



Social Media Marketing Plan

Aristocat Cafe

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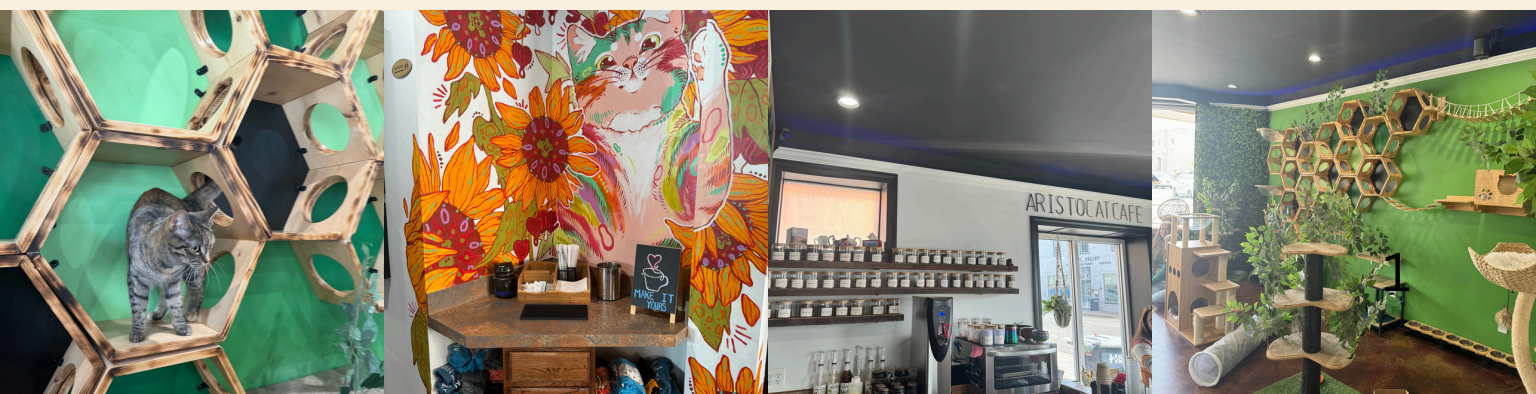




Table Of Contents



Meet the Team	3
Executive Summary	4
Company and Industry Overview	7
Social Media Audit	8
Competitor Analysis #1	10
Competitor Analysis #2	11
Competitor Analysis #3	12
SWOT Analysis	13
Social Media Goals and Objectives	14
Target Personas	15
Social Media Platforms	18
Strategy Campaign #1 (Paid)	19
Strategy Campaign #2 (Earned)	22
Strategy Campaign #3 (Team's Choice)	25
2026 Content Calendar	28
Brand Voice and Guide	29
Platform Specific Tactics and Tools	30
Content Development	31
Monitoring, Tracking, Measuring and Evaluating ...	32
Budget	33
Social ROI	34
Bibliography	35



Meet The Team



Caleen Salame

I am a junior marketing major from Manalapan, NJ. I enjoy reading, working out and hanging out with friends. I am creative, passionate and hardworking. Postgrad I hope to work in fashion marketing in New York City.



Maja Velicki

I am from Chesapeake, Virginia and am studying digital marketing. In my free time I have enjoyed working on a partnership coordination project for Sqwire. I was honored to be a part of an organization that will bring affordable financial education to colleges and companies across the country.



Abigail Yacono

My name is Abigail Yacono and I am a senior marketing major with a concentration in professional sales. At JMU I am heavily involved in Sigma Sigma Sigma sorority, where I have held multiple elected positions. Professionally, I have interned as an account manager for Gartner, and will be moving to Florida after graduation to pursue a career as an account executive for the E.W. Scripps Company.



Rj Chaustre

Hi! My name is Rj Chaustre and I am from Roanoke, VA. I love everything sports, videogames, and the great outdoors. When I graduate I hope to pursue a career in sports marketing.



Executive Summary



Target Personas

Sarah Thompson is a 21 year old college student at James Madison University. She values community, self-care, and mental wellness. Sarah

Emily Harris is a 24 year old Veterinary Technician living in Harrisonburg, VA full time. Emily visits the café frequently and is open to volunteering on the weekends or potentially fostering a cat.

Mike Johnson is a 45 year old local business owner in Harrisonburg, VA. He owns a local specialty coffee shop that has been in business for many years. Mike is looking for opportunities to collaborate with other local businesses to boost brand awareness.

Aristocat Café is situated to continue pursuing social media opportunities on Instagram, Tik Tok, and Facebook, and to begin pursuing opportunities on Youtube.



Plan Focus

- Increase overall brand awareness on social media
- Increase overall social media awareness
- Increase number of volunteers and fosters
- Increase membership sales and repeat business
- Increase number of café visits per day



Executive Summary



Connecting Business Goals to Social Media Goals

Client Goal	Smart Social Media Goals
Grow awareness to attract new customers, volunteers, donors, B2B partners.	Increase reach, views, and impressions by 20% to boost awareness , attracting new customers, volunteers, donors and B2B partners by EOY 2026.
Increase overall engagement on social media	Increase overall engagement (reach, views, impressions) by 20% through content that encourages interaction and utilizes a powerful CTA by EOY 2026.
Increase volunteer, donor, B2B partner inquiries.	Increase volunteer, donor, and B2B partner inquiries from social media by 20% through a strong CTA and engaging content that encourages video completion by EOY 2026.
Drive in-store visits and increase sales	Increase overall sales and in-store visits by 20% through enticing content that highlights café experience by EOY 2026
Increase number of volunteers with a focus on permanent residents	Increase overall volunteer quantity/hours by 20% through emotionally appealing content that highlights benefits of volunteering by EOY 2026.
Increase number of cats fostered/adopted	Increase overall fosters/adoptions by 20% through emotionally appealing content that shows cats personalities by EOY 2026
Increase frequency/repeat business of café customers, volunteers, and fosters; increase membership purchases.	Increase continued purchase activity and membership purchases by 20% through content highlighting special events, new/limited time offerings, and membership benefits by EOY 2026.
Increase WOM Marketing and Customer Advocacy	Increase google/facebook reviews and recommendations by 20% by utilizing content that encourages ratings, reviews, and reposting/sharing by EOY 2026.



Executive Summary



Strategies

Our strategies include creating engaging content that encourages interactions and engagement such as comments and reposts, as well as content that appeals to the emotions of the viewer in order to drive volunteering and fostering. We also plan for Aristocat Cafe to utilize Youtube as a social media platform in order to create long form content that can be used to educate and entertain.

Recommended Campaigns

- Sip, Study & Snuggle (Apr-May 2026)
 - This campaign aims to grow awareness of the cafe and create the association of the cafe being a study spot leading up to finals.
 - Content will include Reels/Tik Toks, Instagram feed and story posts, and facebook posts. These posts will position the cafe as a prime study spot in viewers' minds.
- Collab With Cats (Jun-Jul 2026)
 - This campaign aims to develop more local community relationships and foster collaboration with local businesses and influencers.
 - Content will include photo and video content of events/collaborations across all platforms, primarily Tik Tok and Instagram. Some examples are local business shoutouts and giveaways.
- More Than a Cafe (Aug-Oct 2026)
 - This campaign aims to grow awareness of the purpose of the cafe – to find homes for cats, The goal of the campaign is to increase the number of active volunteers and fosters/adoptions.
 - This campaign will primarily take place on Youtube, with content such as an “Our Story”, and “Volunteer Day in The Life”



Company and Industry Overview



Company Overview

Amanda Atwell established the unique café and cat adoption lounge known as Aristocat Café in downtown Harrisonburg, Virginia, in April 2023. It serves more than 75 types of high-quality loose-leaf teas, espresso drinks made with coffee that is roasted nearby, and a selection of foods that are both homemade and obtained locally. Over 110 adoptions were made in the café's first year thanks to the Cat Lounge, where guests may unwind and socialize with the adoptable cats from the Humane Society of Shenandoah County. It is a friendly place for both tea lovers and animal lovers because of its distinctive blend of specialized drinks, feline company, and activities such as yoga and movie nights. Its restricted hours of operation (Thursday-Sunday), its minor social media presence, and its reliance on a consistent flow of cats available for adoption, however, might limit its potential for expansion.



Industry Overview

The Cat Café industry in the U.S. is growing rapidly, fueled by rising pet ownership, shifting consumer attitudes, and demand for high-quality pet care. As of 2023, 66% of U.S. households owned pets—up from 56% in 2008—with pet industry spending reaching \$136.8 billion. Dogs remain the most popular pets, followed by cats. This growth supports businesses that blend pet-friendly spaces with adoption advocacy, such as coffee shops that host pet events or partner with shelters.

Animal shelters play a key role, with 39% of cat owners and 31% of dog owners adopting from shelters. Around 60% of Americans support adoption as the best way to get a pet. Coffee shops are increasingly collaborating with shelters to host events, promote adoption, and create engaging, pet-friendly environments. Many now offer pet treats, outdoor seating, and adoption information.

The \$50 billion U.S. coffee shop industry and the shelter sector are converging, driven by trends toward community engagement and ethical consumption. Consumers favor premium, sustainable coffee and work-friendly cafés, creating space for innovative concepts like Cat Cafés. While both industries face challenges—rising costs and changing consumer behavior—opportunities lie in enhancing pet-friendly experiences, leveraging digital marketing, and building partnerships that combine coffee culture with animal welfare.



Social Media Audit



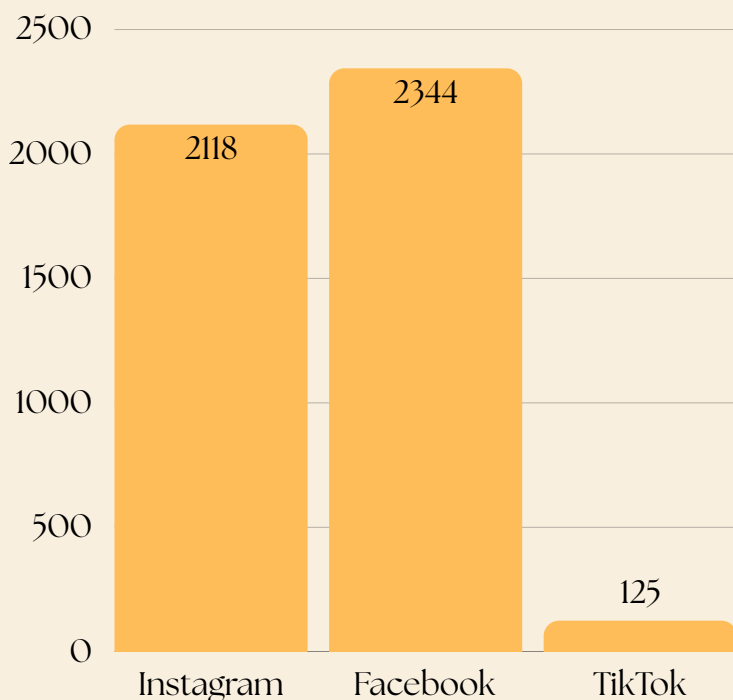
Key Findings

Over the past quarter, Aristocat Café has developed a consistent and visually cohesive brand presence across Instagram, Facebook, and TikTok. Each platform showcases their warm, feline-friendly café environment while driving interest in both the business and adoptable cats. Instagram has been particularly effective in generating emotional engagement through cozy imagery and adoption stories. Facebook is utilized to share events and updates that encourage in-person visitation, while TikTok provides entertaining and behind-the-scenes content designed to appeal to a younger, mobile-first audience.

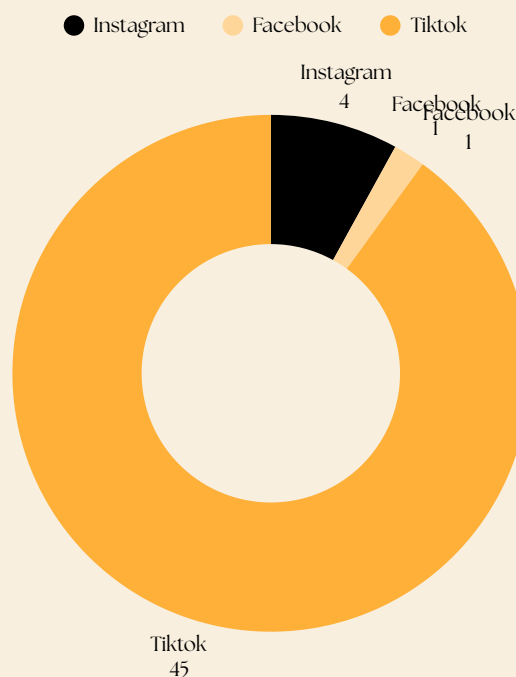
The content pillars across all platforms include adoptable cat features, drink/food menu highlights, special events, and community involvement. Tactics such as user-generated content (UGC), calls-to-action (CTAs), and storytelling are utilized to enhance reach. While exact engagement metrics were not available, it's clear that content showcasing adoptable cats consistently garners the highest interaction. For future growth, leveraging influencer collaborations on TikTok and maintaining frequent updates across platforms will be key strategies.



● Followers



Engagement Rate in %





Social Media Audit



Category	Instagram	Facebook	TikTok
Followers	2,118	2,344	125
Avg, Engagement Rates	3.72%	0.87%	44.54%
Post Frequency	1 per week	1 per week	1 every 1-2 weeks
Top Performing Content	Cat Adoptions	Events and Giveaways	Punny Cat Videos
Content Topics	Adoptions, drinks, events, café vibes	Events tea/snack promos, rescues	BTS cat life, trends
Tactics Used	Reels, carousels, CTAs, hashtags	Event promotion, UGC, photos	Short-form videos, trending sounds
Hashtags/Keywords Used	#adoptdontshop, #catcafe #aristocatcafe	#adoptionevent #tealovers	#catsoftiktok #cutecats
Communication Objective	Emotional connection and brand presence	Drive local awareness and instore visits	Maximize engagement and reach



Competitor Analysis #1: Cat's Cradle



Platforms Utilized:

Facebook:	Instagram:
13,000 followers	3,490 followers
Average ER:	Average ER:
0.92%	1.42%

Top Performing Content

1. A Cross-Platform Post about neutering a feral cat in honor of your ex, a yearly promotion on Valentine's Day (Feed Post, using CTA, Promotional Content Pillar)
2. Cat's Cradle 2024 results about adoptions, fosters, etc (Feed Post, Educational Content Pillar)

Strengths:

Cats Cradle demonstrates strong and consistent brand marking across their social media posts. The Cat's Cradle logo is prominently featured in all social posts, reinforcing their brand identity and creating a cohesive visual presence.

Additionally, they maintain engagement beyond social media by releasing a newsletter that focuses on important topics like spaying/neutering cats and their ongoing efforts to reduce the number of stray kittens on the streets. This not only highlights their commitment to animal welfare but also helps educate and connect with their audience on a deeper level.

Weaknesses

One of the weaknesses with Cats Cradle faces is their high frequency of social media posts. While posting frequently can boost engagement, it also runs the risk of overwhelming their audience or becoming a "background noise". Additionally, their posting schedule lacks consistency. This irregularity can make it harder for followers to anticipate and engage with their content.

Another issue is their use of QR codes in Instagram posts. Since Instagram is primarily a mobile platform, QR codes are not user-friendly in this context. Users would need a second device to scan the code, which creates friction and reduces the likelihood of interaction. These factors combined could hinder the effectiveness of their social media strategy.

Communication Objective per Platform

Instagram: To spotlight adoptable cats and inspire meaningful connections and interactions within our community

Facebook: To craft captivating content that showcases the charm and personalities of the cats at the cafe

Hashtags

Keywords Used

#AdoptDontShop
#CatsCradle
#GetBackAtYourEx

Avg. Post Frequency

Per Week

2.57 per day
18.23 per week
(Inflated by Feb Promo)



Competitor Analysis #2: NEKO Cat Cafe



Platforms utilized:

Instagram:	
242,000 followers	
Average ER:	
Facebook:	2.86%
6,400 followers	
Average ER:	
0.36%	
Tik Tok:	
458,100 followers	
Average ER:	
1.07%	

Top Performing Content

1. A cute video of a snuggling cat (Feed post, Entertainment content pillar)
2. "Yard Sale Rick the cat got his furever home" (Feed post, Entertainment content pillar)
3. Zest the cat seeing Santa (Feed post, Entertainment content pillar)

Strengths:

Neko Cat Cafe maintains a very clear theme, utilizing the same filters on all social media posts, while also providing a variety of content that is high quality. Neko also utilizes links in facebook captions to encourage viewers to go to their website.

Overall, Neko is a great example of maintaining a consistent brand image while also keeping content fresh and interesting to the the viewer.

Weaknesses

although Neko has high quality content, they are under-posting on all platforms. With their high following, posting more frequently would definitely catch the attention of viewers and keep the cafe top of mind.

Neko also has a very low engagement rate on Facebook (0.36%). This indicates that the content they are posting on Facebook is not attention grabbing or encouraging interaction from viewers.

Communication Objective per Platform

Instagram: To create engaging content that highlights the cats at the cafe

Facebook: To highlight cats for adoption and encourage engagement

Tik Tok: To promote donations and cats in an entertaining way to encourage engagement

Hashtags Keywords Used

#CatCafe
#Seattle
#CatsOfTikTok

Avg. Post Frequency Per Week

1.02 per day
6.32 per week



Competitor Analysis #3: Mount Purrnon Cat Cafe & Wine Bar



Platforms utilized:

Instagram:
7,760 followers
Average ER:
2.8%

Facebook:
4,200 followers
Average ER:
1.4%

Tiktok:
439 followers
Average ER:
30.5%

Top Performing Content

1. Carousel celebrating 1,000 adoptions! (Feed Post, Celebratory, Entertainment pillar)
2. Carousel Instagram post showing a cat up for adoption (Feed Post, Emotional appeal, Promotional/Engagement pillar))
3. Tiktok video of a cat for adoption (Feed Post, Emotional Appeal, Promotional/Engagement pillar)

Strengths:

Some strengths of Mount Purrnon's social media include engaging captions, well-made graphics, lots of carousels, using text on videos, and creative ideas (Olympics, showing senior cats).

These tactics make the content appealing to the audience because it is entertaining and unique. The creative ideas such as the olympics are unique and have potential to go viral, increasing awareness.

Weaknesses

Some weaknesses include not very many reels, and content getting repetitive at times although it is creative. There is also little to no focus on wine bar aspect (primarily on Tik Tok) which could appeal to consumers who may not come just for the cats.

Mount Purrnon also has a politically associated post which could turn away some customers. Lastly, their posting schedule is sometimes inconsistent, lacking posts for months at a time.

Communication Objective per Platform

FB: Increase visits to the cafe and adoptions through engaging and emotionally appealing content
Insta: To increase awareness of the cafe and facilitate adoptions through informational content
Tiktok: Increase awareness of the cafe and facilitate adoptions through entertaining and engaging video content

Hashtags Keywords Used

#catrescue
#adoptdontshop
#seniorcatsofinstagram

Avg. Post Frequency Per Week

4.78 Posts per Week
2.18 Posts per Day



SWOT Analysis



Strengths

1. Presence on multiple social media platforms
2. Strong average engagement rate
3. Consistent branding across platforms
4. Use of graphics
5. Use of weekly posts such as “unphotogenic Friday”

Weaknesses

1. Little to no hashtag use on Instagram and Facebook
2. Posts without captions
3. Not using trending sounds on Tiktok
4. Not utilizing Instagram stories
5. No consistent theme on Instagram

Opportunities

1. Use trending hashtags to increase visibility
2. Utilize trending Tiktok sounds to increase engagement
3. Create collaborative posts with other local businesses
4. Create a consistent theme on Instagram
5. Host giveaways to encourage engagement

Threats

1. Other cat cafes with larger following (Neko Cat Cafe)
2. Rapidly changing trends
3. Algorithm updates that negatively impact reach
4. Potential negative reviews
5. Being a niche market will make it harder to reach a large audience

