

Bollo's Research and Marketing Strategy Plan

About Bollo's Café and Bakery

Bollo's Café and Bakery opened in downtown Blacksburg in May, 1994. It is an expansion of Gillie's Restaurant—a vegetarian restaurant that opened in 1974. Bollo's is known for their selection of drinks as well as vegan, gluten-free and all natural baked goods.



Bollo's company logo. Source: Facebook

Public Perceptions & Observations about Bollo's

Bollo's is a small coffee shop that is within a 2-minute walking distance from campus. There is limited seating, but they encourage customers to stay in the store and many students use it as a study space. They also only accept cash. Looking at the 28 reviews they have online (from urbanspoon.com and yelp.com), 16 out of 22 customers said they enjoy the drinks and 16 out of 17 customers said they enjoy the selection of baked goods. Other comments included complaints about limited seating. Online, Bollo's makes a limited impression because of the lack of posts and updated information it has. Improving their online presence could increase the amount of customers coming in and could encourage customers to try new products.

Bollo's Online Social Media

Bollo's is on Facebook. The Facebook page was used consistently during the last school year but hasn't made a presence since August 27. Posts have included daily menus, announcements regarding shop conditions and baked goods, and events.

Bollo's is on Twitter. However, they do not have a presence. They created two tweets in 2011 and then discontinued use.

Bollo's has a blog. There have been five posts since November 2012 with the most recent post in July 2014. In the blog there is information about ingredients and nutrition.

Tool Options

- ❖ Videos to prompt viral marketing
- ❖ Text messages to alert regular clients about daily specials
- ❖ Banner advertisements to create brand awareness
- ❖ E-commerce which allows clients to order before entering the store; could be in the form of a phone application or website
- ❖ Blogs with a defined purpose; possibly providing information about the types of ingredients used, recipes or tips about living a healthy/vegetarian/gluten-free lifestyle
- ❖ Facebook to promote specials, encourage conversation, and advertise events
- ❖ Twitter to give quick updates about things going on in the shop and to give alerts to what daily specials are

- ❖ E-mail newsletters to give an update as to what the store has been doing (new products, events, recognition)

Tool Recommendations

Bollo's should consider creating an App to practice e-commerce so they can allow customers to make purchases before entering the store. Bollo's only takes cash or check because they believe that it is better for small businesses. Therefore, this app would only allow customers to indicate what type of pastry or drink they would like and what time they would be there to pick it up. This could also be used to order larger quantities or special items such as cakes. This app would have a convenience utility. Something that current customers value about Bollo's is the convenience of it being within walking distance of campus. Students without a meal plan should be considered a target audience because they would consider going to Bollo's over somewhere on campus for coffee. If students are on a time crunch, being able to practice E-Commerce and allowing an option to purchase through an App would be valuable because students would be able to place an order while walking to the shop and pick up and pay for their coffee while on a time crunch when they are in between classes.

Facebook is the second tool I recommend to focus on. Bollo's could improve on the frequency and content postage on their Facebook page. Bollo's Facebook page was last updated in August. On their Facebook page, there have been posts about a wide variety of topics and the frequency of posts varies. Some months there have been zero, one, three or five or more posts. According to *Integrated Marketing Communications* by Clow and Baack, the most successful Facebook pages post constantly and engage their audience. Most Facebook followers began following the page because of a special offer associated with liking the page. Bollo's should begin by using incentives for liking their page and then use the page to interact with their customers, share blog posts and topic-related material, and to respond to customer inquiries. Something that the customers like about Bollo's is that it is a small, local shop and because of that the staff recognizes its clients. Having an interactive Facebook page allows the customers to continue that in-person interaction that they value online. It also would make them feel more connected to the shop because they would get more information about what the shop is doing behind the scenes and give them more information that allows them to better understand Bollo's mission.

Shortcomings of website

- ❖ Should be using Web 4.0, currently using Web 1.0 & Web 2.0
- ❖ Web 1.0 is having static content that is user generated & Web 2.0 brings in social media
- ❖ Web 4.0 would integrate customer engagement and have a two-way flow of information
- ❖ Web 4.0 would look like:
 - Having interaction on website & social media & blogs
 - Having an app that increases brand engagement
 - Example: Customers said that they appreciate that Bollo's has board games to play with friends. Could have a game that is created for the app that uses Bollo's as major playing factor, such as a version of tic-tac-toe but instead of X's and O's it is a coffee and a pastry.
 - Online orders (e-commerce):
 - Pre-Order

- Easily locate merchandise
- Include a “secret menu” to encourage channel integration. Secret menu can only be found through website or app
- Feedback option

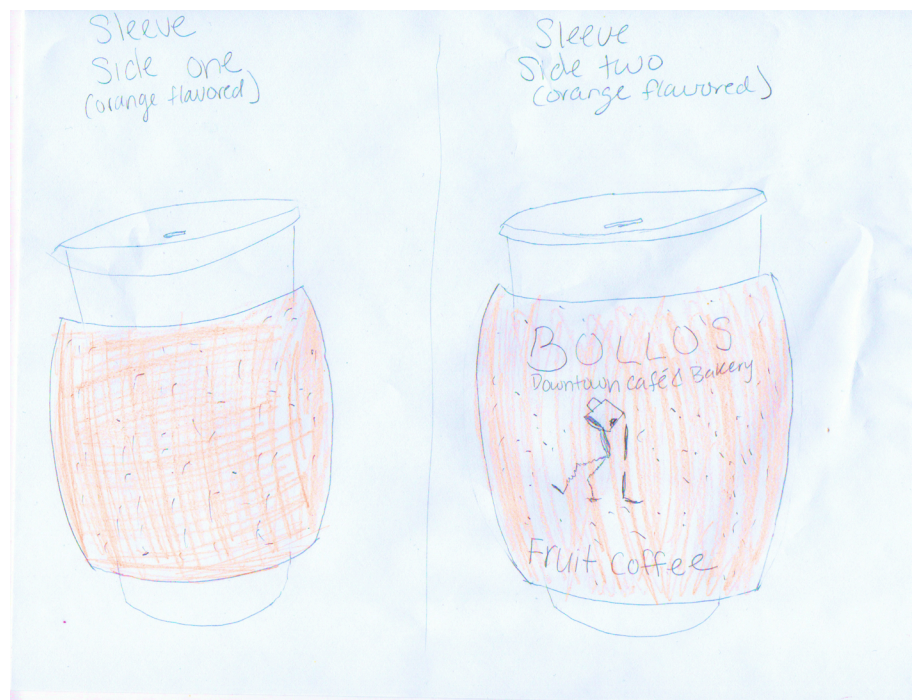
Social Media Strategy

The social media strategy should integrate all forms of social media that already exists but enhance features that would draw more attention to Bollo’s brand. Bollo’s should utilize an employee who has spare time during their shift to be responsible for updating Bollo’s social media each week. Having constant posts increases the amount of viewers and customer engagement. The more engaged people are with a brand, the more they prefer that brand to others. At least twice a week a staff member must go on the social media website and respond to any posts from clients.

- ❖ Facebook- Bollo’s facebook page should begin by posting three times a day; one post about that week’s blog or employee/customer recognition, one post about daily special or new product and one about community happenings or asking opinions. The goal of this tactic is to give information to customers who react the most to cognitive appeals and to use an affect appeal for every customer or potential customer because it shows that Bollo’s cares about what’s going on in the Blacksburg community.
- ❖ Twitter- Bollo’s Twitter account has not been utilized. The best thing to do with this account is delete it and create a new one. Bollo’s should make sure that all of their staff follows them on twitter and that they put up a couple interesting tweets before requesting to follow others. Bollo’s should aim to tweet at least three times a day, but more is preferred to increase viewership.
- ❖ Blog- A strength in Bollo’s is that they have a blog where they post about ingredients they use and things related to the type of shop they are. This blog should be updated weekly and include articles about what other things Bollo’s is doing in terms of new recipes, new health information, ect.

Integrated Digital Marketing Campaign/Promotional Activity

Bollo’s new product is a variety of natural, fruit flavored coffees. To promote this, we are going to create a reusable coffee sleeve that resembles the fruit that the consumer is getting. One side of the sleeve will say “BOLLO’S FRUIT COFFEE” and the company logo. At the beginning of the introduction period of the product, Bollo’s can do a series of contests via social media and



the winners will receive the reusable sleeve. Those who don't win can buy the sleeve as well. The sleeve promotes the drink and the company, and is consistent with Bollo's being a "natural" and "earthy" company. Bollo's can then have a social media campaign where they ask customers to post pictures of their coffee with the sleeve on Facebook and Twitter and winners get a small discount. The winners and the campaign will then be a story that can be put on their blog. This campaign will encourage brand engagement and will encourage customers to come into the store to try the new product.