



SERVICES AND PRICING



Cafe Connections

Driving Awareness to Your Cafe

www.mycafeconnections.com





Strategy

- Employ sales-focused, hyper-local social media coverage to build positive relationships between your cafe and your community
- Reach customers in your market with content focused on the areas you want to see growth in. Ex: Catering, Brand Awareness, Getaway Hour, etc.





Pick your Message: **Boosted Posts**



Catering

4-Week Campaign

Weekly Boosted FB Post

Cost: \$100

Boosted Post Budget:

\$400-\$600

Total: \$500-\$700



Getaway Hour

4-Week Campaign

Weekly Boosted FB Post

Cost: \$100

Boosted Post Budget:

\$400-\$600

Total: \$500-\$700



Student Discount

4-Week Campaign

Weekly Boosted FB Post

Cost: \$100

Boosted Post Budget:

\$400-\$600

Total: \$500-\$700



LTO/Food/National Promos

4-Week Campaign

Weekly Boosted FB Post

Cost: \$100

Boosted Post Budget:

\$400-\$600

Total: \$500-\$700



Pick your Message: **Boosted Posts**



Brand/Food Awareness

4-Week Campaign
Weekly Boosted FB Post
Cost: \$100
Boosted Post Budget:
\$400-\$600
Total: \$500-\$700



Hiring

2-Week Campaign
Weekly Boosted FB Post
Cost: \$50
Boosted Post Budget:
\$200-\$400
Total: \$250-\$450





Pick your Message: **Paid Ads**



Brand Awareness

4-Week Campaign

Paid Social Ad (not a post)

Cost: \$50

Ad Spend: \$600-\$1,000

Total: \$650-\$1,050



Hiring

4-Week Campaign

Paid Social Ad (not a post)

Cost: \$50

Ad Spend: \$300-\$500

Total: \$350-\$550



Catering

4-Week Campaign

Paid Social Ad (not a post)

Cost: \$50

Ad Spend: \$300-\$500

Total: \$350-\$550



LTO/Food/National Promos

4-Week Campaign

Paid Social Ad (not a post)

Cost: \$50

Ad Spend: \$300-\$500

Total: \$350-\$550

BOOSTED POSTS VS. PAID ADS

PAID ADS

In addition to the Facebook timeline, these ads run on Facebook News Feed side ads, Messenger ads, Instagram stories, Instant Articles, and Audience Network.

These aren't "searchable" like the Facebook posts on your local page.

Facebook ads include carousels, allow for specific descriptions, and provide a call-to-action button to motivate your audience to interact.



BOOSTED POSTS

A boosted post is a post that is made on your page's timeline that is boosted to an audience of your choosing for a fee.

It's a straightforward way to get your posts in front of more people who may not know who you are and what you offer.



Tropical Smoothie Cafe (Joplin)

Oct 10 · 🌐

More than just smoothies. We cater all events, big or small, pick up or delivery!

Start your order now: <https://bit.ly/3olbMVu>



Tropical Smoothie Cafe

Send message

87

1 comment



Boosted Posts

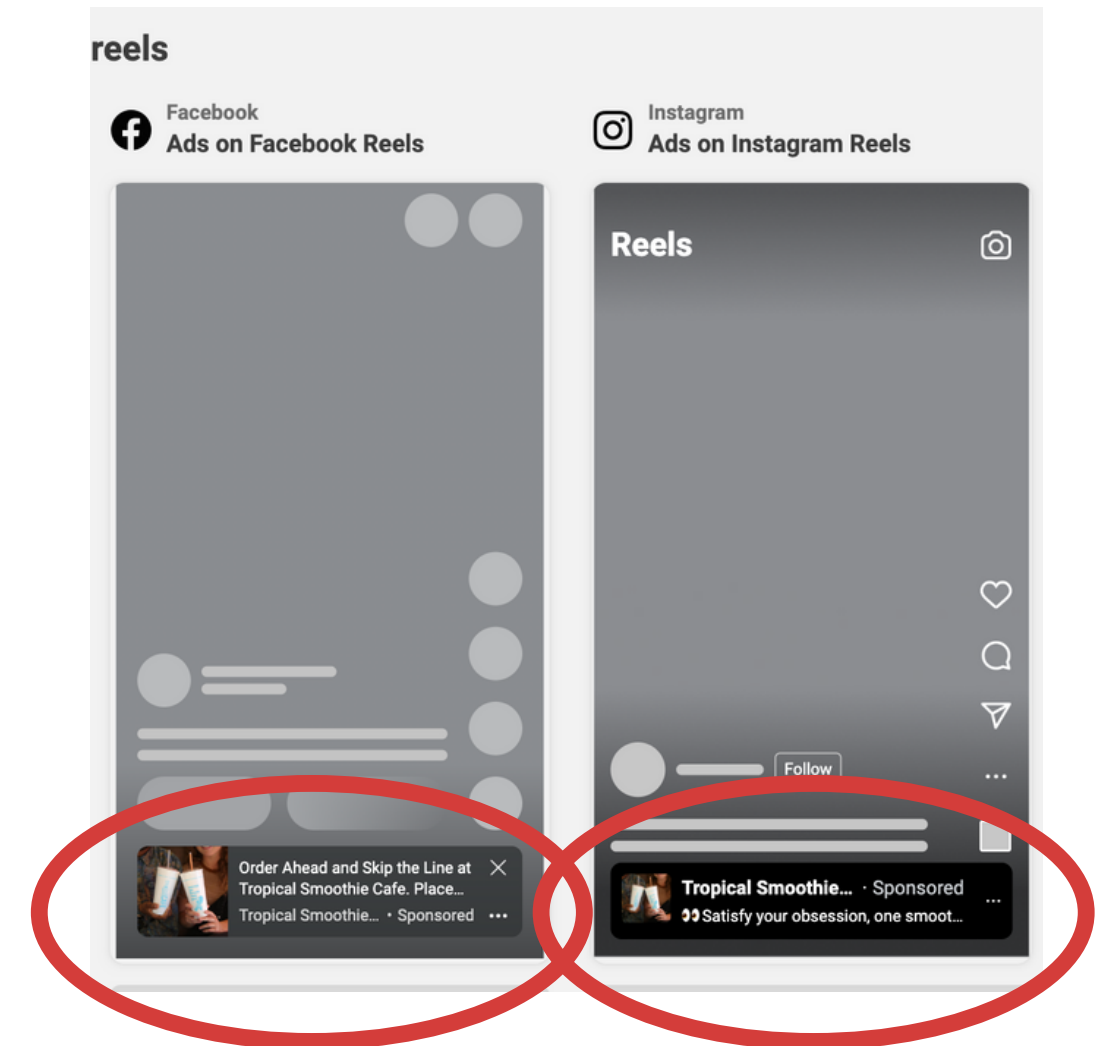
- EZ Cater links, Getaway Hour times, and other details are added to posts to make them unique to your location.
- We add your cafe's unique locator phrase to each post.
- Statistically, if you make a post on Facebook and do not boost it, only 2% of your followers will see it. That's sad! We utilize the budget you set to strategically and efficiently reach new people in your area.
- We recommend a minimum budget of \$100 weekly for 4 weeks.

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Paid Ads



- This is an example of what some of the variations of paid ads can look like
- There are 18 variations of the ad that run. Whatever variation performs the best is the one that the algorithm uses





MONTHLY SPENDING

Total Cost:

Weekly Creation + Management Fee

- \$25

Minimum Weekly Ad Spend

- \$100

Weekly Minimum **Total = \$125**

- Ad Spend can be scaled up for larger promotions.
- Invoice must be paid before the ad campaign can start.
- No contracts!



CAFE CONNECTIONS

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How to Get Started:


Send an email or fill out the form at
www.mycafeconnections.com

CAFE CONNECTIONS



Have a Custom Event? Contact us for a quote!

Bethany Halstead

 417-825-4505

 bethany@mycafeconnections.com

www.mycafeconnections.com