



Win Win Coffee Final Report

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Executive Summary

Our Fifth Floor Analytics team had the pleasure of Win Win Coffee to help relaunch their digital media presence. Our main objectives were to establish the brands target market and analyze the shop's competitors. We wanted to update the brands dated website and make sure it was working properly. Finally we wanted to improve brand awareness.

Initial Problems Detected

- Confusing Message

- Lack of Physical Storefront

- Outdated Website

- Lack of Brand Awareness

- Weak Social Media

Win Win Team



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Objectives

- Target Market Analysis
- Competitive Analysis
- Website Update and Site Health
- Improve Brand Awareness



Our Clients! Nikisha & Matthew

Nikisha and Matthew met 12 years ago and tag teamed the purchase of Win Win Coffee Bar in Spring Garden, a historically black neighborhood. This was the start of their “Bring it back to Black” venture! Like a lot of businesses, they were at a standstill during the pandemic. Together they pivoted to the ecommerce model and launched their own coffee roasts.

Value to Client: Target Market Analysis

Establishing a Target
Market gives Win Win
Coffee an audience

The company can get better
marketing results and
strategize with the target in
mind

Value to Client: Competitive Analysis

Gain an understanding of competitors

Use competitors marketing strategies of others to apply to Win Win Coffee

Establish Win Win Coffee's strengths and weaknesses

Apply strengths and weaknesses to new marketing strategies

Value to Client: Website Update and Site Health

Website Homepage is easier to navigate and more aesthetically pleasing

Homepage is very important for future advertising and consumer experience

Website works well and has stronger Search Engine Optimization

The addition of keywords and meta descriptions make the site easily searchable

Value to Client: Improve Brand Awareness

Increased brand awareness on different platforms

Win Win Coffee was advertised
for many weeks on Instagram
and Google

Allowed us to conclude that Instagram is a better place to advertise

We can recommend instagram
ads in the future due to better
results

Thanks!

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