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Marketing Plan for Revelator Coffee Company

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Executive Summary

Revelator Coffee Company is a Southeastern coffee retailer and roastery with brick-and-mortar locations in Birmingham, AL; Nashville and Chattanooga, TN; New Orleans, LA; and Atlanta, GA. While Revelator's physical presence has grown astronomically in the Southeastern United States since opening its flagship location in 2014, their newer online store has not received the same amount of attention from the company.

This marketing plan seeks to identify and direct how Revelator can better utilize its online shop and coffee subscription services to bring in new customers; these individuals will hopefully become regular patrons of Revelator's online store, as well as brand ambassadors in a heavily saturated craft coffee market. Revelator is positioned competitively to provide exceptional products and service to customers in a region that has not previously enjoyed this caliber of specialty coffee.

Revelator offers unique, high quality coffees at a value-added price. This marketing plan will channel Revelator's knowledge of regional consumer market trends, and the specific wants and needs of specialty coffee drinkers, to target potential e-commerce customers and draw them to Revelator's online store. The primary marketing objective is to grow the number of customers visiting Revelator's online store each day; increase sales of coffee, coffee subscriptions, and other products through Revelator's e-commerce platform; and better establish Revelator's brand on a national scale.

Current Marketing Situation

Revelator Coffee is a regional coffee chain concept with a commitment to locality and quality. Despite currently operating only in the Southeastern market, Revelator does compete with other major players, including multinational chains like Starbucks and national "big four"

roasters like Counter Culture Coffee, Blue Bottle Coffee, Intelligentsia Coffee, and Stumptown Coffee. Though Revelator operates in a somewhat crowded playing field, Revelator's specialty coffees, opportunity to work and grow with local partners, and ability to tap into a consumer base with a cult-like passion for good coffee, separate them from others.

Currently, Revelator's online store does not link seamlessly to the rest of their website. Revelator lacks national brand recognition, due in part to their relatively recent entry into the market, and also due in part to their lack of online marketing. To compete more aggressively with other similar coffee concepts, Revelator will need to allocate resources to its SEO practices, market its products attractively to a targeted audience of craft coffee lovers, and encourage consumer engagement through its online platforms.

Research indicates that daily coffee consumption has increased across several key demographics, most notably Millennials. According to the National Coffee Association (NCA), 45-46% of adults aged 18-39 prefer to purchase and consume their coffee out-of-home, or from coffee shops. Revelator already has a strong retail presence, and is thus already meeting this need. Further, recent research indicates that Millennials also like to drink "fancy coffee," much of which can be brewed at home from artisanal beans. This trend works in favor of specialty craft coffee roasters like Revelator, who offer unique coffee varieties that are more appealing to scrupulous consumers than "generic" coffees from large corporations like Starbucks.

More specifically in the coffee subscription and coffee bean sale space (which represents the area with the largest revenue generation potential for Revelator's online platform), Revelator faces fierce competition from more established players like Counter Culture, Blue Bottle, Intelligentsia, and Stumptown. The growth of multi-roaster subscription services like Craft Coffee and MistoBox also present both a threat and an opportunity. Revelator will need to target

and encourage both new and existing brick-and-mortar customers to purchase coffee beans, merchandise, and coffee subscriptions from their site to grow market share and increase their brand presence on a national scale.

Market Description

Revelator Coffee’s e-commerce market consists of consumers who enjoy quality, locally roasted coffees, and who want to be able to brew coffee at home. These individuals might include current customers of Revelator’s brick-and-mortar coffee shops, current users of other competing coffee subscription services, consumers who have never heard of nor experienced Revelator Coffee but who enjoy coffee, and coffee “hipsters” and experts who will pay a premium for the best coffee and brewing equipment available. Table 1.1 shows each of these targeted consumer segments, their relative needs, and current features of Revelator’s online offerings that will meet these customer’s demands.

TABLE 1.1

Targeted Segment	Customer Needs & Concerns	Corresponding Online Shop Features
Current customers of Revelator Coffee’s brick-and-mortar coffee shops	<ul style="list-style-type: none"> - Bring the quality, flavor, and experience of Revelator Coffee home - Save money in the long run by brewing coffee at home - Convenience of not having to stop in store for daily coffee - Trying to learn more about home brewing, using simple technique touted by Revelator’s coffee shops 	<ul style="list-style-type: none"> - 8 oz. and 12 oz. bags of Revelator’s signature single origin, blended, and decaf coffees - 3, 6, and 12 month coffee subscription services - Constantly changing seasonal blends - Home brewing equipment - Locally produced merchandise to show Revelator pride - Free shipping on large orders
Current customers of other competing coffee subscription services and online coffee bean sellers	<ul style="list-style-type: none"> - Enjoy the convenience and quality of competing subscription services like Counter Culture, Blue Bottle, Intelligentsia, and Stumptown 	<ul style="list-style-type: none"> - 8 oz. and 12 oz. bags of Revelator’s signature single origin, blended, and decaf coffees - 3, 6, and 12 month coffee

	<ul style="list-style-type: none"> - Save money in the long run by brewing coffee at home - Interested in trying out various subscription services to find the best quality / price value - Loyal to certain brands and roasters, but willing to try others 	<ul style="list-style-type: none"> subscription services - Home brewing equipment - Bundle packages to give new users a more full experience of Revelator and their commitment to partnering with other local businesses - Suggested: Discount codes at checkout for new customers - Suggested: Sample packages with smaller bags of more varieties - Suggested: Discounts codes on second coffee subscription package purchase
<p>Consumers who have never heard of nor experienced Revelator Coffee</p>	<ul style="list-style-type: none"> - Need to learn about Revelator and their brand / products, and what differentiates them from others - Looking to try something new and local that isn't from a big chain like Starbucks - Interested in learning more about nuances and differences in Revelator's blends - Looking for a balance of good quality and value across various providers 	<ul style="list-style-type: none"> - 8 oz. and 12 oz. bags of Revelator's signature single origin, blended, and decaf coffees - Bundle packages to give new users a more full experience of Revelator and their commitment to partnering with other local businesses - Suggested: Discount codes at checkout for new customers - Suggested: Sample packages with smaller bags of more varieties - Suggested: Discounts codes on next online purchase or second coffee subscription package purchase
<p>Coffee "hipsters" and experts who will pay a premium for the best coffee and brewing equipment available</p>	<ul style="list-style-type: none"> - Desire to find the best tasting coffees out there, no matter what the price - Enjoy the art of learning to brew good coffee at home - Enjoy the idea of supporting local and regional businesses - Locavore mentality – local is better 	<ul style="list-style-type: none"> - 8 oz. and 12 oz. bags of Revelator's signature single origin, blended, and decaf coffees - 3, 6, and 12 month coffee subscription services - Constantly changing seasonal blends - Home brewing equipment - Locally roasted beans that are shipped at the peak of freshness

Product Review

1. Whole Bean Coffees

- Five single origin coffees (8 oz.): Dukunde Kawa, Prospera, Cusillo, El Carmen, and Santa Maria | Two blends (12 oz.): Lonely Hunter and Petunias | One decaf blend (8 oz.): Marian
- Unique coffees that are sourced seasonally, showcasing various varieties and regions
- Beans are roasted fresh to order (Monday thru Friday) in Revelator’s headquarters in Alabama, and shipped directly to customers
- Detailed descriptions and flavor profiles of each coffee blend are provided in the online store

2. Coffee Subscriptions

- Three, six, and twelve month coffee subscriptions, available in both single origin and blend varieties
- Surprise pairings in each bi-weekly shipment selected by Revelator roasters
- Shipping is included in the price of coffee subscriptions
- Blend subscriptions include one seasonal blend bag, which rotates three times a year, keeping things interesting

Competitive Review

As previously mentioned, Revelator Coffee is operating in an already highly saturated market. Today, more than ever, consumers are willing to pay a higher premium for their daily cup of coffee. This “third wave” coffee movement has led to a boom in the number of craft coffee roasters, brewers, and retailers occupying the specialty coffee market. Key competitors

include Counter Culture Coffee, Blue Bottle Coffee, Intelligentsia Coffee, and Stumptown Coffee. Table 1.2 summarizes the key features and differences between these top players.

- *Counter Culture Coffee*. Considered one of the “big four” in the craft and specialty coffee space, Counter Culture is headquartered in Durham, NC, and offers nineteen different coffee blends, and seven coffee subscription packages. A large portion of Counter Culture’s business comes from their wholesale channel (sold into coffee shops around the country); they also distribute their products in retail stores like Whole Foods, and direct to consumers online. Counter Culture was founded in 1995 and is thus an established and formidable force within the craft coffee market. Counter Culture charges approximately \$31.50 per month for two 12 oz. bags of single origin coffee, but also offers a 10% discount on all coffee subscriptions – this is about half the cost of Revelator’s subscription prices, and Revelator does not provide subscription discounts.
- *Blue Bottle Coffee*. Blue Bottle Coffee is headquartered in Oakland, CA – in one of the country’s epicenters of the third wave coffee movement. Since its inception in 2002, Blue Bottle has achieved a cult-like following and now roasts its coffees in four cities. Blue Bottle also has a very strong brick-and-mortar presence, with retail locations and kiosks throughout the Bay Area, New York City, Los Angeles, and Tokyo. The company prides itself on its commitment to socially responsible practices and boasts its promise to roast and ship its beans all within 48 hours. Blue Bottle sells about nine different varieties of single origin and blend coffees, as well as four varieties of espresso. Blue Bottle’s subscription services average around \$32 per month, which again, is about half the cost of Revelator Coffee’s subscriptions.

- *Intelligentsia Coffee*. Founded in 1995, Intelligentsia is another of the “big four” craft coffee contenders occupying the market. Intelligentsia is unique in its production practices in that the company not only buys and roasts its own coffees, but also develops exclusive beans with the farmers who grow their product. The company also takes social responsibility very seriously, and thus pays its growers directly at above-standard market rates. Intelligentsia boasts an impressive lineup of twenty-eight single origin and blend coffees, as well as seven espresso varieties. Each coffee and espresso are described in great detail on Intelligentsia’s website, along with technical information (including the coffee’s producer, farm, region, country, growth elevation, harvest, and cultivar) and specific preparation / brewing instructions. Intelligentsia also provides generous perks for repeat coffee subscription customers – after six months, coffee subscription users receive a custom Intelligentsia mug, and after customers have ordered at least two 12 oz. bags, receive a 50% discount on UPS ground shipping for all future orders. Further, in addition to their booming e-commerce presence and wholesale channel, Intelligentsia also has a number of brick-and-mortar coffee bar locations in Chicago, Los Angeles, and New York City.
- *Stumptown Coffee*. Stumptown is another “big four” player with both brick-and-mortar locations and a strong online presence. Founded in 1999 and headquartered in Portland, OR, Stumptown also has coffee shops and tasting rooms in Seattle, New York City, and Los Angeles. Stumptown’s website and online store are engaging, informative, and poetically descriptive. In addition to nineteen different coffee varieties, Stumptown offers an impressive array of merchandise, brewing equipment, and gift packages online. Stumptown’s coffee subscription packages start at approximately \$40 per month, which

again is significantly lower than Revelator’s starting subscription price; the company also offers free 2 oz. sample bags of each variety to customers before they commit to purchasing a subscription.

TABLE 1.2

Competitor	Features	Price
Counter Culture Coffee	<ul style="list-style-type: none"> - Founded in 1995 → well-established brand awareness and nationally recognized products - 19 single origin and blend options - 7 coffee subscription packages - Wholesale and direct to consumer e-commerce channel 	- Roughly \$31.50 per month (coffee subscription)
Blue Bottle Coffee	<ul style="list-style-type: none"> - Founded in 2002 → well-established brand awareness, particularly in the Bay Area - Roasting operations in four cities - 19 single origin and blend options - 4 espresso varieties - Brick-and-mortar cafes plus online e-commerce sales 	- Roughly \$32 per month (coffee subscription)
Intelligentsia Coffee	<ul style="list-style-type: none"> - Founded in 1995 → well-established brand awareness and nationally recognized products - 28 single origin and blend options - 7 espresso varieties - Generous perks for return customers and coffee subscription users (free mugs and shipping discounts) - Brick-and-mortar cafes plus online e-commerce sales 	- Roughly \$28 per month (coffee subscription)
Stumptown Coffee	<ul style="list-style-type: none"> - Founded in 1999 → well-established brand awareness and nationally recognized 	- Roughly \$40 per month (coffee subscription)

	<p>products</p> <ul style="list-style-type: none"> - 16 single origin and blend options - Variety of gift packages available online - Free 2 oz. samples 	
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Channels and Logistics Review

This marketing plan is focused specifically on increasing the efficacy of Revelator’s e-commerce presence, brand recognition, and online sales. Since Revelator’s coffee and merchandise are shipped to the consumer directly from the company’s Alabama headquarters and roastery, the distribution channel is very simple. Further, distribution and shipping should involve minimal cost to both Revelator and to the consumer. Currently, Revelator only ships to U.S. addresses in order to maintain the integrity and freshness of their coffee, and to maintain the brand’s commitment to keeping things local.

Strengths, Weaknesses, Opportunities, and Threats Analysis

Revelator Coffee has several key strengths that make it a veritable powerhouse in the specialty coffee industry, including its commitment to delivering fresh, quality coffee directly to its customers. However, Revelator lacks national brand awareness beyond the regional markets where it has established retail locations – unlike other titans in the industry like Starbucks and Peet’s. The company also lacks a strong e-commerce presence and has not seamlessly integrated its online sales platform with its website (which primarily highlights Revelator’s brick-and-mortar stores). Revelator faces the threat of being inched out of the specialty coffee market by other players like Counter Culture Coffee, Blue Bottle Coffee, Intelligentsia Coffee, and Stumptown Coffee – all of whom have a much larger following, and who have been in the market for a considerably longer time. Revelator could also be threatened by pricing pressures

during tough economic times, due in part to their elevated price point and occupation in a premium commodity space. In spite of these challenges, Revelator is uniquely positioned in the coffee industry, where there are ample opportunities to develop a strong following amidst the “third wave” coffee movement.

Strengths

1. *Quality.* Revelator prides itself on sourcing, roasting, and delivering the best quality beans available. Revelator roasts its beans to order Monday thru Friday, and ships them to the customer on the same day, directly from the roastery.
2. *Commitment to developing a fiercely local Southern brand.* Revelator seeks out local partners and opportunities to “root [itself] in the communities where [it] operates.” Revelator has tapped into a market that has, until now, not experienced the total retail, brick-and-mortar, and e-commerce coffee experience that the company offers. Revelator’s brand identity as a Southern coffee pioneer makes it a name to remember.
3. *Product variety.* Revelator has a good selection of coffee products available via their online store. Revelator also sells coffee subscriptions (available in three, six, and twelve month options), as well as home brewing equipment, gift cards, and Revelator branded merchandise.

Weaknesses

1. *Lack of national brand awareness.* Outside of the markets where Revelator currently operates its brick-and-mortar stores, the company does not have a strong recognizable brand presence. Revelator also lacks a national distribution chain, and does not currently partner with third party coffee subscription companies like Craft Coffee or MistoBox.

2. *Pricing.* Revelator's coffees and subscription services are priced considerably higher than their competitors. For a 12-month subscription of its single origin coffees, Revelator charges \$675, which equates to \$56.25 per month. On average, other players in the space charge between \$30 to \$40 per month for the same service.
3. *Lack of integration between Revelator's website and online store.* Revelator's online store is hosted through Square (a provider of merchant aggregation services) while their website is hosted on a totally different domain. The lack of integration between the company's main website and their online store makes the two platforms feel disjointed, and gives the appearance that Revelator's coffee and subscription sales are an afterthought. Further, Revelator's online store does not come up in search results on Google – indicating a clear need for SEO.

Opportunities

1. *The "third wave" of coffee.* Revelator is on the right trajectory to become the fifth major player in the specialty coffee space – alongside Counter Culture, Blue Bottle, Intelligentsia, and Stumptown. The "hipster" wave of embracing more costly, but more sustainably and responsibly sourced coffees, is an opportune market for Revelator to operate within to grow sales and market share.
2. *Consumer interest in giving back.* Serious coffee consumers (the type of people who would shop on Revelator's online store and purchase their coffee subscriptions) are increasingly more conscious about where their coffee comes from and how it is grown and harvested. Revelator should embrace this opportunity to be transparent about their sourcing practices, and should work to foster partnerships with their bean growers and vendors that translate into meaningful customer connections.

3. *Partnerships with other small Southern businesses.* Revelator prides itself on providing consumers with the best that the South has to offer; therefore, they should leverage this commitment to growing local Southern brands and regional awareness by engaging in more partnerships and merchandise sales initiatives with similarly-minded companies and artisans. This opportunity could be particularly fruitful for the “Bundle” merchandise section of Revelator’s online store.

Threats

1. *Fierce competition from the “big four” specialty coffee brands.* Currently, Counter Culture, Blue Bottle, Intelligentsia, and Stumptown dominate the specialty coffee and coffee subscription business. It is likely that as public interest in craft coffee increases, even more players will try to enter the market.
2. *Impact of economic events on consumer purchasing habits and intentions.* There is always a chance that consumers will not be willing to pay a premium for their coffee, particularly when finances are stretched thin and consumers have less disposable income. Also, with Revelator’s higher price point, they may be at risk of pricing themselves out with potential customers.
3. *Stale product offerings.* In general, Revelator’s competitors seem to offer a wider array of coffee varieties than Revelator currently does. Revelator is at risk of becoming stale if they are not able to continually add new coffee varieties to their lineup, and if they are not able to compete with the ever-changing varieties offered by subscription services that work with multiple roasters. Alternatively, Revelator may be better suited to stay relevant (and to appeal more strongly to Millennials) by focusing on developing the brand’s

messaging around their sourcing practices, seasonal approach, and other features that make them unique.

TABLE 1.3

<p>Strengths</p> <ul style="list-style-type: none"> • Quality coffees roasted and shipped daily directly from Revelator’s headquarters • Strong Southern brand identity that is new to the region • Interesting varieties of coffee sourced from countries including Peru, Colombia, Brazil, and Rwanda 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of national brand awareness outside of the markets where Revelator has brick-and-mortar locations • Revelator’s price points are much higher than those of their competitors • Revelator’s online store is not integrated with the rest of the website; Revelator’s store also does not appear in Google search results
<p>Opportunities</p> <ul style="list-style-type: none"> • “Third wave” of coffee – consumers are more willing than ever to pay a premium for specialty coffee • Consumers, particularly Millennials, want to patronize brands that embody responsible and philanthropic practices • Partnerships with other local businesses and artisans 	<p>Threats</p> <ul style="list-style-type: none"> • Fierce competition from the “big four” specialty coffee brands • Economic impact on consumer purchasing habits and intentions • Product offerings could become stale if Revelator does not continue to add new coffee varieties or does not partner up third party distributors

Objectives and Issues

Revelator Coffee is pursuing an aggressive brick-and-mortar expansion plan, including a goal to open 30 to 40 new locations across the Southeastern United States in 2016. In tandem with this retail growth, Revelator is also looking to improve and optimize its e-commerce site. Further, Revelator is hoping to partner with more regional brands and businesses to grow their “Bundle” package merchandise offerings and expand their “best of the South” identity.

- *Brick-and-mortar revenue goals:* Revelator Coffee brings in approximately \$2.5MM total in annual revenue across all five of its locations. By 2017, Revelator should reasonably be able to double this volume given the company’s aggressive growth outlook.

- *Online store sales goals:* Revelator's online store is the company's most recent foray into the specialty coffee retail market. By appropriately marketing and optimizing their site, Revelator can expect to see annual e-commerce sales volumes of \$750K by 2017. Beyond the numbers, however, Revelator's main e-commerce objectives are to raise brand awareness, and to develop a stronger and more reliable online customer following.
- *Partnership goals:* Revelator should seek out local businesses that hold similar values and carry complementary products. Currently, Revelator does not feature their partners on their website or online store, though they do work with local vendors who supply food and other goods to Revelator's retail locations. Revelator should aim to establish longitudinal partnerships with at least twelve to sixteen new Southern brands by 2017.

Issues

As discussed in the SWOT analysis, Revelator faces several issues that might hinder the growth of their e-commerce sales. In order to increase its brand visibility, Revelator will invest in SEO, and will work on furthering its marketing initiatives to create stronger brand recognition beyond the Southeastern United States. Revelator must also measure brand awareness and product / subscription sales, and should survey current and prospective customers to better understand what consumers want.

Marketing Strategy

Revelator Coffee's marketing strategy is based on a positioning of quality, product differentiation, and honest Southern regional branding. Revelator's primary consumer target for their e-commerce site comprises Millennials who are interested in craft coffee and who want to brew the perfect cup at home.

Positioning

Using their Southern brand identity and commitment to delivering quality, home-roasted coffees to their consumers, Revelator is positioning itself as a serious contender in the craft coffee market. Revelator is uniquely positioned to become *the* craft coffee provider to consumers in the Southeastern United States by optimizing their SEO, integrating their website and online store, capitalizing on brand partnerships, and attractively marketing their coffee subscriptions.

Product Strategy

Revelator's specialty coffees and coffee subscriptions are the core of the company's online product offerings. Revelator will continue to introduce and rotate coffee varieties to keep customers interested and eager to sample new blends. An effort will also be made to provide more information about each coffee on Revelator's website – including more detailed flavor profile descriptions; sourcing, harvesting, and roasting information; and facts about the greater supply chain from bean to mug. Further, Revelator will regularly pair with other local Southern businesses and artisans to expand their “Bundle” offerings in their online shop.

Pricing Strategy

This marketing plan suggests that Revelator should price their individual bags of coffee, as well as their coffee subscriptions, lower, in order to compete with Counter Culture, Blue Bottle, Intelligentsia, and Stumptown. Currently, Revelator charges roughly \$16.50 for an 8 oz. bag of single origin coffee, while their blends cost roughly \$18.50 per 12 oz. bag. Further, Revelator charges \$675 for a 12-month coffee subscription (\$56.25 per month) of its single origin coffees, which comprises two 8 oz. bags delivered each month. Counter Culture, which is currently the closest competitor to Revelator as the largest craft coffee provider in the Southeastern United States, charges only \$340.40 (\$31.50 per month) for a year's worth of coffee, including a 10% subscription discount; Counter Culture also provides more coffee in

each biweekly delivery – their subscriptions include two 12 oz. bags of single origin coffee each month.

Inasmuch, this marketing plan suggests that Revelator should lower their prices to \$40 per month for a single origin coffee subscription, or \$480 per year. This price reduction will allow Revelator to maintain a slightly higher price point than their competitors – and thus, preserve their standard of quality and brand correlation with providing the best quality for the greatest value. However, this price reduction will also provide an entry point for Revelator to steal market share from its competitors, and will attract new customers who aren't willing to pay the high prices the company is currently charging. This marketing plan also suggests that Revelator should provide incentives that entice customers to keep coming back and purchasing coffee subscriptions – including 15% off discounts for new customers, loyalty rewards for repeat customers (including 10% discount codes for second or third orders from Revelator's e-commerce site, free mugs, and free samples of new blends), and regular promotions (like free shipping or free / discounted merchandise).

Distribution Strategy

Revelator should continue to ship their products directly to consumers from their roastery. This direct-to-consumer approach and commitment to freshness is a key component of Revelator's brand strength, and ties into their dedication to fostering a distinctly Southern identity. Revelator should also channel more business to their e-commerce site through their brick-and-mortar retail locations, SEO, online advertising campaigns, and better integration of the online store and Revelator's main webpage.

As their e-commerce sales take off, Revelator should look to integrate more wholesale partners into their sales and distribution channels. Revelator should continue to seek out local,

regional, and national retailers (like locally-owned coffee shops or even Whole Foods) who will carry their products and expand Revelator’s brand reach. A wholesale partner portal should also be integrated into Revelator’s website and online store for ease of navigation, access, and communication.

Marketing Communications Strategy

By integrating all messages in Revelator’s website (including combining the main site and online store), Revelator will grow its brand presence across the United States and increase sales through this e-commerce platform. Revelator will market its coffees as exceptional in quality and freshness, and will reinforce its commitment to growing and fostering its Southern brand identity through partnerships with other local businesses. Revelator will also continually monitor product and pricing trends amongst its competitors, and will invest in digital marketing campaigns to stay competitive and grow the company’s brand awareness.

Action Programs & Estimated Budget

TABLE 1.4

Time	Action	Budget
April – May 2016	<ul style="list-style-type: none"> • Work with a local website design firm to integrate Revelator’s external Square site into their existing main website for a more seamless customer experience 	\$20,000
	<ul style="list-style-type: none"> • Engage with a SEO provider to perform a site content audit 	\$2,000
	<ul style="list-style-type: none"> • Revise online store written content and develop richer, more informative product descriptions 	\$3,000
	<ul style="list-style-type: none"> • “Partner with us” digital and print marketing campaign to attract other local businesses to working with Revelator 	\$15,000
	<ul style="list-style-type: none"> • Launch a free sample campaign to provide site visitors with one 4 oz. sample bag of coffee 	\$1,000
	<ul style="list-style-type: none"> • Launch quantity discounts for customers who purchase multiple bags of coffee or 	\$2,000

	coffee subscriptions; this will lead into the scheduled company-wide price reduction	
June 2016	<ul style="list-style-type: none"> • Following the site content audit, set up a monthly retainer contract with the SEO agency • Begin directing social media traffic towards Revelator’s online store, and more specifically, their coffee subscription offerings • Reduce coffee subscription prices to \$40 per month (\$480 per year) • Partner with two new businesses (“Bundle” offerings) • Launch summer season coffee blends 	<p>\$3,000 per month (\$21,000 total for June – December)</p> <p>N/A</p> <p>N/A</p> <p>Approx. \$1,500 – \$3,000</p> <p>N/A</p>
July 2016	<ul style="list-style-type: none"> • Work with external agency to launch “Best of the South” digital advertising campaign (including ads on social media and video promotions) • Run 4th of July promotion <ul style="list-style-type: none"> → Free shipping during the week of July 4th on all merchandise → Limited edition summer merchandise • Partner with two new businesses (“Bundle” offerings) 	<p>\$30,000</p> <p>N/A</p> <p>Approx. \$1,500 – \$3,000</p>
August 2016	<ul style="list-style-type: none"> • As the digital campaign continues, add regular consumer promotions <ul style="list-style-type: none"> → Free shipping → Customer contests on social media, with prizes including free 3-month coffee subscriptions and merchandise packages • Partner with two new businesses (“Bundle” offerings) • Approach variety coffee subscription service providers (like MistoBox, Craft Coffee, Citizen Bean, and Bean Box) for information on how to have Revelator coffees included in these packages 	<p>\$2,000</p> <p>Approx. \$1,500 – \$3,000</p> <p>N/A</p>
September 2016	<ul style="list-style-type: none"> • Launch social media and digital marketing campaign to inform customers about Revelator’s commitment to social responsibility <ul style="list-style-type: none"> → Donate 10% of all sales to coffee farmers and farming cooperatives during the month of September → Launch donation campaign on the online 	<p>\$15,000</p>

	<ul style="list-style-type: none"> store, asking customers to give to the chosen charities / cooperatives • Partner with two new businesses (“Bundle” offerings) • Launch fall season coffee blends • Begin partnerships with third party coffee subscription providers 	<p>Approx. \$1,500 – \$3,000</p> <p>N/A</p> <p>N/A</p>
October 2016	<ul style="list-style-type: none"> • Revelator’s Birthday month promotional digital marketing campaign – run promotions all month long to thank customers for making this 2-year landmark possible <ul style="list-style-type: none"> → Free shipping all month long → Free Revelator mug on all purchases of \$25 or more → Coupon codes handed out in Revelator retail stores to encourage customers to buy beans online • Launch employee appreciation campaign on the website, to include daily employee features and posts on social media and on the website • Partner with two new businesses (“Bundle” offerings) 	<p>\$25,000</p> <p>N/A</p> <p>Approx. \$1,500 – \$3,000</p>
November 2016	<ul style="list-style-type: none"> • Work with external agency to launch Holiday season digital advertising campaign (including ads on social media and video promotions) • Partner with two new businesses (“Bundle” offerings) • Launch Holiday season coffee blends 	<p>\$25,000</p> <p>Approx. \$1,500 – \$3,000</p> <p>N/A</p>
December 2016	<ul style="list-style-type: none"> • Partner with four new businesses (“Bundle” offerings) to create special Holiday-themed bundle packages • Launch Holiday season promotions and merchandise <ul style="list-style-type: none"> → Free and expedited shipping during the week leading up to Christmas → Special Holiday-themed bundle packages 	<p>\$15,000</p> <p>\$5,000</p>
<p>TOTAL SPEND: \$199,000</p> <p>TOTAL AVAILABLE BUDGET: \$200,000</p>		

Summary

Despite their success in the brick-and-mortar space, Revelator has struggled to make a real impact with their online store. This marketing plan suggests that Revelator should prioritize integration of their online store and main website. Revelator should also optimize their site SEO and create promotional strategies to highlight the characteristics that make them unique – including quality, a fiercely Southern brand identity, and local and seasonal product offerings. Further, this plan recommends that Revelator should capitalize on their Southern individuality by partnering with other local brands and businesses to develop “Bundle” merchandise packages to be sold on Revelator’s site. Revelator should also be wary of their coffee bean and subscription prices, as these are generally much higher than those of their competitors.

Revelator Coffee has a unique opportunity to become a major force in the national craft coffee market. The company already has a strong brand identity tied to its commitment to producing the highest quality coffees possible, and is also rapidly growing its regional retail presence throughout the Southeastern United States. Particularly in a market that has not previously been exposed to this caliber of craft coffee, Revelator holds a prime position to become *the* specialty coffee roaster of the Southeast.

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