe's tone and values, and properly credited.

Cross-utilizing Content

Aristocat Cafe's content should be strategically repurposed across platforms to increase efficiency, especially due to the lack of a marketing department within the company. Video content can be easily cross-utilized; short form videos can be used on TikTok, Instagram Reels, and YouTube Shorts. Images and text can be utilized across Facebook, Instagram, and TikTok. However, different platform features and hashtags should be utilized to maximize the advantages of each platform and target different audiences.

Breaking Apart Content

Long form or high value content should be broken into smaller pieces to extend its lifespan and maximize engagement. For example, a 5 minute tour of Aristocat Cafe could be posted to YouTube in its full form. Over the following weeks, this content could be broken into shorter clips to be posted on TikTok and Instagram Reels. This maximizes efficiency for Aristocat Cafe's employees, helps maintain a consistent posting schedule, and keeps audiences engaged.

Monitoring, Tracking, Measuring, and Evaluating

Social Media Goals	KPI's	Formula	Performance Target
Increase local awareness of Aristocat Cafe among residents of Harrisonburg and Rockingham County across Facebook, Instagram, TikTok, and Youtube	Audience Growth Rate %	$\frac{\text{Net New Followers}}{\text{Original \# of Followers}}$	Increase average reach across platforms by 10%
Increase engagement with volunteer focused content across Instagram, Facebook, TikTok, and Youtube	Engagement rate, Average Engagements per post	$\left(\frac{\text{Total Engagements}}{\text{Total Followers}} \right) * 100$	Increase engagement rate on volunteer focused content by 15%
Promote Aristocat Cafe memberships through targeted social media campaigns on Instagram, Facebook, Youtube, and TikTok, leading to increased membership sales	Conversion rate	$\left(\frac{\text{Total Conversions}}{\text{Total Clicks}} \right) * 100$	Increase Aristocat Cafe's memberships by 15%
Boost foster applications by featuring success stories , behind-the-scenes content, and adoption highlights across Instagram, TikTok, Youtube, and Facebook	Click through rate, conversion rate	$\left(\frac{\text{Total Conversions}}{\text{Total Clicks}} \right) * 100$	Increase the number of foster applications by 15%
Strengthen community relationships by collaborating with local businesses and people through social media partnerships and event highlights on Facebook, Instagram, YouTube and TikTok.	Engagement rate	$\left(\frac{\text{Total Engagements}}{\text{Total Followers}} \right) * 100$	Increase engagement rate on community related posts by 10%

Budget

SMM Expenses	Percent of Budget	Cost
Content Creation Costs		
Hire student intern for video production (\$15/hr 5 hours week 20 weeks)	30.80%	\$1,500.00
Tools		
Canva Pro - Annual	2.46%	\$120.00
Paid Social		
Influencers	30.80%	\$1,500.00
Paid Ads	35.93%	\$1,750.00
Contests, Giveaways		
Campaign Giveaways		
Giveaway 1 - 1 free drink (\$8) + 1 cat hour cat room visit (\$15)	0.47%	\$23.00
Giveaway 2 - 1 free drink (\$8)	0.16%	\$8.00
Giveaway 3 - \$20 gift card	0.41%	\$20.00
Giveaway 4 - 2 free drinks (\$16) + 2 1-hour cat room visits (\$30)	0.94%	\$46.00
Total giveaways	1.99%	\$97.00
Total Budget		\$4,870.00

Social ROI

SMM Expenses	Cost per Item (Investment)	Est. Gross Revenue
Content Creation		
Student Intern	\$1,500.00	
Tools		
Canva Pro - Annual	\$120.00	
Hootsuite Annual	\$1,190.00	
Paid Social		
Campaign 1 - Promoting Sunday Yoga Event	\$250.00	\$774.00
Campaign 2 - Targeting college students during finals week	\$500.00	\$2,001.00
Campaign 3- Influencer review	\$279.00	\$863
Campaign 4 - Targeting couples for the perfect date spot	\$500.00	\$2,001.00
Campaign 5 - Targeting college students during finals week	\$500.00	\$2,001.00
UGC campaigns		
Giveaway 1 - 1 free drink (\$8) + 1 cat hour cat room visit (\$15)	\$23.00	
Giveaway 2 - Free drink	\$8.00	
Giveaway 3 - \$20 gift card	\$20.00	
Giveaway 4 - 2 free drinks (\$16) + 2 1-hour cat room visits (\$30)	\$46.00	

Total Budget (Expenses)	Total Cost	Total Gross Revenue	Value Achieved	Investment
	\$4,936.00	\$7,639.50	\$7,639.50	\$4,936.00

Social ROI	54.77%
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