

EVOLVE NORTH COFFEE ROASTERS

5 things every cafe
must do on their social media



Main Colors

Dark Purple Hex: #4B0082 Not for text	Red Hex: #E61E22 Not for text	Orange Hex: #F1C40F Not for text	White (Light Gray) Hex: #F0F0F0 Not for text
Dark Purple Hex: #4B0082 Not for text	Light Pink Hex: #F08080 Not for text	Light Orange Hex: #FFDAB9 Not for text	Black (Dark Gray) Hex: #333333 Not for text

Other Tones

AAA	AAA	AAA

Disabled / BG

A	AAA	AAA

Gradient 1

AA

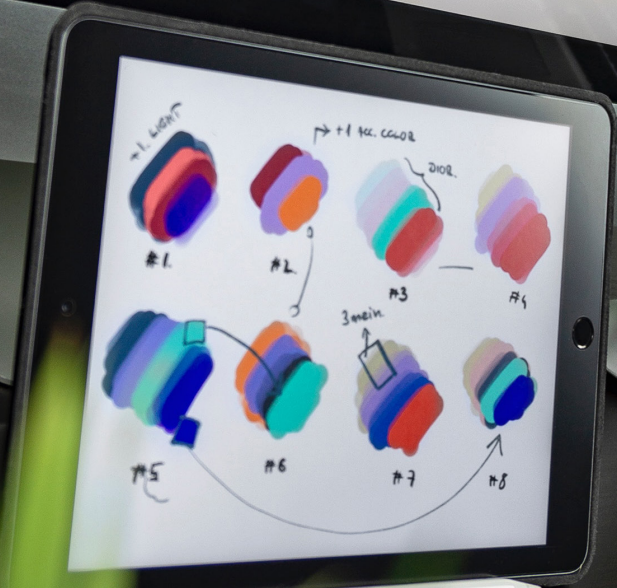
Gradient 2

AA

Gradient 3

AAA

Multipy Colors





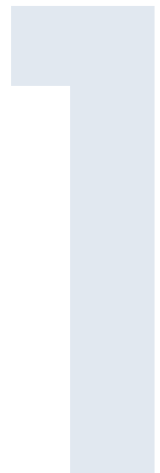
Number 1: Build a Strong Brand Identity

A strong brand identity is crucial for cafes on social media. It helps you stand out in a crowded digital space and makes your cafe memorable to potential customers. When creating your brand identity, consider the following:

Logo and Visual Style: Your logo is the face of your cafe. Make sure it's simple, distinctive, and represents your cafe's theme or values. Choose a colour scheme that aligns with your cafe's atmosphere and personality.

Consistency is Key: Consistency in branding across all your social media platforms is essential. Use the same logo, colour scheme, and style for all your profiles.

Cafe Personality: Your cafe should have a personality that shines through in your social media content. Are you a cosy, family-friendly spot or a hip and trendy urban cafe? Make sure your content reflects this personality.







Number 2: Create High-Quality Content

Great content is what draws people in and keeps them engaged. When creating content for your cafe's social media:

Professional Photography: Invest in high-quality photos of your food, drinks, and cafe interior. Consider hiring a professional photographer to capture the essence of your cafe.

Videos: Videos are highly engaging. You can create short clips of your baristas at work, a time-lapse of a dish being prepared, or a virtual tour of your cafe.

Graphics and Quotes: Share eye-catching graphics with quotes, fun facts, or special offers. These can help break up your feed and make it more interesting.

Consistency in Style: Maintain a consistent visual style and colour scheme for your posts to create a cohesive and visually appealing feed.







Number 3: Engage with Your Audience

Social media is not just a one-way communication channel. It's an opportunity for cafes to connect with their customers. Here's how you can engage:

Respond Promptly: Always respond to comments, messages, and reviews. A quick response shows that you value your customers.

User-Generated Content: Encourage customers to post about their experiences at your cafe and share their content on your social media, giving them a sense of recognition and involvement.

Contests and Polls: Run contests or polls to interact with your audience. Ask for input on new menu items, or run fun contests with cafe-themed prizes.







Number 4: Consistent Posting Schedule

A consistent posting schedule keeps your audience engaged and informed. Here's how to maintain it:

Choose the Right Times: Research when your target audience is most active on social media. Tailor your posting schedule to those times.

Content Calendar: Plan your posts in advance with a content calendar. This helps ensure a steady stream of content.

Scheduling Tools: Use scheduling tools like Hootsuite or Buffer to automate your posts, so you don't have to be online 24/7.





14:44



Insights

ACTIVITY

CONTENT

AUDIENCE

Interactions

Actions taken on your account from
19 July - 25 July

1,459



Profile visits
-1,006 vs. 12 July - 18 July

Website clicks
-103 vs. 12 July - 18 July

Emails
-1 vs. 12 July - 18 July

Get Directions

1,328

110

7

19





Number 5: Monitor Analytics and Adapt

To be successful on social media, you need to measure your performance and adapt accordingly:

Track Key Metrics: Keep an eye on reach, engagement, and conversion metrics. Tools like Facebook Insights and Instagram Insights provide valuable data.

Adjust Your Strategy: Based on your analytics, adjust your strategy. If certain types of posts perform well, create more of them. If others don't, rethink your approach.

Stay Informed: Social media platforms continually evolve. Stay updated on algorithm changes and new features to keep your strategy fresh.



E OLVE NORTH

Require additional assistance?

We can help you build your brand, engage customers, and create unforgettable experiences. Our support includes digital marketing advice, eye-catching design assets, and social media audits.

If your cafe could benefit from added support,
don't hesitate to reach out to us today.

Phone: 1800 999 905

Email: info@evolvenorth.com.au

Follow us on social media and stay connected with the latest from ENCR.

  [@evolvenorth](https://www.instagram.com/evolvenorth)

www.evolvenorth.com.au