



BY
TJM AGENCY

VALUE PROPOSITION

OUR COMMUNAL SPECIALITY COFFEE AND PASTRY HELPS PREMIUM COFFEE AND PASTRY LOVERS WHO WANT TO CONNECT WITH THE COMMUNITY AND HAVE A GREAT COFFEE EXPERIENCE BY AVOIDING CHEAP COFFEE TASTE IN SMALL SPACES AND ALLOWING THEM TO MAKE COMMUNITY AND FINDING NEW TASTES, UNLIKE TRADITIONAL COFFEE SHOPS



VALUE PROPOSITION

OUR COMMUNAL BAKING SPACE HELPS BAKING ENTHUSIASTS WHO WANT TO IMPROVE THEIR BAKING SKILLS AND SHARE THEIR RECIPES BY PREVENTING THEM FROM THE COST INCURRED FOR BAKING SUCH AS EQUIPMENT, INGREDIENTS AND TIME IMPLIED IN LEARNING HOW TO BAKE AND ALLOWING THEM TO MAKE MONEY BY TEACHING THEIR RECIPES AND SELLING THEIR PASTRIES IN THE CAFE, UNLIKE COOKING IN THEIR HOUSE AND LEARNING ONLINE.



Target Persona Profile



Olivia Clark

*Talent acquisition
Coordinator*

Age: 26-28

Location: Vancouver

Family: single

Income: \$62,000 per year

BIO

Olivia is a Talent Acquisition Coordinator in the GeoComply company. She loves to enjoy a good coffee in a cafe with a dessert three times a week. She is also open to new opportunities in her life.

GOALS

- Try new things in her life
- Find new friends
- Enjoy a good quality of coffee with pastry

FRUSTRATIONS

- Doesn't like defrosted pastries in other cafes
- Doesn't like small place cafes

PERSONALITY



CHANNELS

Instagram
Email
LinkedIn



Target Persona Profile



Amanda Swift
Housewife

Age: 35~39

Location: Vancouver

Family: husband, daughter

Income: no income

BIO

She became a housewife to raise her child, and now that her child is in elementary school, she is looking for a job and something to do during the day when her child goes to school. She originally likes to make bread. So, she wants her child to eat her homemade bread.

GOALS

- Get time for her hobbies.
- Get income.
- Start her own business.

FRUSTRATIONS

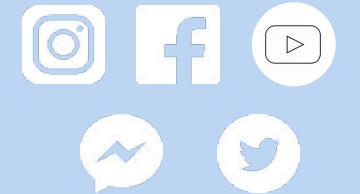
- Doesn't have time for her hobbies.
- She has no income.
- No place to make bread.

PERSONALITY



CHANNELS

Instagram, Whatsapp, Facebook, Youtube, Twitter



Target Persona Profile



Zoe Smith

University student

Age : 22-25

Location : Vancouver

Family : Mother, father,
older brother

Income : \$26,000 per year

BIO

Zoe is a junior at college. She loves baking bread, at times she takes her homemade bread to school to sell. Everybody in her school loves it, so it always sells out quickly. She's a good student, and always very friendly.

GOALS

- Having a bigger oven and more space
- Share her hobby more
- Earn more money

FRUSTRATIONS

- Not enough space to bake
- She doesn't have a big oven so it takes too long to bake

PERSONALITY

- Extrovert
- Active
- Friendly

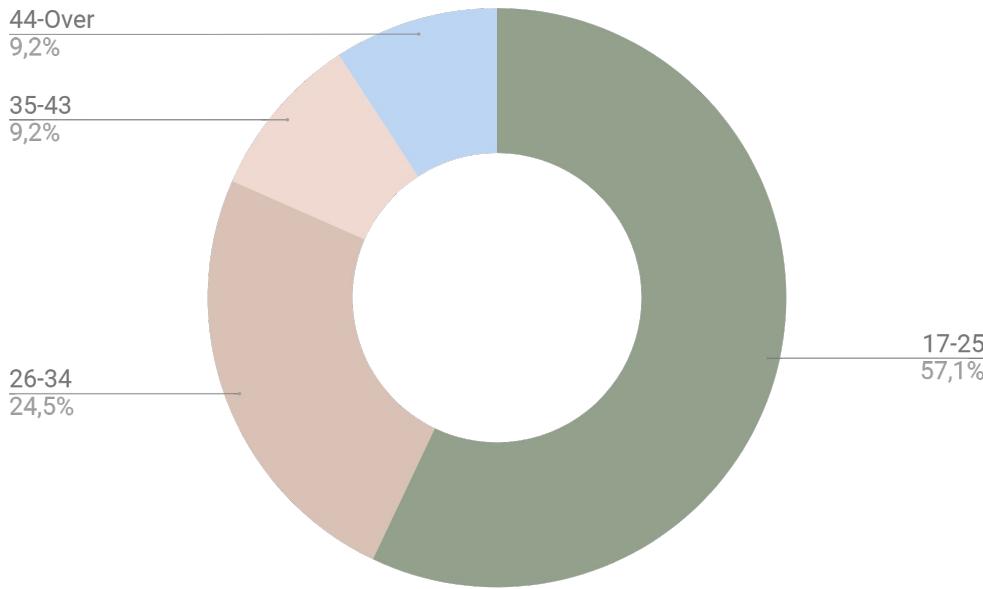
CHANNELS

Instagram, Whatsapp,
Snapchat, Youtube,
Twitter, Linkedin

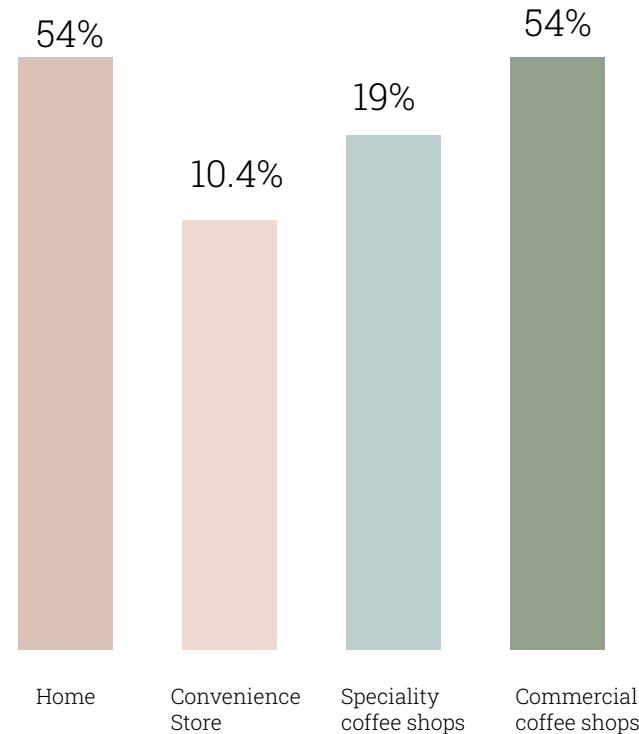


SURVEY RESULTS

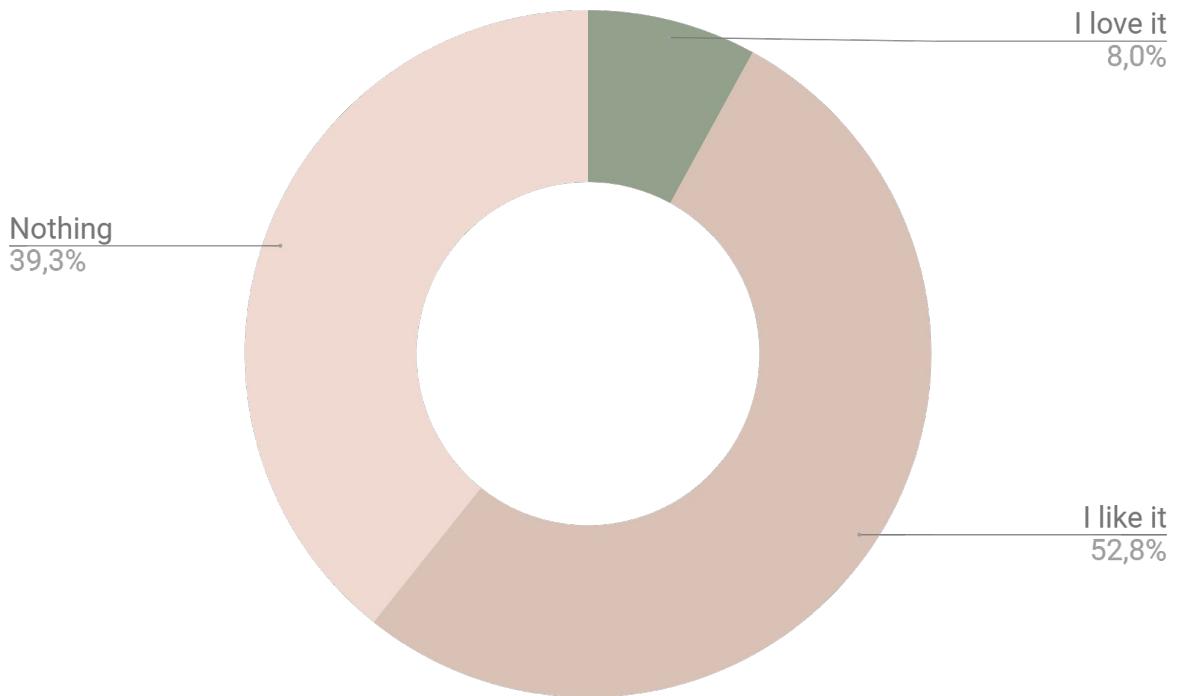
Age



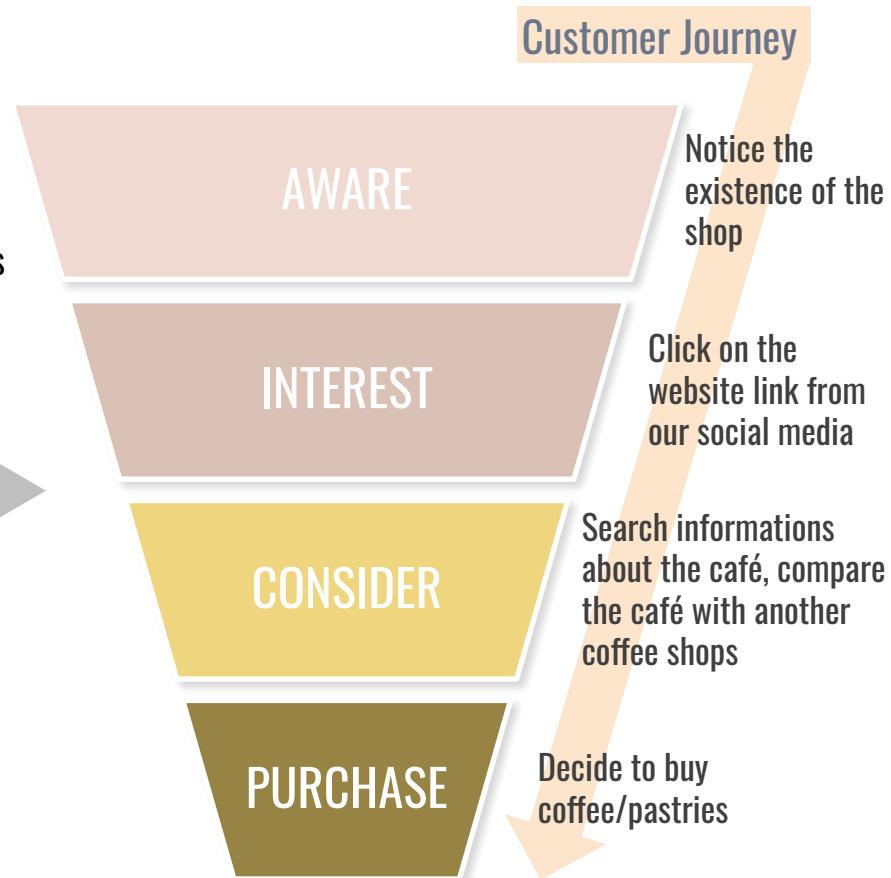
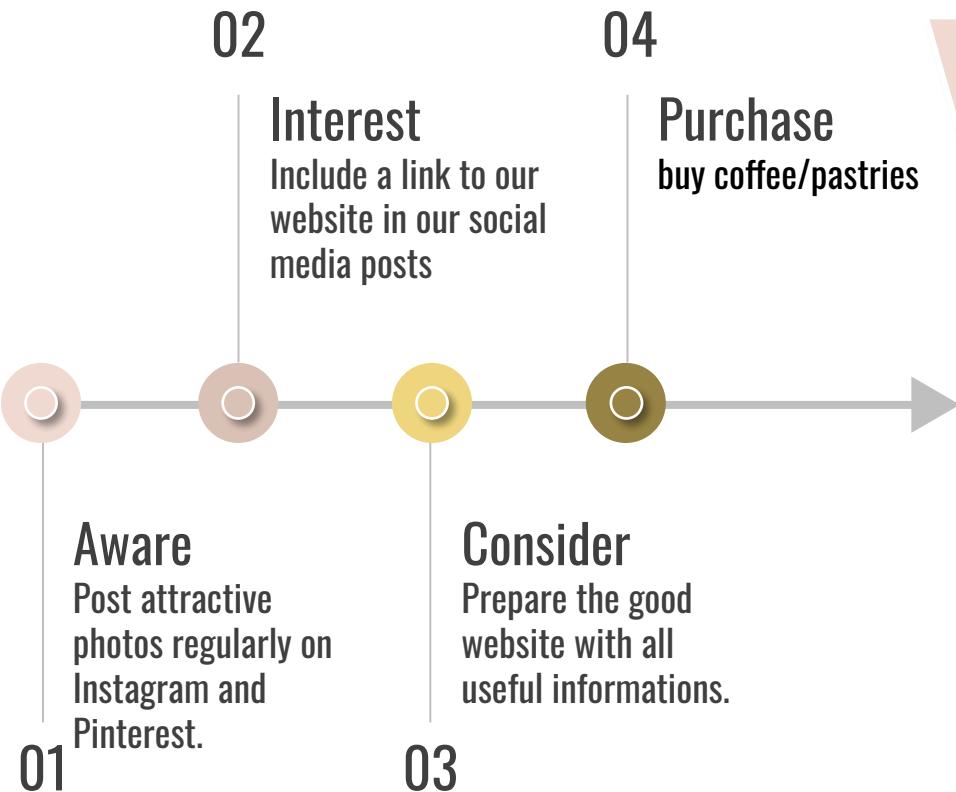
Where do you usually get your coffee?



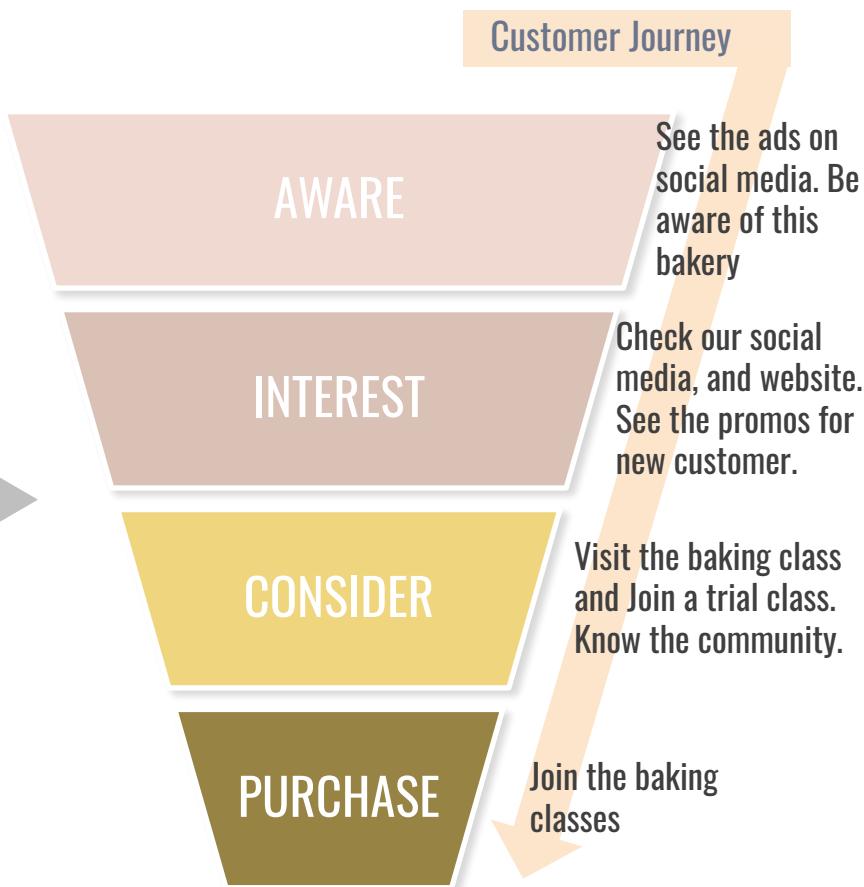
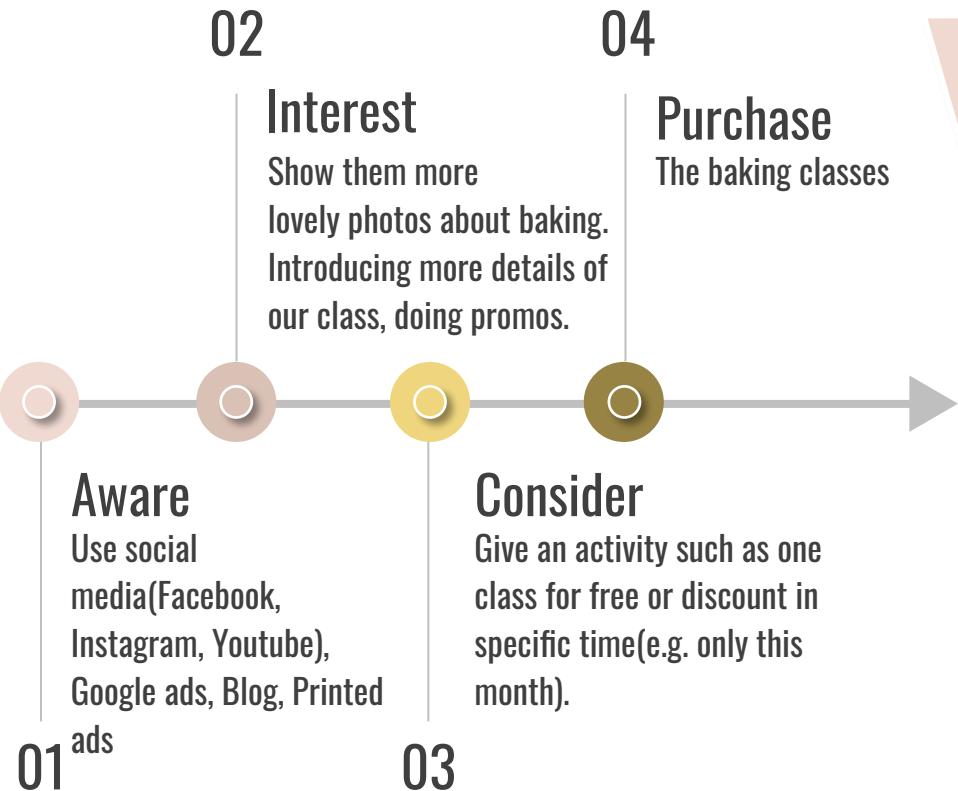
How passionate are you about baking?



MARKETING FUNNEL (Cafe side)



MARKETING FUNNEL (Baking side)



Cafe

KEYWORDS/ KEYPHRASES

COFFEES VANCOUVER

COMMUNAL
CAFES/BAKERIES

PREMIUM
COFFEES

LATEST CAFES

TASTY PASTRIES

HANDMADE
PASTRIES

Bakery

KEYWORDS/ KEYPHRASES

LEARNING
BAKING RECIPES

COMMUNAL
BAKING SPACES

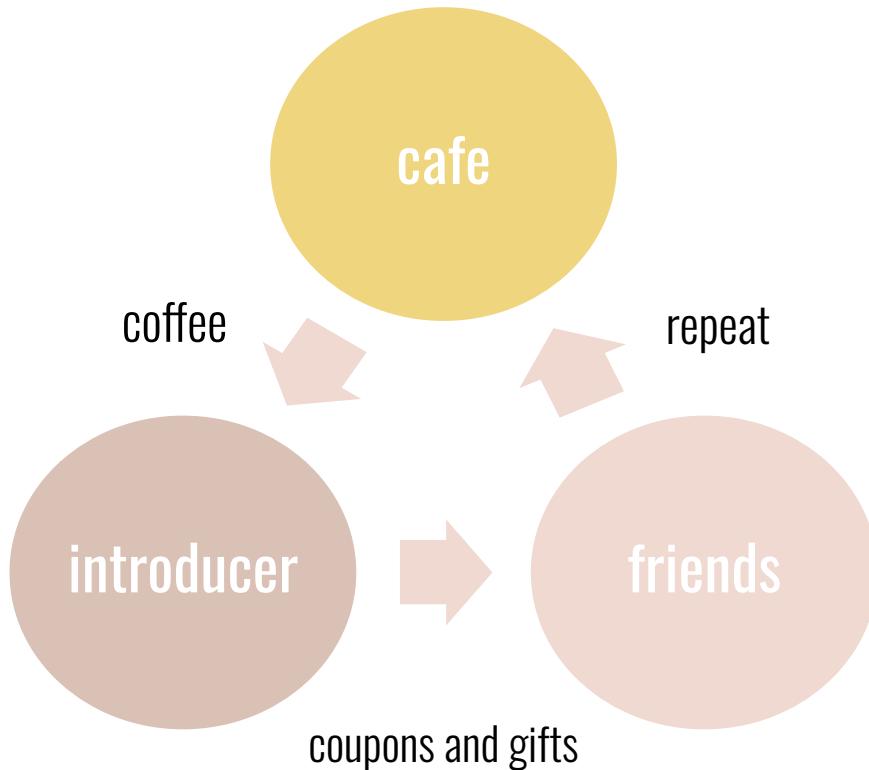
IMPROVE BAKING
SKILLS

SELLING BREADS
AND PASTRIES

BAKERY SIDE
BUSINESS

BAKING CLASSES
PRICES

REFERRAL PROGRAM 1 / Cafe side



Process

1. Customers who are satisfied with the atmosphere and quality of the cafe introduce it to their friends by the e-mail.
2. They and their friends receive the coupons and gifts.
3. Their friends also start going to this cafe.

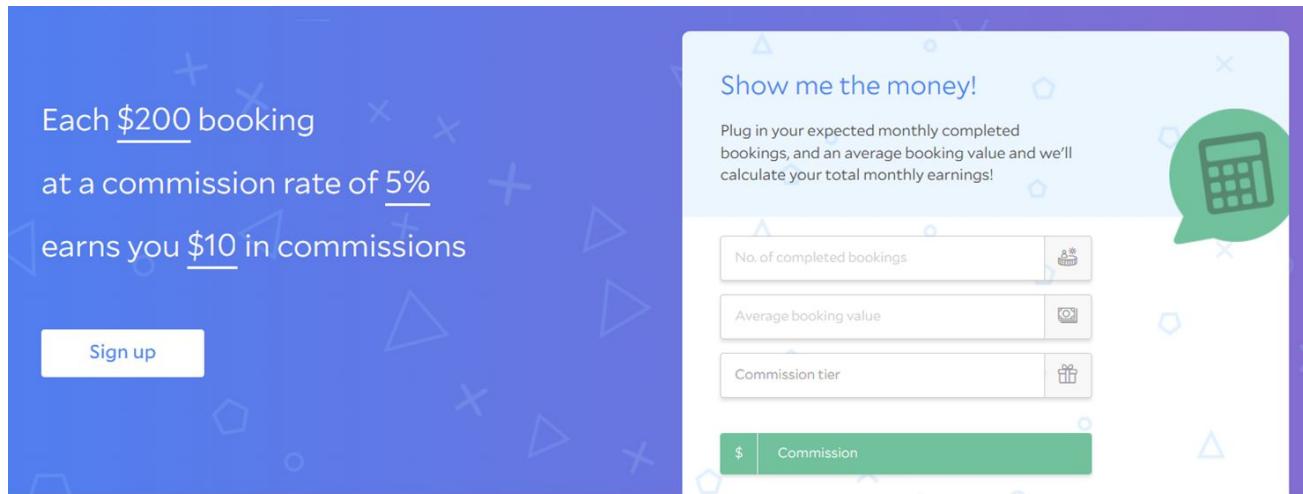
REFERRAL PROGRAM 2 / Baking class

Finding students to show their works on social media and leave the invite code for their friends.

1. They will get a discount for coffee in this shop, if their friends join this class with an invite code.
(OUR STUDENTS WIN!)
2. Their friends are attracted by these works and they can get a trial lesson for free by using an invite code.
(NEW CUSTOMERS WIN!)
3. The coffee shop gets more customers.
(A COFFEE SHOP WINS!)



AFFILIATE PROGRAM / Join affiliate program



Each \$200 booking
at a commission rate of 5%
earns you \$10 in commissions

Sign up

Show me the money!

Plug in your expected monthly completed bookings, and an average booking value and we'll calculate your total monthly earnings!

No. of completed bookings

Average booking value

Commission tier

Commission

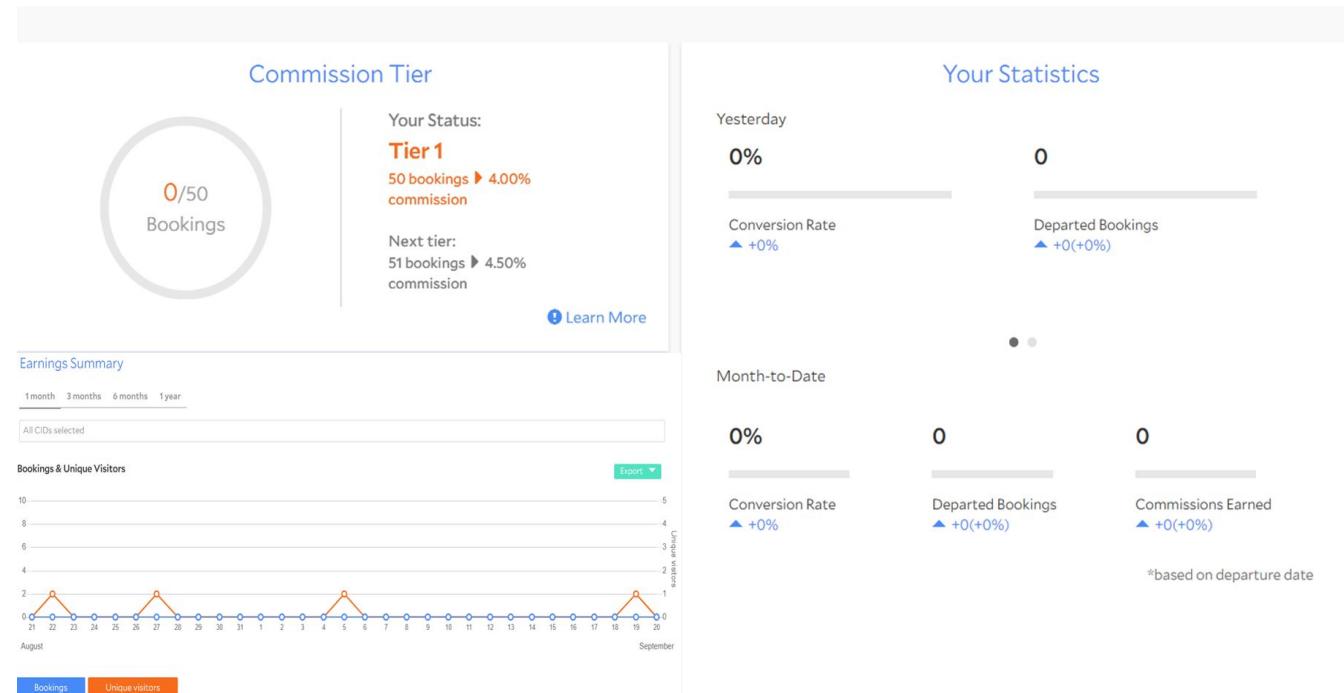
Become an affiliate partner and start monetizing your traffic today!

1. Create a Platform to make people who have their own channel or blog can join affiliate programs easily.

Restriction: Our affiliate partners must have their own channel(BLOG,YOUTUBE CHANNEL...etc).

AFFILIATE PROGRAM/Share links and check dashboard

2. Every affiliate partner has their own Dashboard which can show them some data about exposure rate and conversion rate of their affiliate link.



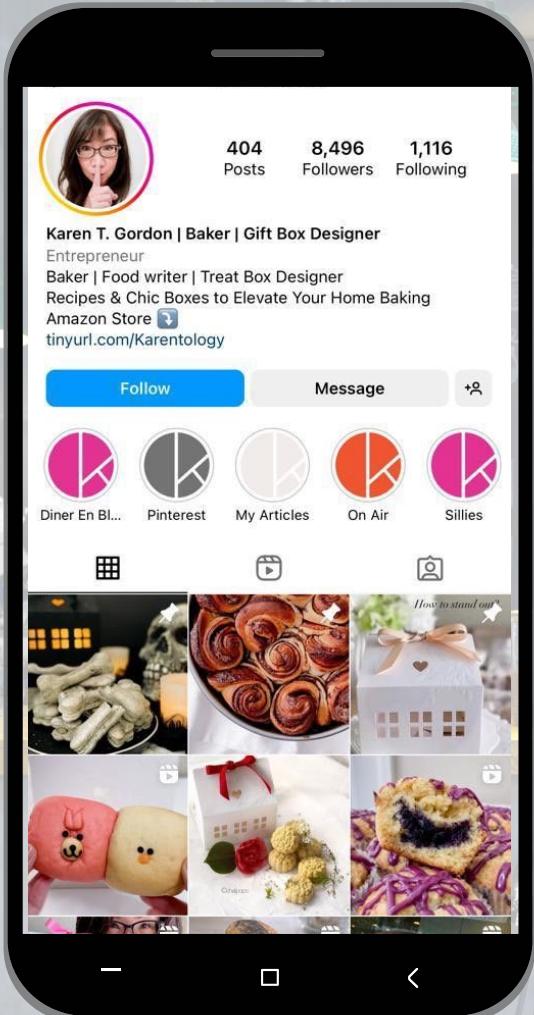
AFFILIATE PROGRAM/Get commission

Number of students	Commission Percentage
1-3	4%
4-6	4.5%
9-12	5%
12-15	6%
15-18	7%

3. Design the reasonable Reward system to encourage your affiliate partners to share affiliate links actively.



INFLUENCER CAMPAIGN



Karen Gordon



Vancouver



Baker and food writer



Vancouver Sun

Introduces her original recipes in social media



miy0283 Omg this looks so good 😍

5w 1 like Reply

— Hide replies



karen.t.ology @miy0283 thank you Miyu ❤️

5w 1 like Reply



meandmyfood2020 Super cute 😍

1d Reply

— Hide replies



karen.t.ology @meandmyfood2020 thank you ❤️

10h Reply



aglassofwhimsy These are absolutely beautiful and I'm sure amazing too 😊

5w 1 like Reply

— View replies (1)



aglassofwhimsy @karen.t.ology You had me at Nutella ❤️

5w 1 like Reply



karen.t.ology @spruced_surroundings awwww thanks girl!! ❤️

5w 1 like Reply



aglassofwhimsy @karen.t.ology ❤️ ❤️ ❤️

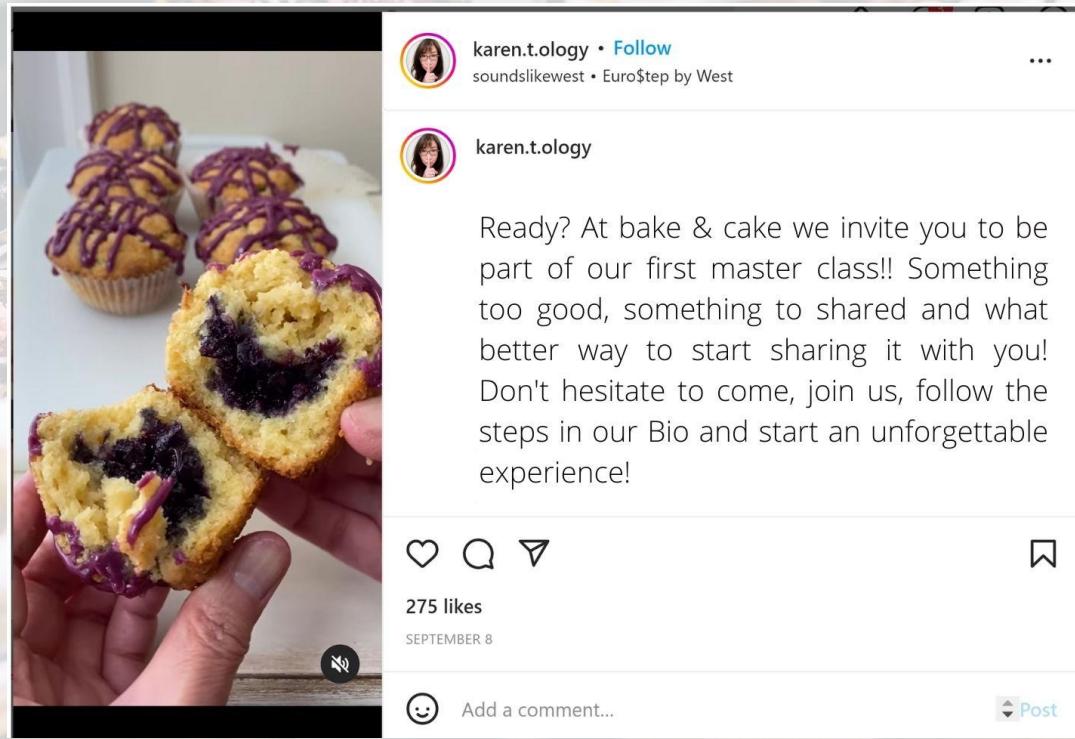
5w Reply

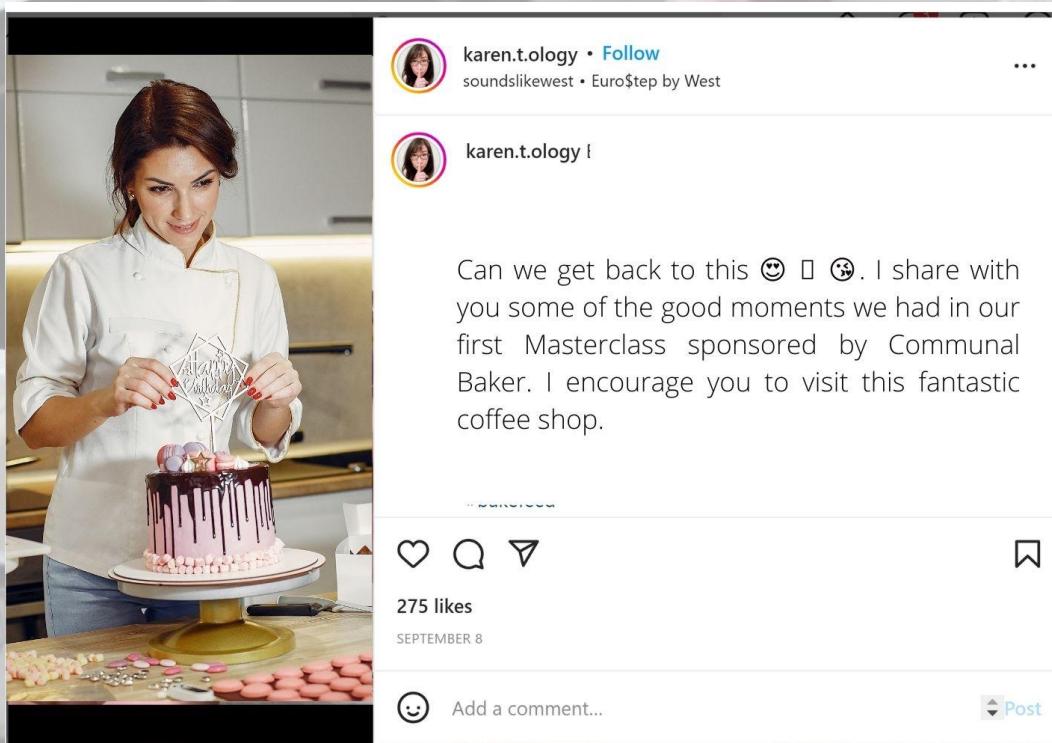
Content of the campaign

2 Posts

1st Post

A photo of info about her class and a photo of her with dessert or just a dessert





2nd Post

Summary of photos or videos of the class

3 Stories

Introducing the masterclass and driving traffic to the post.

Reminder: “Don’t forget to register”(1 day before)

Picture that shows the results of the class



1 Web Article



Sharing the recipe or
presenting the communal
bakery

CALGARY LAUNCH CAMPAIGN

SHOWCASE THE BUSINESS CONCEPT BY SHOWING THE STEPS A CUSTOMER FOLLOWS FROM UNKNOWN TO COMMUNAL BAKER AND HOW THEY ARE ABLE TO TAKE PART OF THE COMMUNITY AND SHARE THEIR LOVE IN CHRISTMAS TIME



Objective

Get a 100 enrolling for the first class at Communal by December 20th

Channel

Facebook, Instagram, YouTube
Printed media, Whatsapp
LinkedIn,



Inspiration Video <https://www.youtube.com/watch?v=yg4Mq5AEzw>



BAKE WITH YOUR HEART

This Christmas, show your love in a different way, join our
communal baker classes



Pay attention to your customer journey and see improvements areas

KNOW YOUR CUSTOMER

Implement referral and affiliate programs

ENCOURAGE YOUR COMMUNITY TO CREATE MORE
COMMUNITY, BAKE FRIENDS!

Implement quick but effective social media strategies

GROW YOUR AUDIENCE



THANKS!

Does anyone have any questions?